PROGRAM
International Conference
NATURA – ECON 4
Environmental Dynamics under the Impact of Economic Trends – Realities and Perspectives
7th March 2014, Sfântu Gheorghe, Romania

8:30 – 9:20 Registration
Location: Hall, Babeș-Bolyai University, Sfântu Gheorghe

9:20 – 10:00 Welcome speeches
NAGY Attila, Director of Extension, Babeș-Bolyai University, Sfântu Gheorghe
OLTEANU Laura, Head of Department, Babeș-Bolyai University, Faculty of Economics and Business Administration, Department of Business Administration, Sfântu Gheorghe
FAZAKAS József, Babeș-Bolyai University, Faculty of Economics and Business Administration, Department of Business Administration, Sfântu Gheorghe
FRÁTER Olivér, Vice-President, Research Institute for National Strategy, Hungary

10:00 – 10:40 Plenary Session I.
IVANOVA Nedka [University of National and World Economy, Sofia, Bulgaria]: Greening of the Common Agricultural Policy and the Farmers’ Advantage
VINCZE Mária [Babeș-Bolyai University, Transylvanian Museum Society, Cluj-Napoca, Romania]: New Challenges in the Romanian Rural Development Programme for 2014-2020

10:40 – 11:00 Coffee Break

11:00 – 12:00 Plenary Session II.
GÖRÖG Mihály [Corvinus University of Budapest, Hungary]: Holistic approach to projects and project management is a must
TÓTHNÉ SZITA Klára [University of Miskolc, Hungary]: Life cycle assessment and sustainability
BARANYI Rita [Budapest University of Technology and Economics]: Sustainability in Higher Education – Environmental Management Thinking Related to Operational Processes

12:00 – 13:30 Lunch Break

13:30 – 15:30 I. Panel Sessions

15:30 – 16:00 Coffee Break

16:00 – 18:00 II. Panel Sessions

19:00 Dinner
Location: Óriáspince Restaurant, Str. Ciucului, nr. 62, Sfântu Gheorghe
Environment

Location: Room 130

SECTION I:

Chair: INCZE Réka

13:30 – 13:50 MÉZES Lili, MOLNÁR Szabolcs, TAMÁS János
Ensuring slaughterhouse waste feather recycle with biological pre-treatment

13:50 – 14:10 FAZAKAS József, BENEDEK Csilla, FAZAKAS Enikő
Recycling of ZrO2 wastes in metallurgical industry

14:10 – 14:30 ANTAL Noémi, BARTHA Sándor, INCZE Réka
Environmental and Administrative Aspects of Large Scale Photovoltaic Investments in Covasna County

14:30 – 14:50 SÁNDOR Mónika, FAZAKAS József, BARTALIS Ildikó, SZÖKE Anna Mária
Chemical characterization of peat from Comandău and its alcaline extracts

14:50 – 15:10 SIKÓ BARABÁSI Sándor, BOTOS Gyöngyvér, SÁNDOR Mónika, ANTAL Noémi, JAKABFI Anna Mária
Evolution of Collembolan Population as Ecotoxicological Indicator of Soils in Covasna County

15:10 – 15:30 KELEMEN Antónia Izabella
New technologies in integrating intercultural competence into language learning

COFFE BREAK 15:30-16:00

SECTION II:

16:00 – 16:20 NAGY Attila
Nagy Nobel Garden

16:20 – 16:40 RÉTI Kinga Olga, MANCIULA Dorin, POPIȚA Gabriela
Analysis of Spring Water Quality from Băile Someșeni, Cluj-Napoca

16:40 – 17:00 RUSU Andrei, PLUGARU Sebastian, ORBAN Mihaela, RUSU Tiberiu
The monitoring of the heavy metals concentration evolution in the Babadag lakes aquatic ecosystem.

17:00 – 17:20 SZÖKE Anna-Mária, MUNTEAN Marcela, BARTALIS Ildikó, SÁNDOR Mónika
The influence of clay fineness upon sludge recycling in a ceramic matrix

17:20 – 17:40 CZIKÓ Melinda, BOGYA Erzsébet-Sára, BARABÁS Réka
Nano-hydroxyapatite based materials synthesis method influence on Cd2+ sorption mechanism

17:40 – 18:00 LUPPINGER Thymea, MIHAIU Marian, ‡ROTARU Ovidiu, VÉGH Éva
Correlated studies between milk cytomorphology and the number of somatic cells

18:00 – 18:20 BOROŠ Melanția Nicoleta, MICLE Valer
Aspects concerning choosing of plants used in phytoremediation
Economics

Location: Room 207

SECTION I:

Chair: SZABÓ Tünde

13:30 – 13:50 BĂLTEANU Cristina
The marketing of ecological food products

13:50 – 14:10 SABEVA Monika, KOPEVA Diana
Land use and land-cover changes in Bulgaria

14:10 – 14:30 SABEVA Monika
Comparative analysis of approaches for assessing the environmental impact: Sustainability Impact Assessment (SIA), Strategic Environmental Assessment (SEA) and Environmental Impact Assessment (EIA)

14:30 – 14:50 KOLEV Svilen
Gaps and weaknesses in the decision making process in the implementation of the Bulgarian Rural Development Programme: lessons learned

14:50 – 15:10 KEREKES Kinga
The Romanian LEADER-experience in the 2007-2013 EU programming period

15:10 – 15:30 BÍRÓ Boróka Júlia
Modernization of the Romanian Agricultural Holdings through the Implementation of Rural Development Measure 121

COFFE BREAK 15:30-16:00

SECTION II:

Chair: BÍRÓ Boróka Júlia

16:00 – 16:20 BALLA Emese
Climate change and the variation of crop yields in different regions of Romania

16:20 – 16:40 VARJÚ Viktor
Environmental cohesion in Eastern and Central Europe: the importance of governance and management

16:40 – 17:00 GERÉB László, AMBRUS Tibor
The concept of economic development in Szeklerland from human point of view

17:00 – 17:20 HEGYI-KÉRI Ágnes
Deindustrialization or reindustrialization in Visegrad countries

17:20 – 17:40 DABASI-HALÁSZ Zsuzsanna, FEKSI Kinga, HEGYI-KÉRI Ágnes
“Deep drilling”, contribution to understand the labour market depression of Miskolc

17:40 – 18:00 DABASI-HALÁSZ Zsuzsanna, VIZKELETI Anna
"Double-Face City", green experiments in an industrial city

18:00 – 18:20 BOTOS Attila
Possibilities for regional development in Covasna county
Finance, Accounting, International Trade

Location: Room 211

Chair: **CSŐSZ Csongor**

13:30 – 13:50 **BÍRÓ Bíborka Eszter**
The situation of the non-reimbursable funds allocated for micro-enterprises through the Regional Operational Programme in the Romanian North-West Region for the 2007-2013 programming period

13:50 – 14:10 **BÍRÓ Bíborka Eszter, TAMÁS Ervin**
Financial effects of the non-reimbursable funds allocated for micro-enterprises through the Regional Operational Programme in the Romanian North-West Region for the 2007-2013 programming period

14:10 – 14:30 **KRÁJNIK Izabella, FÜLÖP Melinda Timea**
The importance of organizing function of management accounting

14:30 – 14:50 **CSŐSZ Csongor**
The financial audit of the tangible assets and the accounting policies applied by entities for them

14:50 – 15:10 **KOZÁK Tamás, MEDVÉNÉ SZABAD Katalin**
Making forecasts in case of opening new businesses

15:10 – 15:30 **SZILÁGYINÉ FÜLÖP Erika**
The characteristics of the operational conditions of chambers of trade and commerce since 1994 up to now

**COFFE BREAK 15:30-16:00**
Management, Marketing, Tourism

Location: Room 210

SECTION I:

Chair: MOGA Mónika

13:30 – 13:50 KULCSÁR Erika
Impact of economic environment on natural environment on the attitude of different nations towards life

13:50 – 14:10 SZÖCS Attila, CSATA Andrea, F. KIRÁLY Gergely
Conceptual model of the structural effect of brand equity on brand value

14:10 – 14:30 LÁZÁR Ede
The “Góbé” Brand. Strategy of a Small Local Retailer against Hypermarkets.

14:30 – 14:50 MADARAS Szilárd
New economical trends regarded to regional tourism in Harghita county

14:50 – 15:10 FOSZTÓ Mónika, OLTEANU Laura
The development of cycle tourism in the Central Region of Romania

15:10 – 15:30 OLTEANU Laura, FOSZTÓ Mónika
The interdependence of tourism and nature – as base for the development of tourism in Romania

COFFE BREAK 15:30-16:00

SECTION II:

Chair: KULCSÁR Erika

16:00 – 16:20 MARCINIAK Róbert
Organizational size and operation scope in company of using shared service model

16:20 – 16:40 SZABÓ Tünde
Particularities of the quality management system through human resources and their role on system processes

16:40 – 17:00 HORVÁTH Viktória
Analysing stakeholder satisfaction in a grant application project – the case of a university development project

17:00 – 17:20 BOGDÁN Laura, MOGA Mónika
Correlation between infrastructure development and economic growth in Romania

17:20 – 17:40 ILYÉS Ferenc
Is there a need for cooperatives in the future?
Mathematics, Statistics, Informatics

Location: Room 111

SECTION I:

Chair: BARICZ Árpád

13:30 – 13:50 SZÁSZ Róbert
    The starlikeness and convexity of the Gamma and q-Gamma functions
13:50 – 14:10 MAKÓ Zoltán
    Correlated equilibrium in Fuzzy Bimatrix games
14:10 – 14:30 SALAMON Júlia
    Existence and stability of solutions for Strong operator equilibrium problem
14:30 – 14:50 KRISTÁLY Alexandru
    A Geometric Approach to Nash Equilibria
14:50 – 15:10 ILLYÉS László
    Algorithms for conjoint choice designs
15:10 – 15:30 BROTEA Ladislau
    Study on the efficiency of Data Management Information Systems in organizations

COFFE BREAK 15:30-16:00

SECTION II:

Chair: KRISTÁLY Alexandru

16:00 – 16:20 KOLLÁR Judit
    Investigating mathematical prolegomena of students entering higher education in economy
16:20 – 16:40 RÓTH Ágoston
    Control point based exact description of classes of trigonometric and hyperbolic curves and surfaces
16:40 – 17:00 FARKAS Csaba
    A quasilinear elliptic equations involving critical Sobolev exponents
17:00 – 17:20 BARICZ Árpád
    Close-to-convexity of some special functions
17:20 – 17:40 NAGY Szilárd
    Stackelberg duopoly competition model via variational inequalities and projections
17:40 – 18:00 ÉLTHES Zoltán
    Secure Communication System
INTERNATIONAL SCIENTIFIC COMMITTEE

DALLAGO Bruno, University of Trento, Italy
FAZAKAS József, Babeș-Bolyai University, Cluj-Napoca, Romania
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   BIRÓ Boróka-Júlia, SZABÓ Tünde
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   ANTAL Noémi, BARTALIS Ildikó
Finance, Accounting, International Trade
   BOGDÁN Laura, CSŐSZ Csongor, KRÁJNIK Izabella
Management, Marketing, Tourism
   BÂLTEANU Cristina, FOSZTÓ Mónika, KULCSÁR Erika, NAGY Attila, RÁDULY István
Mathematics, Statistics, Informatics
   BARICZ Árpád, ÉLTHES Zoltán, NAGY Szilárd

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Department of Environmental Studies – Sfântu Gheorghe, Babeș-Bolyai University
Research Institute for National Strategy (Hungary)
Clubul Verde – Zöld Klub Association
Department of Law, Economics and Social Sciences of the Transylvanian Museum Society
Kárpátia – Hungarian-Romanian Chamber of Commerce and Industry