Recent Researches in Business Administration, Product Design and Marketing

~ Proceedings of the 4th International Conference on Design and Product Development (ICDPD ‘13)

~ Proceedings of the 4th International Conference on Business Administration (ICBA ‘13)

~ Proceedings of the 1st International Conference on Contemporary Marketing (CMAR ‘13)

Chania, Crete Island, Greece, August 27-29, 2013

Scientific Sponsors

-Democritus University of Thrace, Greece
-Romanian-American University, Romania
-Ain Shams University, Egypt
-University De Los Andes, Venezuela
-Istanbul Technical University, Turkey
-Luclan Blaga University of Sibiu, Romania
-Megatrend University of Belgrade, Serbia
-Shu Zen College of Medicine and Management, Taiwan
-Stefan Cel Mare University of Suceava, Romania
-International Telematic University Uninettuno in Rome, Italy

-Transilvania University of Brasov, Romania
-Universitatea Constantin Brancusi, Romania
-University of Ploiesti, Romania
-University of Tokushima, Japan
-University of Craiova, Romania
-University of West Bohemia, Czech Republic
-University of Genoa, Italy
-Technical University of Cluj-Napoca, Romania
-University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Romania
RECENT RESEARCHES in BUSINESS ADMINISTRATION, PRODUCT DESIGN and MARKETING

Proceedings of the 4th International Conference on Design and Product Development (ICDPD '13)
Proceedings of the 4th International Conference on Business Administration (ICBA '13)
Proceedings of the 1st International Conference on Contemporary Marketing (CMAR '13)

Chania, Crete Island, Greece
August 27-29, 2013

Scientific Sponsors:

Democritus University of Thrace, Greece
University De Los Andes, Venezuela
Megatrend University of Belgrade, Serbia
Technical University of Cluj-Napoca, Romania
University of Ploiesti, Romania
University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, Romania
University of Genoa, Italy

Romanian-American University, Romania
Istanbul Technical University, Turkey
Shu Zen College of Medicine and Management, Taiwan
Transilvania University of Brasov, Romania
University of Tokushima, Japan
International Telematic University Uninettuno in Rome, Italy

Ain Shams University, Egypt
Lucian Blaga University of Sibiu, Romania
Stefan Cel Mare University of Suceava, Romania
Universitatea Constantin Brancusi, Romania
University of Craiova, Romania
University of West Bohemia, Faculty of Economics, Czech Republic

Business and Economics Series | 10

ISSN: 2227-460X
RECENT RESEARCHES in BUSINESS ADMINISTRATION, PRODUCT DESIGN and MARKETING

Proceedings of the 4th International Conference on Design and Product Development (ICDPD '13)
Proceedings of the 4th International Conference on Business Administration (ICBA '13)
Proceedings of the 1st International Conference on Contemporary Marketing (CMAR '13)

Chania, Crete Island, Greece
August 27-29, 2013
# Table of Contents

**Plenary Lecture 1: Main Steps of Product Development – New Cat Carrier Involved**  
Mihaiela Iliescu

**Plenary Lecture 2: On the Relationship between Corporate Governance and Firm Performance**  
Cristiana Tudor

**Beneficial Effects of Forms of Information Support to OTC Drugs from the Perspective of Clients of Brick-and-Mortar Pharmacies**  
Hana Lostakova, Vera Horakova, Zuzana Pecinova

**Product Placement Expenses for the SME Sector in CZE**  
Jan Kramoliš, Martina Kopečková

**Variation of Alcoholic Beverage Quality Level during the Consumer Preservation**  
Adrian Stancu

**The Communication’ Impact on the Customer Satisfaction Level. Case Study**  
Mariana Eftimie, Ramona Georgiana Moldovan Bratosin

**Organic Market in Romania - Actual Trends**  
Violeta Sima

**Design and Rapid Prototyping – Main Steps in Product Development**  
Mihaiela Iliescu

**Considerations Concerning Impulsive Air Shock Waves Utilization in Small and Middle Farms Activities**  
Roşca Adrian, Roşca Daniela

**Organizational Knowledge Management Model**  
Marius-Bogdan Chiliban, Valentin Grecu, Claudiu Kifor

**Using Ultrasound Motors for Check the Metrological Parameters of Displacement Sensors**  
Laurentiu-Dan Milici, Dorel Cernomazu, Mariana-Rodica Milici, Radu-Dumitru Pentiuc

**Study of Durability of Sprayed Concrete**  
Adam Hubáček, Rudolf Hela

**Energy-Efficient Houses Foundation on the Filling Made of Expanded Clay Aggregate**  
Michala Hubertová, Petr Kučera

**Aspects Regarding the Internal Flow in a Turbojet Engine Equiped with Afterburner Combustion**  
Amado Stefan, Constantin Nistor, Mircea Boscoianu, Calin Ciufudean
Computer Control of Raw Hide Desalting
Dagmar Janáčová, Hana Charvátová, Vladimír Vašek, Ondrej Liška, Karel Kolomazník

Applicability of Project Management Predictable “mutations” within the Knowledge Based Organization. Case Study
Anca Cruceru

Possibilities and Difficulties of Economic Value Added Use
Veronika Burešová, Lilia Dvořáková

Application of Loyalty Programmes in the Czech Republic
Dita Hommerová

A New Vision of the Romanian Economy Reform in the Context of the Sustainable Human Development
Paunescu Loredana-Maria, Iacovoiu Viorela, Popescu Catalin

Customer Satisfaction Measurement in Letterkenny Hotels
Ioana Cristina Colbu, Gabriela Arionesei, Paul-Panfil Ivan

WGI, EFI and HDI – Effective in Defining the Position of an Emergent State in Global Economic Governance?
Sterian Maria Gabriela

Study on the Calculation of Regional Gaps in Romania
Ceausescu Ionut, Chirtoc Irina

On the Relationship between Monetary Policy Instruments, Macroeconomic Variables and Stock Market Returns
Cristiana Tudor

Testing the Profitability of Technical Trading Rules on Stock Markets
Andrei Anghel, Cristiana Tudor, Maria Tudor

The Miraculous Knowledge of ICT is Creating New and Amazing Management
Gordana Komazec, Marija Vuksan-Delic

Entrepreneurship in the Small Companies with Financial Difficulties
Cătălina Iancă, Olimpia Pecingenă

Analysis of Corporate Social Responsibility of Corporations from Secondary and Tertiary Sectors in Romania
Mirela Matei, Cătălina Popescu, Irina Gabriela Rădulescu

Growth Pole Ploiești - Prahova - Tool for Regional Development
Adrian Nedelcu

Authors Index
Abstract: New product development is a complex process of bringing a new product onto the market. For “cutting down” the time and costs required, modern computer aided technology and equipment are used to design, model, simulate and manufacture the involved new product. This paper evidences main steps followed for the development of a new product, that is a new cat carrier. So, the steps refer to market research, designing, modeling and simulation of the new product, and finally obtaining product’s prototype by one of the rapid prototyping techniques.

Abstract: The existing literature on the effect of corporate governance on firm and/or stock performance remains unclear, as the following section shows. This article employs an in-depth study of Romania to offer evidence not previously available for this country on the relationship between corporate governance and different metrics of firm performance for exchange-listed companies on the Romanian stock market.

We make additional contributions to the literature. First, we construct two corporate governance indices: the Romanian Corporate Governance Index (RCGI) was developed based on a 2011 survey of corporate governance practices among listed companies supplemented by hand collection of data (the index covers 21 companies), and the Investor Corporate Governance Score (ICGS), an index of “perceived” corporate governance constructed by collecting questionnaire answers from 87 active investors on the Romanian capital market (this index is estimated for 85 listed companies). The two indices represent the first metrics of corporate governance for Romania.

Further, we report for the first time actual statistics on the relationship between corporate governance and performance: perhaps counterintuitive, we report that corporate governance is negatively correlated with contemporaneous firm performance for Romanian companies and the Management and the Board of Directors (sub-index 4) and Auditing (sub-index 5) are both significant risk factors that decrease firm performance as reflected by Tobin’s Q. In addition, a 1-point increase in the overall RCGI predicts a 2.2 decrease in price/sales ratio. The subjective index of perceived corporate governance - ICGS is positive and statistically significant when it alone is used to explain Tobin’s Q. This time a 10 point increase in the investors’ perception of corporate governance produces a 0.098 increase in the firm performance. No statistically significant relationship is found between ICGS and P/E or the contemporaneous stock return which implies that there doesn’t seem to be a corporate governance premium on the Romanian stock market and good CG stocks are neither overvalued nor have higher stock returns. Other results show that company size seems to be positively correlated with both corporate governance metrics and with firm performance and also that the inclusion of a company in the first category of the Bucharset Stock Exchange has the largest correlation coefficient with the corporate governance index, since the inclusion itself is directly related to complying with some CG conditions.

We conduct robustness checks by considering alternate dependent variables (price/sales for Tobin’s Q) and an extensive set of control variables, which provide consistent results and increase our confidence in the performance-governance relationships.

Brief Biography of the Speaker: Cristiana Tudor is Lecturer at the International Business and Economic Department within the Bucharest Academy of Economic Studies and she earned a Ph.D. in Economics in 2008, with the dissertation thesis: “International Portfolio Management: Selection, Analysis, Risk Management”. She graduated the Investment Advisors on the Capital Market course organized by The Romanian Brokers’ Association and she is a Chartered Financial Analyst (CFA), and member of the CFA Institute and of the CFA Society of Los Angeles. She is Associate-Editor of the Romanian Economic Journal, member of the editorial committee of the Journal of Economics and Management Sciences and of the Asian Economic and Financial Review and referent, among others, for the Quantitative Finance journal and for the Elsevier Insights Publishing House. She is also co-founder of the Romanian Association of Quantitative Finance (QUANTFIN) and an Advisory Board Member of the Asian Economic and Social Society. She was a principal investigator in many research grants, both national and international and a visiting professor at several renowned universities, including Paris 1 Pantheon Sorbonne and the Anderson School of Management, UCLA. Cristiana Tudor’s research interests cover the portfolio theory, market efficiency, asset pricing and asset allocation.