



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
ADMINISTRATION AND PUBLIC MANAGEMENT FACULTY
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"THE 13TH ADMINISTRATION AND PUBLIC MANAGEMENT INTERNATIONAL CONFERENCE
"Policy and Organizational Change in Public Institutions"
October 26th – 27th, 2017
Bucharest

CONFERENCE PROGRAM

THE 13TH ADMINISTRATION AND PUBLIC MANAGEMENT INTERNATIONAL CONFERENCE *Policy and Organizational Change in Public Institutions*

Bucharest, October 26th – 27th, 2017



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Scientific Committee

Conference Chair: Professor **Constantin-Marius PROFIROIU**, Ph.D., Vice-Rector with International Relations, Bucharest University of Economic Studies

Conference Co-Chair: Professor **Elvira NICA**, Ph.D., Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies

Keynote speaker: Professor **Gregg G. VAN RYZIN**, PhD, Director of the PhD program and Co-Director of the Center for Experimental and Behavioral Public Administration at the School of Public Affairs and Administration at Rutgers University-Newark, U.S.

Members:

Professor **Cristina ALPOPI**, Ph.D., Head of the Administration and Public Management Department, Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **Tudorel ANDREI**, Ph.D., Faculty of Cybernetics, Statistics and Economic Informatics, Bucharest University of Economic Studies, President of the National Institute of Statistics

Professor **Armenia ANDRONICEANU**, Ph.D., Director of the International Center for Public Management, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Professor **Florina BRAN**, Ph.D., Faculty of Agri-Food and Environmental Economics, Bucharest University of Economic Studies

Lecturer **Ștefan Gabriel BURCEA**, Ph.D., Deputy Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **André CABANIS**, Ph.D., Vice-President of the University of Toulouse – Capitole, France

Professor **Sofia COLESCA**, Ph.D., Director of the Center for Research in Administration and Public Services, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Professor **Daniela-Luminița CONSTANTIN**, Ph.D., Deputy Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies, President of the Romanian Regional Science Association



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Professor **Margareta-Stela FLORESCU**, Ph.D., Deputy Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **José Manuel Ruano de la FUENTE**, Ph.D., Coordinator of the "Government and Public Administration" Program, Faculty of Political Science and Sociology, University of Complutense, Madrid, Spain

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Professor **Mihaela ONOFREI**, Ph.D., Head of the Finance, Currency and Public Administration Department, Faculty of Economics and Business Administration, "Al. I. Cuza" University of Iași

Emeritus Professor **Michael A. PETERS**, University of Illinois at Urbana-Champaign, USA
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Professor **Marian PREDA**, Ph.D., President of Senate of the Bucharest University

Professor **Alina-Georgiana PROFIROIU**, Ph.D., Faculty of Administration and Public Management, the Bucharest University of Economic Studies

Professor **Stela RALEVA**, Vice-Rector, University of National and World Economy Sofia, Bulgaria

Scientific Director **Heather RIDLEY**, Contemporary Science Association, New York, USA

THE 13TH ADMINISTRATION AND PUBLIC MANAGEMENT INTERNATIONAL CONFERENCE
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Lecturer **Oana Matilda SABIE**, Ph.D., Deputy Dean of Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor Emeritus **Alain SOULOUMIAC**, Ph.D., Universite Paris XI, France

Senior Research Fellow **Christine WRIGHT**, Institute of Interdisciplinary Studies in Humanities and Social Sciences, New York, USA

Organizing Committee

Professor **Ruxandra-Irina POPESCU**, Ph.D., Faculty of Administration and Public Management Faculty, Bucharest University of Economic Studies

Associate Professor **Mihaela COMANESCU**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

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Economist **Carmen MIRU**, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Economist **Lavinia MUSAT**, Faculty of Administration and Public Management, Bucharest University of Economic Studies



1st Day - October 26th, 2017

Aula Magna, Ion Angelescu Building, 6 Piața Romană

- 09:00 – 09:30 **Participants registration**
- 09:30 – 09:45 **Welcome Remarks**
Professor Constantin-Marius PROFIROIU, Ph.D., Vice-Rector with International Relations, Conference Chair
Professor Elvira NICA, Ph.D., Dean of the Faculty of Administration and Public Management, Conference Co-Chair
- 09:45 – 10:45 **Plenary Session, Aula Magna**
Chair: Professor Constantin-Marius PROFIROIU, Ph.D.
- 9:45-10:15 **Keynote Speaker: Professor Gregg G. VAN RYZIN, Ph.D.**, Director of the Ph.D. program and Co-Director of the Center for Experimental and Behavioral Public Administration at the School of Public Affairs and Administration at Rutgers University-Newark, U.S.: *Experiments in Public Management Research: Challenges and Contributions*
- 10:15-10:30 **Associate Professor Bogdana NEAMTU, Ph.D.**, Babes-Bolyai University, Cluj-Napoca: *Planingng the metropolitan area - some current dilemmas in Romania*
- 10:30 – 10:45 **Dana MITEA**, legal advisor Austrian Federal Procurement Agency, BBG: *Efficient and professional public procurement through central purchasing bodies*
- 10:45 – 11:00 **Debate**
- 11:00 – 11:15 *Coffee Break*

11:15-13:00: Paper presentations in parallel sections

Section 1: Public Administration Reform in the Context of Good Governance

Bărbulescu Room

Chair: Professor Ph.D. *Constantin-Marius* PROFIROIU

GHINEA Cristian	<i>Managing Institutional Change – A Challenging Endeavor</i>
TUDOSE (IORGA) Elena, PROFIROIU Alina – Georgiana	<i>Using Benchmarking as a Managerial Tool in Public Utilities</i>
PREDA Dragos	<i>Smart City</i>
SZABO Septimiu	<i>The Effects of Decentralization Policy</i>
IVAN Valentina	<i>Corporate Governance in Romanian State Owned Enterprises in the Energy Sector</i>
PETRARIU Radu	<i>Impact of Public Investment on the Economic Development of Communities</i>
ȘTEFAN (IFTIMIE) Ionela Georgiana	<i>Measuring the Contribution of Human Capital on SMEs Performance</i>

DISCUSSIONS

Section 2: Transformations in the Organizational Landscape of Public Sector

Robert Schuman Room

Chairs: Professor Ph.D. *Elvira* NICA, Professor Ph.D. *Alina-Georgiana* PROFIROIU

NICA Elvira	<i>Determinants Enhancing Interactive Processes of Collaborative Innovation in Public Organizations</i>
PROFIROIU Alina-Georgiana, HURDUBEI (IONESCU) Roxana	<i>Change of Organisational Culture through Implementation of a Performance Management System</i>
PROFIROIU Constantin Marius, NASTACĂ Corina Cristiana	<i>The Role of Female Leaders in Change Management of Public Organizations</i>
POPESCU Gheorghe H.	<i>The Role of Governance Reform in Driving Collaborative Innovation in the Public Sector</i>
LĂZĂROIU George	<i>The Organization Rule and its Function in Public Entities</i>
TOUFAILI Bilal	<i>Factors Influencing Quality Teaching in Higher Education</i>
CARRA Cécile, BURLACU Sorin, FAGGIANELLI Daniel	<i>Violence in Health Organizations in Romania</i>
FULGA Teodora Monica	<i>The Impact of Reforms on the American Educational System</i>

DISCUSSIONS

13:00 – 14:30 Lunch



15:00 – 19:15: Paper presentations in parallel sections

Section 2: Transformations in the Organizational Landscape of Public Sector

Bărbulescu Room

Chairs: Professor Ph.D. *Armenia* ANDRONICEANU, Lecturer Ph.D. *Oana-Matilda* SABIE

ANDRONICEANU Armenia	<i>Organizational Performance in the Public Sector</i>
IANCU Alexandra	<i>Body of Electoral Experts. Procedure for the Disclosure of Persons who may be Designated Chairman of the Vote Board Electoral Officials</i>
PÎRVU Cătălin	<i>Psychological Type: The foundation stone underlying organizational change</i>
VASINCU Dacian	<i>The Role of the Parliament of Romania - Development or Decisive Involvement in Romanian Public Policies</i>
PEGULESCU Anca-Mariana	<i>Creative Thinking and Initiatives for Enhancing the Romanian Public Administration Performance</i>
CIUPITU Sorin Adrian, BOCIANU Irina Ioana	<i>Management of Life Quality in the Romanian Academic Environment</i>
BODISLAV Alexandru, RĂDULESCU Carmen Valentina, CUREA Ștefania Cristina	<i>Creating Sustainable Growth by Using Private Sector Principles in the Public Sector</i>

DISCUSSIONS

17:00 – 17:15 Coffee Break

SABIE Oana	<i>Introducing the National Health Insurance Card - A Key Tool for Reducing Corruption in the Healthcare System in Romania?</i>
ANTONESCU Mariana	<i>Analysis of the Contribution of the Management and Control System of the Sectorial Operational Programme Increase of Economic Competitiveness to the Technological Development of SMEs During 2007 - 2013</i>
PETRESCU Crina Dacina, CUREA Ștefania Cristina, PADURARU Daniela	<i>Analysis of Economic and Social Inequalities in the European Union</i>
PĂCEȘILĂ Mihaela	<i>The Impact of Renewable Energy Policies on the Quality of Life</i>
BURLACU Sorin	<i>E-Administration Systems in Romania and France. A Comparative Analysis</i>
POTCOVARU Madalina	<i>The Role of Organizational Behavior in Improving Efficiency in Organizations – a Theoretical Perspective</i>
ȘTEFAN (IFTIMIE) Ionela Georgiana, OLTEANU George, CONSTANTIN Daniela Luminița	<i>SMEs Competitiveness and Human Capital</i>

DISCUSSIONS

Section 3: Challenges for Regional and Urban Development Institutions

Robert Schuman Room

Chairs: Professor Ph.D. *Cristina* ALPOPI and Professor Ph.D. *Margareta* FLORESCU

ALPOPI Cristina, MANOLE Cristina	<i>The Green Cities of Europe and the Position of Bucharest in this Ranking</i>
POPESCU Ruxandra-Irina, COMĂNESCU Mihaela, MINA-RAIU Laura, BRIȘCARIU Roxana, BUNEA Ovidiu-Iulian	<i>The Role of the Urban Brand in the Development of Romanian Tourism. Benchmarking</i>
RADU Luiza Nicoleta	<i>Cohesion Policy. Where To?</i>
OANCEA NEGESCU Mihaela Diana, PASCU Bogdan, DIACONU Ionelia	<i>Romanian Tourism Importance as an Element for Increasing the Competitiveness of the National Economy</i>
BUZOIANU Ovidiu, DIACONU Amelia, CONSTANTINESCU Constantin	<i>The Competitiveness of Touristic Products for Sustainable Development in Romanian Touristic Space</i>

DISCUSSIONS

17:00 – 17:15 Coffee Break

BRAN Florina, POPESCU Maria Loredana, IOVIȚU Mariana	<i>Challenges for Public Institutions Management in Sustaining Green Marketing Strategies</i>
DIACONU Amelia, CONSTANTINESCU Constantin, BUZOIANU Ovidiu	<i>Impact of Globalization on Agricultural Production Development in Romania</i>
POPESCU Maria Loredana, RĂDULESCU Carmen Valentina, PETRESCU Crina Dacia	<i>New Perspectives and Challenges for Green Buildings Market in Romania</i>
POPESCU Ruxandra-Irina, MINA-RAIU Laura, BRIȘCARIU Roxana, COMĂNESCU Mihaela, BUNEA Ovidiu-Iulian	<i>Comparative Analysis of Strategies for Raising Urban Competition. Good Practice for Romania's Capital City</i>
JIBAI Bilal	<i>Digital Integration and Its Effects on Public Sector with in Lebanon: The Case of Hospitality and Tourism</i>

DISCUSSIONS



2nd Day - October 27th, 2017

Section: Young Scientists Session

Barbulescu Room: 10:00 – 13:00

Chairs: Professor Ph.D. Florina BRAN, Lecturer Ph.D. Ștefan BURCEA

ABUZARLI Umid, MAMMADZADA Lamman, KARIMOV Tural	<i>Natural Resources – The Key to Development</i>
ANECHITEI Andreea- Alexandra	<i>Social Innovation through Urban Regeneration – A Local Model</i>
ANGHELUTA Petrica Sorin, MARGINA Oleg, BADEA Carmen Georgiana	<i>Agrotourism - Source of Income for the Rural Population</i>
BADEA Carmen Georgiana, MARGINA Oleg, ANGHELUȚĂ Petrica Sorin	<i>The Analyse of the Role of Organic Farming in Providing Healthy Eating for Population</i>
GEORGESCU Raluca, MITRIȚĂ Marcela, RĂTEZANU Ionuț	<i>Rational Use of Natural Resources from a Public Perspective</i>
MAMMADZADA Lamman, ABUZARLI Umid, KARIMOV Tural	<i>The Role of the Oil Resources in a Country's Development Scheme</i>
MATEI Florin Octavian	<i>Organizational Management at ROMSILVA</i>
MITRIȚĂ Marcela, GEORGESCU Raluca, RĂTEZANU Ionuț	<i>Using Productivity in Reducing the GAP between Emerging Countries and Developed Countries</i>

DISCUSSIONS

13:00 – 13:15 *Coffee Break*

13:30-14:00 (Barbulescu Room): CLOSING REMARKS
Professor Ph.D. Constantin-Marius PROFIROIU and Professor Ph.D. Elvira NICA