

**SCM 4 ECR SYMPOSIUM 2011  
PROGRAM**

**12 MAY 2011**

09:00 – 10:00	Registration
Plenary session	
10:00 – 10:30	Official Opening – Welcome speech – <b>Ion Cucui</b>
10:30 – 11:00	<b>Virgil Popa – KEYNOTE</b> <i>Collaborative business for Value Chain Management</i>
11:00 – 11:15	Coffee Break
Plenary session	
11:15 – 12:00	<b>Romeo Dumitru</b> <i>Challenges of Supply Chain in Romania</i>
12:00 – 12:30	<b>Gheorghe Ionescu</b> <i>An Ethics Philosophy Management the Mary Kay Cosmetics Case</i>
12:30 – 13:00	<b>Valentin Niță</b> <i>Challenges and Opportunities for the Modern Retail in the Global Recession. Good Practice Management</i>
13:00 – 13:30	<b>Valentin Purcarea</b> <i>Restoring stability to supply chain operations, redesigning interaction among people, process and technology, ensuring responsiveness to the needs of the more demanding consumers</i>
13:30 – 14:30	Lunch
Supply Chain Management for ECR Session Moderators: - Gheorghe Ionescu - Valentin Niță - Dorina Tănăsescu	
14:30 – 15:00	<b>Daniela Corodeanu</b> <i>The Impact of the "Dreams" Shops in Enhancing Substance Abuse: the Need for Ethics and Codes of Good Practice in the Romanian trade</i>
15:00 – 15:30	<b>Dorina Tanasescu, Dincă Georgiana</b> <i>The requirements of sustainable economy and its implications for packing</i>
15:30 – 16:00	<b>Cristinel Vasiliu</b> <i>Impact of global procurement on supply chains</i>
16:00 – 16:15	<b>Catalin Sfrija</b> <i>Sales Management application for sales growth in a shopper orientated organization</i>
16:15 – 16:30	Coffee Break

16:30 – 16:55	<b>Nelu Florea</b> <i>Sources and Risk Factors in SCM – From Emotional to Rational</i>
16:55 – 17:20	<b>Claudia Surugiu</b> <i>Use in Database in Advanced Transport Management System – Interface Using Xml</i>
17:20 – 17:45	<b>Mădălina Barna, Virgil Popa</b> <i>Consumer and Shopper Satisfaction. Measurement of Collaborative Supply Value Chain</i>
17:45 – 18:05	<b>Mihai Felea</b> <i>Outsourcing of Logistics Activities</i>
18:05 – 18:15	<b>Corina Pop Sitar</b> <i>Creating value added in the supply chain through E-procurement</i>
18:15 – 18:30	<b>Adina Negrusa</b> <i>Methods for implementation of Just-In-Time in Romanian Small Companies</i>
18:30 – 18:45	<b>Mihaela Stet</b> <i>The Technological Changes and the Impact of Freight Distribution on the Urban Environment</i>
18:45 – 19:00	<b>Irina Maruntelu</b> <i>Implications of mobile technologies for supply chain management</i>
20:00 – 22:00	Dinner – UpTown Restaurant – Mondial - Târgoviște

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09:30 – 09:55	<b>Ionel Petrescu, Claudia Surugiu</b> <i>Study on the Implementation of Wireless Solutions in Transportation</i>
09:55 – 10:20	<b>Florin Codrut Nemteanu, Valentin Iordache, Angel Cormos</b> <i>Improving freight operations and planning by applying data mining techniques over data collected from Intelligent Transport Systems</i>
10:20 – 10:45	<b>Daniela Feier, Doina Maria Tilea, Marius Cioară</b> <i>Systems of supply and distribution In logistic management in commerce enterprises</i>
11:45 – 11:10	<b>Stan (Bran) Nicoleta, Rodica Drăgulescu</b> <i>The need to use value analysis in the management process</i>
11:10 – 12:20	<b>Iuliana Lambru (Neacsu)</b> <i>Vertical Integration</i>
11:20 – 11:35	Coffee Break
11:35 – 11:55	<b>Magdalena Lupu, Georgiana Dinca, Dorina Tanasescu</b> <i>Measuring the “life cycle” of S.C. Natura S.A. packaging</i>
11:55 – 12:15	<b>Dinca Corina, Virgil Popa</b> <i>Collaborative project management for new product development Case study at HP</i>
12:15 – 12:35	<b>Alexandra Pascaru, Leonardo Badea</b> <i>Self-scan checkouts and the impact of shrinkage in consumer goods supply chain</i>
12:35 – 12:55	<b>Viorica Cosman, Virgil Popa</b> <i>Performance Management of Supply Chain using Balanced Scorecard in Nonprofit Organizations</i>
13:00	<b>Doctoral papers awards</b>