

## CONFERENCE PROGRAM

BUCHAREST 2018



# ETiM&M

**EMERGING TRENDS IN  
MARKETING AND MANAGEMENT**



Organized under the patronage of the  
Marketing School, Bucharest University of Economic Studies  
Bucharest  
2018

**3<sup>rd</sup> Emerging Trends in  
Marketing and Management  
International Conference**

**Conference Program**

**September 27<sup>th</sup>-29<sup>th</sup>, 2018  
Bucharest, Romania**

## **Thursday, September 27<sup>th</sup> 2018**

### **09:00 – 10:00 Participant Welcome and Registration**

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

### **10:00 – 12:30 Opening Ceremony and keynote speakers (Virgil Madgearu Room)**

- Welcome speech from Bucharest University of Economic Studies
- *Marijana Agic-Molnar* – Managing Director Adriatic Region, GfK
- *Sorin Cohn-Sfetcu*, PhD – Founder and CEO, c-IM&E Inc. and BD Cohnsulting Inc.

### **12:30 – 13:30 Lunch (Hallway, 1<sup>st</sup> Floor)**

### **13:30 – 16:00 Parallel Session I (Virgil Madgearu Room)**

### **13:30 – 15:00 Parallel Session II (Council Room)**

### **18:00 – 19:00 Guided Bucharest city tour with an English speaking guide (pick up in front of N. Angelescu Building, Romana Square) - Walking Tour**

### **19:00 – 22:00 Romanian wine tasting experience and authors' networking meeting (Bruno's Wine Bar, Old City)**

## **Friday, September 28<sup>th</sup> 2018**

**09:00 – 13:00 Workshop (Innovation .... is not about random inspiration! Three guiding principles helping us predict where, how and when to place your bets) (Virgil Madgearu Room)**

**13:00 – 14:00 Lunch (Hallway, 1<sup>st</sup> Floor)**

**14:00 – 16:30 Parallel Session III & IV (Virgil Madgearu Room & Council Room)**

**18:30 – 23:00 Gala Dinner – *Smart casual attire* (Herăstrău Restaurant)**

## **Saturday, September 29<sup>th</sup> 2018**

**08:00 – 20:00 Day Trip to Peleş and Cantacuzino Castles (pick up in front of N. Angelescu Building, Romana Square)**

- Beautiful route through the Carpathian Mountains
- Visit to Sinaia Monastery
- Peleş Castel tour with an English speaking guide
- Cantacuzino Castle tour with an English speaking guide
- Lunch inside Cantacuzino Castle

**Session I – 13:30-16:00, Virgil Madgearu Room****Thursday, September 27<sup>th</sup> 2018**

<b>Chairperson:</b>	<b>Mihaela Constantinescu</b>
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<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
<b>84</b>	Bistra Vassileva	Global Marketing Strategies of Innovative Clusters: Creating Self-sustained Ecosystems
<b>59</b>	Hande B. Turker V. Aslihan Nasir Ulas Can Erguney Cagla Senol	Factors Determining the Adoption of Sharing Economy Models in the Travel Context
<b>70</b>	Marcello Tedeschi Maria Cristiana Martini Giovanna Galli	Collective brands and intention to buy: a preliminary study on wine consumption
<b>69</b>	Maria Cristiana Martini Giovanna Galli Marcello Tedeschi	Brand extension acceptability in food and beverage product categories
<b>86</b>	Tsvetelina Dimitrova	Corporate Image of Banks: Comparative Study in Bulgaria and Romania
<b>72</b>	Muhammad Sheeraz Faisal Qadeer Mariam Tanweer Shahid Mahmood Kanwal Iqbal Khan	What I am, What I want to be: The role of Self-Congruence Facets and Brand Experience in Consumer's Orientation toward Happiness
<b>65</b>	V. Aslihan Nasir Reydan Yasar	Green IT: The Perspective of IT Professionals
<b>47</b>	Irma Shyle ( <i>Virtual Presentation</i> )	Purchasing decisions and consumer behavior in BoP- Albanian reality

**Session II – 13:30-15:00, Council Room****Thursday, September 27<sup>th</sup> 2018**

<b>Chairpersons:</b>	<b>Viorica Mădălina Ion Andreea Mihaela Barbu</b>
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<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
<b>63</b>	Andreea Larisa Boboc Daniel Moise	Techniques used in online marketing research
<b>58</b>	Viorica Mădălina Ion	What If the Enterprise Value Doesn't Grow? Evidence from Romanian Steelmaking Companies
<b>66</b>	Adrian Micu Alexandru Capatina Angela-Eliza Micu	Exploring Artificial Intelligence techniques' applicability in Social Media Marketing
<b>87</b>	Dragos Tohanean Sorin-George Toma	Organizational Performance and Digitalization in Industry 4.0
<b>85</b>	Yardena Vianu Mihaela Constantinescu	The Analysis of the Importance of Branding Elements in the Romanian Music Industry
<b>78</b>	Cristina Veith <i>(Virtual Presentation)</i>	Industry 4.0 IT solutions in the Romanian food industry
<b>79</b>	Cristina Veith <i>(Virtual Presentation)</i>	Evolution of the IT industry and its development potential

**Session III – 14:00-16:30, Virgil Madgearu Room****Friday, September 28<sup>th</sup> 2018**

<b>Chairpersons:</b>	<b>Diederich Bakker Daniela Ioniță</b>
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<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
<b>50</b>	Valentine Weydert Pierre Desmet Caroline Lancelot Miltgen	Money or control: Convincing consumers to share personal data in e-commerce contexts
<b>49</b>	Hanna Komulainen	Customer's perspective on customer data usage in mobile banking context
<b>57</b>	Diederich Bakker	Conceptualising Influencer Marketing
<b>83</b>	Plamena Plamarova	Comparative study in digital marketing trends in adventure tourism: Bulgaria, Estonia, Ireland and Scotland
<b>71</b>	Giovanna Galli Marcello Tedeschi Maria Cristiana Martini	The frame effect revisited: is trust able to transform people from risk averse to risk seeking?
<b>64</b>	Andriani Kusumawati ( <i>Virtual Presentation</i> )	University Social Media Marketing: Exploring Millennials' Decision-Making Behaviour of Higher Education Institution
<b>54</b>	Kamila Słupińska Anna Szwajlik ( <i>Virtual Presentation</i> )	Application of the 5c concept and its use in social media - case study of selected companies from the ict industry
<b>76</b>	Elif Aydinliyurt ( <i>Virtual Presentation</i> )	Understanding Behavioral Inhibition and Activation Systems affecting Information Systems Continuance Intention in Gamified Mobile Applications

**Session IV – 14:00-16:30, Council Room****Friday, September 28<sup>th</sup> 2018**

<b>Chairpersons:</b>	<b>Miglena Pencheva</b> <b>Alin Stancu</b>
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<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
<b>51</b>	Andrea Magda Nagy	International Scientific Cooperation Networks of Top Universities in the CEE Region
<b>61</b>	Miglena Pencheva	Organizational Culture – Values and Practices, Evidence from Manufacturing Industry in Northeastern Bulgaria
<b>52</b>	Yana Balashova-Kostadinova	Comparative advantages of territories – the residents’ view
<b>77</b>	Mariana Pereira Luis Hor-Meyll	Nostalgia of memorable experiences and the revisit to tourism locations
<b>75</b>	Miglena Pencheva	Leadership style - Evidence from Manufacturing Industry in Northeastern Bulgaria
<b>62</b>	Diana Antonova Bozhana Stoycheva Svilen Kunev Irina Kostadinova ( <i>Virtual Presentation</i> )	The concept of stakeholders in the context of CSR (A survey of industrial enterprises in Bulgaria)
<b>34</b>	Noama Abbas Kenan Wassouf ( <i>Virtual Presentation</i> )	The historical spaces rehabilitated in places of service, what influence on the customers’ response?



## **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:**

- **Guided Bucharest walking city tour with an English-speaking guide** (September 27<sup>th</sup>)
- **Wine tasting with an international sommelier and Authors' Networking and Collaboration Meeting** (September 27<sup>th</sup>);



- **Galla Dinner – *smart casual attire*** (September 28<sup>th</sup>).

You'll take a panoramic tour of the most important **attractions of Bucharest** and areas of the city such as: **The Royal Palace** (nowadays the seat of The National Art Museum), **Romanian Atheneum**, **Revolution Square**, **Victoriei Avenue**, the **CEC Palace**, the **Old Town**.



## 2. Day Trip to Peleş and Cantacuzino Castles (beautiful route through the Carpathian Mountains – Prahova Valley) – September 29<sup>th</sup>

- Visit to **Sinaia Monastery**
- **Peles Castel tour** with an English speaking guide
- **Cantacuzino Castle tour** with an English speaking guide
- **Lunch inside Cantacuzino 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, **Peles Castle** is an exquisitely detailed landmark. Rivalling 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, Peles Castle is a unique look back at life under the monarchy.

**Cantacuzino Castle** is localized in the well-known and beautiful mountain resort **Buşteni**, which gives the most majestic perspective on Bucegi Mountains out of all the resorts in the Prahova Valley.



Cantacuzino Castle, of a great architectonic, historic and artistic value, was built and inaugurated in 1911 at the wish of Prince Gheorghe Grigore Cantacuzino (also known as "the Nabob"-prime minister of Romania between 1899-1900 and 1904-1907). The castle is surrounded by a park whose alleys take you to the grotto,

cascades and fountains. The Reception Hall houses a unique collection of heraldry in Romania. The building made of bricks and stone according to the plans of Grigore Cerchez, is built in a neo-romanian style and stretches over a surface of 3148sqm.

The castle holds an unique collection, representing the coat of arms of the boyar families related to the Cantacuzino family members of the Wallachian side.



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