

The 15th International Conference on Informatics in Economy (IE 2016)

Conference Program



**Cluj-Napoca, Romania
02 – 05 June, 2016**

Conference Local Organizers



Babes-Bolyai
University



The Faculty of
Economics and Business
Administration



Business Information
Systems Department

Conference Organizers



Bucharest University
of
Economic Studies



Department of Economic
Informatics
and Cybernetics



INFOREC
Association

Official Partner



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Preface

This year, the 15th International Conference on INFORMATICS in ECONOMY (IE 2016), Education, Research & Business Technologies, was held in Cluj-Napoca, Romania, between June 02nd and June 05th, 2016. The event was organized in cooperation with The Faculty of Economics and Business Administration, from Babes-Bolyai University. 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, Informatics Solutions for Smart Cities. 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 Lyon), 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, 12th and 14th edition volumes have been indexed by ISI Thomson Reuters in its ISI Proceedings.

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.jmmeds.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, June 02, 2016		
Time	Event	Hall name
08:30 – 09:15	Registration	FSEGA Entry Hall
09:15 – 9:45	IE 2016 Opening Ceremony	FSEGA Aula
9:45 – 10:45	Conceptual Modelling in Business Informatics: an Agile Engineering Approach Univ. Prof. Dr. Dimitris Karagiannis Research Group Knowledge Engineering, University of Vienna, Austria	FSEGA Aula
10:45 – 11:00	Coffee break in the FSEGA faculty entry hall	
11:00 – 12:00	Designing Incentive Mechanisms for Next-Generation Smart Grids Assist. Prof. Dr. Valentin Robu The School of Engineering & Physical Sciences; Sensors, Signals & Systems Heriot-Watt University Edinburgh	FSEGA Aula
12:00 – 12:30	Official partner speech EBS Romania	FSEGA Aula
12:30 - 13:30	Conference Lunch	
13:30 - 15:30	Paper presentations	Section Room
15:30 - 16:00	Coffee break in the section rooms hall	
16:00 - 18:00	Paper presentations	Section Room
19:00 - 23:00	Conference Dinner	Restaurant Casa Universitarilor

Friday, June 03, 2015		
Time	Event	Hall name
09:00 - 09:15	Coffee break in the section rooms hall	
09:15 - 12:30	Paper presentations	Section Room
12:30 – 13:30	Conference Lunch	

Conference Presentations Program

Cloud and Distributed/Parallel Computing

SECTION 1 Thursday, 2 June, 16:00 - 18:00 – Room 426

Chairman: Prof. Dinu AIRINEI, PhD

Secretary: Assist. Lect. Cristina OSMAN, PhD

1. **GPS4GISVR - GENERAL PURPOSE SYSTEM FOR GENERATING INTERACTIVE STREET VIEW ROUTES** – Daniel HOMOCIANU, Dinu AIRINEI
2. **THE ROLE OF CLOUD COMPUTING IN UNDERGRADUATE COURSES MODERNIZATION** – Mihaela MUNTEAN
3. **DEDICATED SEARCH ENGINES FOR MULTIMEDIA BIG DATA INDEXING: EXALEAD SOLUTIONS** – George SUCIU, Alexandru VULPE, Alexandru STANCU, Stefan ARSENI, Cristina BUTCĂ, Victor SUCIU, Lucian NECULA
4. **CLOUD COMPUTING IN LOGISTICS DOMAIN** – Ovidiu Alin DOBRICAN
5. **CLOUD BASED ELEARNING PLATFORM DESIGNED TO SUPPORT BODY-SYNTONIC REASONING** – Răzvan BOLOGA
6. **MULTI-TENANCY IN BUSINESS SUPPORT SYSTEMS CLOUD DEPLOYMENTS** – Ioan DRĂGAN, Răzvan Daniel ZOTA
7. **AN INTERNET OF THINGS SOLUTION FOR RADIOACTIVITY ENVIRONMENTAL MONITORING** – Ioan ROXIN, Liviu-Adrian COTFAS, Horia DARASTEAN, Alexandra STAN
8. **COGNITIVE FRAMEWORK FOR USER REQUIREMENTS MODELING** – Claudiu BRANDAS, Otniel DIDRAGA

Mobile-Embedded and Multimedia Solutions

SECTION 2 Friday, 3 June, 09:30 - 12:30 – Room 426

Chairman: Prof. Nicolae TOMAI, PhD

Secretary: Assist. Prof. Anamaria GHIRAN, PhD

1. **SECURE E-BUSINESS SOLUTION FOR MOBILE PLATFORM** – Crina RAȚIU, Dominic BUCERZAN
2. **THE PROTOTYPE OF A FOREIGN LANGUAGE LEARNING APPLICATION USING MOBILE AUGMENTED REALITY** – Florentin - Alexandru DIȚĂ
3. **UPON A PERSONAL HOUSE ASSISTANT BASED ON RASPBERRY PI PLATFORM** – Alexandru Florentin IFTIMIE, Claudiu VINȚE
4. **RESEARCHING AAL SYSTEMS TO FIND THE RIGHT CHARACTERISTICS FOR MOBILE@OLD PROJECT** – Eniko Elisabeta BODEA
5. **THE ROLE OF VIRTUAL EXHIBITIONS IN CULTURAL HERITAGE DIGITIZATION, PRESERVATION AND VALORIZATION** – Cristian CIUREA, Florin Gheorghe FILIP
6. **ANALYTICS IN SPORT: IMPROVING PERFORMANCE BY STATISTICAL ANALYSIS OF DATA** – Felician ALECU, Răzvan DINA, Sergiu CAPISIZU
7. **READY TO DISRUPT? THE CASE OF M-PESA IN THE INTERNATIONAL MOBILE ECOSYSTEM** – Caroline KINUTHIA
8. **SECURITY APPROACH THROUGH DRM ON VIRTUAL LIBRARIES HERITAGE** – Mihai DOINEA, Lorena BĂȚĂGAN
9. **OBD2 IoT DEVICE PROOF OF CONCEPT FOR THE INSURANCE COMPANIES CONNECTED CARS** – Marius POPA, Cosmin CARTAS
10. **ZIGBEE IoT PROOF OF CONCEPT FOR HOME AUTOMATION** - Cristian TOMA, Răzvan MARALES
11. **DRIVER BEHAVIOR ANALYSIS IN AN IOT VEHICULAR ENVIRONMENT** – Catalin BOJA, Paul POCATILU, Bogdan IANCU

Databases and Data Warehouse

SECTION 3 Thursday, 2 June, 13:30 - 15:30 – Room 426

Chairman: Prof. Marin FOTACHE, PhD

Secretary: Assist. Lect. Cristina OSMAN, PhD

1. **DATABASE MODEL PROTOTYPE FOR CLOUD COMPUTING** –
Loredana MOCEAN, Silviu-Claudiu POPA, Paul BRESFELEAN
2. **USING MODERN BUSINESS INTELLIGENCE TOOLS IN
HEALTHCARE SYSTEM TO ANALYZE NATALITY EVOLUTION** –
Manole VELICANU, Mihaela-Laura IVAN, Ionuț ȚĂRANU
3. **BIG DATA TECHNOLOGY ON MEDIUM-SIZED DATA.
PRELIMINARY RESULTS FOR NON-AGGREGATE QUERIES** –
Marin FOTACHE, Ionut HRUBARU
4. **CUSTOMER DATABASE FOR RAILWAYS** – Aida-Maria POPA
5. **USING BIG DATA IN THE GOVERNMENT SECTOR** – Adriana
ALEXANDRU, Dora COARDOȘ, Eleonora TUDORA

Audit and Project Management

SECTION 4 Thursday, 2 June, 13:30 - 15:30 – Room 423

Chairman: Prof. Florin DUMITRIU, PhD

Secretary: Assist. Prof. Anamaria GHIRAN, PhD

1. **THE AUDIT OF INTEGRATED COMPUTER SYSTEMS** – Marian Pompiliu CRISTESCU
2. **OPTIMIZING SERVICE LEVEL AGREEMENTS IN PEER-TO-PEER SUPPLY CHAIN MODEL FOR COMPLEX PROJECTS MANAGEMENT** – Florina Livia COVACI
3. **THE NECESSITY OF A CENTRALIZED CYBER SECURITY PERFORMANCE AND RISK MEASUREMENT FRAMEWORK FOR PRIVATE ORGANIZATIONS** – Tiberiu-Marian GEORGESCU
4. **MAINTENANCE AS AN INNOVATION DRIVER IN ONLINE APPLICATIONS DEVELOPED USING AGILE METHODOLOGIES** – Ion IVAN, Narcis-Cosmin LUCA, Mihai Liviu DESPA, Eduard BUDACU
5. **INFORMATION INSECURITY: AN ASSESSMENT OF THE ROMANIAN CYBERSPACE** – Sergiu SECHEL
6. **PROPOSAL FOR IMPROVING PLAGIARISM DETECTION SYSTEMS USING A QUALITY SOFTWARE METRIC** – Madalina ZURINI, Alin ZAMFIROIU
7. **DRAWBACKS AND SOLUTIONS OF APPLYING AGILE IN GLOBAL SOFTWARE DEVELOPMENT** – Florin DUMITRIU, Gabriela Mesnita

Quantitative Economics

SECTION 5 Thursday, 2 June, 13:30 - 15:30 – Room 441

Chairman: Prof. Monica Ioana POP-SILAGHI, PhD

Secretary: Assist. Lect. Alexandru STAN, PhD

1. **REGIONAL ECONOMIC GROWTH IN ROMANIA-A DATA ENVELOPMENT ANALYSIS APPROACH** – Camelia ȘTEFAN, Alexandra BRATU
2. **CAUSE AND EFFECT ANALYSIS ON CHANGES WITHIN THE ORGANIZATIONAL CYBERNETIC SYSTEM** – Orlando Marian VOICA
3. **THE IMPLICATIONS OF EXPECTATIONS FORMATION PROCESS IN THE STOCHASTIC GROWTH MODEL** – Raluca-Elena POP
4. **MONETARY POLICY WITH FOREIGN CURRENCY LOANS** – Mădălin VIZINIUC
5. **DO I BUY WHAT I NEED? THE INFLUENCE OF OFFERS IN THE PURCHASE DECISION PROCESS** – Cristina STOICESCU
6. **WHAT DETERMINES THE LEVEL OF CORRUPTION - A CROSS-COUNTRY ANALYSIS** – Gabriela TUCHILUS

Quantitative Economics

SECTION 6 Thursday, 2 June, 16:00 - 18:00 – Room 441

Chairman: Prof. Mihai ROMAN, PhD

Secretary: Assist. Lect. Alexandru STAN, PhD

1. **COULD TERRORISM BE PREDICTED? A GAME THEORETICAL APPROACH** – Diana Mihaela STĂNCULESCU
2. **Can SV Models Forecast Better Daily Volatilities than GARCH Models?** – Sorin Marius PIRNAC
3. **TRADE INFLUENCE ON GROWTH FOR NEW EU COUNTRIES** – Mihai Daniel ROMAN
4. **STYLIZED FACTS OF MONETARY AGGREGATES IN THREE CEE COUNTRIES** – Valentina Ioana MERA
5. **USING NONPARAMETRIC ORDER-ALPHA HYPERBOLIC EFFICIENCY ESTIMATORS TO ASSESS ASPECTS OF MELANOMA IN A ROMANIAN HOSPITAL** – Anamaria ALDEA, Alexandra LIMBĂU, Dana Maria TANASESCU, Mircea TAMPA, Simona Roxana GEORGESCU
6. **OPTIMAL PATH OF REAL WEALTH AND EXPECTED INFLATION, BASED ON IS-LM-SRAS MODEL: EMPIRICAL STUDY FOR ROMANIA** – Ana Michaela ANDREI, Angela GALUPA, Sorina GRAMATOVICI, Irina GEORGESCU
7. **REFLECTING ON ROMANIAN UNIVERSITIES RANKING: AN ENTROPY-BASED APPROACH TO EVALUATE SCIENTIFIC RESEARCH** – Luiza BĂDIN, Florentin ȘERBAN, Anca -Teodora ȘERBAN – OPRESCU, Silvia DEDU

Artificial Intelligence and Data-mining

SECTION 7 Friday, 3 June, 09:30 - 12:30 – Room 441

Chairman: Assoc. Prof. Robert BUCHMANN, PhD

Secretary: Assist. Prof. Darie MOLDOVAN, PhD

1. **SOCIAL LEARNING ANALYTICS: A MANDATORY STEP FOR E-EDUCATION SUCCESS IN THE DANUBE REGION** – Maria-Iuliana DASCĂLU, Constanța-Nicoleta BODEA, Stelian STANCU, Augustin PURNUS
2. **BACKPROPAGATION NEURAL SCHEME FOR ESTIMATING THE RISK OF BANKRUPTCY OF THE ROMANIAN INSURANCE AND REINSURANCE COMPANIES** – Doru CONSTANTIN, Emilia CLIPICI
3. **USING MACHINE LEARNING IN PRACTICE: BAYESIAN APPROACH FOR DEVELOPING TELEMEDICINE SOLUTION** – Mihaela GHEORGHE
4. **GREY SENTIMENT ANALYSIS USING MULTIPLE LEXICONS** – Liviu-Adrian COTFAS, Camelia DELCEA, Ioan ROXIN
5. **BANKRUPTCY PREDICTION MODELS AND ASSET QUALITY REVIEW EUROPEAN STANDARDS** – Radu-Ioan VIJA, Ionela-Catalina TUDORACHE (ZAMFIR)
6. **A META-CONCEPTUAL MODELING APPROACH FOR CHANGE MODELING IN APPLIED ONTOLOGY** – Christophe CRUZ, Perrine PITTET
7. **ECONOMICAL ASPECTS OF PERFORMABILITY USING ARTIFICIAL INTELLIGENCE IN COMPLEX TECHNICAL SYSTEMS** – Mariana DUMITRESCU
8. **ON THE SOUND PROCESSING COMPONENT OF A TEXT TO SPEECH SYSTEM FOR THE ROMANIAN LANGUAGE** – Razvan Alin BOLDIZSAR, Mihaela ORDEAN, Corina GIURGEA
9. **A SURVEY OF DATA MINING TECHNIQUES USED FOR FRAUD DETECTION AND BANKRUPTCY PREDICTION** – Ionela-Cătălina TUDORACHE (ZAMFIR)
10. **EXTRACTING LOCATION DATA AND LOCATION DESCRIPTION AUTOMATICALLY** – Andrei TOMA

E-Society, Enterprise and Business Solutions

SECTION 8 Thursday, 2 June, 13:30 - 15:30 – Room 421

Chairman: Prof. Mihaela I. MUNTEAN, PhD

Secretary: Assist. Prof. Daniel MICAN, PhD

1. **MODELING AND SIMULATION OF A MANAGEMENT SYSTEM OF CLIENTS AND TICKETS TO A CALL CENTER** – Georgeta ȘOAVĂ, Adina BURICEA BĂLAN, Cătălina SITNIKOV
2. **ADVANCED REPORTING APPROACHES** – Mihaela I. MUNTEAN
3. **ADDRESSING THE PROBLEM OF INFORMATION QUALITY FROM THE ONLINE ENVIRONMENT OF E-COMMERCE BY USING SEMANTIC WEB TECHNOLOGIES** – Sabina-Cristiana NECULA
4. **TOWARDS SEMANTIC INTEROPERABILITY FOR ENTERPRISE INFORMATION SYSTEMS** – Tarcisio MENDES DE FARIAS, Ana ROXIN, Christophe NICOLLE
5. **APPLICATIONS OF THE LITTLE'S LAW IN COMPUTER PERFORMANCE MODELLING - OVERCOMING EUROPEAN BANKING REGULATIONS** – Florin-Catalin ENACHE, Adriana-Nicoleta TALPEANU
6. **LEARNING STYLES IN AN ONTOLOGY-BASED E-LEARNING SYSTEM** – Lidia BAJENARU, Ion SMEUREANU, Ion Alexandru MARINESCU
7. **INSTRUMENTS FOR PROFESSIONAL SOCIAL NETWORK ANALYSIS** – Andra CRISTACHE, Amelia CRISTESCU, Daniel DINU

E-Society, Enterprise and Business Solutions

SECTION 9 Thursday, 2 June, 16:00 - 18:00 – Room 421

Chairman: Prof. Bogdan GHILIC-MICU, PhD

Secretary: Assist. Prof. Daniel MICAN, PhD

1. **MASSIVE OPEN ONLINE COURSES (MOOCs): A COMPARATIVE ANALYSIS OF THE MAIN PLATFORMS** – Lidia FUNIERU, Florin LĂZĂROIU
2. **NEW CHALLENGES FOR E-VOTING IN DIGITAL DEMOCRACY** – Marian STOICA, Bogdan GHILIC-MICU
3. **THE INTERNET OF THINGS AND ITS SIGNIFICANCE FOR THE ELECTRICITY INDUSTRY IN ROMANIA** – Andreea DAVIDESCU (VASILE)
4. **CRITICAL SUCCESS FACTORS IN TECHNOLOGICAL INITIATIVES: CRM AND ERP COMPARISON FOR ROMANIAN COMPANIES** – Luminița HURBEAN, Doina FOTACHE
5. **A KALDI-BASED ASR SOLUTION FOR THE ROMANIAN JUDICIAL SYSTEM** – Paula-Georgiana ZĂLHAN, Alexandru STAN, Lucian-Radu TEODORESCU, Andrei-Bogdan ȘAUPE, Melania DUMA
6. **STUDENTS IN SOCIAL MEDIA: BEHAVIOR, EXPECTATIONS AND VIEWS** – Mircea GEORGESCU, Daniela POPESCU
7. **ACCEPTING INFORMATION TECHNOLOGY CHANGES IN UNIVERSITIES - A RESEARCH FRAMEWORK** – Doina DĂNĂIAȚĂ, Ana-Maria DUMA, Luminița HURBEAN

E-Society, Enterprise and Business Solutions

SECTION 10 Friday, 3 June, 09:30 - 12:30 – Room 421

Chairman: Prof. Marian DARDALA, PhD

Secretary: Assist. Lect. Cristina OSMAN, PhD

1. **A PERSPECTIVE INTO BEER GAME – INTRODUCING THE BULLWHIP EFFECT** – Sorina CONSTANTINESCU, Dana NICULA, Emil SCARLAT
2. **SEMANTIC CATALOGUE TO MANAGE DATA SOURCES IN DISASTER MANAGEMENT SYSTEM** – Claire PRUDHOMME, Ana ROXIN, Christophe CRUZ, Frank BOOCHS
3. **THE ADVANTAGES OF USING A CRM SYSTEM IN DEVELOPING A PERFORMANCE ENTERPRISE** – Nora CHIRITA, Andrada BARBUL
4. **IMPACT OF BUSINESS COACHING ON WORK AND JOB SATISFACTION** – Mihaela DOBREA, Cătălin-Ionuț SILVESTRU, Ernuț LUPESCU
5. **3D VISUALIZATIONS FOR DISCOVERY AND ACQUISITION OF ECONOMIC KNOWLEDGE** – Ion SMEUREANU, Narcisa ISĂILĂ
6. **INTEGRATING R SCRIPTS IN GIS** – Marian DÂRDALĂ, Titus Felix FURTUNĂ, Adriana REVEIU
7. **USING SEMANTIC WEB TECHNOLOGIES IN E-RECRUITMENT: A JAVA BASED ARCHITECTURE** – Mihaela-Irina ENACHESCU

Informatics Solutions for Smart Cities

SECTION 11 Thursday, 2 June, 16:00 - 18:00 – Room 423

Chairman: Prof. Ion LUNGU, PhD

Secretary: Assist. Prof. Anamaria GHIRAN, PhD

1. **FORECASTING SOLUTIONS FOR PHOTOVOLTAIC POWER PLANTS IN ROMANIA** – Simona-Vasilica OPREA, Alexandru PÎRJAN, Ion LUNGU, Anca-Georgiana FODOR
2. **DATABASES IN CLOUD – SOLUTIONS FOR DEVELOPING DECISION SUPPORT SYSTEMS IN RENEWABLE ENERGY** – Adela BÂRA, Iuliana ȘIMONCA (BOTH), Anda BELCIU (VELICANU), Florin BUHOCIU
3. **BUSSINES CASE MODELS FOR THE RENEWABLE ENERGY MARKET USED IN SIPAMER DECISION SUPORT SYSTEM** – George CARUTASU, Alexandra Maria Ioana FLOREA, Mihai Alexandru BOTEZATU
4. **SMART CITIES AND RENEWABLE ENERGIES** – Vlad DIACONITA, Ana-Ramona BOLOGA
5. **THE ENVIRONMENTAL PROTECTION THROUGH GREEN INFORMATION TECHNOLOGY IN ORGANIZATION: A THEORETICAL PERSPECTIVE** – Laura-Diana RADU