

BASIQ 2017 International Conference
New Trends in Sustainable Business and Consumption
 31 May -3 June 2017, **Graz, Austria**

Conference venue: **University College for Teacher Education**
Pädagogische Hochschule Steiermark - PHST
Hasnerplatz 12, 8010 Graz www.phst.at

Overview of the Conference Agenda

Wednesday, 31st of May

14:00 – 15:00	Participants' Registration
PHST Aula	
15:00 – 15:45	Opening Ceremony
15:45 – 18:00	<i>Plenary Session: Keynotes</i>

Thursday, 1st of June

Parallel sessions	<u>Room A</u>	<u>Room B</u>	<u>Room C</u>
9:00 – 10:30	Session OR 1.1	Session OR 2.1	
10:30 – 11:00	Coffee Break		
11:00 – 12:30	Session OR 1.2	Session OR 2.2	Session OL 1
12:30 – 14:00	Lunch		
14:00 – 15:30	Session OR 1.3		Session OL 2
15:30 – 16:00	Coffee Break		
16:00 – 17:30			Session OL 3
19:00	Dinner		

Friday, 2nd of June

9:00 – 11:00	Best Practices in Doctoral Research		
11:00 – 11:30	Coffee Break		
Parallel sessions	<u>Room A</u>	<u>Room B</u>	
11:30 – 13:00	Session DR 1	Session DR 2	
13:00 – 14:30	Lunch		
14:30 – 16:00	Session DR 3		

Saturday 3rd of June

9:00 – 18:00	Social Event: Excursion in the Styrian Volcanic Region
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Wednesday
31st of May

Venue: University College for Teacher Education
Pädagogische Hochschule Steiermark - PHST
Hasnerplatz 12, 8010 Graz

14:00 - 15:00 Participants registration *PHST Aula*

15:00 - 15:45 Opening Ceremony *PHST Aula*

Welcome speeches

Laurentiu Tachiciu, President of the Association for Sustainable Business Innovation and Quality (BASIQ), Romania

Elgrid Messner, Rector of the University College of Teacher Education Styria – PHST, Graz, Austria

Nicolae Istudor, Rector of the Bucharest University of Economic Studies (ASE), Romania

15:45 - 18:00 Plenary session: Keynotes *PHST Aula*
Moderator: Rodica Pamfilie

Elgrid Messner
University College for Teacher Education Styria

Nina Bialowas
Institute of Professionalization in Vocational Teacher Education

Zenon Foltynovicz
The state of different types of renewable energy sources in Poland

Beatrix Lenz
Regional development: from a border region to the Styrian Volcanic Region

Wan Jie Chen
Quo vadis China?

Andreas Cretnik
EU Quality labels for example Styrian pumpkin seed oil p.g.I

Robert B. Woodward
How about Language Learning... It's So Easy With Native Speaker Network!



Elgrid Messner is rector of the University College of Teacher Education Styria (UCTE Styria). She was a teacher of English and German, then went on to school pedagogy and worked in educational research and development. In 2007, she became head of the Institute for Research, Knowledge Transfer and Innovation at the UCTE Styria and has been its rector since 2012. Working and research areas are initial teacher education and continuous professional development of teachers. She is member of the national steering group for teacher education in Austria and member of the advisory board of the Federal Institute for Research, Innovation & Development of the Austrian Educational System.



Nina Bialowas is head of institute of professionalization in vocational teacher education at the university of teacher education Styria. She is concerned with education and training of teachers working in the field of vocational education. She holds a Doctor's degree at social and economic sciences from the Karl-Franzens-University of Graz. After working several years for the school board of Styria and as a professor at the largest secondary technical and vocational school of Styria she started as a researcher at the vice rectorate for further education at the university of teacher education Styria. Prior to her current position, Nina Bialowas was head of center of evaluation and quality management at the university of teacher education Styria. She gained experience at the field of quality development in higher education; among other things she established a database for process management and restructured the evaluation system of the university of teacher education Styria.



Zenon Foltynowicz has over 35 years' experience in science and engineering, management of technology and innovation, environmental sciences and sustainability. He currently works as a full professor in the Department of Industrial Products Quality and Ecology at Poznan University of Economics and Business/Poland. He published more than 120 papers, nearly 50 publications in journals with Impact Factor as well as delivered a number of lectures at international conferences. His research interests cover a wide range of topics, from materials science through industrial ecology to protection of intellectual property. He patented over 30 inventions. He has supervised 12 PhDs and more than 160 master's theses. For two terms, he served as deputy dean and then dean of the Faculty of Commodity Science. Member of advisory board of 5 scientific journals. The range of his international prestige may confirm the appointment as a foreign member of the Italian Commissione per l'abilitazione scientifica nazionale nel settore 13/B5-Scienze merceologiche. The list of the publications is available at <http://ktiep.ue.poznan.pl/foltynowicz>



Beatrix Lenz Managing director of the "Steirisches Vulkanland regional development ltd." in Kornberg, company for regional sustainable development in southeast Styria. Beatrix Lenz is member of the board of directors of the "Verein zur Förderung des Steirischen Vulkanlandes", a regional nonprofit association, which deals with regional economic development, long life learning, tourism, the implementation of renewable energy and resources as well as on Thsustainable regional development as a whole. Head of the department education of the "Steirisches Vulkanland regional development ltd." in Kornberg, head of the Regionalmanagement Südoststeiermark, Chairman responsible for the development and implementation of education and training programs in the field of adult education.



Wan Jie Chen is Director of the Confucius Institute of the University of Graz and CEO of SINOplex Handels-und Beratungsges.m,b.H. The Institute provides Chinese courses for the University of Graz and external participants, promotes academic cooperation and cultural exchanges. Dr. Chen has more than 30 years of professional experience in Austria and China as a successful China expert for intercultural management, recognized company consultant in procurement and sales network construction in China as well as in negotiation management.



Andreas Cretnik is managing director of the organization for Styrian pumpkin seed oil p.g.I., located in Leibnitz. Since 2016 Mr. Cretnik is also CEO of the service organization for geographical protected products in Austria. As CEO of the organization for Styrian pumpkin seed oil Mr. Cretnik is responsible for the marketing, the quality system and the control system for the product. The organization increased from 1.700 members up to 3.100 members in the last 7 years. Since 2017 Mr. Cretnik is member of the board from two organizations in agriculture. The organization Agrarprojektverein processes agriculture projects and the new founded organization “Verein regionale Kulinarik” develops a new strategy for the Austrian culinary.



Ronald B. Woodward from San Francisco, California is a Public Relations Representative for Native Speakers Network International (NSN). In addition to his PR responsibilities, he serves as a Senior English Teacher in the development of effective lesson plans according to the students’ comprehension level and knowledge. Furthermore, implementing teaching lesson plans focusing on speaking, grammar, and writing, including role play activities and dialog techniques. NSN offer language learning courses not only in English but also in German, Italian, Spanish, French and Eastern European languages for beginners to intermediate young students. It has developed specific programs for adults, which combine language learning by practicing these languages with art, nature, team building, cuisine etc. according to the needs of our customers.

They design tailored language training programs, with native speaker teachers for closed groups of six or more participants.

Thursday
1st of June

Venue: University College for Teacher Education
Pädagogische Hochschule Steiermark - PHST
Hasnerplatz 12, 8010 Graz

9:00 – 10:30

Parallel session OR 1.1 Room A (A0104)
*Innovation and Key New Technologies in
the Context of Globalization*
Chair: Mariana Drăgușin

The New Leadership Trend - Using the Right Hemisphere for Business
Administration
Ionela Gabriela Solomon

A Complex Scientific Attempt on Innovation from A Multilevel Perspective
Rodica Pamfilie, Juozas Ruzevicius and Robert Bumbac

Technologically Enhanced Relationship Marketing by Using Modern
Autonomous Conversational Agents
Andreas Fruth, Monica Nicoleta Neacșu, Iuliana Cetină and Gheorghe Orzan

Employee IT Satisfaction Latent Factors Evaluation Using Technology
Acceptance Model in Mandatory Environments
Gabriel Jipa

Parallel session OR 2.1 Room B (A0216)
*New Approaches to Competency based
Education and Business Relationships
Development*
Chair: Roxana Sârbu

Case Study and Analysis for A Sustainable Quality Management in a
University Library
Cristina Albu, Narcisa Valter, Adriana Cristian and Mioara Duca

Spreadsheet Engineering Education: How to Improve It? Case of Serbia
Lena Đorđević, Milica Jovanović, Minja Marinović and Uroš Šošević

Quality Assurance in the Teacher Training Programs at University Teacher
Training Departments. Case Study: Bucharest University of Economic Studies
Corina Cace, Maria Liana Lacatuș and Camelia Stăiculescu

Organic vs. Conventional Food. A Sustainable Consumption Approach
Maria – Alexandra Toma, Magdalena Bobe and Roxana Procopie

10:30 - 11:00 Coffee break

11:00 – 12:30

Parallel session OR 1.2

Room A (A0104)

*Innovation and Key New Technologies in
the Context of Globalization*

Chair: Doru Pleșea

Challenges in Managing IT Innovation and Developing Consumer and Business Value on New Markets: Case Study – Social Gaming on the Chinese Market
Andra Vasilcovschi and Smaranda Giușcă

Consumer Protection in the Context of Competition and Globalization
Ana-Maria Iulia Șanta

Longevity/Silver Economy and Senior Entrepreneurship: The Case of Romania
Mariana Drăgușin, Mirela Octavia Sîrbu, Raluca Mariana Grosu and Alina-Elena Iosif

Study on How Startup Assistance Organizations Evaluate New Venture Support Program Performance
Ioana Ceaușu, Marieta Olaru, Gregor Weber and Markus Bodemann

Parallel session OR 2.2

Room B (A0216)

*New Approaches to Competency based
Education and Business Relationships
Development*

Chair: Dorel Paraschiv

Contributions to the Sustainable Development of Romania's Tourism Brand
Irina Iosub, Otilia-Elena Platon, Monica-Nicoleta Neacșu and Andreas Fruth

Renewable Energy Development Opportunity as Small and Medium Enterprises in View of the Economic, Social and Environmental Sustainability
Ljiljana Stosic Mihajlovic, Jevtic Petronije and Marija Mihajlovic

Study of Cross-Cultural Challenges in the International Business Administration
Ildikó-Csilla Takács

Leveraging Business Relationships as SMEs Internationalization Drivers
Elena-Mădălina Vătămănescu, Vlad-Andrei Alexandru and Bogdan Gabriel Nistoreanu

Parallel session OL 1

Room C (A0227)

Sustainable Strategy for Development of Innovative Services

Chair: Andreea Săseanu, Irina Maiorescu

Integrating Innovation into Business Strategy in The Context of a Service-Led Economy

Dorin Maier, Irmer Sven, Mircea Șandru and Andreea Maier

Applied Cognitive Computing: Enhancing Business Processes with Cognitive Components to Better Manage Complexity

Vlad Zamfirescu and Natalia Bob

The Role of Leaders in the Convergence of Training Programs with the Organizational Strategies: A Conceptual Study

Rahil Asadi

New Trends of Businesses Digitalization in Romania and the Behavior of Young Consumers

Armenia Androniceanu, Sorin Burlacu, Irina Virginia Drăgulănescu and Elena Ecaterina Nicolae

Green Asset Management – A Revolution?

Ann-Kathrin Arp, Jan Kiehne and Timm Schüler

12:30 - 14:00

Lunch

14:00 – 15:30

Parallel session OR 1.3

Room A (A0104)

Innovation and Key New Technologies in the context of Globalization

Chair: Grigore Ioan Piroșcă

Sustainability in Romanian Banking: A Promising New Business Model Or “Business as Usual”?

Daniel Bădulescu, Alina Bădulescu and Radu Alin Moruțan

Competition for Innovation in the Financial Software Industry – A Research on Hackathons

Ilie Constantin Florea, Oana Alexandra Vochin, Lilian Ciachir and Claus Peter Nagel-Picioruș

Research on Using FMEA As a Risk Assessment Method in Order to Reduce Risk Handling Costs

Ruxandra Maria Mateescu (Bejinariu), Vasile Dinu and Mihaela Maftai

Sustainability as Foundation for Practical Application. Considerations from and for Information Technology Sector

Markus Bodemann , Ana-Maria Verjel and Gregor Weber

Parallel session OL 2

Room C (A0227)

Sustainable Strategy for Development of Innovative Services

Chair: Roxana Procopie, Irina Maiorescu

Further Insights into Tourism Supply and Demand Patterns of European Countries

Simona Ghiță and Cristina Boboc

The Impact of Legislation on the Romanian Tourism Sector

Manuela Liliana Mureșan and Puiu Nistororeanu

Measures and Activities for Development of Innovative Rural Tourism in Romania

Valentin-Cosmin Sărăcin and Ilona-Elena-Cristina Țircă

Comparison of Different Possibilities of Succeeding a Family Business In Germany

Marc Sommer, Katrin Marquardt and Elham Dadfar

The Potential Held by Value-Creating Networks - A Study on the Romanian Beer Industry

Laura Bădițoiu (Păun) and Daniel Bădițoiu

15:30 - 16:00 Coffee break

16:00 – 17:30

Parallel session OL 3

Room C (A0227)

Sustainable Strategy for Development of Innovative Services

Chair: Laurențiu Tăchiciu, Irina Maiorescu

Corporate Social Responsibility and Economic and Financial Performance of an Enterprise

Raluca Antoneac (Călin) and Carmen Elena Dobrotă

EGARCH Versus PARCH Approach in Modeling Developed and Underdeveloped Stock Markets

Andreea-Cristina Petrică, Stelian Stancu and Virgil Ghițulescu

The Importance of Energy and Energy Resources in Economic Theory, with Special Emphasis on Renewable Energy Sources

Mihajlovic Ljiljana Stosic and Marija Mihajlovic

Financial Performance Key Value Situation by Crude Oil Price Fluctuation

Adrian Tanțău, Khorshidi Mohammadreza and Sadeghi Mojarad Ali Asghar

Sustainable Strategy of Implementing IPR Management in Mergers & Acquisitions

Adrian Bercovici, Gabriela Stănculescu and Elisa Gotesman Bercovici

19:00 Dinner at Promenade Cafe
Promenade GmbH, Erzherzog-Johann-Allee 1, 8010 Graz
<http://promenade.aiola.at/>

Friday
2nd of June

Venue: University College for Teacher Education
Pädagogische Hochschule Steiermark - PHST
Hasnerplatz 12, 8010 Graz

9:00 – 11:00 PhD Seminar Room A (A0104)

Best practices in doctoral research
Lecturer: Dr. Markus Bodemann

11:00 - 11:30 Coffee break

11:30 – 13:00

Parallel Session DR1 Room A (A0104)
Development of sustainable and responsible business in the context of globalization
Chairs: Marieta Olaru, Roxana Sarbu, Ioana Ceausu

SWOT Analysis in the Styrian Volcanic Region – Enterprises and Tourism
Astrid Fortmüller, Raphael Murswieck and Matthias Dünneweber

Disruptive Innovations, their Characteristics and Implications on Economy and People
Katrin Marquardt, Vanessa Just, Wiebke Geldmacher and Marc Sommer

Implementing Industrie 4.0 Strategies: Beyond Technical Innovations
Jan Kiehne and Marieta Olaru

Classification and Overview of Common Management Practices for the Implementation of Sustainability in European Enterprises
Christian Hell, Laurențiu Tăchiciu, Nina Golowko and Roxana Gavril

Parallel Session DR2 Room B (A0216)
Development of sustainable and responsible business in the context of globalization
Chairs: Rodica Pamfilie, Doru Plesea, Fortmüller Astrid

Evaluation of Outsourcing Performances: a Study of Outsourcing in the Area/Field of NGOs
Elisa Gotesman Bercovici, Alexandra Mateiu (Sârbu) and Adrian Bercovici

Sustainable Universities in German Speaking Countries – An Overview
Nina Golowko and Ulrike S. Förster-Metz (Förster-Pastor)

Study on Factors Affecting the Performance of SMEs within the Context of a Sustainable Business
Ana-Maria Verjel, Mihaela Maftai, Astrid Fortmuller and Cristian Ilie

The Importance of a Well Defined Corporate Governance
Steffen Lange, Melanie Buchmüller, Bastian Heinemann and Andreas Kompalla

13:00 - 14:30 Lunch

14:30 - 16:00

Parallel Session DR3

Room A (A0104)

Development of sustainable and responsible business in the context of globalization

Chairs: Gabriela Stănciulescu, Marieta Olaru
Katrin Marquardt

Exploration and Assessment of Digital Technologies' Importance and Adoption Along the Value-Added Chain

Raphaël G.D. Murswieck, Jens Geldmacher, Matthias Dünneweber and Carsten Kirschner

Application of Project Management Methods in the Bid Process to Improve the Hit Rate Using the Example of a Plant Engineering and Construction Company

Manfred Rauch, Mathias Scheiblich, Ioana Ceaușu and Melanie Buchmüller

Development of a Modified Technology Acceptance Model for an Innovative Car Sharing Concept with Self-Driving Cars

Wiebke Geldmacher, Vanessa Just, Jan Kopia and Andreas Kompalla

Study on the Business Risk as a Result of a Performant Claim Management in Multinational Companies

Roxana Maria Gavril, Doru- Alexandru Pleșea, Christian Hell and Ana-Maria Verjel

Research on the Modularization Strategy as a Key Factor for the Sustainability in a Global Company

Melanie Buchmüller, Bastian Heinemann, Michael Studeny and Steffen Lange

Cryptocurrency – A New Trend in the Business World?
Liana Badea

Constraints of the Romanian Banking System Development– An Interview-Based Study
Claudia Gabriela Baicu, Olimpia State, Delia Popescu and Daniel Bulin

Teaching Sustainability in Tourism. A Research Among Romanian Master Students in Business Administration
Daniel Bădulescu, Alina Bădulescu and Csaba Csintalan

Students' Perceptions and Attitudes on the Impact of the Coaching Course
Mihaela Bucur, Carmen Țurlea, Eugeniu Țurlea and Cristinel Vasiliu

Organic Cotton Products: An Answer to A More Sensitive Demand to Environmental, Healthy and Ethical Issue
Grazia Calabrò and Simone Vieri

The Importance of Fiscal and Budgetary Responsibility in Romania and in Europe
Oana Valentina Cercelaru, Dragoș Diamescu and Otilia Florentina Chiriță

The Counseling and Career Guidance Centers Role for Education and Professional Decisions
Razvan Ion Chițescu, Adriana Grigorescu and Marius Lixandru

Behavioral Antecedents for Enhancing Green Customer Loyalty in Retail
Dan-Cristian Dabija and Brîndușa Bejan

Manipulating Social Monitoring Data for Tourism Strategies
Liviu Dediu and Irina Maiorescu

Global Sourcing and Repatriating of the Relocated Companies in Italy
Irina Virginia Drăgulănescu, Armenia Androniceanu and Narcisa Valter

Nudging Tourists in Protected Areas: Breakthrough Strategy for Developing Eco-Sustainable Goods and Services
Gianluca Felicetti and Andreea Fortuna Șchiopu

The Importance of the Supply Chain in the Marketing Perspective
Bogdan Georgescu, Daniel Moise, Ionel Dumitru and Mihai Felea

European Map of Labour Market Trends Related to Payroll – Productivity
Adriana Grigorescu and Arina Mihaela Niculescu

Ethical Tourism Consumption Behavior Among Students Studying Tourism In Romania
Remus Ion Hornoiu, Mihail Ovidiu Tănase and Andreea Fortuna Șchiopu

Current Challenges for the Romanian Academia. May Entrepreneurship Be a Lifeline?
Nicolae Istudor and Raluca Mariana Grosu

Management Practices in New Creative Industries
Cristian-Eugen Luchian, Margareta Stela Florescu and Iuliana Luchian

Literature Review on Integrated Management Systems
Iuliana Luchian and Cristian-Eugen Luchian

Fast Food Restaurants: The New Social Arena of Urban Young People
Irina Maiorescu, Teodor Mihai Negrea, Dorin Vicențiu Popescu and Gabriel Cristian Sabou

Quantitative Aspects of Romania's Exports by Destination and the Category of Exported Goods
Marioara Mirea and Kamer-Ainur Aivaz

Factorial Correspondences in the Tourism Services Provided to the Population in Romania
Ionela Munteanu Florea and Kamer-Ainur Aivaz

Issues Related to the Real Salary Income Index in Public and Private Sectors
Ionela Munteanu Florea and Marioara Mirea

The Connection Between “Post-Truth” Social Media and the Quality of Products and Services
Bogdan Cristian Onete, Denisa Elena Vlad and Lelia Voinea

Opportunities and Challenges of the Internet of Things Related to Consumer
Cristian Bogdan Onete, Doru Alexandru Pleşea and Irina Albăstroiu

New Distribution Strategies: Challenges and Opportunities
Dorel Mihai Paraschiv, Ioan Popa, Mihaela Gabriela Belu and Ramona Iulia Dieaconescu

Methodology and Perspectives of Value Judgments in Economics on Equilibrium
Grigore Ioan Piroşcă

Understanding the Sharing Economy: How Collaborative Consumption is Changing the Rules of Business
Veronica Popovici, Elena Condrea, Anca Stanciu and Alina Popovici

Determinants of International Migration for Growth from Europe 2020 Perspective
Elena-Maria Prada, Cătălin-Ionuţ Silvestru, Ramona-Camelia Silvestru (Bere) and Ernuţ Lupescu

Discrimination in Leadership: Myth or Reality!?
Andreea Simona Săseanu, Sorin George Toma, Daniel Ion Zgură and Anca Gabriela Ilie

Cultural and Economic Aspects of Promoting Romanian Traditional Gastronomy
Smaranda Simoni, Flavia Teodoroiu, Mădălina-Lavinia Țală and Gabriela Țigu

Could A Complaining European Consumer Be Happy?
Silvius Stanciu, Roxana Sârbu and Antonia Cristiana Enache

An Analysis of the Romanian Market of Higher Education
Silvius Stanciu, Roxana Sârbu and Raluca Crina Bucur

Quality and Innovation in the Context of Sustainable Development
Anca Cristina Stanciu, Elena Condrea and Veronica Popovici

Scrutinizing the future of the economy
Laurențiu Tăchiciu, Vasile Dinu and Gheorghe Săvoiu

Benchmarking – the Instrument for Quality Assurance in Higher Education
Gabriel-Iulian Tănase, Marian Velica and Razvan Ion Chițescu

The reflection of spiritual capital in e-business
Ioana Teodorescu and Sonia Budz

Embedding Innovation in Business Models: The Case of Honda Motor Company
Sorin-George Toma and Andreea Săseanu

Organic vs Conventional Food. A Sustainable Consumption Approach
Maria – Alexandra Toma, Magdalena Bobe and Roxana Procopie

Work Life Balance Among Romanian Employees: An Empirical Study
Claudia-Elena Țuclea, Gabriela Țigu, Mădălina-Lavinia Țală and Maria-Cristina Iorgulescu

Graduate Students’ Satisfaction of Business Administration Bachelor's Program
Cristinel Vasiliu, Irina Albăstroiu and Răzvan Dina

Romanian Youth Intention for Studying Abroad and Returning Dilemma in Actual Economic Context
Magdalena Velciu, Liliana Grecu and Adriana Grigorescu

Improving Efficiency by Implementing HR Shared Services
Oana Alexandra Vochin, Lilian Ciachir, Ilie Constantin Florea and Claus Peter Nagel- Picioruş

Saturday 3rd of May

Social program

9:00 – 18:00

Excursion in the Styrian Volcanic Region

About 50 Euro per person