



# ENTREPRENEURS ENTREPRENEURSHIP

An International  
Conference



May 18-20 , 2017

SNSPA  
30A Expozitiei Blvd., 4<sup>th</sup> floor  
Bucharest, Romania

Entrepreneurs. Entrepreneurship - Challenges and Opportunities in the 21st Century

## Conference timetable

Thursday, May 18, 2017

Time			
9.30-10.00	<i>Registration</i> – SNSPA building, Bd. Expozitiei no. 30A, 4 <sup>th</sup> floor		
10.00-12.00	<i>Opening session</i> – Room 410, 4 <sup>th</sup> floor <ul style="list-style-type: none"> <li>• <b>Florina PÎNZARU</b>, Dean of the Faculty of Management, SNSPA</li> </ul>		
	<i>Keynote speakers:</i> <ul style="list-style-type: none"> <li>• <b>Panayiotis KETIKIDIS</b>, Sheffield University International Faculty, CITY College <i>Triple Helix Interactions as a tool for Innovation and Entrepreneurship</i></li> <li>• <b>Carmen CROITORU</b>, National Institute for Cultural Research and Training <i>Creative entrepreneurship</i></li> </ul>		
12.00-12.15	Coffee break		
12.15-13.45	<b>Room 419, 4<sup>th</sup> floor</b> Round table <b>Entrepreneurial Innovators</b> Moderator: Costin DĂMĂȘARU	<b>Room 420, 4<sup>th</sup> floor</b> Round table <b>Entrepreneurship and Digital Revolution</b> Moderator: Rareș MOCANU	
13.45-14.30	Lunch		
14.30-16.00	<b>Room 419, 4<sup>th</sup> floor</b> Track 1 <b>Creative Entrepreneurship</b> Session chair: <b>Alexandra VITELAR</b>	<b>Room 420, 4<sup>th</sup> floor</b> Track 2 <b>Entrepreneurial Society</b> Session chair: <b>Ramona LEON</b>	<b>Room 410, 4<sup>th</sup> floor</b> Track 3 <b>Corporate Entrepreneurship</b> Session Chair: <b>Rares MOCANU</b>
	<i>A social entrepreneurship initiative: economic and financial education program</i> Simona Maria FLEANTA	<i>University - a knowledge incubator for developing entrepreneurial skills</i> Ramona LEON	<i>Strategic human resources management specificity into organizational environments focused on intrapreneurship</i> Carmen NOVAC, Raluca Silvia CIOCHINĂ

*Tolerance for ambiguity and self-efficacy - predictors for entrepreneurial orientation?*  
Dan Florin STANESCU, Virgil GHEORGHE, Marius ROMASCANU

*An insight into entrepreneurship in Romanian creative industries*  
Cristina LEOVARIDIS, Gabriela POPESCU

*The entrepreneurial museum*  
Silviu ANGHEL

*Museums and entrepreneurial behavior: from a not-for-profit entity towards ... re-invention? The case of museums in Romania*  
Monica BIRA

*Social Enterprises: an innovative business approach*  
Alexandra VITELAR

*A human - centered design for public libraries: a study case*  
Camelia CRIȘAN

*The entrepreneurial university and Facebook: from notion to action*  
Adina ARDELEANU

*Does Măgurele Science Park meet the criteria of the science park management paradigm?*  
Anda GHEORGHIU

*A phenomenological approach on systemic dynamics in Romanian organizations*  
Costin DĂMĂȘARU

*New technologies and entrepreneurial challenges for reinventing public organizations*  
Mauro ROMANELLI

*Develop specific budget policies to reduce poverty in Albania*  
Zamira SINAJ

*The relationship between corporate wisdom and corporate entrepreneurship*  
Metehan ORTAKARPUZ, Ali ALAGOZ

*Changes of the business models in the European liberalized markets: evidences from the utilities' sector*  
Florina PÎNZARU, Andreea MITAN, Lucian ANGHEL

*Corporate entrepreneurship: logistics as a business*  
Florin NEMTANU, Andaluzia DOBRIN, Mirona DOBRIN, Florina GOLOGAN, Mădălina IOSIF

*Logistics information system as an independent business: LIS as a service*  
Florin NEMTANU, Madalina PAVEL, Dan GASPARG, Andreea MOCANU

*Developing Trust in a Retail Brand Website*  
Rareș MOCANU

16.00-16.30 Coffee break

16.30-18.15 *Keynote speakers:*

- **Karl-Heinz Leitner**, University of Graz  
*The Entrepreneurial University: Past, Present and Future*
- **Claudiu Vrînceanu**, former Secretary of State

19.00-20.30 Conference Dinner

## Friday, May 19, 2017

### Time

9.30-10.00 *Registration – SNSPA building, Bd. Expozitiei no. 30A, 4<sup>th</sup> floor*

10.00-11.45 **Room 419, 4<sup>th</sup> floor**

**Track 4**

**The Entrepreneurial Behavior**  
Session chair: **Oana ALMASAN**

*Entrepreneurial attitudes, school environment and parents' civic participation*  
Ioana Daniela PANICA

*Creative disruption or harmonious development? On entrepreneurial motivations of musicians*  
Malgorzata STERNAL

*The cultural framework of entrepreneurship*  
Oana ALMASAN

**Room 420, 4<sup>th</sup> floor**

**Tack 5**

**Entrepreneurship and Development**  
Session Chair: **Florina PÎNZARU**

*An empirical analysis of entrepreneurial activity determinants in European Union countries*  
Valentina Diana RUSU, Angela ROMAN

*Romanian entrepreneurship: challenges and opportunities.*  
Alina MIHALCEA

**Room 410, 4<sup>th</sup> floor**

**Track 6**

**Challenges for the Entrepreneurs**  
Session chair: **Ralf WAGNER**

*Entrepreneurs in a sustainable knowledge based economy*  
Raluca Anne-Marie TONE

*Entrepreneurial orientation – scales, influence factors and consequences at individual, organizational and societal level*  
Andreia Gabriela ANDREI, Adriana ZAIT, Sergiu STAN

*Acceptance of chosen gamification solutions in motivations systems in small and medium enterprises*  
Jacek WOŹNIAK, Katarzyna ŁUBIEŃSKA

*The young entrepreneur: between rational individualism and religious holism in the decision making process*

Ștefan STANCIUGELU, Dumitru IACOB

*Older people and entrepreneurship: an overview*

Loredana IVAN

*Systemic management as an essential tool for entrepreneurs*

Costin DAMASARU

*Maturity of the risk management approach in the Romanian entrepreneurial behavior*

Sergiu Octavian STAN

*Credit scoring models for microcredits: a literature review*

Maria Nela SEIJAS GIMÉNEZ, Sara FERNÁNDEZ-LOPEZ, Milagros VIVEL-BUA

*Analysis of the effectiveness of innovative processes that use EU funds – a case study of Polish SME companies*

Tomasz NOREK

*On the way to mass entrepreneurship in Russia*

Sergey SMIRNOV, Evgeniy CHEBERKO

*Banking and entrepreneurship*

Roxana MARCU

*Does size matter for responsible organizations?*

Alexandra ZBUCHEA

*Linking relational capital, sustainability and marketing advances in SMEs.*

Elena-Madalina VATAMANESCU, Vlad-Andrei ALEXANDRU, Diana DUMITRIU

*How digitalization changes the internationalization of entrepreneurial firms: theoretical considerations and empirical evidence*

Andreas M. WITTKOP, Katrin ZULAUF, Ralf WAGNER

*Major challenges small and medium-sized enterprises facing with in Asia: solutions for mitigating them*

Naoyuki YOSHINO, Farhad TAGHIZADEH-HESARY

*Digital entrepreneurship – realities and opportunities*

Mihaela Victorita CĂRĂUȘAN, Alina Gabriela BURLACU

*Advertising business in the silver economy: the appropriate portrayal of ageing models in advertising*

Alina DUDUCIUC, Rodica SĂVULESCU

11.45-12.00 Coffee break

12.00 -13.30 **Room 419, 4<sup>th</sup> floor**

Round table

**Social Entrepreneurship: an East – West divide?**

Moderator: Alexandra ZBUCHEA

**Room 420, 4<sup>th</sup> floor**

Round table

**Entrepreneurial University Challenges**

Moderator: Sergiu STAN

13.30-13.45 Best papers award, room 410, 4<sup>th</sup> floor

Closing remarks: Associate Professor Alexandra ZBUCHEA, SNSPA, Conference Chair

13.45-14.30 Lunch

17.00 Bucharest Sightseeing Tour

## Saturday, May 20, 2017

Time

10.00 Conference social activity – networking

Time-travel Tour