

THURSDAY
International Conference
07.09.2016

13:00 – 15:00 Presentations in Data Blitz form - maximum five minutes

I) 13:00 – 14:00 Part of Romania

1. **Dr. Alin Valentin ANGHELUTA, Associate Professor**- The Bucharest University of Economic Studies, Department of Marketing
The perception of Europeans towards environmental problems
2. **Dr. Razvan ZAHARIA, Professor** – The Bucharest University of Economic Studies, Department of Marketing
Macromarketing – link between marketing and society
3. **Dr. Bogdan GEORGESCU, Associate Professor** – The Bucharest University of Economic Studies, Department of Marketing
Price in services and the connection with the others components of marketing mix
4. **Dr. Alina FILIP, Associate Professor** – The Bucharest University of Economic Studies, Department of Marketing
Technological tools in customer relationship management
5. **Dr. Diane Vancea, Professor; Dr. Cristina Duhnea, Associate Professor** – Ovidius University, Constanta
Cosequences of the global financial crisis on the financial system in Romania.
6. **Dr. Diane Vancea, Professor** – Ovidius University, Constanta
Role of the National Bank of Romania in a financial system with changing paradigms.
7. **Dr. Rodica Milena Zaharia, Professor; Dr. Clara Volintiru, Lecturer; Dr. Laura Ramona Benchea, Assistant Porfessor** – The Bucharest University of Economic Studies, Department of International Business and Economics
Refugees' crisis and labour market in Romania: some consideration
8. **Dr. Alina Irina Popescu, Associate Professor; Rodica Milena Zaharia, Profesor** – The Bucharest University of Economic Studies, Department of International Business and Economics
Responsibility and Entrepreneurship: the case of Master Students
9. **Dr. Tudor Edu, Associate Professor** – Romanian – American University, Bucharest
Advertising and CSR: purpose or tool for promoting a responsible behavior?

II) 14:00 – 14:55 Part of Ukraine

1. **Prof. Iryna Fedulova**, National University of Food Technologies
Innovation risks and management methods
2. **Anton Sova, PhD student**, National University of Food Technologies
The effectiveness of the head : motivation and ways to improve it.
3. **Kristina Udvorgeli, PhD student**, National University of Food Technologies
Key problems of the development of the Ukrainian non-alcoholic beverages market
4. **Dr. Iryna Yevsieieva**, National University of Food Technologies
Efficiency of dairy processing plants in Ukraine
5. **Dr. Viktoriia Moskalenko**, National University of Food Technologies
Personnel risks and risks related to personnel management
6. **Tetiana Mostenska, PhD student**, National University of Food Technologies
Marketing risks in demand formation on products of dairy enterprises.
7. **Dr. Oleksandra Ralko**, National University of Food Technologies
Ways to Improve International Activity of University
8. **Dr. Olena Lysenko**, National University of Food Technologies
The methodological problems of optimization of business processes at enterprises
9. **Valentyn Lysenko, PhD student**, Zaporizhzhya National University
Efficiency of implementation of Enterprise Resource Planning systems

III) 15:00 – 16:00 – Discussion