



## Supply Chain Management for Efficient Consumer Response Conference

**SCM 4 ECR 2012**

**SUPPLY CHAIN RESILIENCE DRIVEN BY  
CONSUMER AND SHOPPER.  
COLLABORATE AND SURVIVE!**

**18 - 19 May 2012**

Friday, 18 May 2012

09:00–10:00 Registration

Opening session

10:00–10:30 Official Opening – Welcome speech (Leonardo Badea – Deputy rector)

10:30–11:00 Virgil Popa – KEYNOTE  
ECR: the Next Generation – New Ideas for the Next Ten Years from ECR Europe 2012

Supply Chain Resilience. Process Reengineering in Conditions of Risk and Disruptions

11:00–11:15	Coffee Break		
Plenary session		Co-chairs:	- Gheorghe Gh. Ionescu - Theodor Valentin Purcărea
11:15–11:40	Gheorghe Gh. Ionescu, Claudiu Ionescu <u>Culture, Design: Two Distinct Approaches to the Marketing Management</u>		
11:40–12:05	Domingo Nevado, Victor Raul Lopez and Jose Luis Alfaro <u>Intangible Liabilities: a New Key in SCM</u>		
12:05–12:30	Theodor Valentin Purcărea <u>Learning the New Lesson of Collaboration in a Crisis Through Collaboration Programmes, by Integrating the Physical World With Digital Technology, and Impacting the Shopping Experience</u>		
12:30–12:55	Marcellin Yovogan <u>Implementation of Supply Chain Department and its Impact on Financial Performance: the Case Study of a Manufacturing Company</u>		
12:55–13:20	Cristinel Vasiliu, Mihaela Dobrea <u>Reverse Supply Chain Management Strategies. Lean, Agile and Leagile Strategies Implementation in the Electronic Industry</u>		
13:20–13:30	Preliminary Conclusions		
13:30–14:30	Lunch		
Supply Chain Management for ECR Session		Moderators:	- Virgil Popa - Victor Raul Lopez
14:30–14:45	Virgil Popa, Leonardo Badea, Mădălina Barna <u>Risks and Disruptions in Financial Supply Chain Resilience</u>		
14:45–15:00	Mariana Juganaru, Ion Danut Juganaru, Andreea Moraru <u>The Marketing Activity Focused on Customer Value – The Case of Dobrogea Grup Constanta</u>		
15:00–15:15	Mirela Octavia Sîrbu, Andreea Simona Săseanu <u>Quick Response Implementation in the Fashion Industry</u>		
15:15–15:30	Mihai Felea, Irina Albăstroiu <u>Supply Chain Strategies</u>		
	Conclusions		
15:30–15:45	Coffee Break	Moderators:	- Dorina Tănăsescu - Janusz Grabara
15:45–16:00	Virgil Popa, Dorina Tănăsescu, Mădălina Barna <u>Doing Category Management for Consumer and Shopper Journey</u>		

16:00–16:15	Mădălina Barna, Virgil Popa <u>Consumer and Shopper Experience</u>		
16:15–16:30	Maria - Claudia Surugiu, Ionel Petrescu <u>Bilinear Programming for SCM Optimization</u>		
16:30–16:45	Marius Coman, Mihaela-Denisa Coman <u>Dashboard - Expression of Modernism in SME'S</u>		
	Conclusions		
16:45–17:00	Refreshments Break	Moderators:	- Marta Starostka-Patyk - Virgil Popa
17:00–17:15	Janusz K. Grabara <u>Urban Logistics in a Sustainable Development Concept on the Example of Transport System in Gdynia City</u>		
17:15–17:30	Paula Bajdor <u>Urban Logistics in the Sustainable Development Conception</u>		
17:30–17:45	Marta Starostka-Patyk <u>The Meaning and Properties of Closed-Loop in Supply Chain Management (SCM)</u>		
17:45–18:00	Virgil Popa, Dorina Tănăsescu Preparing Young Talents with Competences in Supply Chain and Logistics		
18:00	Conclusions		
20:00–22:00	Dinner		
Saturday, 19 May 2012			
	Doctoral session	Moderators:	- Virgil Popa - Dorina Tănăsescu
10:00–10:15	Maria Catrina (Geacar) <u>Railway Logistics for an Efficient Supply Chain</u>		
10:15–10:30	Maria - Claudia Surugiu, Ilona Madalina Moise, Alina Elena Stanciu, Stefan Gabriel Soriga <u>Integrated Software Solutions for Customer Relationship Management (CRM)</u>		
10:30–10:45	Valentin Iordache, Angel Ciprian Cormos, Florin Codrut Nemtanu, Vicente Ramon Tomas Lopez <u>Minimizing Costs Through Transport Route Optimization Using up-to-Date Road Traffic Information</u>		
10:45–11:00	Conclusions		
11:00–11:15	Coffee Break		

Master session - Work in Progress	Moderators:	- Virgil Popa
		- Dorina Tănăsescu
11:15–11:30	Cristian Ilie, Virgil Popa <u>Efficient Health Care Consumer Response. Supply Chain Optimization</u>	
11:30–11:45	Lidia Nicolae, Dorina Tănăsescu <u>Managing Consumer and Shoppers Expectations through Satisfaction and Loyalty. A survey at a Supermarket in Târgoviște</u>	
11:45–12:00	Cosmin Ursulescu, Virgil Popa <u>Supply Chains Integration for Corporative Strategic Planning. Using Portfolio, Programs and Project Management</u>	
12:00–12:15	Ionel Ghica, Virgil Popa <u>From Inside-Out to Outside-In. Customer Centricity Through the Reengineering of the Procurement Process</u>	
	Conclusions	
12:25	Doctoral papers awards	



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