

Faculty of Business
Babes-Bolyai University
Romania

in partnership with

NWU School of Business &
Governance
North West University
South Africa

Centre for Strategic &
International
Entrepreneurship
Cracow University of
Economics
Poland

Faculty of Social Sciences,
Humanities and Arts
Siauliai University Lithuania

SMALL and MEDIUM SIZED ENTERPRISES IN A GLOBALIZED WORLD



September
28th - 30th, 2017

Cluj-Napoca
Romania





UNIVERSITATEA
BABEȘ-BOLYAI

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

THE INTERNATIONAL CONFERENCE
SMALL **AND** MEDIUM SIZED
ENTERPRISES
IN **A** GLOBALIZED **WORLD**
8th edition

September 28th-30th,
2017

Cluj-Napoca,
Romania

Conference Venue:

Faculty of Business, Horea street no.7, Cluj-Napoca

Conference Committee

Conference Chair

Assoc. Prof. **Ioan Alin Nistor**, Dean Faculty of Business
Babeş-Bolyai University, Romania

Committee members

Prof. **Pieter Buys**,
North-West University, South Africa
Prof. **Mustafa Tanyeri**,
Dokuz Eylül University, Turkey
Prof. **Djula Borozan**,
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Senior lecturer **Sanlie Middelberg**,
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Assoc. Prof. **Oana Adriana Gică**,
Babeş-Bolyai University, Romania
Dr. **Krzysztof Wach**,
Cracow University of Economics, Poland

September 28th

15.00 – 17.00 Workshop on Entrepreneurship

September 29th

9.00 - 9:30 Registration (Guest arrival & welcome) - Room 121

Session no.1 – Room 121

Session Chair: Cornelia Pop, Babeş-Bolyai University, Romania

9:30 – 10:30

Paul M. Lane (Grand Valley State University, USA) - **Educational change in the 21st century: Small business to tackle Temperature, Water, Soil**

Nelly Daszkiewicz (Gdańsk University of Technology, Poland) - **Foreign Entry Modes of High-Tech Firms in Poland**

Cornelia Pop, Cristina Balint (Babes-Bolyai University, Romania) - **The survival rate of rural lodgings**

Ariana Tal (West University, Romania) - **Social media in Romania. A comparison between SMEs and multinational companies' adoption of online tools**

10:30 – 11:00 Coffee Break

Session no.2 – Room 121

Session Chair: Cornelia Pop, Babeş-Bolyai University, Romania

11:00 – 12:00

Oksana Kiforenko (Uman National University of Horticulture, Ukraine) - **Small and medium sized enterprises under the conditions of global changes: case study – Ukraine**

Maria Zuba-Ciszewska (Institute of Economics and Management, The John Paul II Catholic University of Lublin, Poland) - **The role of small and medium enterprises in the food industry – example of Poland**

Mihaela-Filofteia Tutunea (Babes-Bolyai University, Romania) - **Social networks - from advertising to business analytics and intelligence**

Shahla Gahramanova (Azerbaijan State University of Economics) - **The role of the corporate social responsibility in sustainable development of SMEs in Azerbaijan**

12.30 – 14.00 Lunch

Session no.3 – Room 121

Session Chair: Nicolae Marinescu, Transilvania University of Braşov, Romania

14.30 – 16:00

Mariola Dźwigoł-Barosz (Silesian University of Technology, Poland) - **Significance of succession competencies in the management of Silesian family business in the sector of small and medium enterprises**

Nicolae Marinescu (Transilvania University of Brasov, Romania) - **Online Promotion Trends for European SMEs in Tourism**

Adina Letiția Negrușă (Babes-Bolyai University, Romania), Iulia Maria Stârcu, (Romania) - **Strategic features of innovation process: the case of food services SMEs from Cluj-Napoca market**

Marius Dan Gavriletea (Babes-Bolyai University, Romania), Zamig Ahmedov (Baku Business University, Azerbaijan) - **Risk Management Process for Romanian SMEs**

16:00 – 16:30 Coffee Break

Session no.4 – Room 121

Session Chair: Nicolae Marinescu, Transilvania University of Braşov, Romania

16:30 – 18:00

Monica Maria Coroş, Oana Bode (Babes-Bolyai University, Romania) – **Wineries on the Route of wines**

Daniela Campean (Babes-Bolyai University, Romania) – **SMEs access to public procurement in Romania**

Oana Adriana Gică (Babes-Bolyai University, Romania), Anastasiya Dobrovolska (Romania) – **A cross-country perspective on entrepreneurial profile of students**

Maria-Andrada Georgescu (National University of Political Studies and Public Administration, Romania) - **The impact of part-time contract social contributions' increment on SMEs cash-flows**

19:30 Dinner

September 30th

Day trip

Lunch