

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, Babeş-Bolyai University, Sfântu Gheorghe

9:20 – 10:00 Welcome speeches

NAGY Attila, Director of Extension, Babeş-Bolyai University, Sfântu Gheorghe

OLTEANU Laura, Head of Department, Babeş-Bolyai University, Faculty of Economics and Business Administration, Department of Business Administration, Sfântu Gheorghe

FAZAKAS József, Babeş-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 [**Babeş-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, SZŐKE Anna Mária**
Chemical characterization of peat from Comandău and its alkaline 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

COFFEE 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 **SZŐKE 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 **BOROȘ Melania 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, FEKSZI 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 **SZÓCS 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, Babeş-Bolyai University, Cluj-Napoca, Romania
FÁBIÁN Attila, University of West Hungary, Sopron, Hungary
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Coordination, contact

BIRÓ Enikő, KELEMEN Antónia

Economics

BÍRÓ Boróka-Júlia, SZABÓ Tünde

Environment

ANTAL Noémi, BARTALIS Ildikó

Finance, Accounting, International Trade

BOGDÁN Laura, CSÖSZ Csongor, KRÁJNIK Izabella

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BÁLTEANU Cristina, FOSZTÓ Mónika, KULCSÁR Erika, NAGY Attila, RÁDULY István

Mathematics, Statistics, Informatics

BARICZ Árpád, ÉLTHES Zoltán, NAGY Szilárd

ORGANIZING INSTITUTIONS

Department of Business Administration – Sfântu Gheorghe , Faculty of Economics and Business Administration, Babeş-Bolyai University

Department of Environmental Studies – Sfântu Gheorghe, Babeş-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