

PROGRAM

16th International Symposium in Management

*Management, Innovation and Entrepreneurship
in Challenging Global Times*



sim

INTERNATIONAL
SYMPOSIUM

22-23 October 2021
Timisoara, Romania



Welcome Message

After fifteen successful editions, it is our great pleasure to welcome you to the sixteenth edition of the International Symposium in Management (SIM)! Because of the international health crisis, SIM 2021 will take place this year online. Nevertheless, SIM 2021 will bring together academics, professionals, and students in order to discuss issues of management and entrepreneurship with focus on the latest developments and innovations in the field. It is therefore no surprise that many of the papers presented in this edition of SIM will be connected to issues related to the Covid-19 crisis that has inevitably also impacted the management sphere.

We take this opportunity to thank all authors for their work and interest in our topics! It is also our pleasant duty to gratefully thank the reviewers for their work, the sponsors for their support and last, but not least, all those involved in the preparation of the program and the event.

We wish all participants an enjoyable and a successful workshop!

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General Information

Venue

This year, the conference will take place online, on the Zoom Platform. Instructions on the platform, Zoom training sessions, and links will be sent out to participants one week before the conference.

Online assistance

The organizers at Trivent will be permanently online throughout the conference and for any technical issues you can reach us either through the Zoom chat (Teodora Artimon and Monika Jetzin) or through email at trivent@trivent.hu and teodora.artimon@trivent-publishing.eu. We will immediately reply to your emails.

Language

The official language of the conference is English.

Presentations

Participants will have 10 minutes for their presentation and 5 minutes for questions and discussions (altogether 15 minutes). Presenters can opt to use a PowerPoint through their own computers.

Timing

All hours used in the SIM 2021 program are according to EET – Eastern European Time.

Presenters

The authors shown in **bold** font in the program are the authors who are presenting the paper.

Thursday, October 21

16:00-17:30 ErgoWork Business Webinar

The Achievements of the Urban Link Project

Host and organizer: Anca Drăghici

Please see more information on the webinar on the SIM website:

<https://sim2021.eu/ergowork.html>

Friday, October 22

*! Please note that the time used in the program is
Eastern European Time (GMT+3) !*

10:00-10:15 Opening

Opening address from the Organizing Committee and Conference Chairs

10:15-11:00 Keynote Presentation I

Chair: Laura Brancu

Xavier Lecocq (Université de Lille, France)

Business Model Thinking and Ecosystems

11:00-11:15 Virtual coffee break

11:15-12:00 Keynote Presentation II

Chair: Larisa Ivaşcu

Ilhan Ozturk (Çağ University, Mersin-Turkey)

*New Directions in Energy and Environmental Economics: Some Suggestions for
Publications*

11:00 Interactive Workshop 1. Multiplier Event: Multimedia Competencies for University Staff to Empower University – Community Collaborations

Chair and organizer: Anca Drăghici

Registration: if you are not registered to the event yet, please do so by accessing this link <http://sim2021.eu/fringe.html>

12:00-13:00 Break

13:00-14:15 SESSION 1

Parallel Session 1. The economics of small and medium-sized enterprises

Chairs: Marian Mocan, Diana Sala

VUCA and Its Impact on Business Organisations

Markus Niehaus, Marian Mocan, Katrin Hansen

Contradictions of Objectives during Organizational Crisis

Levente Bakos, Dănuț-Dumitru Dumitrașcu

Advanced Method for Smile Design through Specialized Dental Software

Diana Pavlova, Julia Radeva, Tihomir Dovramadjiev

Employee's Opportunism as an Alienation Manifest in Russian Firms

Dmitri Pletnev, Elena Kozlova

Parallel Session 2. Strategic management and Entrepreneurship I

Chairs: Nicolae Bibu, Gabriela Prostean

Quantum Clustering Management: PESTEJEC Goes Nanotech

Mihai V. Putz, Ioan Petrisor

Strategic Management: Evolutions, Trends and a New Conceptual Model

Octavian Scobercia, Valentin Partenie Munteanu, Marius Ioan Pantea, Delia Gligor

Extending Product Categories as a Potential for Development of Paper Production Enterprises: A Case Study

Beata Mrugalska, **Monika Konieczna**

Risk, Self-Efficacy, and Entrepreneurial Intention in Romania

Bogdan Ioane Marculescu, Laura Brancu, Nicolae Bibu

Hybrid Entrepreneurship in Romania – A Phenomenological Study

Bogdan Ioane Marculescu, Laura Brancu, Diana Sala, Nicolae Bibu

Parallel Session 3. Workplace management I

Chairs: Laura Brancu, Matei Tămășilă

Following Instructions or Taking Initiative: Reflections on Inferior Managers' Values and Attitudes in the Garment Business

Emil Kotsev

Mon Chéri: A Friendly Work Environment That Makes Everyone Feel at Home

Vasilika Kume, **Elona Garo**

Developing Occupational Safety Skills for Safety Engineering Students in an Electronic Learning Environment

Gyula Szabó

Attitude to Money as a Factor of Life Satisfaction of Indigenous Small-Numbered Peoples of the North

Ekaterina Zabelina, Svetlana Kurnosova, Ksenia Shchukina

14:15-14:30 Virtual coffee break

14:30-15:30 SESSION 2

Parallel Session 4. Education management I

Chairs: Ilie Taucean, Edelhauser Eduard

A Comparative Study between Two Different Academic Years in the Online Education System for the Engineering and Economic Field

Eduard Edelhauser, Lucian Lupu-Dima

Students Perception Regarding the Adoption of Online Learning in Post-Covid-19. Focus on Romanian Higher Education Institutions

Cella-Flavia Buciuman, Adina Palea

Main Approach Ideas for Stakeholders' Model in Israeli Schools

Yumna Natour, Julia Sirota

The Impact of the Covid-19 Crisis on School Students: How Have Achievements Changed?

Amna Said Ahmad

Parallel Session 5. Quality Management and Operations

Chairs: Pugna Adrian, Valentin Munteanu

A Proposed Process Redesign Using Lean Thinking Principles in Legal Services

Mirabela Metzler, Caius Tudor Luminosu

Using Six Sigma Methodology to reduce the processing time in the pre-assembly area of an Automotive Company

Sabina Potra, A. Pugna, G. Strauti, I. Taucean, L. Mihali

Using Six Sigma Methodology to Improve the Resistance Spot Welding Process in an Automotive Company

A. Pugna, **Sabina Potra**, G. Strauti, I. Taucean, M.-D. Pop

The Production Control Plan as Strategic Tool for Audits

Cristina Szocs

Parallel Session 6. Financial management and governance

Chairs: Claudiu Albuлесcu, Constantin Bungau

Determinants of the Shares Price on the Bucharest Stock Exchange during the Covid-19 Pandemic

Oana Panzan, **Catalin Gheorghe**

Financial Performance, Indebtedness and Economic Cycles

Mihaela Brindusa Tudose, Silvia Avasilcai, Valentina Diana Rusu

Foreign Direct Investments, Premises of Innovation and Technology Transfer

Adelina Venig, Constantin Bungău

Technical Efficiency Assessment of Land Transactions in Forest Areas under Consolidation Campaign in Bulgarian South Western State Enterprise
Nikolay Neykov, Emil Kitchoukov, Petar Antov, Ilko Dobrichiov,
Aureliu-Florin Halalisan, Neno Trichkov

15:30-15:45 Virtual coffee break

15:45-17:00 SESSION 3

Parallel Session 7. Sustainable management I

Chairs: Larisa Ivaşcu, Delia Gligor

The Sustainable Way to a Green and Clean Energy for Romania

Mirel Ianasi, Larisa Ivascu, Claudiu Albulescu, Matei Tamasila

Changes in Energy Supply Chain for Romania

Mirel Ianasi, Gheorghe Vuc, Matei Tamasila, Claudiu Albulescu,
Lavinia Mihali

Technical Power Losses Management in Electrical Distribution Networks with Renewable Energy Sources. Case Study: Braila Zone, Electrica Muntenia Nord Operator

Marin Salinschi, **Constantin Barbulescu**, Stefan Kilyeni, Alex Bittenbinder

Power Losses Management in Electrical Distribution Networks with Renewable Energy Sources. Case Study: Electrica Muntenia Nord Distribution Operator's 110 kV Grid

Constantin Barbulescu, Alex Bittenbinder, Hamza Boubia, Stefan Kilyeni

Managing CO2 Emissions in the Manufacturing Sector - A Methodological Proposal

Mihai Dragomir, Diana Blagu, Sorin Popescu, Mircea Fulea

Parallel Session 8. Financial management and governance II

Chairs: Alin Artene, Marius Pantea

The Economic Activity of the Senior Citizens (Regional Aspect)

Yu. Chestyunina, I. Trushina, **E. Kuba**

Internal Electronic Communication in Financial Organizations

Rusko Filchev

Essence and Basic Concepts of Electronic Banking

Rusko Lichev, Tihomir Dovramadjiev, Rozalina Dimova

Detecting Tax Evasion Using Accounting Information from Financial Statements

Alin Artene

Pandemic Stress-test for Russian Corporations: Industry and Strategy Type Differences

Dmitri Pletnev, Ekaterina Nikolaeva

Parallel Session 9. Strategic management and Entrepreneurship II

Chairs: Daniel Pavlov, Sabina Potra

Stablecoins: Types and Applications

Galia Kondova, Christian Bolliger

Blockchain-based P2P Energy Trading Platform Business Models: A Viewpoint for an Extended Analysis

Galia Kondova, Luca Mueller

International Study on Family Entrepreneurship as an Opportunity for Career Development of the Youths

Daniel Pavlov

Comparative Study on Family Business Intentions of Romanian and Bulgarian Students

Daniel Pavlov, Matei Tamasila

Principles of Social Entrepreneurship in the Context of the European Economy

Adelina Venig, Constantin Bungău

Starting from 17.15 FRINGE EVENT

Interactive Workshop 2. The EDUFINUPT - Importance of Financial Education for Students

Chairs and organizers: Alina Dumitreț, Marian Mocan

Saturday, October 23

10:00-10:45 Keynote Presentation III

Chair: Valentin Munteanu

Sorin Maxim (West Regional Development Agency - West RDA, Romania)

Innovation in Regional Development

10:45-11:00 Virtual coffee break

11:00-12:30 SESSION 4

Parallel Session 9. Workplace Management II

Chairs: Silvia Avasilcăi, Laura Brancu

*The Effects of Occupational Status on Motivation, Efficiency and Performance
Quality in Local Authorities in Israel*

Shimon Naaman

*The Corporate Social Performance: Towards a Unifying Framework in
Business Ecosystems*

Elena Avram, Silvia Avasilcai, Adriana Bujor

*Elements of the Harzburg Management Model as a Vector for Increasing
Employee's Motivation*

Georgiana Andronic

Parallel Session 10. Online marketing and intelligent decisions

Chairs: Gabriela Prostean, Nicolae Bibu

Is Eastern Europe A Choice For Relocation? An Empirical Analysis by Applying AHP Method

Oana Panzan, Gheorghe Cătălin, Calefariu Gavrilă

Holistic Marketing and Integrative Innovation of Sustainably Competitive Products

Pater Liana, Sanda Ligia Cristea

The Order of Business Process Digitalization in Romanian SME's

Tudor Fărăgău, Oliviu Matei, Laura Bacali, Rudolf Erdei

Leveraging Digital Systems and Online Marketing for Increased Profitability

Tudor Fărăgău, Maria Deac, Laura Bacali

Ways of Applying Change Management Based on the Intelligent Decision

Raluca Alexandra Ceocea, Costel Ceocea, Alina Bianca Pop, **Aurel Mihail Țițu**

Model for Testing Trust in e-Commerce

Patricia Simona Lup, **Gabriela Prostean**, Gheorghe Preda

Parallel Session 11. Education management III

Chairs Anca Draghici, Mihai Putz

Modernization of HE Through Collaborative Online Teaching and Learning: The Case of Albania and Jordan

Trunk Aleš, Valerij Dermol, **Nada Trunk Širca**, Mattis Altmann

Entrepreneurship in Schools: Good Practices from Slovenia, Greece and Estonia

Valerij Dermol, Anica Novak, Popi Kassotaki-Psaroudaki, Anu Koop

Challenges of Online Learning - Opportunities for HE in the Post-Covid Period

Valerij Dermol, **Trunk Aleš**, Špela Dermol, Anca Draghici, David Dawson

12:30 Closing

List of Participants

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