The 17th International Conference on Informatics in Economy (IE 2018)

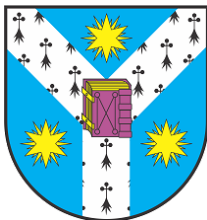# Conference Program

Iasi, Romania
17– 20 May, 2018

Conference Organizers

"Alexandru Ioan
Cuza" University
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Faculty of Economics and
Business Administration

AIS Romanian
Chapter

Bucharest University
of
Economic Studies

Department of Economic
Informatics
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Preface

This year, the 17th International Conference on INFORMATICS in ECONOMY (IE 2018), Education, Research & Business Technologies, was held in Iasi, Romania, between May 17th and May 20th, 2018. 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, 12th, 14th, 15th and 16th edition volumes have been indexed by ISI Thomson Reuters in its ISI Proceedings directory.

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, May 17, 2018		
Time	**Event**	**Hall name**
08:30 – 09:15	**Registration**	Sala Pasilor Pierduti
09:15 – 09:45	**IE 2018 Opening Ceremony** Prof. Henri LUCHIAN – Vice-rector of Alexandru Ioan Cuza University of Iasi Prof. Ion SMEUREANU - Vice-rector of Bucharest University of Economic Studies Prof. Ovidiu IANCU – President of Senate, Alexandru Ioan Cuza University of Iasi Prof. Dinu Airinei – Dean of Faculty of Economics and Business Administration	Aula Mihai Eminescu Corp A
09:45 – 10:30	**Can you please tell me the size of your footprint?** Prof. Tiago CARDOSO New University of Lisbon	Aula Mihai Eminescu Corp A
10:30 – 11:15	**My Way of Teaching Artificial Intelligence** Prof. Dan CRISTEA Alexandru Ioan Cuza University of Iasi	Aula Mihai Eminescu Corp A
11:15 – 11:25	**Sponsor session** Falcon Trading	Aula Mihai Eminescu Corp A
11:25 – 11:35	**Sponsor session** TH Invest-WinMentor	Aula Mihai Eminescu Corp A
12:30 - 13:30	**Conference Lunch**	Akademos Restaurant
13:30 - 15:15	**Paper presentations**	Section Rooms
15:15 - 15:30	**Coffee break in the section rooms hall**	
15:30 - 17:00	**Paper presentations**	Section Rooms
20:00 - 01:00	**Conference Dinner**	International Hotel, SOFIA SKY LOUNGE

Friday, May 18, 2018		
Time	**Event**	**Hall name**
08:45 - 09:00	**Coffee break in the section rooms hall**	
09:00 – 10:00	**New Markets Engineering with Blockchain** Prof. Roman BECK IT University of Copenhagen	R 402
10:15 – 11:45	**Paper presentations**	Section Room
	Social events	

Conference Presentations Program

Cloud and Distributed/Parallel Computing

1. **CHARACTERISTICS OF OPEN GRID SERVICES ARCHITECTURE -** Marian Pompiliu CRISTESCU

2. **CLOUD COMPUTING AND KNOWLEDGE MANAGEMENT IN SUPPLY CHAIN** - Ovidiu Alin DOBRICAN

3. **NEW METHOD FOR MONITORING MICROSERVICES IN A FEDERATED AND DISTRIBUTED ARCHITECTURE** - Radu BONCEA, Alin ZAMFIROIU, Ioan BACIVAROV

4. **THE CONFIDANCE OF END-USER IN CLOUD ACCOUNTING**- Alexandru TUGUI, Ana-Maria GHEORGHE

5. **A NEW APPROACH FOR ANALYSIS OF CLOUD QUALITY OF SERVICE CRITERIA** - Constanţa Zoie RĂDULESCU

6. **CHALLENGES OF THE ORGANIZATIONAL ADOPTION OF CLOUD COMPUTING-** Andrei MIHALACHE, Floarea NĂSTASE

1. **DATA CENTER CAPACITY PLANNING** - Delia Mihaela RĂDULESCU, Gheorghe LAZAROIU

2. **OPTIMIZATION OF DISTRIBUTED SYSTEMS USING SVM** - Ion SMEUREANU, Cosmin CARTAS

3. **ANALYTICAL TOOLS REQUIRED IN PX-MARKETS FOR OPTIMIZING SHORT-TERM RE-DISPATCH ORDERS AND LONG -TERM GRID INVESTMENTS**- Osman Bülent TÖR, Mahmut Erkut CEBECİ

4. **MANAGING THE PRODUCTION AND CONSUMPTION OF ENERGY FOR DIFFERENT COST CENTERS WITHIN SMES USING AN IOT AND CLOUD-BASED ENERGY MANAGEMENT PLATFORM** - George SUCIU, Lucian NECULA, Yasemin CURTMOLA, Cristian BECEANU

5. **DATA PROCESSING WITH APACHE IMPALA ON BEOWULF CLUSTER. SET-UP CHALLENGES AND PRELIMINARY RESULTS** - Valerică GREAVU-ŞERBAN, Ionuț HRUBARU, Alexandru TICĂ, Marin FOTACHE

6. **WEB-BASED ARCHITECTURE FOR BUILDING MANAGEMENT SYSTEMS** - Gabriela MEHEDINŢU, Camelia Ramona SILVESTRU (BERE), Vasilica - Cristina ICOCIU

Mobile-Embedded and Multimedia Solutions

1. **AN IOT ARCHITECTURE THAT USES SEMANTIC REASONING BASED SECURITY** - Bogdan IANCU, Tiberiu Marian GEORGESCU

2. **IOT SECURITY ISSUES FOR INDUSTRY 4.0 - OIL & GAS SOLUTION** - Cristian TOMA, Marius POPA

3. **A MOBILE SOLUTION FOR CROSS-DISCIPLINARY LEARNING** - Dinu MIHAIL-VĂDUVA

4. **ANDROID APPLICATIONS ECONOMY** – Felician ALECU**,** Paul POCATILU**,** Cristian CIUREA

5. **ACTIVE LEARNING PARADIGM. A MOTIVATIONAL TRIGGER** - Mihai DOINEA, Lorena BATAGAN

6. **IOT SECURITY ARCHITECTURE BASED ON DEVICE FINGERPRINTING** - Catalin BOJA, Mădălina ZURINI

7. **THE ARCHITECTURE OF A MOBILE AUGMENTED REALITY SYSTEM USING TEXT RECOGNITION** - Florentin - Alexandru DIȚĂ

1. **INTRODUCTION OF DIGITAL COMPETENCES IN ROMANIAN HIGHER EDUCATION – THE PROFILE OF ECONOMY STUDENTS IN THE DIGITAL ERA** - Ramona LACUREZEANU, Liana STANCA, Sebastian George CHIS

2. **USING THE RWD APPROACH IN THE DEVELOPMENT OF THE "TRANSALPINA TRAVEL GUIDE" WEB APP -** Georgeta SOAVA**,** Anca MEHEDINTU, Mircea RADUTEANU

3. **CONCEPTUAL ANALYSIS OF A LONGITUDINAL EXPERIMENT WITH THE FLIPPED CLASSROOM** - Martin HENSON, Irina Bogdana PUGNA

4. **A PLATFORM FOR FUTURE INTERNET OF THINGS-BASED REMOTE MONITORING OF CHRONIC DISEASES** - Adriana ALEXANDRU**,** Dora COARDOŞ**,** Dragoş Nicolae NICOLAU

5. **DIFFERENT APPROACHES TO MODELING USABILITY IN THE CONTEXT OF MOBILE APPLICATION CHALLENGES** - Ion Alexandru MARINESCU**,** Lidia BAJENARU**,** Ciprian DOBRE

6. **SEMANTIC WEB SERVICES: RESEARCH DIRECTIONS AND FUTURE TRENDS** - Sabina-Cristiana NECULA, Cătălin STRÎMBEI

Databases and Data Warehouse

1. **SENTIMENT ANALYSIS ON SOCIAL MEDIA AND CRM SOCIAL IMPROVEMENT** - Vasile-Daniel PAVALOAIA, Doina FOTACHE, Elena-Mădălina TEODOR

2. **ORACLE VERSUS POSTGRESQL: A COMPARATIVE STUDY OF SQL PERFORMANCE ON A MEDIUM SIZED DATA SET** - Adina DIACONU

3. **A RESEARCH MANAGEMENT SYSTEM BASED ON RDF GRAPHS -** Loredana MOCEAN

4. **MODELLING FOR ELECTRICITY DEMAND SIDE MANAGEMENT INFORMATICS SOLUTIONS** - Simona Vasilica OPREA, Alexandra Maria Ioana CORBEA (FLOREA), Anca Ioana ANDREESCU

5. **BIG DATA SOLUTION FOR DEMAND RESPONSE MANAGEMENT IN CONTEXT OF IoT APPLIANCES** - Adela BÂRA, Bogdan TUDORICĂ, Răzvan Cristian MARALEŞ

6. **BIG DATA ANALYSIS FOR PUBLIC TRANSPORTATION OPTIMIZATION IN BUCHAREST**- Florin-Cristian MIHAI, Mihai GHEORGHE

7. **INTEGRATING BIG DATA TECHNOLOGIES WITH THE DATA WAREHOUSE ARCHITECTURE IN THE CONTEXT OF SMART GRID** - Iuliana ŞIMONCA, Anda BELCIU, Ion LUNGU

8. **PREPARING DATA FOR STATISTICAL ANALYSIS IN GIS BY AGGREGATION** - Mihai GHEORGHE, Felix Titus FURTUNĂ, Marian DÂRDALĂ, Adriana REVEIU

Audit and Project Management

1. **AGILE METRICS IN A SOFTWARE OUTSOURCING COMPANY -** Eduard Nicolae BUDACU

2. **THE IMPACT OF APPLYING BUSINESS INTELLIGENCE TO FINANCIAL AUDIT** - Dragoş Ovidiu TOFAN, Dinu AIRINEI

3. **QUALITY METRICS FOR WEB-ORIENTED SOFTWARE DEVELOPMENT PROJECT MANAGEMENT** - Ion IVAN, Mihai Liviu DESPA, Sergiu CAPISIZU

4. **A DPIA TOOL USING COBIT 5 FOR RISK -** Adrian MUNTEANU

5. **THE NEED FOR A FRAMEWORK IN ANALYZING THE APPLYING AGILE AT LARGE-SCALE** - Florin DUMITRIU, Gabriela MEŞNIŢĂ, Dumitru OPREA, Laura-Diana RADU

6. **INTELLIGENT DECISION SUPPORT IN AUDITING: BIG DATA AND MACHINE LEARNING APPROACH** - Claudiu BRANDAS, Mihaela MUNTEAN, Otniel DIDRAGA

Quantitative Economics

1. **ISSUES AND SOLUTIONS IN THE STATISTICAL ANALYSIS OF THE OCCURRENCE OF BANKRUPTCY OF SMALL AND MEDIUM ENTERPRISES** - Chrys CARONI, Francesca PIERRI, Elena STANGHELLINI

2. **IMPACT ASSESSMENT OF PUBLIC SUBSIDIES ON GRADUATES' FUTURE INCOME** - Maria Isadora LAZAR, Mădălina Ecaterina POPESCU, Ramona- Mihaela PAUN

3. **STOCK EXCHANGE AND GROWTH. EVIDENCES FROM ROMANIAN ECONOMY** - Mihai Daniel ROMAN

4. **MODELING ECONOMIC GROWTH IN ITALY AND ROMANIA** - Cristina CĂUTIŞANU, Laura ASANDULUI, Francesca PIERRI

5. **OPTIMAL NONLINEAR MONETARY POLICY RULE USING KALMAN FILTER ESTIMATES OF THE NAIRU** - Ana Michaela ANDREI, Angela GALUPA, Sorina GRAMATOVICI, Andreea Corina NECULCEA

6. **QUALITY OF AIR AND TRAFFIC SAFETY IN EUROPEAN CITIES – A NON-PARAMETRIC EFFICIENCY PERSPECTIVE** - Simona - Elena GRĂDINARU

7. **AUTOREGRESSIVE EVOLUTIONS FOR GROSS DOMESTIC PRODUCT AND CONSUMPTION DO CONFIRM CHAOS THEORIES IN UNITED STATES** - Anca-Iuliana NICOLAE

1. **IS ENVIRONMENT DEPRECATION THE SOLUTION FOR ECONOMIC DEVELOPMENT?: AN ESTIMATION OF ECOLOGICAL EFFICIENCY BY SUPPORTING ECONOMIC PROGRESS** – Levida BESIR, Anamaria ALDEA

2. **COMPARING PENSION EXPENDITURES IN EUROPEAN COUNTRIES** - Georgiana Cristina TOMA (ROSU)

3. **SIMULATING THE AIRPLANE PASSENGERS BOARDING USING AGENTS** - Camelia DELCEA, Liviu-Adrian COTFAS, Ramona-Mihaela PAUN

4. **CORRUPTION IN THE PUBLIC HEALTH SYSTEM – A GAME-THEORETIC APPROACH** - Gabriela TUCHILUS

5. **A COMPUTATIONAL ANALYSIS OF ECONOMIC FREEDOM INDICATORS AND GDP IN EU STATES** - Irina GEORGESCU, Armenia ANDRONICEANU, Jani KINNUNEN

6. **INTERACTION BETWEEN TERRORIST CELLS. A GAME THEORETICAL APPROACH** - Diana Mihaela STANCULESCU

Artificial Intelligence and Data-mining

1. **A MODIFIED MOUNTAIN ALGORITHM FOR CLUSTERS CENTERS ESTIMATION** - Yasser AL HADAD

2. **MACHINE LEARNING ALGORITHMS FOR FRAUD DETECTION IN INTERNET BANKING** - Elena-Adriana MINASTIREANU, Gabriela MESNITA

3. **AUTOMATED NEGOTIATION APPROACH FOR DEVICES CONNECTED TO THE INTERNET OF THINGS** - Şerban RADU

4. **A HYBRIDIZED APPROACH FOR STOCK MARKET FORECASTING: CASE STUDY OF TOKYO STOCK EXCHANGE** - Cătălina-Lucia COCIANU, Hakob GRIGORYAN, Mihai AVRAMESCU

5. **CHURN ANALYSIS IN A ROMANIAN TELECOMMUNICATIONS COMPANY** - Monica Mihaela MAER MATEI, Andreea DUMITRACHE

6. **IMPROVED EVOLUTIONARY-BASED MECHANISM FOR IMAGE REGISTRATION PURPOSES** - Alexandru-Daniel STAN

1. **LATENT DIRICHLET ALLOCATION – A MODEL USED FOR BOTH TEXT CLASSIFICATION AND LOWER DIMENSIONAL REPRESENTATION** - Iuliana COMAN, Maria Mihaela TRUȘCĂ

2. **ASSESSING CURRICULUM CONTENT USING COGNITIVE COMPUTING WITH IBM WATSON** - Răzvan BOLOGA, Claudiu VINȚE, Andrei TOMA

3. **COGNITIVE COMPUTING AND BIG DATA FOR NEW LEARNING MODELS** - Ana-Ramona BOLOGA, Vlad DIACONITA

4. **ANALYSIS ON CREDIT DEFAULT DATA FROM USA LENDING CLUB** - Alexandru COȘER

5. **ONTOLOGY-BASED COLLABORATIVE FILTERING RECOMMENDATION FOR E-LEARNING** - Baba MBAYE

6. **TOWARDS A JAVA-BASED SIMULATOR FOR REPLICATING THE LABOR MARKET AS A DYNAMIC LARGE-SCALE MULTI-AGENT SYSTEM** - Andreea ZDROBĂU

E-Society, Enterprise and Business Solutions

1. **THE EFFECT OF E-WORKING ON THE PSYCHOLOGICAL AND BEHAVIORAL PROFILE OF IT ENGINEERS** - Mihaela-Laura BRATU, Lucian-Ionel CIOCA, Laurențiu CIOVICĂ, Liviu CIOVICĂ

2. **A PROFITABILITY REGRESSION MODEL OF ROMANIAN STOCK EXCHANGE'S ENERGY COMPANIES** - Octavian DOSPINESCU, Nicoleta DOSPINESCU

3. **M-HEALTH APPLICATIONS FOR PREDICTING THE RISE OF BLOOD PRESSURE USING WEKA AND AUTO-LEARNING** - Antonio CLIM, Răzvan Daniel ZOTA

4. **CAPITAL AND RISK MANAGEMENT FOR AUTOMATED TRADING SYSTEMS** - Cristian PĂUNA

5. **CLOUD & FOG COMPUTING IN THE IOT – AN EMERGENT APPROACH FOR A SMART EDUCATION ENVIRONMENT** - Marian STOICA, Bogdan GHILIC-MICU, Marinela MIRCEA, Cristian Răzvan USCATU

6. **DISTRIBUTION OF TIME SPENT ON FACEBOOK BY STUDENTS FROM TWO ROMANIAN UNIVERSITIES** - Dragoș Daniel IORDACHE, Costin PRIBEANU, Gabriel GORGHIU, Valentina Iuliana MANEA

7. **USING SEMANTICALLY ENRICHED GEOGRAPHIC REPRESENTATIONS IN A BUSINESS ORIENTED SCENARIO** - Mihai CINPOERU, Alisa HARKAI, Robert BUCHMANN

1. **STUDENTS DROPOUT AT BUSINESS INFORMATICS UNDERGRADUATE PROGRAMME, AL.I.CUZA UNIVERSITY OF IASI** - Marin FOTACHE, Cristina-Elena ZAMFIR, Bogdan SANDU

2. **TEAM DYNAMICS – PARALLEL BETWEEN TUCKMAN AND HACKMAN'S MODELS** - Mihaela-Sorina CONSTANTINESCU, Dana NICULA, Emil SCARLAT

3. **OPTIMIZING HEALTH RELATED e-SERVICES FOR THE WELLNESS OF SILVER DIGITAL PATIENTS IN AGE-FRIENDLY SMART ENVIRONMENTS** – Marilena IANCULESCU, Eleonora TUDORA

4. **DESIGNING A RECOMMENDATION SYSTEM FOR TRAVEL PLANNING** - Daniel MICAN, Dan-Andrei SITAR-TĂUT

5. **THE ROLE OF TECHNOLOGY MANAGEMENT IN ORGANIZATIONAL PERFORMANCE THROUGH ABSORPTION OF NEW KNOWLEDGE** - Rodrigo MARTÍN-ROJAS, Encarnación GARCÍA-SÁNCHEZ, Víctor J. GARCÍA-MORALES, Mircea GEORGESCU

6. **RADICAL TECHNOLOGICAL INNOVATIONS AND THEIR IMPACT ON SOCIETY** - Laura STELLA, Víctor J. GARCÍA-MORALES, Rodrigo MARTÍN-ROJAS, Daniel PAVALOAIA, Daniela POPESCUL

7. **TOWARDS A SMARTER RECRUITMENT PROCESS USING CHATBOTS** - Andrei POPESCU, Maria-Iuliana DASCĂLU, Constanța-Nicoleta BODEA, Radu Ioan MOGOŞ, Stelian STANCU

1. **DESIGNING A MEMORY-AID AND REMINDER SYSTEM FOR DEMENTIA PATIENTS AND OLDER ADULTS** - David AIREHROUR, Samaneh MADANIAN, Alwin Mathew ABRAHAM

2. **USING DATA VISUALIZATION TOOLS TO IMPROVE DATA ANALYSIS SKILLS AND COMMUNICATION SKILLS OF UNDERGRADUATE BUSINESS STUDENTS** - Mihaela MUNTEAN

3. **MOTIVES FOR USING FACEBOOK AMONG UNIVERSITY STUDENTS: A TWO-STEP CLUSTER ANALYSIS** - Irina CRISTESCU, Alexandru BALOG

4. **RULE INDUCTION OF USERS' HAPPINESS ON SOCIAL MEDIA –** Kumru UYAR, Esra Kahya ÖZYIRMIDOKUZ, Eduard Alexandru STOICA

5. **CONNECTING GOVERNMENT DIGITAL TRANSFORMATION WITH REGIONAL DEVELOPMENT IN ROMANIA** – Luminița HURBEAN, Valentin MUNTEANU, Doina DĂNĂIAȚĂ

6. **THE INFLUENCE OF WEB SITE ATTRIBUTES ON CUSTOMER LOYALTY** – Reshma LIMBU, Leslie KLIEB

7. **ETHICAL CONCERNS AND SOLUTIONS IN HEALTH INTERNET OF THINGS** - Daniela POPESCUL, Ya'akov M. BAYER

8. **USING THE INTERNET OF THINGS FOR LEARNING** – Aymeric BOUCHEREAU**,** Ioan ROXIN

1. **USING E-SERVICES FOR SUSTAINABLE FOREST MANAGEMENT** - Iulian Alexandru BRATU

2. **STUDENTS' ATTITUDE ON USING SOCIAL NETWORKS AS EDUCATIONAL TOOLS AND THE FACTORS THAT CAN INFLUENCE IT** - Radu Mircea GEORGESCU, Ioana Andreea BOGOSLOV

3. **SCREENING CANDIDATES IN IT FIELD USING AN ONTOLOGY BASED APPROACH** - Mihaela-Irina ENACHESCU

4. **AN OCEAN OF MIGRATION FLOWS DATA HAS BEEN REVEALED: USING SOCIAL MEDIA FOR MIGRATION RESEARCH** - Alexandru Răzvan FLOREA, Monica ROMAN

5. **ENHANCING STUDENTS' ENTREPRENEURIAL CAPABILITIES THROUGH E-LEARNING PLATFORMS** - Catalin George ALEXE, Dana Corina DESELNICU, Alexandra IOANID, Valentin MANESCU

6. **INTEGRATED IT&C SOLUTION FOR HARMONIZATION OF LANGUAGE USED ON LABOR MARKET AT EUROPEAN LEVEL – A CASE STUDY ON ESCO** - Catalin Ionuț SILVESTRU, Alexandru Robert MIHAILA, Mihaela BUCUR (DOBREA), Marian-Ernut LUPESCU

7. **CHALLENGES OF SECURING DIGITAL INFORMATION** – Crina Anina BEJAN, Dominic BUCERZAN