



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES



FACULTY OF ADMINISTRATION AND  
PUBLIC MANAGEMENT



THE UNIVERSITY OF  
**WAIKATO**  
Te Whare Ūhanga o Waikato

# THE STRATEGIC MANAGEMENT OF HUMAN RESOURCES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

INTERNATIONAL CONFERENCE

OCTOBER 27–28, 2016



KEYNOTE SPEAKER

**MICHAEL A. PETERS**

EMERITUS PROFESSOR, UNIVERSITY OF CALIFORNIA, IRVINE CAMPUS, USA  
PROFESSOR, UNIVERSITY OF WAIKATO, NEW ZEALAND

**"CAN DEMOCRACY SOLVE  
THE SUSTAINABILITY CRISIS?"**

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**THE STRATEGIC MANAGEMENT  
OF HUMAN RESOURCES  
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October 27–28, 2016

Keynote speaker:

**MICHAEL A. PETERS**

Emeritus Professor, University of Illinois at Urbana-Champaign, USA  
Professor, University of Waikato, New Zealand



## SCIENTIFIC COMMITTEE

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**Michael A. PETERS**, Emeritus Professor University of Illinois at Urbana-Champaign, USA Professor, University of Waikato, New Zealand

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**Ana Madalina POTCOVARU**, Teaching Assistant Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

**CONFERENCE PROGRAM**



**PARALLEL SESSIONS**

<b>Thursday, October 27, 2016</b>	
	<b>REGISTRATION</b>
<b>9:00 – 9:30</b>	<p style="text-align: center;">Bucharest University of Economic Studies Piata Romana 6, “Ion N. Angelescu” Building, Rectorate Lobby</p> <p style="text-align: center;"><b>WELCOME SPEECHES</b></p> <p style="text-align: center;">Aula Magna, Piata Romana 6</p> <p style="text-align: center;"><b>Nicolae Istudor</b> Professor Ph.D. – Rector of the Bucharest University of Economic Studies</p> <p style="text-align: center;"><b>Elvira Nica</b> Professor Ph.D. – Dean of the Faculty of Administration and Public Management</p> <p style="text-align: center;"><b>Marius Profiroiu</b> Professor Ph.D. - Vice-rector of the Bucharest University of Economic Studies</p> <p style="text-align: center;"><b>KEYNOTE SPEECHE</b></p> <p style="text-align: center;"><b>Can Democracy Solve the Sustainability Crisis?</b></p> <p style="text-align: center;"><b>Michael A. Peters</b> Emeritus Professor University of Illinois at Urbana-Champaign, USA, Professor, University of Waikato, New Zealand</p> <p style="text-align: center;"><b>PLENARY SESSION</b></p> <p style="text-align: center;">Aula Magna</p> <p style="text-align: center;"><b>Chair: Marius Profiroiu</b> Professor Ph.D.- Vice-rector of the Bucharest University of Economic Studies</p>
<b>9:30 – 10:30</b>	
	<b>KEYNOTE SPEECHES</b>
<b>10:30-11:15</b>	<p style="text-align: center;"><b>Intelligent Development of the Organization: Strategy, Organizational Culture and Leadership</b></p> <p style="text-align: center;"><b>Călin Hințea</b> Professor, Ph.D., Dean of Political, Administrative and Communication Sciences Faculty, Babeș-Bolyai University, Cluj-Napoca</p>

	<b>Authority Relationship in the Management of Human Resources</b> Marian Preda Professor, Ph.D., Senate President of the Bucharest University		
<b>11:15 – 11:30</b>	<b>COFFEE BREAK</b>		
	<i>Determinants of Administrative Capacity – The Role of Human Resources</i> Bogdana Neamtu,		
<b>11:30 – 12:00</b>	<b>Associate Professor Ph.D., Political, Administrative and Communication Sciences Faculty,</b> Babeş-Bolyai University, Cluj-Napoca <b>Challenges in United Arabian Emirates ( UAE) HR Environment</b> Roxana Hurdubei (Ionescu), Ph.D. Candidate, Bucharest University of Economic Studies, expert HR Elia Consulting		
<b>12:00 – 12:20</b>	<b>Q&amp;A</b>		
<b>12:20 - 12:45</b>	<b>CONCLUSIONS</b>		
<b>13:00 – 14:45</b>	<b>LUNCH</b> The Scientists' Club (COS – Piata Lahovari 9)		
	<b>SECTIONS OF THE CONFERENCE</b>		
	<b>Section 1</b> Room "Robert Schuman"	<b>Section 2</b> "Aula Magna"	<b>Section 3</b> Room 2013
<b>15:00 – 18:30</b>	<b>Strategic Management in the Knowledge-networked Economy</b>	<b>Organizational Leadership and Strategic Thinking</b>	<b>Challenges in Sustainable Strategic Management</b>
	<b>Chairs:</b> <i>Alina Proftiroiu</i> <i>George Lăzăroiu</i>	<b>Chairs:</b> <i>Armenia Androniceanu</i> <i>Ștefan Burcea</i> <i>Oana Sabie</i>	<b>Chairs:</b> <i>Luminița Constantin</i> <i>Cătălin Pirvu</i>



**Friday, October 28, 2016**

**SECTIONS OF THE CONFERENCE**

<b>9:00 – 12:30</b>	<b>Section 1 Room 0334</b>	<b>Section 2 Room 0332</b>	<b>Section 3 Room 2013</b>	<b>Section 4 Room 0033</b>	<b>Section 5 Room 0035</b>
	<b>Organizational Performance in Strategic Human Resource Management</b>	<b>Human Resource Capital and Urban Sustainable Development</b>	<b>The Role of Human Resource Management in Developing Sustainable Business Organizations</b>	<b>Human Resource Management in the Public Sector</b>	<b>Organizational Values as Reflected in Humanities and Social Sciences</b>
	<b>Chairs:</b> <i>Elvira Nica Mihaela Paacesila</i>	<b>Chairs:</b> <i>Irina Popescu Mihaela Comănescu</i>	<b>Chairs:</b> <i>Cristina Alpopoi Cristina Manole</i>	<b>Chairs:</b> <i>Margareta Florescu Sorin Burlacu</i>	<b>Chair:</b> <i>Ramona Mihăiță Onorina Botezat</i>

**Thursday, October 27, 2016**

**15:00 – 18:30**

**Section 1**

**Strategic Management in the Knowledge-networked Economy**

**Room “Robert Schuman”**

**Chairs:**

*Alina Profiroiu*  
*George Lăzăroiu*

**Matilda Alexandrova**

*Knowledge Based Economy: Driving Forces for EU Member States from CEE*

**Dan Marin Boajă, Florin Ciurlău**

*Economic and Social Interactions Mediated by Education*

**Dumitru-Alexandru Bodislav, Corneliu Gutu, Catalin Barbu**

*Can Artificial Intelligence Reshape Democracy and Solve the Sustainability Crisis?*

**Cristian Florin Ciurlău, Ionuț Alin Ciurlău**

*Aspects of Redistribution Related Public Financing of Education*

**Razvan-Andrei Corbos, Ruxandra-Irina Popescu, Laura Mina-Raiu**

*Study Related on the Importance of On-Line Marketing Strategies for Universities Promotion*

**George Lăzăroiu**

*Organizational Communication and Social Order*

**Alina-Georgiana Profiroiu, Roxana Ionescu (Hurdubei)**

*Universality of Behavioural Competency Models*

**Vasile Zecheru, Bianca Olaru**

*Innovations in Strategic Management of Knowledge*

**Section 2**  
**Organizational Leadership and Strategic Thinking**

**Room “Aula Magna”**

**Chairs:**

*Androniceanu Armenia*  
*Ștefan Burcea*  
*Oana Sabie*

**Ionuț Anastasiu, Dragoș Bîgu**

*Social Values and Cultural Diversity: A Comparative View*

**Stefan Burcea**

*Exploring The Link Between Emotional Intelligence and Leadership Skills in Public Organizations: A Theoretical Perspective*

**Cristian Florin Ciurlău,**

*Financial Globalization and Economic Dynamics*

**Horia Maican**

*The Future of European Federalism*

**Gheorghe Popescu, Mihaela Comănescu**

*Refugee Economies: A Multifoci Theoretical Extension*

**Gheorghe Popescu, Cristian Florin Ciurlău, Cezar Militaru**

*Market Structure, State, Social and Economic Performance*

**Constantin-Marius Profiroiu, R. Septimiu Szabo, Erica Ceka**

*Transparency as a Tool for Improving Good Governance*

**Carmen Valentina Rădulescu, Mariana Iovitu, Ildiko Ioan**

*Organizational Leadership in a Developed World*

**Oana Vasile, Armenia Androniceanu**

*Strategic Approach to The Problems of Immigrants in Europe*

**Section 3**  
**Challenges in Sustainable Strategic Management**

**Room 2013**

**Chairs:**

*Luminița Constantin*  
*Cătălin Pirvu*

**Shayb Hezi Aviram**

*Generator of the Cherry Pick*

**Bulcsú Remenyik, Csilla Molnár, Lóránt Dávid, Ruslan Baiburiev,  
Zhandos Mukayev, Csobán Katalin**

*Hungarian Grand Prix: Can We Sustain It for the Tourism Industry?*

**Vasile Dogaru**

*Toward A Trade Management of EU – The Case of Quantities*

**Irina Elisievici, Raluca Georgescu, Marcela Mitrita**

*Strategic Management Applied in Resource Optimization*

**Cătălin Pirvu**

*Human Design and The Sustainable Strategic Management of Human Resources*

**Georgiana Ștefan (Iftimie), George Olteanu, Luminița Constantin**

*The Significance of Competitive Smes for Successful Regional Clusters*

**Cristina Stroe, Silvia Cojanu, Ghenadie Ciobanu**

*Some Influences of the Romanian Social Strategy on the Sustainable Strategic Management*

**Friday, October 28, 2016**

**9:00 – 12.30**

**Section 1**

Organizational Performance in Strategic Human Resource Management

**Room 0334**

**Chairs:**

*Elvira Nica*  
*Mihaela Păceșilă*

**Jean Vasile Andrei, Mirela Panait, Cătălin Voica**  
*Challenges and Approaches for The Corporate Social Responsibility and Human Resource Management in the Financial Sector*

**Teodora Bițoiu**  
*Mapping The Public Decision-Making Pertaining to Performance Through The 3e Magnifier – The Case of Romania Eco-Duty*

**Sorin Adrian Ciupitu, Irina Ioana Bocianu**  
*Improving Strategies of the Decision-Making Process Within the Romanian Police Force*

**Elvira Nica**  
*The Role of Job Embeddedness in Influencing Employees' Organizational Commitment and Retention Attitudes and Behaviors*

**Mihaela Diana Oancea-Negescu, Maria-Loredana Popescu**  
*Facility Management – A Complex Tool for Bolstering Firms' Competition Capacity*

**Mihaela Păceșilă**  
*Endowment - A Tool for Ensuring Financial Stability of Nongovernmental Organizations*

**Anca-Mariana Pegulescu**  
*Is Appraisal a Controversial Human Resource Management Tool or a Motivating Working Path?*

**Section 2**  
**Human Resource Capital and Urban Sustainable Development**

**Room 0332**

**Chairs:**

*Irina Popescu*  
*Mihaela Comănescu*

**Petrică Sorin Angheluță, Carmen Georgiana Badea**  
*The Green Economy Influence on the Urban Sustainable Development*

**Carmen Georgiana Badea, Petrică Sorin Angheluță**  
*Education as Support for the Urban Sustainable Development*

**Marcela Mitriță, Raluca Georgescu, Irina Elisievici**  
*The Equilibrium Between Human Resources and Natural Resources – Key for Sustainable Development*

**Eugen Nicolăescu**  
*The Effect of Corporate Sustainability on Organizational Processes*

**Livia Cătălina Popa, Alexandru Jivan**  
*The Role of Services' Management, at Local Level, in Improving the Quality of Life Through Economic Sustainable Development: Core Issues*

**Ruxandra-Irina Popescu, Răzvan-Andrei Corbos, Laura Mina-Raiu**  
*Comparative Analysis of Strategies for Raising Urban Competition. Good Practice for Romania's Capital City*

**Dumitra Stancu, Maria Loredana Popescu, Amelia Diaconu**  
*Sustainable Development of Smart Cities in the Knowledge Networked Economy Context*

**Section 3**  
**The Role of Human Resource Management in Developing Sustainable  
Business Organizations**

**Room 2013**

**Chairs:**

*Cristina Alpopi*  
*Cristina Manole*

**Florina Bran, Maria Loredana Popescu, Amelia Diaconu**  
*Development Perspectives of Green Cars Market*

**Maria Oana Dragomir**  
*A New Milestone of Human Resource Management – Mobbing in a Continuously  
Changing Work Environment*

**Laman Mammadzada, Karimov Tural, Umid Abuzarli**  
*The Link Between Natural Resources' Management and Human Resources'  
Management*

**Cristina Manole, Cristina Alpopi, Margareta Florescu**  
*The Need to Develop Human Capital for Sustainable Development of Romania*

**Nagy Henrietta, Káposzta József**  
*The Role of Human Resource Development in the Sustainable Development of  
Hungary*

**Mara Stan**  
*Steps Towards Sustainability – Human Resource Capital and Employee  
Wellbeing – Benchmarking Evidence*

**Section 4**  
**Human Resource Management in the Public Sector**

**Room 0033**

**Chairs:**

*Margareta Florescu*  
*Sorin Burlacu*

**Ana-Maria Bercu, Mihaela Onofrei**

*Public Sector Employment Relations in the European Context. The Romanian Path*

**Cécile Carra, Sorin Burlacu, Daniel Faggianelli**

*Violence Within the Organisations of Health and Medico-Social Sector. For a Comparative Analysis of France-Romania*

**Ștefan-Dominic Georgescu, Ilie Pintea**

*Remarks on the Ethical Foundations of Public Administration*

**Luminița Ionescu**

*Bureaucratic Management in Public Sector Accounting*

**Cătălina-Oana Mirică (Dumitrescu)**

*Training and Skill Upgrade of the Medical Staff within the Romanian Healthcare Establishments*

**Ana-Madalina Potcovaru**

*Human Resources Management in the Public versus Private Sector: a Theoretical Perspective*

**Ramona Camelia Silvestru (Bere)**

*The Secretary of Administrative-Territorial Unit – do Access Requirements for such Public Position Support Local Sustainable Development?*

**Alexandru Tasnadi, Iustin Emanuel Alexandru, Ciprian Petru Bradu**

*The Manifestation of the Connection Results – Thinking System in the Human Resources that Work in Public Administration*



**Section 5**  
**Organizational Values as Reflected in Humanities and Social Sciences**

**Room 0035**

**Chairs:**

**Ramona Mihăilă**  
**Onorina Botezat**

**Ana-Maria Chisega-Negrilă**  
*Lifelong Learning in the Context of Globalization*

**Codruța Badea**  
*Communicative Approaches to Teaching Legal English*

**Maria Mățel-Boatcă**  
*Urban Topoï in Nicolas Ancion's Work*

**Sara Hunziker**  
*On The Plurality of Contradictory Political Readings of Human Value, Before and after the Cold War Period*

**Carmen Ghinea**  
*How Can Strategic Management in Vocational Identity be a School-Oriented Factor?*

**Maria-Luiza Dumitru Oancea**  
*Political Discourse in Apollonius's Argonautica and Homer's Odyssey*

**Onorina Botezat**  
*Political and Diplomatic Networking in French Writers' Works*

**Ramona Mihăilă**  
*Social, Economic, Political, and Cultural Impact of Women's Organizations*