



THE INTERNATIONAL CONFERENCE

SMALL AND MEDIUM SIZED
ENTERPRISES
IN EUROPEAN ECONOMIES
AND ALL OVER THE WORLD

4th edition

24-25 September
2009

Conference Venue:

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

Conference committee

Conferece chair

Associate Professor PhD Ioan Cristian Chifu
Faculty of Business Dean

Committee members

Professor PhD Dumbrava Partenie
Professor PhD Cornelia Pop
Associate Professor Smaranda Cosma
Teaching Assistant Oana Gica

September 24

9.30 – 11.00 Guest arrival & wellcome

11.00 – 12.30 The official opening

13.00 – 15.00 Lunch

16.00 – 19.30 Parallel sessions

20.30 Dinner

Section 1 – Room 217

16.00 – 16.25, Anne Hampton, James Rowell, Challenges Facing UK SMEs in International Development

16.25 – 16.50, Nicolae Marinescu, Measures for the Improvement of Management in Romanian Trade SMEs After EU-Integration

16.50 – 17.15, Karla Diaz, Alliance Decision-Making of SMEs: Phases And Influence Factors

17.15 – 17.40, Oana Adriana Gica, Ioan Pop, Marius Bota, Elements of Strategic Planning Practices in Transylvanian SMEs

17.40 – 18.10 Cofee break

18.10 – 18.35, Paloma Lopez-Garcia, Sergio Puente, What Makes a High-Growth Firm in Spain? A Probit Analysis Using Firm-Level Data

18.35 – 19.00, Oana Preda, Iulia Furdui, The Challenges of SMEs in Modern Marketing

19.00 – 19.25, Olcay Çetiner, A Small Size Enterprise Example in Construction Sector - Small Construction Firms in Turkey

20.30 Dinner

Section 2 – Room 218

16.00 – 16.25, Paloma Lopez-Garcia, Sergio Puente, Angel Luis Gomez, *Employment Generation by Small Producers in Spain*

16.25 – 16.50, Mariana Dragusin, Raluca Mariana Petrescu, *Recruitment and Selection Services Offer for SMEs: The Case of Romania*

16.50 – 17.15, Medet Yolal, Fatmagul Cetinel, *Business Goals of Family-Operated Accommodation Enterprises: the Case of Mugla, Turkey*

17.15 – 17.40, Attila Kurucz, *Strategy Competences and Performance Measurement in the Hungarian SMEs Sector*

17.40 – 18.10 Cofee break

18.10 – 18.35, Ivana Kraftová, Jiří Kraft, *The Support of Technology Development in Imperfect Competition -(Selected Aspects Focused on Smes In The Czech Republic)*

18.35 – 19.00, Liliana Grigore, Anca Maria Stanculescu, Andreea Mihaela Gagea, Ana-Maria Grigore, *The Role of Knowledge in the Internationalization Process of Small and Medium Enterprises*

19.00 – 19.25, Nikola Knego, *Importance of Crafts in Distributive Trade of the Republic of Croatia*

20.30 Dinner

September 25

9.30 – 13.00 Parallel sessions

13.45 – 15.30 Lunch

16.30 Guided visit of Cluj or a visit to open-air museum
(choice)

Section 1 – Room 217

*9.30 – 9.55, Mihaela Stefanescu, Cristina Mihaela Balanescu (Radu), Ruxandra Savonea, Ana Voitinovici, **Achieving Sustainable Competitiveness in the Case of Romanian Small and Medium-Sized Enterprises***

*9.55 – 10.20, Valentina Diana Ignatescu, **Measures to Support SMEs in the European Union***

*10.20 – 10.45, Daniela Croitoru, **Implications of Restructuring on the SME's Activity***

*10.45 – 11.10, Hana Štverková, Simona Hofrová, **Competitiveness of SMEs and Trends on the Market***

11.10 – 11.40 Cofee break

*11.40 – 12.05, Ana-Maria Grigore, Catalina Radu, **Reengineering the Management System in Small and Medium Enterprises' from Romania***

*12.05 – 12.30, Anca Maria Stanculescu, Liliana Grigore, Andreea Mihaela Gagea, Bogdan Georgescu, **The Born Global Model for Romanian Small and Medium Enterprises Internationalization***

*12.30 – 12.55, Mihaela-Georgia Sima, Simona-Clara Barsan, Ancuta-Maria Puscas, **The Chance of SME's in Today's Market***

13.45 – 15.30 Lunch

16.30 Guided visit of Cluj or a visit to open-air museum
(choice)

Section 2 – Room 218

9.30 – 9.55, Mariana Dragusin, Alina Balalia, *Cooperation Between SMEs and Higher Education Institutions - Effective Tool for Entrepreneurial Education*

9.55 – 10.20, Monica Biolan, Ilie Gavrilă, *The State of SME's Economic and Social Rationality*

10.20 – 10.45, Alina Florentina Avrigeanu, Flavia Gabriela Anghel, Elena Radu, *Pluses and Minuses of Being in a Global Value Chain – the Case of Romanian Apparel SMEs*

10.45 – 11.10, Ion Stancu, Sanda Treanta, Ionut Dumitru, *Financing Tools for Supporting SMEs in Romania*

11.10 – 11.40 Coffee break

11.40 – 12.05, Smaranda Andreea Trica, Marilena Zuca, Alice Tinta, *A new dimension for accounting standards – IFRS for SMEs*

12.05 – 12.30, Cristina Curutiu, *Will the Romanian SMEs be Listed on the Bucharest Stock Exchange?*

12.30 – 12.55, Antoniu Predescu, Iuliana Predescu, George Horia Ionescu, Ruxandra Dana Vilag, *The Quantification of the Fiscal Impact of the Social Taxes and Contributions Levied on Employed Labor on Small and Medium Sized Enterprises. Its Role as a Tool of Economic Competitiveness*

13.45 – 15.30 Lunch

16.30 Guided visit of Cluj or a visit to open-air museum (choice)