



Universitatea  
BABEȘ-BOLYAI



Facultatea de Științe Economice  
și Gestiunea Afacerilor

Marketing  
Department

International Conference on Marketing

# Marketing From information to decision

3<sup>RD</sup> EDITION

Cluj-Napoca, Romania  
29<sup>th</sup> October 2010

# PROGRAM

3<sup>RD</sup> EDITION

Cluj-Napoca, Romania  
29<sup>th</sup> October 2010

International Conference on Marketing

# Marketing From information to decision

**Babeş-Bolyai University of Cluj-Napoca**  
**Faculty of Economics and Business Administration**  
**Marketing Department**

# **PROGRAM**

**International Conference**  
**MARKETING – FROM INFORMATION TO DECISION**  
**3<sup>rd</sup> Edition**  
**29 October 2010**

**Cluj-Napoca, Romania**



## **Program**

***Friday, October 29, 2010***

---

<b>09:00 – 10:00</b>	<b>Registration</b>
<b>10.00 – 11.00</b>	<b>Plenary session (Room 009)</b>
<b>11.00 – 11.30</b>	<b>Coffee break</b>
<b>11:30 – 13:30</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>13:30 – 14.30</b>	<b>Lunch break</b>
<b>14.30 – 16.30</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>16.30 – 17.00</b>	<b>Coffee break</b>
<b>17.00 – 19.00</b>	<b>Parallel sessions (Rooms 314 &amp; 315)</b>
<b>19.30</b>	<b>Dinner</b>

## **SCIENTIFIC COMMITTEE**

***Prof. Dr. Dr. H.C. Bernhard SWOBODA***  
***University of Trier, Germany***

***Prof. Dr. Dr. H.C. Horst TODT***  
***University of Hamburg, Germany***

***Prof. Dr. József BERÁCS***  
***Corvinus University of Budapest, Hungary***

***Prof. Dr. Dirk MORSCHETT***  
***University of Fribourg, Switzerland***

***Prof. Dr. Thomas FOSCHT***  
***University of Graz, Austria***

***Prof. Dr. Dr. H.C. Nicolae Al. POP***  
***Academy of Economic Studies, Bucharest, România***

***Prof. Dr. Valerică OLTEANU***  
***Academy of Economic Studies, Bucharest, România***

***Prof. Dr. Ștefan PRUTIANU***  
***Al. I. Cuza University, Iași, România***

***Prof. Dr. Ioan PLĂIAȘ***  
***Babeș-Bolyai University, Cluj-Napoca, România***

***Prof. Dr. Marius D. POP***  
***Babeș-Bolyai University, Cluj-Napoca, România***

***As. Prof. Dr. Marcel C. POP***  
***Babeș-Bolyai University, Cluj-Napoca, România***

## **ORGANIZING COMMITTEE**

*Prof. Dr. Ioan PLĂIAȘ*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*As. Prof. Dr. Marcel C. POP*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Raluca CIORNEA, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Andreea MANIU, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Lăcrămioara RADOMIR, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Andrei SCRIDON, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Luiza SOUCA, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Alexandra M. ȚÎRCA, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

*Teach. Assist. Monica M. ZAHARIE, PhD Student*  
*Babeș-Bolyai University, Cluj-Napoca, România*

**PLENARY SESSION**

***Friday, October 29, 2010***

***10.00 – 11.00, Room 009***

***Chair: Ioan PLĂIAȘ***

***Knowledge Export, Special Emphasis on University  
Professors***

*Prof. Dr. József BERÁCS  
Corvinus University of Budapest, Hungary*

***Contemporary Marketing: Towards a Theoretical and  
Practical Extremism?***

*Associate Prof. Dr. Călin Gurău  
GCSM – Montpellier Business School, France*

## **SESSION 1 (Room 314)**

***Chairs:*** Marius D. POP, Gheorghe Alexandru CATANA

**11.30 – 13.30**

**1. The consequences of the financial crisis on promotional policy of companies**

***Béla SCHOLTZ***

(West University "Vasile Goldiș" of Arad, Satu Mare Branch)

**2. Investigating the Role of Brand Awareness in Reducing the Perceived Risk Associated to Online Buying of Tourism Services**

***Patricia BERTEA***

(Al. I. Cuza University of Iași, Faculty of Economics and Business Administration)

***Ovidiu I. MOISESCU***

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

**3. Social responsibility values : managers and students perspective**

***Doina CATANA***

(Technical University of Cluj-Napoca)

***Gheorghe Alexandru CATANA***

(Technical University of Cluj-Napoca)

**4. A Qualitative Model for Brand Evaluation with a Pilot-Implementation in the Case of Ursus**

***Daniel CAZAN***

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Ovidiu I. MOISESCU***

(Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

## **SESSION 1 (Room 314)**

### **5. Value-Added Services offered in luxury restaurants and their implication for customer satisfaction**

***Raluca CIORNEA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Marius Dorel POP***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Alexandra Maria TIRCA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Mihai Florin BACILA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

**14.30 – 16.30**

### **6. Transport Service Marketing**

***Florin Constantin DOBOCAN***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **7. The basic profile of the urban tourism consumers which are using the international hotel chains (in Romania)**

***Cristina FLESERIU***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Marius C. LAZIN***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

## **SESSION 1 (Room 314)**

### **8. Practical Considerations on Adapting Marketing Decisions to Nowadays' Online Young Romanian Consumers**

***Theodora Alexandra LUCA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of European Studies)

***Nicoleta-Dorina RACOLTA-PAINA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of European Studies)

### **9. Virtual Market. Study case on 20 sectors of Romanian economy**

***Radu Adrian MLESNITA***

(Centrul de Afaceri Transilvania)

***Adela ZIFCEAC***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **10. Mobile Networking for Mobile Marketing (mNet-4-mMk)**

***Adela ZIFCEAC***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Radu Adrian MLESNITA***

(Centrul de Afaceri Transilvania)

***17.00 – 19.00***

### **11. Additional value-added to consumers of cultural/artistic services in Cluj Napoca**

***Róbert PLESA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

## **SESSION 1 (Room 314)**

### **12. Work and Travel – factor of influence in students’ personal branding**

***Giovana POP***

(Babes-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Marius Dorel POP***

(Babes-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **13. Protection of Life insurance policyholders through Grievances handling – Social Responsibility of Life Insurers in India**

***Pushpender KUMAR***

(University of Delhi, Kirori Mal College, India)

### **14. The Online Marketing Mix of Hospitality Units From Harghita, Mureş and Covasna Counties, Romania: Two Exploratory Studies**

***László SEER***

(Babes-Bolyai University of Cluj-Napoca, Faculty of Sociology and Social Work)

### **15. Corporate social responsibility in banking sector in India**

***Smita MEENA***

(University of Delhi, Kamala Nehru College, India)

## SESSION 2 (Room 315)

**Chairs:** József BERÁCS, Ioan PLAIAS, Ciprian Marcel POP

**11.30 – 13.30**

**1. Marketing research regarding business type customer loyalty for noncarbonated beverages on the Romanian market**

***Jacob CATOIU***

(The Bucharest Academy of Economic Studies, Bucharest, Romania)

***Daniel Adrian GARDAN***

(Spiru Haret University, Bucharest, Romania)

**2. Credibility's Dimensions of Commercial Web Sites**

***Oana CIOBANU***

(Alexandru Ioan Cuza University of Iasi)

***Claudia BOBALCA***

(Alexandru Ioan Cuza University of Iasi)

**3. Les particularités du plan de marketing pour exportation des producteurs roumaines de cosmétiques**

***Anca CONSTANTINESCU-DOBRA***

(Technical University of Cluj-Napoca)

**4. Conceptual approaches of brand loyalty**

***Ramona CUCEA***

(“D.P.M. College” of Alba Iulia)

***Larisa DRAGOLEA***

(“1 Decembrie 1918” University of Alba Iulia)

***Silvia-Ştefania MIHALACHE***

(“1 Decembrie 1918” University of Alba Iulia)

## **SESSION 2 (Room 315)**

### **5. Romanian Consumers' Attitudes towards Counterfeits – An Empirical Study**

***Dan Cristian DABIJA***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Ioana Nicoleta ABRUDAN***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***14.30 – 16.30***

### **6. Innovation Diffusion and Adoption of New Products**

***Gianina FADOR (LALA)***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **7. Dentists and Romanian consumers' perception regarding marketing activity for dental healthcare services**

***Daniel Adrian GARDAN***

(Spiru Haret University of Bucharest, Romania)

***Iuliana Petronela GEANGU***

(Spiru Haret University of Bucharest, Romania)

***Gheorghe ORZAN***

(The Bucharest Academy of Economic Studies, Bucharest, Romania)

***Mariana Ramona GEANGU***

(Adjud Municipal Hospital, Adjud, Romania)

### **8. Strategic benchmarking in public services**

***Alexandra GOGOZAN***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Marinela GHERES***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

## **SESSION 2 (Room 315)**

### **9. Marketing flexibility for new product development**

***Călin GURAU***

(GCSM –Montpellier Business School, France)

### **10. Romanian paint market in times of crisis**

***Simona – Silvana MARGINEAN***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***17.00 – 19.00***

### **11. Sports marketing – It's not just a game anymore**

***Tudor NICIPORUC***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **12. What drives the Romanian bank market? A benchmarking approach**

***Ciprian Marcel POP***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Monica Maria ZAHARIE***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Andreea Ioana MANIU***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Mircea Andrei SCRIDON***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### **13. Malted Food Drinks in India- a study on Consumer Behavior**

***Priyanka MEENA***

(Agro Tech Foods Ltd., An Affiliate of ConAgra Foods US, India)

## SESSION 2 (Room 315)

### 14. Bank Personnel Quality Dimensions

***Lăcrămioara RADOMIR***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Ioan PLAIAS***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Voicu Cosmin NISTOR***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

***Andrei Mircea SCRIDON***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)

### 15. A Tourist Place Image: Biertan Fortified Church

***Silvana ŞERB***

(Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration)