

CONFERENCE PROGRAM

BUCHAREST 2016



Organized under the patronage of the
Marketing School, Bucharest University of Economic Studies
Bucharest
2016

**1st Emerging Trends in
Marketing and Management International
Conference**

Conference Program

**September 22nd-24th, 2016
Bucharest, Romania**

Thursday, September 22nd 2016

09:00 – 10:00 Participant Welcome, Registration

(N. Angelescu Building, Bucharest University of Economic Studies, No 6 Romana Square)

10:00 – 12:30 Opening Ceremony and keynote speakers (Aula Magna)

- Welcome speech from ASE Bucharest
- *Eric Arnould*, PhD, Marketing Professor, University of Southern Denmark
- *Dan Alex Petrovici*, PhD, Senior Lecturer in Marketing at Kent Business School, University of Kent
- *Dragoş Cîrneai*, PhD, Sr. Neuromarketing Consultant at Open-i Research&Consult

12:30 – 13:30 Lunch (Cafeteria, 3rd Floor)

13:30 – 16:00 Parallel Sessions I & II (I – Virgil Madgearu Room, II – Council Room)

18:00 – 20:00 Panoramic Bucharest city tour with an English speaking guide (pick up in front of N. Angelescu Building, Romana Square)

20:00 – 22:00 Authors' Networking and Collaboration Meeting (Capital Plaza Hotel Bar)

Friday, September 23rd 2016

10:30 – 13:00 Parallel Sessions III & IV (III – Virgil Madgearu Room,
IV – Council Room)

13:00 – 14:30 Lunch (Cafeteria, 3rd Floor)

14:30 – 17:00 Parallel Sessions V & VI (V – Virgil Madgearu Room,
VI – Council Room)

18:00 – 20:00 Romanian wine tasting experience with an international sommelier and an interactive program for all participants (Hanu' lui Manuc - Manuc Inn)

20:00 – 23:00 Gala Dinner and an exclusive Romanian folkloric program (Hanu' lui Manuc - Manuc Inn)

Saturday, September 24th 2016

08:00 – 20:00 Closing Session and Day Trip to Sinaia and Prahova Valley (pick up in front of N. Angelescu Building, Romana Square)

- Beautiful route through the Carpathian Mountains
- Visit to Sinaia Monastery
- Official closing session at Hotel Rina Sinaia 4*, followed by lunch
- Peles Castel tour with an English speaking guide
- Exclusive classical music concert inside Peles Castle

Session I – 13:30-16:00, Virgil Madgearu Room – Thursday, September 22nd 2016

Chairpersons :	Diederich Bakker Carmen Bălan
Tracks :	Marketing Strategy Knowledge Management

Paper ID	Author(s)	Paper Title
58	Diederich Bakker	Branding in China – An Institutional and Consumer Perspective
50	Moshe Goren, Shlomo Hareli	The Social Influence of User Emotional Expression on the Acceptance of Information Systems by Peer Users in Organizations
86	Elena Lidia Melnic	The Science of Customer Satisfaction in the Retail Banking System- A Critical Comparison between the Two International Indexes: Net Promoter Score (NPS) and American Customer Satisfaction Index (ACSI)
81	Amalia DUTU, Mihaela DIACONU, Olimpia OANCEA	Cross-functional Working: Some Thoughts about the Third Market Orientation Component Implementation
90	Carmen Bălan	Agro-Tourist Boarding Houses in Romania: Is Their Online Positioning Designed To Be Effective?
96	Tino Bech-Larsen	Doing the Double Limbo - A study of Alternative Retail Practices for Food Waste and Price Reduction
71	Maira Clark, Tony Harrington, Andrew Myers	Promoting Excellence in Customer Management: Emerging Trends in Business

Session II – 13:30-16:00, Council Room – Thursday, September 22nd 2016

Chairpersons:	Katharina Maria Hofer Mihai Cristian Orzan
Tracks:	Innovation and Product Development Operations and Project Management

Paper ID	Author(s)	Paper Title
56	Katharina Maria Hofer, Alexandra Baba	Internationalization Strategies of SMEs in the Service Sector: What About Innovation and Performance?
64	Lina Pilelienė, Viktorija Grigaliūnaite	Elaboration of the Model for the Assessment of Outdoor Advertising Effectiveness
69	Yana Balashova-Kostadinova	Identifying Competitive Advantages for Territories
77	Evgeniya Tonkova	Automated Marketing and the Need for Revising Traditional Practices
78	Antoniya Boykova	Innovative Models for Generating Ideas in High-Tech Environment
103	Daniel Moise, Anca - Francisca Cruceru	Virtual Events Where To?
51	Makram Cheikh	Overview on the Technological Development and Particularities of Industry Services Development
72	Anne Dibley, Moira Clark, Andrew Myers	Emerging Trends in Customer Management in a Changing World

Session III – 10:30-13:00, Virgil Madgearu Room – Friday, September 23rd 2016

Chairpersons:	Fabrizio Baldassarre Daniela Ioniță
Tracks:	Organizational Culture and Human Resources Management Marketing Research & Consumer Behaviour

Paper ID	Author(s)	Paper Title
46	Lucian-Florin Onișor, Daniela Ioniță	Crowdsourcing Platforms: Users' Experience Exposed
98	Fabrizio Baldassarre, Francesca Ricciardi, Raffaele Campo	Business Process Management as a Strategy to Make Organizational Innovation
92	Maria Colurcio, Stella Carè, Angela Caridà, Monia Melia	Crowdsourcing: Looking for a Pattern
99	Ioana Sinziana Burcea	To what Extent Does Gender Marketing Influence the Parental Purchase Decisions of Children's Products, and how would these Customers React in a Genderless Informational World?
104	Diana Yampolskaya, Olga Vasilyeva, Alexander Zobov	Segmentation of Supplementary Post-graduated Education (Case for a Russian University)
57	Stephan Kull, Philipp Hübner	Why Do Consumers Use Technologies for Shopping in Omnichannel Environments? Examining a Special Relationship Between Consumers and Devices
55	Daniela Ioniță, Lucian-Florin Onișor	Crowdsourcing and Outsourcing: Friends or Foes?

Session IV – 10:30-13:00, Council Room – Friday, September 23rd 2016

Chairpersons:	Alin Stancu David Yoon Kin Tong
Tracks:	Entrepreneurship and Strategic Management Marketing Research & Consumer Behaviour

Paper ID	Author(s)	Paper Title
65	Tamas Jozsa	Market Orientation in the Hungarian Municipal Public Service Provision
95	David Yoon Kin Tong, Chau Keng Tee, Hishamuddin Ismail	Developing the Profile of Green Consumer and Family Decision Making Model: A Review
63	Viktorija GRIGALIŪNAITĖ, Lina PILELIENĖ	Making Brand Visible: Advertising Elements Influencing Visual Attention to the Brand
68	Desislava Serafimova	CSR Assessment Model
107	Irina Iosub, Adelina Ivanov, Dan Smedescu	Characteristics and Development of Social Media as a Marketing Communications Tool
73	Dr Ehtesham Abbasi	A Study of Entrepreneurial Venture of Dairy Products in Central Uttar Pradesh, India
110	Remus Ion Hornoiu, Gianluca Felicetti	Climate change impact on developing eco-sustainable services and goods - ecotourism- in local communities from protected areas

Session V – 14:30-17:00, Virgil Madgearu Room – Friday, September 23rd 2016

Chairpersons:	Rita Cannas Nicolae Teodorescu
Tracks:	Marketing Research & Consumer Behaviour Relationship Marketing and CRM

Paper ID	Author(s)	Paper Title
84	Rita Cannas, Daniela Pettinao	Exploring Tourists' Emotional Experiences within a UNESCO Geo-Park
53	Piotr Tarka	Intuition or Marketing Research Information Usefulness in Business Organizations in the Light of Ordinal Regression Analysis
62	Alice Audrezet, Béatrice Parguel	What Does this Mid-Point Stand For? Exploration of a Tool that Distinguishes Ambivalence from Indifference and Uncertainty
80	Manuela Ivanova	Identify of Information Asymmetry Practices in Bulgarian Goods Market
87	Sunday Adewale Olaley	Customer Vs. E-tailer: How Tablet Affects Mobile Commerce
111	Laura Daniela Tănase, Mihai Ioan Rosca	Consumers' perception on profitability and safety attributes associated to financial products - the case of Romania

Session VI – 14:30-17:00, Council Room – Friday, September 23rd 2016

Chairpersons:	Andreea Mihaela Barbu Dries Verlet
Tracks:	Leadership and Business Ethics Media & Marketing Communication

Paper ID	Author(s)	Paper Title
94	Dries Verlet	Emerging Trends within the Public Sector in Flanders. Towards a Self-Organising Centre of Government
76	Olimpia Oancea, Amalia Dutu, Mihaela Diaconu, Mihaela Brinzea	Integrated Marketing Communication Tools: Traditional vs. Modern
61	Yeşim Çelik	Self-Regulation in the Field of Digital Advertising from European Perspective: An Assessment on Self-Regulatory Principles Associated with Digital Advertising
89	Xue Fa Tong, David Yoon Kin Tong, Wai Sern Tam	Food Tourism: The Melaka Gastronomic Experience
106	Irina Iosub, Adelina Ivanov, Dan Smedescu	Social-Media Platforms and Marketing of Higher Education Institutions
108	Andreea Pachițanu	Social media instruments' use and importance for the marketing communications mix - An exploratory analysis on companies' in Romania
109	Mihaela Constantinescu	The Brand of an Athlete - Reconsidering It's Dimensions

Organized Activities and Excursions (all included in the Conference Fee)

A selection of very attractive activities and trips has been arranged for ETIMM international conference participants

1. Activities:

- **Panoramic Bucharest city tour** with an English speaking guide (September 22nd)

- **Authors' Networking and Collaboration Meeting** (September 22nd) at the bar of **Capital Plaza Hotel**



- **Romanian wine tasting experience** with an international sommelier and an interactive program for all participants (September 23rd) at the beautiful **Manuc Inn** in downtown Bucharest

- **Gala dinner and an exclusive Romanian folkloric program** (September 23rd) at the beautiful **Manuc Inn** in downtown Bucharest

You'll take a panoramic tour of the most important **attractions of Bucharest** and areas of the city such as:



The Arch of Triumph, Victory Square, The Royal Palace (nowadays the seat of The National Art Museum), **Romanian Atheneum, Revolution Square, Victoriei Avenue, Union Square.** You'll have the chance to admire the **Parliament Palace**, a



"giant" built during the Golden Age of the communist totalitarian regime started at the idea of a leader for whom the notion of "reasonable size" did not exist- Nicolae Ceausescu. The Guinness Book of World Records lists this building as **the heaviest building in the world**. It is constructed from 700,000 tonnes (1.5 billion lb) of steel and bronze combined with 1 million m³ (35.3 million ft³) of marble, 3,500 tonnes (7.7 million lb) of crystal glass and 900,000 m³ (31.7 million ft³) of wood.

2. Day Trip to Sinaia (beautiful route through the Carpathian Mountains – Prahova Valley) –September 24th

- Visit to **Sinaia Monastery**
- **Official closing session in a picturesque location**, followed by lunch
- **Peleş Castel tour** with an English speaking guide
- **Exclusive classical music concert** inside Peleş Castle

Sinaia, mountain resort, well-known as the "**Pearl of the Carpathians**" is situated on the outskirts of this resort city, amidst sculpture gardens and fountains, **Peleş Castle** is an exquisitely detailed landmark. Rivaling the castle itself is the beautiful natural setting in



which it stands. Once the summer residence of Romania's kings, this spectacular castle, built at the end of the 19th century, is now one of Romania's most beautiful museums. Boasting priceless collections of weaponry, hand woven silk rugs and furniture, Peleş Castle is a unique look back at life under the monarchy.

Sinaia Monastery – Situated in the Prahova Valley, the monastery gave its name to the nearby town of Sinaia. The monastery consists of two courtyards surrounded by low buildings. In the centre of each courtyard there is a small church built in the Byzantine style. One of them – "Biserica Veche" (The Old Church) – dates from 1695,



while the more recent "Biserica Mare" (The Great Church) was built in 1846. The monks possess a library that is a repository for valuable jewels belonging to the Cantacuzino family, as well as the earliest Romanian translation of the Bible, dated 1668. Take Ionescu, former Prime Minister of Romania, is buried on the grounds.