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prin programul TimCultura 2023



CONSILIUL JUDEȚEAN TIMIȘ



2023 Timișoara 2023
Capitală Europeană a Culturii



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Welcome Message

After sixteen successful editions, it is our great pleasure to welcome you to the seventeenth edition of the International Symposium in Management (SIM)!

SIM 2023 represents a special occasion from at least two points of view. First of all, SIM 2023 is finally organized as an in-person conference again after its 2021 edition which took place online because of the COVID-19 pandemic.

We are very excited to meet our friends and colleagues in person again, some of whom we have not seen physically in four years!

Secondly, Timisoara is one of the European Cultural Capitals this year, which means that the city is welcoming SIM participants not only with its usual cultural vibe, but with an array of events and exhibitions which are organized for this special occasion.

So we welcome our colleagues from academia, from the industry, and students to SIM 2023 and we are looking forward to debating the best ways of reinventing management in turbulent times (the topic of SIM this year)!

We take this opportunity to thank all participants and 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

The conference will take place in the Conference Centre of the Politehnica University of Timisoara. The Centre is located on Vasile Pârvan Boulevard, No 2B, right next to the Central Library of the Politehnica.

On the second day of the conference, a networking experiential workshop will take place at Silagiu, outside of Timisoara. Participants will be offered transportation to the venue.

Registration desk

The conference registration desk will be permanently open throughout the conference. Participants can ask for information here.

Non-registered co-authors or accompanying persons will register here. The participation fee for one person is 120 euros and includes lunch, coffee breaks, welcome dinner, and an excursion to Silagiu for the networking experiential workshop ending in lunch at the Aramic winery.

Language

The official language of the conference is English.

Presentations

Each participant will have 15 minutes for their presentation, including discussions. Presentations can be made by using data projectors. All authors are kindly requested to take their presentation on a USB and upload it on the conference laptop before their session. Authors should not use their own laptops.

Internet

There will be free of charge Internet facilities for the conference participants.

Friday lunch and Welcome Dinner

The Friday lunch and Welcome Dinner are organized at Restaurant "Vineri 15" (Vasile Pârvan Blvd, no. 9). The restaurant is located at a 5-minute walking distance from the conference venue.

Networking experiential workshop on Saturday

Conference attendees are invited to participate in an experiential workshop on Saturday (included in the conference fee). The workshop will hold presentations on effective management of wineries and wine tourism, followed by discussions. After the discussions, the Wine Road in Timis County will be presented together with a gastronomic experience from the Banat region. The networking activities will take place at the Aramic vineyard located outside Timisoara, in the village of Silagiu. Transportation to the workshop will be by bus, which will pick participants up from the Conference Centre of the Politehnica University of Timisoara.

Book launch

Conference attendees are invited to participate at the book launch of Dr. Bogdan Marculescu, the monograph *Beyond 9 to 5. The Art of Hybrid Entrepreneurship*. The event will take place in the Auditorium.

Travel to Timisoara

You can get to Timisoara either by train, arriving at Timisoara North Railway Station, or by airplane to "Traian Vuia" Airport. A bus service is available from the airport to the center of town (Route Express No. 4), as well as from the train station to the center of town (Route Express No. 3). You can also take a taxi either from the railway station, or from the airport, to the center of Timisoara.

Insurance

The Organizers of the event do not provide insurance and do not take responsibility for any loss, accident or illness that might occur during the Symposium or in the course of travel to or from the meeting site. It is, therefore, the responsibility of the participants to check their coverage with their insurance provider.

Conference secretariat contact details

Monika Jetzin, trivent@trivent.hu

Teodora Artimon, trivent-publishing@trivent.eu, 0040740038984

Friday, 20 October

Timisoara, Politehnica Conference Centre

From 8:30 Registration desk opens

09:00-09:15 Opening

Room: Auditorium

Opening address from the Organizing Committee and Conference Chairs

Video Address from Sebastian Burduja, Romanian Minister of Energy

09:15-09:45 Keynote Presentation I

Room: Auditorium

Chair: Laura Brancu

Andreas Kolodziejak, Manager on Policy Performance within the European Commission

Management in an Internationalizing World

09:45-10:15 Keynote Presentation II

Room: Auditorium

Chair: Anca Draghici

Nada Trunk Širca and Valerij Dermol, International School for Social and Business Studies (Slovenia)

The Social Dimension of Higher Education – Meaningful and Sustainable Connections (Also Digitally Supported) Between the University and the Community

10:15-10:30 Coffee Break

10:30-11:00 Book Launch

Room: Auditorium

Chair: Gabriela Prostean

Bogdan Marculescu, *Beyond 9 to 5. The Art of Hybrid Entrepreneurship*

11:00-11:30 Keynote Presentation III

Room: Auditorium

Chair: Marian Mocan

Marian V. Popa, Managing Director for Romania of Globalworth, the leading office investor in Central and Eastern Europe

Boomerang

12:00-13:00 Lunch Break

Restaurant "Vineri 15" (Vasile Pârvan Blvd, no. 9)

13:00-14:30 SESSION 1

Parallel Session 1. Human resources and workplace management

Room: K1

Chairs: Silvia Avasilcai, Augustin Semenescu, Matei Tamasila

Ensuring the Safety of Closed Enclosures Based on CFD Analysis Regarding the Modeling of Carbon Monoxide Dispersion Dynamics

Mădălin Andreica, Vlad Lăutaru, **Anca Cristina Tatarcan**, Dan Pintilie, Anton Darsy, Narcis Popa, Gabriel Dragos Vasilescu, Augustin Semenescu

Hemodiafiltration (Hdf) With Self-Cleaning System

Dumitru Adrian Draghici, Ileana Pantea, Daniela Drugus, Angela Repanovici

A Study Of Well-Being Impact On Work Effectiveness

Gabriela Banaduc, **Alexandra Balla**, Aurelia-Ioana Biholar and Anca Draghici

Motivating Corporate Employees By Meeting Psychological Needs In A Post-Covid Era. A Grounded Theory Approach

Rebecca Chincea, Matei Tamasila, Sabina Potra

Promoting Diversity in European Boardrooms: A Comparative Study of Codes of Best Practices

Lana Cindrić, Ivana Kovač, Anamarija Idžojtić

Electronic Human Resource Management And Its Impact On Talent Management In Jordanian Universities
Aldiabat Bassam

Parallel Session 2. Economics, financial management and governance I

Room: K2

Chairs: Costache Rusu, Marius Pantea, Alin Artene

Local Community Animators' Skills To Engage And Empower Communities (LEA Project)

Anica Novak, Eubica Černá, Monika Drag

Total Factor Productivity And Firm Size In The German Energy Industry: Evidence From A Symbolic Transfer Entropy Panel Causality Test

Claudiu Tiberiu Albuiescu, Ahdi Noomen Ajmi, **Serban Miclea**, Lavinia- Maria Mihali

"Blockchain-Driven Supply Chain Financing For Smes In Eastern Europe"

Diana-Cezara Toader, Corina M. Rădulescu, Rita Toader, Cezar Toader

"Predictors Of Job Satisfaction And Loyalty Needed In Boosting Public Organisation Performance"

Victor-Dumitru Mariniuc, Costache Rusu

The Influence Of Costs In The Adoption Of Managerial Decisions

Mărgineanu Cătălin

Central Bank Digital Currencies And Financial Stability: Literature Review And New Questions

Bogdan Buzuriu

Direct Foreign Investments At European Level. Bibliometric And Comparative Analysis

Ionut Marius Croitoru, **Cosmin Alexandru Spiridon**, Florin Ionut Bratiloveanu, Romanita Jumanca

Parallel Session 3. Digitalization and intelligent decisions

Room: Auditoriu

Chairs: Valerij Dermol, Bogdan Rusu, Mircea Liviu Negruț

A Framework Of Identifying Relevant Dimensions In Assessing A Digitalization Model For Companies Operating In The Fashion Industry

Emil Constantin Loghin, Ion Verzea, Adrian Vîlcu, Bogdan Rusu, Carmen Tiță

A Case Study Using Web Tools To Improve Environmental Management Initiatives For Medical Waste

Andra Diaconescu, Claudiu Albulescu, Matei Tamasila, Lavinia Cernescu

Co-innovation in Creative Industries: a Case Study Analysis

Adriana Bujor, **Silvia Avasilcăi**, Elena Avram

Human Resource Assessment Using An Affordable Software Tool

Ana-Andreea Mihărtescu, Iris Reckerth, **Mircea Liviu Negruț**

The Use of Artificial Intelligence in Universities: Are There Ethical Issues Requiring Academic Discussion? (RespectNET project)

Valerij Dermol, Alenka Bernik Dermol, Nada Trunk Širca

Supporting the inclusion of seniors into the digital world (UnInLeCo project)

Anica Novak, Spela Dermol, Susana Amalia De Juana Espinosa

Research Data Integration Model In Web 2.0 To Web3 Transition

Nicolaie Ciubotaru, Saltanat Meiramova, Angela Repanovici

14:30-14:45 Coffee Break

14:45-16:15 SESSION 2

Parallel Session 1. Economics, financial management and governance II

Room: K2

Chairs: Madela Maria Abrudan, Diana Sala, Serban Miclea

Analysis Of The Performance Of Some Companies By Size Class

Carmen Elena Stoenoiu, Lorentz Jäntschi

Characteristics Of The Management Of Romanian Small And Medium Size Family Businesses. A Qualitative Research Razvan Musca, **Nicolae Bibu**, Madela Maria Abrudan, Diana Sala

Considerations Regarding Increasing The Competitiveness Of The Administrative-Territorial Units Of Timiș County

Constantin Florin Bogdea, **Grațian Daniel Goloșie**

Multi-Attribute Reverse Auctions In The Romanian Private Sector

Mircea Liviu Negruț, Adriana Muțiu

The Integrated Model For Smes Financial And Environmental Performance: Role Of Financial Management Information System And Innovative Techniques

Jaffar Abbas, Aamir Sohail, Muhammad Naeem Anjum, **Anca Draghici**, Khalid Ibrahim Al-Sulaiti

Parallel Session 2. Education management I

Room: K1

Chairs: Gabriela Prostean, Florin Lungu, Elena Lidia Alexa

Postgraduate Programs In Romania

Florin Lungu, **Bianca Pascu**

Navigating Crises: Technology, Communication, And Their Roles In The Covid-19 Pandemic And Teacher Strikes

Cornelia-Victoria Anghel-Drugarin, Nicoleta Mirea, Gabriela Banaduc

Integrating Escape Room Games In Teaching Operations Research Concepts

Cella-Flavia Buciuman, **Mircea Negrut**, Liana Pater

The Role Of Entrepreneurial Education In Carrying Out Entrepreneurial Initiatives. Evidence From Romanian Technical Universities

Mihaela Brîndușa Tudose, **Elena Lidia Alexa**, Silvia Avasilcăi

Entrepreneurship Education As A Pillar Of The Sustainability Of Cultural And Creative Industries. The Case Of The Tracce Project

Nicolae Bibu, **Mihail Lisețchi**, Vlad Mihăescu, Adrian Solomon

Parallel Session 3. ErgoWork

Room: Auditorium

Chairs: Carmen Maria Loghin, Oana Roxana Chivu, Sebastian Capotescu

A Study of Well-Being Impact on Work Effectiveness

Gabriela BANADU, Alexandra BALLA, Aurelia-Ioana BIHOLAR and Anca DRAGHICI

Evolution Of Occupational Accidents Induced By Risks In Telecommunications

Andrei Bujor, Constantin Bujor, **Anamaria Ioana Feier**, Oana Roxana Chivu, Alin Ion Țăpirdea, Marinea Marinescu, Marilena Gheorghe

New Mevar Risks Evaluation Method In Construction

Costinel Bulboacă, **Anamaria Ioana Feier**, Oana Roxana Chivu , Alin Ion Țăpirdea, Ioana Cătălina Enache, Dan Nitoi, Marilena Gheorghe

Considerations Regarding The Use Of The Mevar Method In Professional Assessment In The Field Of Detergent Production

Eugenia Bulboacă, **Anamaria Ioana Feier**, Alin Ion Țăpirdea, Oana Roxana Chivu, Ioana Cătălina Enache, Claudia Borda, Larisa Butu, Oana Suci

Maximizing The Use Of Track Possession: A Case Study On Coordinated Railway And Highway Maintenance Works

Vladimir Voicu, Alin Gaureanu, Nicoleta Paula Neag, Anca Draghici

Virtual Reality Therapy: A Prime Example Of How Controlled "Fake News" Can Sometimes Be Beneficial

Laria-Maria Trusculescu, Vasile Gherhes, Ramona Amina Popovici, Tamari Dolidze

Education For Plastic In A Circular And Climate Neutral Economy - Preventing Waste Ending Up Into The Environment

Anca Draghici, **Iudit Bere-Semeredi**, Roxana Mihaela Sirbu, Elena Cristina Rada, Cornelia Baera

The Role Of Accident Analysis In Road Safety Management: Case Study Neamt County

Ciprian-Sorin Vlad, Iulia-Ioana Mircea, Eugen Roșca, Larisa Ivașcu, Ben-Oni Ardelean

Using Knowledge Elicitation For Enhancing Occupational Safety And Health Management Performance In A Welding Workshop

Alina Trifu, Roxana Oana Chivu, Anamaria Ioana Feier

16:15-16:30 Coffee Break

16:30-18:00 SESSION 3

Parallel Session 1. Education management II

Room: K1

Chairs: Laura Brancu , Marius Pislaru, Larisa Ivascu,

Is DESI A Relevant Indicator In Academic Research?

Timea Cisma, Larisa Ivascu, Aura Domil, Alin Artene, Oana Bogdan, Valentin Burca

Methods And Techniques For Enhancing The Education System Through The Use Of Neural Networks

Silviu Nicusor Suru, Cristian Vasar, Gabriela Prostean, Olivia Giuca

Principals School Management Of Stress In The Negev Region Of Israel

Sleiman Aburkayek

Online Education Evolution: Lessons From The Pandemic And Beyond (CoweB Project)

Valerij Dermol, Trunk Aleš, Esmir Demaj

Significance Of Cax Technologies In Industry 4.0: The Path From Education 4.0 To Industry 4.0 Through Lifelong Learning In Metal Processing Industry

Aleksandar Zivkovic, Aco Antic, Mijodrag Milosevic, Dejan Lukic

Parallel Session 2. Strategic management and Entrepreneurship

Room: Auditorium

Chairs: Adriana Bujor, Diana Sala, Marian Mocan

Strategies And Performance Of The Largest National Companies: A Comparative Study Of Russia And Vietnam

Dmitri Pletnev, Evgeniy Stepanov, Nguyen Khahn Bui, Maxim Kazadayev, Ekaterina Nikolaeva, Elena Kozlova, Kseniia Naumova

Initial Factors' Influence On The Romanian Academic Spin-Off's Long-Term Survival

Cernescu, L. M, Dungan L.I., Tăucean I. , Diaconescu A., Potra S.

The Management And Strategy Of Romania's Accession To The Schengen Area Through The Security Of State Borders And Their Equipment With Scanning Devices

Neta Saptebani, Madalina Faget, Marian Mocan

Cultural Intelligence As A Mediator Between Curiosity And Entrepreneurial Intentions

Bogdan Ioane Marculescu, Laura Brancu, Nicolae Bibu, Adriana Burlea-Shiopoiu, Marius Pantea

Driving Project Success: Optimizing Strategies And Best Practices For Effective Project Management

Trunk Aleš, Nada Trunk Širca

Critical Roles In Balancing Customer Expectations And Software Product Development

Neculai Bagiu, Silvia Avasilcăi, Letiția Lucescu

Parallel Session 3. Sustainable management I

Room: K2

Chairs: Ramona Lile, Adrian Vilcu, Radu Stanciu

Smart Energy System For Sustainable Universities

Alexandru Olteanu, Claudiu-Vasile Kifor, Mihai-Victor Zerbes

Sustainable Innovation Management Model Based on Value Engineering Method

Adrian Vilcu, Alexandru Palici, Ionut Viorel Herghiligiu, Marius Pislaru, Savin-Dorin Ionesi

Turning crisis into opportunities - the Romanian energy transition as a process

Olga Bucovetchi, Ulpia Elena Botezatu, Mihai Macarie, Radu D. Stanciu

Risk assessment of industrial infrastructures under the specific effects generated by explosion materials

Cristina Tatarcan, Augustin Semenescu, Narcis Popa, Mădălin Andreica, Denisa Tudor, Dragoş Gabriel Vasilescu

The Role Of Artificial Intelligence In Supporting Intelligence Decision

Marta Palade, Marian Ion, Anca Draghici And Diana Florina Robescu

Starting from 18.00 (Romanian time) SESSION 4

Human System Management workshop - Reinventing, Reimagining, and Reshaping Human Resources Management Systems

https://www.iospress.com/sites/default/files/media/files/2023-03/HSMcFP_SIM2023.pdf

Room: online

Zoom link: <https://upt-ro.zoom.us/j/2864305485>

For your local time, please check <https://www.timeanddate.com/worldclock>

Chairs: Anca Draghici, Hanen Khanchel-Lakhoua, Laura Brancu

Researching Approach Toward Circular Economy On Human Resource Performance Management

Luminita Cristina Simion, Silvia Avasilcai

Safety, Health And Comfort In The Workplace - An Innovative Framework To Support Implementation Of Ergonomic Interventions

Maria – Elena Boatca, Anca Draghici, Sabin Ioan Irimie And Brigita Gajsek

Organizational Spirituality: A Proposed Definition

Hakim Lahmar, Farid Chaouki, Florence Rodhain

Financial Instability: Role Of Tourism, Corporate Social Responsibility And Innovation Amid Covid-19 Crisis In Reshaping And Reinventing HRM Systems

Khalid Ibrahim Al-Sulaiti, Jaffar Abbas, Osama Aldereai, Imran Bashir Dar

Electronic Human Resource Management And Its Impact On Talent Management In The Jordanian Universities

Bassam Fathi Aldaibat

Evaluating The Effectiveness Of Digital Education After The Pandemic Period. The Case Of Tunisian Educators' Perspectives

Hanen Khanchel, Anca Draghici, Imen Khanchel, Crisanta - Alina Mazilescu

18:00 Optional Cultural Activity. Visit to the exhibition “Romanian Sources and Universal Perspectives.” Discover The Brâncuși Universe.

<https://brancusi-2023.info/en/>

Departure from the entrance of the Symposium venue.

Entrance tickets to be purchased by the participants.

20:00 Welcome dinner

Restaurant “Vineri 15” (Vasile Pârvan Blvd, no. 9).

Saturday, 21 October
Timisoara, Politehnica Conference Centre
and Silagiu, Aramic winery

09:45 Welcome coffee

10:00-12:00 SESSION 4

Parallel Session 1. Sustainable management II

Room: K2

Chairs: Gabriela Mircea, Ionut Viorel Herghiligiu, Larisa Ivascu

Positive Risk Balance For Autonomous Vehicles

Alexandra Maria Coroian, Roland Cita, Florin Dragan, Larisa Ivascu, Marius Pislaru

Promoting Green Investment Decision Through Tournament Compensation System And Political Connection: Evidence From An Emerging Economy

Vanina Adoriana Trifan, **Sinaci Maria**, Farman Ullah Khan

Internationalization For Sustainable Growth: Perspectives From The Euro-Mediterranean Region (Med2iah Project)

Nada Trunk Širca, Olesea Sirbu, Dorsaf Ben Malek

Adaptative Gasification Of Waste

Elena Cristina Rada, Nicoleta Paula Neag, Vincenzo Torretta, Muhtor Nasirov And Marco Ragazzi

Parallel Session 2. Operations Management

Room: K1

Chairs: Doina Danaiaata, Nicolae Stelian Ungureanu, Ilie Taucean

An Analysis Of Innovation Of The Digitalization Process For The Development Of Prescriptive Maintenance Plans

Ana-Diana Pop-Suărășan, Nicolae Stelian Ungureanu

Study Regarding The Selection Of The Optimum Process Flow At Bearing Rings Manufacturing

Cezarina Chivu, **Mitica Afteni**, Gabriel-Radu Frumusanu, Florin Susac

Implementation Of The Wine Safety Management System In The Conditions Of Using The Ultrasound Treatment As A Process In The Technology Of Obtaining Red Wines

Alina Maier, Vasile Pădureanu, Mirabela Ioana Lupu, Geronimo Răducu Brănescu

An Integrated Approach To Energy Management

Marian Ion, Constantin-Cătălin Niculescu

Managing For Increasing The Added Value In Labour Intensive Automotive Industry In Romania

Marc Bucholzer, **Nicolae Bibu**, Doina Danaiața

Conception Of A Framework For Continous Improvement Of Student Services Based On Analytic Hierarchy Process Model

Mihai - Ioan Costa, **Maria Elena Boatcă**

Parallel Session 3. PhD Workshop with Multiplier Event of IPEDU initiative,

<https://www.ipeduproject.eu/>

Room: Auditorium

Chairs: Padraig Kirby, Anca Draghici, Valentin Munteanu

Introducing Intellectual Property Education for Lifelong Learning and the Knowledge Economy

Padraig Kirby, Technological University of the Shannon: Midlands Midwest, Ireland

Mihai Barsan, MB Think Tank, Romania

Research Regarding Sustainable Practices And Risk Management In Fermentative Industry

Cristiana Viorela Apreutese, Cristina Maria Canja, Cristina Pădureanu, Anișor Nedelcu

Strategic Management Of Academic Careers: Exploring Career Approach Models In Technical Universities

Elena-Cristina Udrea, Augustin Semenescu

Innovation In Wine Tourism Management: Promotion And Development

Alina Durbacea, Cristina Maria Canja, Angela Repanovici

Unlocking Excellence: A Comprehensive Six Sigma Study On Process Optimization And Performance Improvement

Carina Oana Olenici, Adrian Pavel Pugna

Management Of Material Flows In The Steel Industry. Case Study: Elaboration Of Steel In An Electric Arc Furnace

Ioana Fărcean, Gabriela Proștean, Erika Ardelean.

The Most Sustainable Universities In Europe In 2023

Constantin Florin Bogdea, **Delia Maria Rozovlean**, Simon Pescari, Mihai Ardelean, Laura-Crina Coca

From Business To Digital Business Ecosystems: Exploring Digital Landscape Of Dynamic Capabilities

Elena Avram, Alexandra Balla, Ilie Taucean, Silvia Avasilcai, George Victor Gall, Adriana Bujor

Leveraging Ens Domains And Nfts For Integrated Business Entities: A Paradigm Shift In Digital Assets Management

Raymond Maiorescu, Augustin Semenescu

Application Of Quality Management Tools In The Use Of Platforms

Teodora Maria Pănoiu, Adriana Florescu, Anișor Nedelcu

12:00 Networking experiential workshop in Silagiu, Aramic – departure by bus

The workshop will hold a presentation as a case study on effective management of wineries and wine tourism, followed by discussions. Afterwards, the Wine Road in Timis County will be presented together with a gastronomic experience from the Banat region. The networking activities will take place at the Aramic vineyard located outside Timisoara, in the village of

Silagiu. Transportation to the workshop will be by bus, which will pick participants up from the Conference Centre of the Politehnica University of Timisoara.

Presentations at Silagiu:

Implementation Of The Wine Safety Management System In The Conditions Of Using The Ultrasound Treatment As A Process In The Technology Of Obtaining Red Wines

Alina Maier, Vasile Pădureanu, Mirabela Ioana Lupu, Geronimo Răducu Brănescu

Innovation In Wine Tourism Management: Promotion And Development

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