The 14th International Conference on Informatics in Economy (IE 2015)

Conference Program

Bucharest, Romania
30 April – 3 May, 2015

Conference organized by:

Bucharest University
of
Economic Studies

Department of Economic
Informatics
and Cybernetics

INFOREC
Association

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Preface

This year, the 14th International Conference on INFORMATICS in ECONOMY (IE 2015), Education, Research & Business Technologies, was held in Bucharest, Romania, between April 30th and May 03rd, 2015. The Conference promoted research results in Business Informatics and related Computer Science topics: Cloud, Distributed and Parallel Computing, Mobile-Embedded and Multimedia Solutions, E-Society, Enterprise and Business Solutions, Databases and Data Warehouses, Audit and Project Management, Quantitative Economics, Artificial Intelligence and Data mining. The Conference has represented a meeting point for participants from all over the world, both from academia and from industry.

The conference was first organized in 1993 in collaboration with researchers from Institut National des Sciences Appliquées de Lyon (INSA de Lion), France. From 1993 to 2011, the conference have been organized once at two years, publishing in ten editions high quality papers and bringing together specialists from around the world. Starting with 2012, the conference takes place annually, the 11th and 12th edition volumes have been indexed by ISI Thomson Reuters in its ISI Proceedings directory and the 13th edition volume is under evaluation.

The International Conference on Informatics in Economy is one of the first scientific events on this subject in Romania and during the last ten years has gained an international scientific recognition. At national level, remains one of the most important scientific events that gather the entire Romanian Economic Informatics community.

The conference has made partnerships with international journals like Journal of Economic Computation and Economic Cybernetics Studies and Research (http://ecocyb.ase.ro), Informatica Economica (http://revistaie.ase.ro), Economy Informatics (http://economyinformatics.ase.ro), Journal of Applied Quantitative Methods (http://www.jaqm.ro), Database Systems Journal (http://www.dbjournal.ro/), Journal of Mobile, Embedded and Distributed Systems (http://www.jmeds.eu) and International Journal of Economic Practices and Theories (www.ijept.org) to publish an extended format of the conference best papers.

A Conference such as this can only succeed as a team effort, so the Editors want to thank the International Scientific Committee and the Reviewers for their excellent work in reviewing the papers as well as their invaluable input and advice.

The Conference Team

Conference Important Events

Thursday, April 30, 2015		
Time	**Event**	**Hall name**
08:30 – 09:30	**Registration**	Aula Magna Entry Hall
09:30 – 09:45	**IE 2015 Opening Ceremony**	Aula Magna
09:45 – 10:00	**Opening speech** **Acad. Florin FILIP, PhD** Romanian Academy IE 2015 Committee Chair	
10:00 – 10:30	**COUPLING TECHNO-ECONOMIC ENERGY MODELS WITH A SHARE OF CHOICE** Prof. Francesco MORESINO, PhD University of Applied Sciences Western Switzerland	Aula Magna
10:30 – 11:00	**WEB SÉMANTIQUE ET L'INGÉNIERIE PHILOSOPHIQUE** Prof. Ioan ROXIN, PhD Professeur des Universités, UFR STGI Belfort-Montbéliard, Université de Franche-Comté	Aula Magna
11:00 – 11:30	**SG EBS - INSIDE JOURNEY** Societe Generale	Aula Magna
11:30 – 12:00	**THE FUTURE OF ECONOMIC INFORMATICS CURRICULA** Assoc. Prof. Razvan BOLOGA, PhD	Aula Magna
12:00 - 13:30	**Coffee break in the CSIE faculty entry hall**	
13:30 - 15:30	**Paper presentations**	Section Room

15:30 - 16:00	Coffee break in the CSIE faculty entry hall	
16:00 - 18:00	**Paper presentations**	Section Room
19:00 - 23:00	**DEZIE project Closing Conference**	Marshal Garden Hotel, "Rapsodia" Room

Friday, May 01, 2015		
Time	**Event**	**Hall name**
09:00 - 09:15	**Coffee break in the CSIE faculty entry hall**	
09:15 - 13:30	**Workshops and Open Discussions**	Section Room

Conference Presentations Program

Cloud and Distributed/Parallel Computing

SECTION 1 Thursday, 30 April, 13:30 - 15:30 – Room 2319 *Chairman:* **Prof. Dinu AIRINEI, PhD, Prof. Victor Valeriu PATRICIU, PhD** *Secretary:* **Lect. Claudiu VINŢE, PhD**
GENERAL PURPOSE SYSTEM FOR GENERATING EVALUATION FORMS (GPS4GEF) - Daniel HOMOCIANU, Dinu AIRINEI
UPON A MULTI CRITERIA OFFER-DEMAND CONTINOUS MATCHING ALGORITHM - Claudiu VINŢE, Amelia CRISTESCU
STOCHASTIC PROCESSES AND QUEUEING THEORY FOR CLOUD COMPUTER PERFORMANCE ANALYSIS - Florin-Cătălin ENACHE
AN EVALUATION OF THE FUZZY VAULT SCHEME DIFFUSION POINTS ORDER OF MAGNITUDE - Marius-Alexandru VELCIU, Victor-Valeriu PATRICIU, Mihai TOGAN
EVOLUTION OF TELECOM BSS: FROM VOICE SERVICES TO COMPLEX IT SERVICES - Ioan DRĂGAN, Răzvan Daniel ZOTA
HIERARCHICAL DISTRIBUTED HASH TABLES FOR VIDEO RECOGNITION IN CONTENT DELIVERY NETWORKS - Alecsandru PĂTRAŞCU, Ion BICA, Victor Valeriu PATRICIU
ORGANIZING SECURE GROUPS OF RELIABLE SERVICES IN DISTRIBUTED SYSTEMS - Cezar TOADER, Corina RĂDULESCU, Cristian ANGHEL, Graţiela BOCA
AN OVERVIEW STUDY OF SOFTWARE DEFINED NETWORKING - Alexandru STANCU, Simona HALUNGA, George SUCIU, Alexandru VULPE

Cloud and Distributed/Parallel Computing

SECTION 2 Thursday, 30 April, 16:00 - 18:00 – Room 2319 *Chairman:* **Prof. Floarea NĂSTASE, PhD** *Secretary:* **Lect. Cristian AMANCEI, PhD**
SECURE CYBER SECURITY THREAT INFORMATION EXCHANGE - Mihai-Gabriel IONITA
DRIVING BUSINESS AGILITY WITH THE USE OF CLOUD ANALYTICS - Mihaela MUNTEAN
ADOPTION OF CLOUD COMPUTING IN THE ENTERPRISE - Floarea NĂSTASE, Carmen TIMOFTE
HEALTHY AGEING MOBILE GIS APPLICATIONS DEVELOPMENT AND AUDIT FOR THE ACHIEVEMENT OF SOCIAL SUSTAINABILITY - Cosmin TOMOZEI, Cristian AMANCEI
CLOUD–BASED ARCHITECTURE FOR PERFORMANCE MANAGEMENT SYSTEMS FOR SMES - Alexandra RUSĂNEANU
SOFTWARE TOOLS AND ONLINE SERVICES THAT ENABLE GEOGRAPHICALLY DISTRIBUTED SOFTWARE DEVELOPMENT OF WEB APPLICATIONS - Mihai GHEORGHE
THE IMPORTANCE OF JAVA PROGRAMMING LANGUAGE IN IMPLEMENTING DISTRIBUTED SYSTEMS OF DECISION FOR ONLINE CREDITING - Robert-Madalin CRISTESCU
CONSUMER RIGHTS IN THE CONTEXT OF CLOUD BASED PROCESSING OF OPEN DATA - Lorena BĂTĂGAN, Cătălin BOJA, Mihai DOINEA

Mobile-Embedded and Multimedia Solutions

SECTION 3 Thursday, 30 April, 13:30 - 15:30 – Room 2215 *Chairman:* Acad. Florin Gheorghe FILIP PhD, Prof. Paul POCATILU, PhD *Secretary:* Lect. Cristian CIUREA, PhD
A BUSINESS MODEL FOR THE INTERACTION BETWEEN ACTORS OF CULTURAL ECONOMY - Cristian CIUREA, Florin Gheorghe FILIP
NEAR FIELD COMMUNICATION - THE STATE OF KNOWLEDGE AND USE OF NFC TECHNOLOGIES AND APPLICATIONS BY USERS OF SMART MOBILE DEVICES - Mihaela Filofteia TUTUNEA
HOW TO VISUALIZE ONTOLOGIES. A STUDY FROM AN END USER'S POINT OF VIEW - Bogdan IANCU
STUDY ON STUDENTS MOBILE LEARNING ACCEPTANCE - Daniel MICAN, Nicolae TOMAI
CONDUCTING PROCESS MODEL UNDERSTANDING CONTROLLED EXPERIMENTS USING EYE-TRACKING: AN EXPERIENCE REPORT - Razvan PETRUSEL, Cristian BOLOGA
A TEST DATA GENERATOR BASED ON ANDROID LAYOUT FILES - Paul POCATILU, Sergiu CAPISIZU
EMV/BITCOIN PAYMENT TRANSACTIONS AND DYNAMIC DATA AUTHENTICATION WITH SMART JAVA CARDS - Marius POPA, Cristian TOMA
ACCURATE GEO-LOCATION READING IN ANDROID - Felician ALECU, Răzvan DINA

Databases and Data Warehouse

THE PROBLEM OF DATA CONSISTENCY IN ANALYTICAL SYSTEMS - Oleksandr SAMANTSOV, Olena KACHKO

BIG DATA ANALYSIS AS FUNDAMENT FOR PRICING DECISIONS - Anca APOSTU

ON A HADOOP CLICHÉ: PHYSICAL AND LOGICAL MODELS SEPARATION - Ionuț HRUBARU, Marin FOTACHE

BIG DATA CHALLENGES FOR HUMAN RESOURCES MANAGEMENT - Adela BÂRA, Iuliana ȘIMONCA (BOTHA), Anda BELCIU, Bogdan NEDELCU

ARCHITECTURE OF SMART METERING SYSTEMS - Simona-Vasilica OPREA, Ion LUNGU

DATA WAREHOUSE PYRAMIDAL SCHEMA ARCHITECTURE - SUPPORT FOR BUSINESS INTELLIGENCE SYSTEMS - Aida-Maria POPA

BUSINESS INTELLIGENCE FOR HEALTHCARE INDUSTRY - Mihaela IVAN, Manole VELICANU, Ionut TARANU

STREAMLINING BUSINESS PROCESSES IN ACADEMIA BY BUILDING AND MANIPULATING A BUSINESS RULES REPOSITORY - Alexandra Maria Ioana FLOREA, Ana-Ramona BOLOGA, Vlad DIACONIȚA, Razvan BOLOGA

ENHANCING THE ETL PROCESS IN DATA WAREHOUSE SYSTEMS - Ruxandra PETRE

Audit and Project Management

SOFTWARE DEVELOPMENT METHODOLOGY FOR INNOVATIVE PROJECTS - ISDF METHODOLOGY - Mihai Liviu DESPA

AGILITY IN THE IT SERVICES SECTOR: A STUDY FOR ROMANIA - Eduard-Nicolae BUDACU, Constanta-Nicoleta BODEA, Stelian STANCU

IMPROVEMENT OPPORTUNITIES BY USING REMOTE AUDIT IN THE MARITIME TRANSPORT - Costel STANCA, Viorela-Georgiana STÎNGĂ, Gabriel RAICU, Ramona TROMIADIS

AUDIT REPORTS VALIDATION BASED ON ONTOLOGIES - Ion IVAN, Claudiu BRANDAS, Alin ZAMFIROIU

APPLICATION OF BUSINESS INTELLIGENCE IN PROJECT MANAGEMENT - Mihaela I. MUNTEAN, Liviu Gabriel CABĂU

Quantitative Economics

SECTION 6 Thursday, 30 April, 13:30 - 15:30 – Room 2621 *Chairman:* **Prof. Crisan ALBU PhD** *Secretary:* **Assist. Camelia DELCEA, PhD**
ANALYSIS OF THE MACROECONOMIC CAUSAL RELATIONSHIPS WHICH CAN DETERMINE A COUNTRY TO ENTER A SOVEREIGN DEBT CRISIS - Alexandra Maria CONSTANTIN, Adina CRISTEA
INVESTING OPTIMALLY IN ADVERTISING AND QUALITY TO MITIGATE PRODUCT-HARM CRISIS - Francesco MORESINO
MACROECONOMIC FACTORS OF SMEs PERFORMANCE IN ROMANIA IN THE PERIOD 2005-2013. A TIME SERIES APPROACH - Maruşa BECA, Ileana Nişulescu ASHRAFZADEH
A GENDER ANALYSIS OF THE MINIMUM WAGE EFFECTS UPON EMPLOYMENT IN ROMANIA - Madalina Ecaterina POPESCU, Larisa STANILA, Amalia CRISTESCU
JUNCTIONS BETWEEN EVALUATION THEORY AND GAMES THEORY - Marin MANOLESCU, Magdalena TALVAN
ROMANIAN EDUCATION SYSTEM – EFFICIENCY STATE - Madalina Ioana STOICA, Crisan ALBU
GST FOR COMPANY'S REPUTATION ANALYSIS IN ONLINE ENVIRONMENTS - Camelia DELCEA

Quantitative Economics

SECTION 7 Thursday, 30 April, 16:00 - 18:00 – Room 2621 *Chairman:* Prof. Stelian STANCU, PhD *Secretary:* Oana Madalina POPESCU, PhD
DETERMINANTS OF EU MIGRATION. PANEL DATA ANALYSIS - Costin-Alexandru CIUPUREANU, Elena-Maria PRADA
EUROPEAN COUNTRIES AND THE SUSTAINABILITY CHALLENGE: FOCUS ON TRANSPORTATION - Georgiana MARIN, Alexandra MATEIU
THE EVALUATION AND STRENGTHENING OF THE FREIGHT TRANSPORT SYSTEM, AS A SOLUTION FOR SUSTAINABLE DEVELOPMENT IN ROMANIA - Georgiana MARIN, Alexandra MATEIU
INNOVATION – CONTENT, NATIONAL INNOVATION STRATEGIES AND MODELLING INNOVATION USING THE MICROECONOMIC APPROACH - Stelian STANCU, Constanţa-Nicoleta BODEA, Oana Mădălina POPESCU, Orlando Marian VOICA, Laura Elly NAGHI
RISK AWARENESS AS COMPETITIVE FACTOR FOR PUBLIC ADMINISTRATION - A GERMAN CASE STUDY - Markus BODEMANN, Marieta OLARU, Ionela Carmen PIRNEA
SOVEREIGN RISK DEPENDENCE PATTERN IN EMERGING EUROPE - Gabriel GAIDUCHEVICI
MEASURE YOUR GENDER GAP: WAGE INEQUALITIES USING BLINDER OAXACA DECOMPOSITION - Radu-Ioan VIJA, Ionela-Catalina ZAMFIR

Quantitative Economics

THE CONSUMPTION CHANNEL OF NON-KEYNESIAN EFFECTS. SOME EMPIRICAL EVIDENCES FOR ROMANIA - Ana ANDREI, Angela GALUPA, Sorina GRAMATOVICI

FEEDBACK ANALYSIS AND PARAMETRIC CONTROL ON PROCESS OF DISPOSABLE INCOME ALLOCATION – A DYNAMIC MODEL ON PORTUGAL'S NATIONAL ECONOMY - Bianca Ioana POPESCU, Emil SCARLAT, Nora CHIRIȚĂ

INEQUALITY OF INCOME DISTRIBUTION IN ROMANIA. METHODS OF MEASUREMENT AND CAUSES - Malina Ionela BURLACU

WAR GAMES AND A THIRD PARTY INTERVENTION IN CONFLICT - Mihai Daniel ROMAN

EFFICIENCY OF THE EUROPEAN STRUCTURAL FUNDS INVESTED IN EDUCATIONAL INFRASTRUCTURE - Monica ROMAN

RESOURCES ALLOCATION MODEL IN A CLUSTERED CLOUD CONFIGURATION - Mioara BANCESCU

UPON DECISION-MAKING IN ALTERNATIVE DESIGN PROBLEMS - Dimitri GOLENKO-GINZBURG

Artificial Intelligence and Data-mining

SECTION 9 Thursday, 30 April, 16:00 - 18:00 – Room 2001D *Chairman:* **Prof. Catalina COCIANU, PhD** *Secretary:* **Lect. Liviu COTFAS, PhD**
ARTIFICIAL NEURAL NETWORK APPROACH FOR DEVELOPING TELEMEDICINE SOLUTIONS: FEED-FORWARD BACK PROPAGATION NETWORK - Mihaela GHEORGHE
NEURAL NETWORK-BASED APPROACH IN FORECASTING FINANCIAL DATA - Cătălina-Lucia COCIANU, Hakob GRIGORYAN
SEMANTIC HMC FOR BUSINESS INTELLIGENCE USING CROSS-REFERENCING - Rafael PEIXOTO, Thomas HASSAN, Christophe CRUZ, Aurélie BERTAUX, Nuno SILVA
MULTI-DOMAIN RETRIEVAL OF GEOSPATIAL DATA SOURCES IMPLEMENTING A SEMANTIC CATALOGUE - Julio Romeo VIZCARRA, Christophe CRUZ
EMOTIONAL ROBO-INTELLIGENCE CREATION PROCESS - Dumitru TODOROI
MODELING THE RELATIONSHIPS NETWORKS INSIDE GROUPS AS GRAPHS - Diana RIZESCU (AVRAM), Vasile AVRAM
A SEMANTIC MOBILE WEB APPLICATION FOR RADIATION SAFETY IN CONTAMINATED AREAS - Liviu-Adrian COTFAS, Antonin SEGAULT, Federico TAJARIOL, Ioan ROXIN
PREDICTING EFFICIENCY OF JAPANESE BANKING SYSTEM USING ARTIFICIAL NEURAL NETWORKS (ANN): DATA ENVELOPMENT ANALYSIS (DEA) APPROACH - Ionut-Cristian IVAN
SEMANTIC RELATIONS BETWEEN AUTHORSHIP, DOMAINS AND CULTURAL ORIENTATION WITHIN TEXT DOCUMENT CLASSIFICATION - Mădălina ZURINI

E-Society, Enterprise and Business Solutions

ABOUT OPTIMIZING WEB APPLICATIONS - Marian Pompiliu CRISTESCU, Laurentiu Vasile CIOVICA

THE RELATIONSHIP BETWEEN ENVIRONMENTAL AND ENERGY INDICATORS. THE CASE STUDY OF EUROPE - Titus Felix FURTUNĂ, Marian DÂRDALĂ, Roman KANALA

IS THE INTEGRATED MANAGEMENT SYSTEM OF QUALITY, ENVIRONMENT AND HEATH AND SAFETY A SOLUTION FOR SME'S PERFORMANCE? - Dorin MAIER, Adela Mariana VADASTREANU, Andreea MAIER

A FRAMEWORK FOR DESIGNING AN ONTOLOGY-BASED E-LEARNING SYSTEM IN HEALTHCARE HUMAN RESOURCE MANAGEMENT - Lidia BAJENARU, Ion Alexandru MARINESCU, Ion SMEUREANU

PROJECT MANAGEMENT COMPETENCY ASSESSMENT FOR IT PROFESSIONALS: AN ANALYTIC HIERARCHY PROCESS APPROACH - Elena-Alexandra TOADER

BUSINESS SUCCESS BY IMPROVING THE INNOVATION MANAGEMENT - Adela Mariana VADASTREANU, Dorin MAIER, Andreea MAIER

RECOMMENDER SYSTEMS, A USEFUL TOOL FOR VIRTUAL MARKETPLACE; CASE STUDY - Loredana MOCEAN, Miranda VLAD, Mihai AVORNICULUI

METHODOLOGY FOR THE COHERENT ROMANIAN LINKED OPEN GOVERNMENT DATA ECOSYSTEM - Codrin-Florentin NISIOIU

QUALITY METRICS FOR EVALUATING INTERACTIVITY LEVEL OF CITIZEN ORIENTED WEB BASED SOFTWARE SOLUTIONS - Emanuel Eduard HERȚELIU

ASPECTS OF INTER-ORGANIZATIONAL KNOWLEDGE MANAGEMENT IN COLLABORATIVE NETWORKS - Marinela MIRCEA

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AN ENTERPRISE APPROACH TO DEVELOPING COMPLEX APPLICATIONS - Alexandru-Mihai MARINESCU, Anca ANDREESCU

BRIDGE PKI - Eugen Ştefan Dorel COJOACĂ, Mădălina Elena RAC-ALBU, Floarea NĂSTASE

A PRELIMINARY ANALYSIS OF BUSINESS INFORMATION SYSTEMS MASTER PROGRAMME CURRICULUM BASED ON THE GRADUATES SURVEY - Marin FOTACHE, Valerică GREAVU-ŞERBAN, Florin DUMITRIU

TEAMWORK CULTURE IN IASI IT COMPANIES - Doina FOTACHE, Luminiţa HURBEAN

CRM- PHENOMENOLOGICAL AND CONCEPTUAL ANALYSIS IN REFERENCE TO THE "STATE OF ART" - Mihaela IONESCU

CONTINUOUS INTEGRATION IN OPEN SOURCE SOFTWARE PROJECTS - Mihai GEORGESCU, Cecilia CIOLOCA

SERVICE-ORIENTED MODELING AND ARCHITECTURE FOR ANE-FINANCIAL ASSISTANT INTEGRATION WITHIN THE BANKING SYSTEM - Mirela TURKEŞ, Irina RAICU, Alexandra RUSĂNEANU

RISK ASSESSMENT FRAMEWORK FOR SUCCESSFUL E-GOVERNMENT PROJECTS - Otniel DIDRAGA

AN ASSESSMENT OF THE MAIN BENEFITS AND CHARACTERISTICS OF BUSINESS SOFTWARE FROM THE PERSPECTIVE OF ROMANIAN SMEs - Victor LAVRIC

ECONOMIC VALUE EXCHANGES IN MULTI-PARTY COLLABORATIONS: USING E3-VALUE TO ANALYSE THE M-PESA ECOSYSTEM - Caroline KINUTHIA, Andrew KAHONGE

E-Society, Enterprise and Business Solutions

4D(ATA) PARADIGM AND EGOVERNMENT - Bogdan GHILIC-MICU, Marian STOICA, Cristian USCATU

AUTOMATIC USER PROFILE MAPPING TO MARKETING SEGMENTS IN A BIG DATA CONTEXT - Anett HOPPE, Ana ROXIN, Christophe NICOLLE

DECISION-MAKING PROCESS ASSISTANCE USING PRECISION TREE MODULE OF PALISADE DECISION TOOLS SUITE - Georgeta SOAVA, Mircea Alexandru RADUTEANU, Catalina SITNIKOV

RoaML: AN INNOVATIVE APPROACH ON MODELING WEB SERVICES - Cătălin STRÎMBEI, Georgiana OLARU

INFORMATION SYSTEMS IMPLEMENTATION IN THE JIU VALLEY SME'S - Eduard EDELHAUSER, Lucian LUPU DIMA

META-INSTRUCTION IN E-EDUCATION - Gabriel ZAMFIR

SEMANTIC WEB TECHNOLOGIES FOR IMPLEMENTING COST-EFFECTIVE AND INTEROPERABLE BUILDING INFORMATION MODELING - Tarcisio MENDES de FARIAS, Ana-Maria ROXIN, Christophe NICOLLE

PRELIMINARY RESULTS OF AN EMPIRICAL INVESTIGATION ON BLENDED LEARNING IMPLEMENTATION IN A ROMANIAN HEI - Iuliana DOROBĂȚ

BUSINESS PROCESS MANAGEMENT DRIVEN BY DATA GOVERNANCE - Liviu CIOVICĂ, Răzvan Daniel ZOTA, Ana-Maria CONSTANTINESCU

M-LEARNING AND LIFELONG LEARNING - Alina-Mihaela ION, Dragoş VESPAN