

*UNIVERSITATEA CREȘTINĂ
"DIMITRIE CANTEMIR"
FACULTATEA DE MARKETING*



***CONFERINȚA NAȚIONALĂ
EDIȚIA a V-a***

*BUCUREȘTI
15 mai 2018*

PROGRAMUL CONFERINȚEI NAȚIONALE
EDIȚIA a V-a

Noi valente ale competitivitatii in economia cunoasterii

Deschiderea sesiunii
Marti, 15 mai 2018, orele 10⁰⁰, sala 77

Dezbateri
Sala 77, orele 10,15

Comitet de organizare

Prof.univ.dr. Cristina Bălăceanu
Lector univ. dr. Mirela Dogaru

Comitet științific

Prof.univ.dr. Valentina Zaharia - UCDC
Prof. univ. dr. Viorica Ionascu – UCDC
Conf. univ. dr. Victoria Gonta – Universitatea Americana din
Moldova
Cercetător Științific Leonida Ionel –Academia Română
Cercetator știintifica Ghenadie Ciobanu –Academia Română
Conf. univ. dr. Dan Boaja- UCDC
Prof.univ.dr. Heghes Nicoleta-Elena - UCDC
Conf. univ. dr. Violeta Rădulescu- ASE București
Conf. univ. dr. Adina Mușetescu- UCDC
Conf. univ. dr. Ivona Stoica- UCDC
Conf. univ. dr. Mihaela Gruiescu- Universitatea Româno-
Americană
Conf. univ. dr. Irina Nicolau-UCDC
Lector univ.dr. Mihaela Constantinescu-UCDC

Lucrări participante

- 1. *The influence of the political environment in the sustainable economy***
Conf. univ. dr. Adina Musetescu, Lector univ. dr. Robert Chira,
Lector univ. dr. Tatiana Dosesu, UCDC
- 2. *The role of Return on marketing investment in the firm's overall marketing assessment***
Prof. univ. dr. Georgeta Ilie, UCDC
- 3. *European eco-label- tool of green marketing for a sustainable development***
Lect. univ. dr. Mihaela Constantinescu, UCDC, Conf. univ. dr.
Mihaela Gruiescu, Universitatea Romano Americana
- 4. *Comportamentul de cumpărare al consumatorului în comerțul online cu produse electronice și electrocasnice***
Lector univ. dr. Pusa Tania Tapliga, UCDC
- 5. *The Regional economic development models***
Prof. univ. dr. Cristina Balaceanu, Conf. univ. dr. Daniela Penu
- 6. *The human capital. A critical economic approach.***
Prof. univ. dr. Cristina Bălăceanu, Prof. Alina Suciu-Colegiul German
Goethe
- 7. *The horizons of knowledge. What young people need nowadays in order to be successful***
Profesor Dana Lupu-Colegiul Tehnic de Arhitectura si Lucrari Publice
„I.N. Socolescu”
- 8. *Learn by Entrepreneurship–innovation and creativity***
Prof. CRISTINA LAVINIA CULEA, Colegiul Tehnic de Arhitectură
și Lucrări Publice “I.N. Socolescu” București
- 9. *Noua dimensiune a pieței europene a muncii***
Lector univ. dr. Monica Predonu, Conf univ. dr. Dan Boajă, UCDC
- 10. *The financial system in Romania***

Conf. univ. dr. Daniela Penu, UCDC

11. Tax evasion in Romania

Conf. univ. dr. Daniela Penu, UCDC

12. The quality of public services in Romania

Lector univ. dr. Tania Tapliga

13. The importance of total quality at night in society

Lect. univ. dr. Mirela Dogaru. Prof. univ. dr. Valentina Zaharia, Lect. univ. dr. Argentina Velea - UCDC

14. Quality past present.

Lect. univ. dr. Mirela Dogaru. Prof. univ. dr. Valentina Zaharia, Lect. univ. dr. Argentina Velea - UCDC

15. Quality cost and current economy.

Lect. univ. dr. Mirela Dogaru. Prof. univ. dr. Valentina Zaharia, Lect. univ. dr. Argentina Velea – UCDC

16. Educational marketing and its benefits in educational institutions.

Lect. univ. dr. Mirela Dogaru - UCDC

David Elena, Matei Natalia, Niculescu Veronica - Liceul Tehnologic "Mircea Vulcănescu,,

17. The external environment of the educational institution

Lect. univ. dr. Mirela Dogaru - UCDC

Prof. David Elena, Prof. Matei Natalia, Prof. Niculescu Veronica - Liceul Tehnologic "Mircea Vulcănescu,,

18. Orientation towards marketing and social marketing of educational institutions.

Lect. univ. dr. Mirela Dogaru - UCDC

Prof. David Elena, Prof. Matei Natalia, Prof. Niculescu Veronica - Liceul Tehnologic "Mircea Vulcănescu,,

19. Coverage of social marketing.

Lect. univ. dr. Mirela Dogaru - UCDC

Prof. David Elena, Prof. Matei Natalia, Prof. Niculescu Veronica - Liceul Tehnologic "Mircea Vulcănescu,,

20.Social marketing dimensions and specializations.

Lect. univ. dr. Mirela Dogaru - UCDC
Prof.David Elena, Prof. Matei Natalia, Prof. Niculescu Veronica -
Liceul Tehnologic ”Mircea Vulcănescu,,

21.The importance of warehouses for logistic activities.

Conf. univ. dr. Adina Muşetescu, Lect. univ. dr. Robert Chira.

22.Particularities of distribution policy in the education system.

Lect. univ. dr. Mirela Dogaru - UCDC
Prof. Roxana Ionescu, Prof. Teia Manole, Prof. Doina Duţă. –
Colegiul Economic Virgil Madgearu

23.Quantitative research in educational marketing

Lect. univ. dr. Mirela Dogaru - UCDC
Prof. Roxana Ionescu, Prof. Teia Manole, Prof. Doina Duţă. –
Colegiul Economic Virgil Madgearu

24.Role of marketing strategy in educational institutions.

Lect. univ. dr. Mirela Dogaru - UCDC
Prof. Roxana Ionescu, Prof. Teia Manole, Prof. Doina Duţă. –
Colegiul Economic Virgil Madgearu

25.Marketing strategy. The core of the educational marketing policy.

Lect. univ. dr. Mirela Dogaru - UCDC
Prof. Roxana Ionescu, Prof. Teia Manole, Prof. Doina Duţă. –
Colegiul Economic Virgil Madgearu