

ETIMM Conference – September 28th-30th, 2017, Bucharest, Romania

CONFERENCE PROGRAM

BUCHAREST 2017



ETiM&M

EMERGING TRENDS IN MARKETING AND MANAGEMENT



**Organized under the patronage of the
Marketing School, Bucharest University of Economic Studies
Bucharest
2017**

**2nd Emerging Trends in
Marketing and Management
International Conference**

Conference Program

**September 28th-30th, 2017
Bucharest, Romania**

Thursday, September 28th 2017

09:00 – 10:00 Participant Welcome and Registration

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

10:00 – 13:00 Opening Ceremony and keynote speakers (Virgil Madgearu Room)

- Welcome speech from Bucharest University of Economic Studies
- *Finola Kerrigan*, PhD – Reader in Marketing and Consumption, University of Birmingham
- *Pablo Ferreiros*, PhD – International Speaker, Author, Marketer, Professor & Advisor
- *Albert Simsensohn* – Global Director, Customer Proposition for Vertical Classifieds, NASPERS Limited
- *Dan Ștefan* – Owner, Autonom Rent a Car

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

14:00 – 16:00 Session I (Virgil Madgearu Room)

16:00 – 16:30 Coffee Break

16:30 – 18:30 Session II (Virgil Madgearu Room)

20:00 – 23:00 Gala Dinner and an exclusive Romanian folkloric program (Pescăruș Restaurant, Herestrău Park)

Friday, September 29th 2017

10:00 – 12:30 Session III (Virgil Madgearu Room)

12:30 – 14:00 Lunch (Cafeteria, 3rd Floor)

14:00 – 16:30 Session IV (Virgil Madgearu 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 – 23:00 Romanian craft beer tasting experience and authors' networking meeting (Romanian Craft Beer Bar – Fabrica de Bere Bună)

Saturday, September 30th 2017

08:00 – 21:00 Day Trip to Bran and Braşov (pick up in front of N. Angelescu Building, Romana Square)

- Beautiful route through the Carpathian Mountains
- Brasov city center tour with an English speaking guide
- Bran Castel (Dracula's Castle) tour with an English speaking guide
- Lunch in a picturesque location in Bran
- Visit to the Rhein Azuga Wine Cellars (supplied the Romanian Royal Court) and sparkling wine tasting experience

Session I – 14:00-16:00, Virgil Madgearu Room
Thursday, September 28th 2017

Chairpersons:	Fabrizio Baldassarre Daniela Ioniță
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Paper ID	Author(s)	Paper Title
89	Fabrizio Baldassarre, Francesca Ricciardi	The Additive Manufacturing in the Industry 4.0 Era: The Case of an Italian FabLab
80	Bistra Vassileva	Marketing Strategies for Responsible Tourism: Challenges and Opportunities
71	Clare D'Souza, Tariq Halimi	Country of Origin Effects and Consumer Behaviour
85	Krisztina Bence	Commodities Produced by Religious Communities on the Food Market: Competitive Advantage or Ruining Reputation?
81	Bistra Vassileva	Pulsing Business Models for Marketing 4.0
114	Plamena Palamarova	Assessment of Communication Effects: Cultural Events in Varna, Bulgaria
100	Uraiporn (Ping) Kattiyapornpong	Examining Typical Korean Tourists: A Study of Medical Tourism in Thailand
79	Manuela Pilato, Hugues Séraphin, Claudio Bellia, Ștefan Claudiu Căescu	Challenging the Negative Image of Destinations at Pre-Visit Stage using Food and Food Events as an Educational Tool: The Case of Romania

Session II – 16:30-18:30, Virgil Madgearu Room
Thursday, September 28th 2017

Chairpersons:	Iuliana Raluca Gheorghe Mihai Cristian Orzan
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Paper ID	Author(s)	Paper Title
110	Anne Maria Stefani	The Brand Effect - Living the Brand in Negotiations
75	Iuliana Raluca Gheorghe, Andra Victoria Radu, Consula Mădălina Gheorghe, Octavian Negoită, Victor Lorin Purcărea	Tit for Tat: A Perspective on Health Care Social Marketing Shock Advertising
83	Desislava Serafimova	CSR and Sustainable Development – Two Concepts with Different Beginnings and a Common Future
96	Svetlana Karpycheva	Research of Commercialization Models of Scientific Developments in Projects of Technological Entrepreneurship
98	Sarah Fakhir	The Moderating Factors Of Click On Intrusive Online Advertising: Interstitial Case
101	Pensri Jaroenwanit, Supot Deboonmee, Uraiporn Kattiyapornpong	The Development of Innovative Product Concept: A Case of Organic Rice in Thailand
84	Andriani Kusumawati (<i>virtual presentation</i>)	Consumer Attitudes toward Online Behavioural Advertising: The Social Media Involvement

Session III – 10:00-12:30, Virgil Madgearu Room**Friday, September 29th 2017**

Chairpersons:	Malte Behrmann Carmen Bălan
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Paper ID	Author(s)	Paper Title
82	Carmen Bălan	Romanian Modern Retailers: How Intense, Engaging And Differentiating Is Their Communication in Social Media?
91	Malte Behrmann	Digital Revolutions affecting Distribution within the Games Sector
76	Christian Arnold	The Industrial Internet of Things from a Management Perspective: A Systematic Review of Current Literature
77	Philipp Hübner	Why Do Customers Use Smartphones for Shopping in Omnichannel Environments? Proposition and Testing the Factor Structure of Items for Customer–Smartphone Structural Equation Model (PLS-SEM)
111	Evgeniya Tonkova, Sevdalina Hristova, Dancho Petrov	Marketing Approaches to Attract Investments in Municipalities
105	Marcello Tedeschi, Giovanna Galli, Maria Cristiana Martini	On and Off-line Purchase Intention: the Role of Brand Trust as Moderator of Risk Perception
109	Salman Yahya, Mohammad Nouman	Towards Social Media Communication Strategy: A Qualitative Case Study of Higher Education Institutes
108	Evgeniya Tonkova	Specific Applications of Weather-Based Marketing
123	Ionel Dumitru, Narcisa Ciobotar, Silvia Elena Cristache, Florica Georgeta Rotaru	The Effects of Smoking on the Health of the Urban Population
99	Diederich Bakker (<i>virtual presentation</i>)	Online Mobile Behavior – An Intercultural Perspective

Session IV – 14:00-16:30, Virgil Madgearu Room**Friday, September 29th 2017**

Chairpersons:		Andreea Mihaela Barbu Mihai Cristian Orzan
Paper ID	Author(s)	Paper Title
68	Hiroshi Ono	Globalization and the Erosion of Job Security in the Japanese Labor Market: Exploring the Macro-micro Link
69	Elmira Naberushkina, Olga Volkova, Oksana Besschetnova	Human Resource Management in Social Welfare System
93	Anca Francisca Cruceru, Daniel Moise	Marketing Capabilities and Selling Capabilities. Implementing a Framework Guide for a Business Performance
121	Cristiana Sargiorzan, Mihaela Constantinescu	Experiential Marketing and Advertising Efficiency – a Marketing Experiment
70	Elmira Naberushkina, Olga Volkova, Oksana Besschetnova	Business Ethics of a Leader of NGO for Children in Needs
104	Ricardo Correia, Jorge Lengler	Competences and Managerial Profile as Drivers of Hotel Internationalization: Implications on Firm's Internationalization Strategy Pattern
120	Andreea Pachițanu	Social Media Instruments' Evolution and Importance for the Marketing Communications Mix - An International Social Media Experts Analysis
122	Mihai-Ioan Roșca, Laura-Daniela Tănase	Profile Evolution Analysis of the Persons with a Healthy Lifestyle

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:

- **Gala dinner and an exclusive Romanian folkloric program** (September 28th);
- **Panoramic Bucharest city tour** with an English speaking guide (September 29th);
- **Authors' Networking and Collaboration Meeting** (September 29th);
- **Romanian craft beer tasting experience with an expert beer brewer and an interactive program for all participants** (September 29th).



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 Bran and Braşov (beautiful route through the Carpathian Mountains – Prahova Valley) – September 30th

- **Braşov city center tour** with an English-speaking guide
- **Bran Castel (Dracula's Castle) tour** with an English-speaking guide
- **Lunch in a picturesque location in Bran**
- **Visit to the Rhein Azuga Wine Cellars (supplied the Romanian Royal Court) and sparkling wine tasting experience**



The Bran Castle has become a destination for over 500,000 visitors each year who can delight in countless activities such as music festivals, children's pageants, and food fairs. Recognizing that Bran was the inspiration for Dracula's Castle in the Bram Stoker's celebrated novel, "Dracula", visitors can enjoy rooms dedicated to Transylvania's most famous count... and, in the coming months, dine in Queen Marie's Tea House and ride a glass elevator to experience "Dracula's escape route".

We invite you to experience the history, the myth, the intrigue and the magic of this wonderful place and its Queen. We hope that you

will carry the spirit that makes us love the Bran Castle with you, always.





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