



ALEXANDRU IOAN CUZA UNIVERSITY OF IASI
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION



IVth International Conference

Globalization and Higher Education in Economics and Business Administration

GEBA 2010

PROGRAMME

OCTOBER 21-23, 2010
IAȘI, ROMÂNIA

PROGRAMME COMMITTEE

Professor Dinu AIRINEI, Alexandru Ioan Cuza University of Iași
 Professor Ioan ANDONE, Alexandru Ioan Cuza University of Iași
 Professor Vasile COCRIȘ, Alexandru Ioan Cuza University of Iași
 Professor Bernard COLASSE, Université de Paris-Dauphine
 Professor Christian CORMIER, Université de Poitiers
 Professor Robert H. DESMARTEAU, Université du Québec à Montréal
 Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iași
 Professor Jean HARVEY, Université du Québec à Montréal
 Professor Ion IGNAT, Alexandru Ioan Cuza University of Iași
 Professor Vasile IȘAN, Alexandru Ioan Cuza University of Iași
 Professor Elisabeta JABA, Alexandru Ioan Cuza University of Iași
 Professor Mihai KORKA, Academy of Economic Studies of Bucharest
 Professor Luis PALMA MARTOS, University of Seville
 Professor Emil MAXIM, Alexandru Ioan Cuza University of Iași
 Professor Seyed MEHDIAN, University of Michigan-Flint
 Professor William MENVIELLE, Université du Québec à Trois-Rivières
 Professor Dumitru MIRON, Academy of Economic Studies of Bucharest
 Professor Luiz MONTANHEIRO, Sheffield Hallam University
 Professor Ștefan NIȚCHI, Babeș-Bolyai University of Cluj Napoca
 Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iași
 Professor Dumitru OPREA, Alexandru Ioan Cuza University of Iași
 Professor Carmen PINTILESCU, Alexandru Ioan Cuza University of Iași
 Professor Ion POHOATĂ, Alexandru Ioan Cuza University of Iași
 Professor Louis G. POL, University of Nebraska at Omaha
 Professor John M. POLIMENI, Albany College
 Professor Spiridon PRALEA, Alexandru Ioan Cuza University of Iași
 Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iași
 Professor Ștefan PRUTIANU, Alexandru Ioan Cuza University of Iași
 Professor Victor PLOAE, Ovidius University of Constanța
 Professor Danica PURG, CEEMAN, Bled School of Management
 Professor Gerry RAMEY, Eastern Oregon University
 Professor Rena RAVINDER, Polytechnic of Namibia
 Professor Ion Gh. ROȘCA, Academy of Economic Studies, Bucharest
 Professor Constantin SASU, Alexandru Ioan Cuza University of Iași
 Professor Victoria SEITZ, California State University
 Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iași
 Professor Neculai TABĂRĂ, Alexandru Ioan Cuza University of Iași
 Professor Ioan TALPOȘ, West University of Timișoara
 Professor Gabriel TURINICI, Université de Paris-Dauphine
 Professor Giovanni VERGA, Università degli Studi di Parma
 Professor Gheorghe VOINEA, Alexandru Ioan Cuza University of Iași
 Professor Adriana ZAIȚ, Alexandru Ioan Cuza University of Iași
 Professor Dumitru ZAIȚ, Alexandru Ioan Cuza University of Iași

ORGANIZING COMMITTEE

Professor Dinu AIRINEI – President of the Organizing Committee
Professor Vasile COCRIȘ
Professor Marin FOTACHE
Professor Ion IGNAT
Professor Emil MAXIM
Professor Mihalea ONOFREI
Professor Gabriela PASCARIU
Professor Carmen PINTILESCU
Professor Ion POHOAȚĂ
Professor Ovidiu STOICA
Professor Adriana ZAIT
Associate Professor Livia BACIU
Associate Professor Dan CHIRLESAN
Associate Professor Costel ISTRATE
Associate Professor Constantin TOMA
Lecturer Ana Maria BERCU
Lecturer Mioara BORZA
Lecturer Olesia LUPU
Lecturer Mihaela TOFAN
Assistant Lecturer Andreea IACOBUȚĂ
Research Assistant Alin Marius ANDRIEȘ
PhD candidate Gabriel CUCUTEANU
PhD student Mircea ASANDULUI

SECRETARIATE

PhD student Carmen BORTAȘ
PhD student Roxana ENESCU
PhD student Dan LUPU
PhD student Andra NICHITEAN
PhD student Paul ROTARU
PhD student Diana SANDU
PhD student Mihai TABĂRĂ

CONFERENCE LOCATION

*Alexandru Ioan Cuza University of Iasi,
Faculty of Economics and Business Administration*

*Lăpuşneanu Street no.14, Iaşi, Romania
4th and 5th Floors*

CONFERENCE SECTIONS

Section 1: Higher Education: Trends, Challenges and Emerging Opportunities

*Chairs: Professor Marin FOTACHE
Professor Mihai KORKA*

Section 2: Cycles, Crises and Global Economy

*Chairs: Professor Ion IGNAT
Professor Alexandru MINEA
Professor Ion POHOAȚĂ
Assistant Lecturer Andreea IACOBUȚĂ*

Section 3: Quantitative Analysis under Global Challenges

*Chairs: Professor Elisabeta JABA
Associate Professor Dănuț JEMNA*

Section 4: Globalization and Business Information Systems

*Chairs: Professor Marin FOTACHE
Professor Mircea GEORGESCU
Professor Ana GRAMA*

Section 5: Impact of Globalization on Finance and Banking

*Chairs: Professor Seyed MEHDIAN
Professor Ovidiu STOICA
Professor Ioan TRENCA
Professor Giovanni VERGA*

Section 6: Global Context of Financial and Accounting Reporting

*Chairs: Professor Emil HOROMNEA
Assistant Lecturer Roxana DICU*

Section 7: Marketing within the Triad: University - Business Environment – Society

*Chairs: Professor Constantin SASU
Professor Adriana ZAIȚ*

Section 8: Globalization and Sustainable Development - Challenges and Trends in Organizational Management, Services and Business Communication

*Chairs: Professor Adriana PRODAN
Professor Dumitru ZAIȚ
Associate Professor Irina MANOLESCU*

Section 9: Best Practices for a Public Administration Focused on the Citizens

*Chairs: Lecturer Florin OPREA
Lecturer Ada POPESCU*

PROGRAMME

OCTOBER 21, Thursday

8 ³⁰ -10 ⁰⁰	Registration
10 ⁰⁰ -12 ³⁰	Plenary Session - Conference Opening
12 ³⁰ -14 ⁰⁰	Lunch – Hotel Akademos
14 ⁰⁰ -15 ³⁰	Parallel Sessions
15 ³⁰ -15 ⁴⁵	Coffee Break
15 ⁴⁵ -17 ¹⁵	Parallel Sessions
18 ⁰⁰ -19 ³⁰	Conference
20 ⁰⁰	Reception

OCTOBER 22, Friday

9 ⁰⁰ -10 ³⁰	Parallel Sessions
10 ³⁰ -10 ⁴⁵	Coffee Break
10 ⁴⁵ -12 ¹⁵	Parallel Sessions
12 ³⁰ -14 ⁰⁰	Lunch - Hotel Akademos
14 ⁰⁰ -15 ³⁰	Parallel Sessions
15 ³⁰ -15 ⁴⁵	Coffee Break
15 ⁴⁵ -17 ¹⁵	Parallel Sessions
17 ¹⁵ -17 ³⁰	Coffee Break
17 ³⁰ -18 ³⁰	Plenary Session - Conference Closing
20 ³⁰	Gala Dinner

OCTOBER 23, Saturday

8 ⁰⁰ -22 ⁰⁰	Social Programme
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DETAILED PROGRAMME

OCTOBER 21, Thursday

8³⁰-10⁰⁰ Registration

10⁰⁰-12³⁰ Plenary Session - Conference Opening
Room 502

Professor Dinu AIRINEI, Dean of the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi

Opening Address

Book launch – Învățământul universitar economic de ieri și de azi la Alma Mater Iassiensis (Past and Present Economic Higher Education at Alma Mater Iassiensis)

Professor Vasile IȘAN, Rector of the Alexandru Ioan Cuza University of Iasi

Welcoming Address

Professor Emeritus Irinel DRĂGAN - University of Texas at Arlington, U.S.A.

On the Management of Natural Gas Drilling

Professor Giorgio DOMINESE - University of Rome Tor Vergata, Italy

Growth, Innovation, Human Capital, Global Governance: Europe and the World

Professor Mihai KORKA, Academy of Economic Studies – Bucharest, Romania

Competition Drivers in the Higher Education Sector

12³⁰-14⁰⁰ Lunch – Hotel Akademos

14⁰⁰-15³⁰ Parallel Sessions

Room 402, 4th floor

Workshop on ISI Journal Editing

Moderators *Professor Mihaela ONOFREI*
 Professor Ion POHOAȚĂ

Room 407, 4th floor

Section 7: Marketing within the Triad: University - Business Environment – Society

Chair: Professor Constantin SASU

QUO VADIS DOCTORAL MARKETING EDUCATION? REFLECTION ISSUES, CONTROVERSIES AND DEBATES – FOCUS ON THE ROMANIAN CASE

Adriana ZAIT

DOWNSIZING BACHELOR PROGRAMS UNDER BOLOGNA PROCESS AND ITS IMPACT ON SELF-EFFICACY

*Corneliu MUNTEANU
Ciprian CEOBANU*

PRICING MODELS AND BANK CUSTOMER BEHAVIOUR

*Elisa BOCCHIALIN
Federica IELASI
Monica ROSSOLINI*

TEACHERS AND FUTURE MANAGERS AND SPECIALISTS IN THE TOURISM INDUSTRY RESPONSE TO THE CHALLENGES OF ETHICAL DILEMMAS. THE NEED FOR CREATING TEAMS OF ETHICS

*Daniela Tatiana AGHEORGHIESEI CORODEANU
Valentin NITA*

MARKETING, TERMINOLOGY AND HOW SOCIETY AND BUSINESSES CAN BENEFIT FROM UNIVERSITY RESEARCH

Elena Ecaterina NICOLAE

Room 417, 4th floor

Section 6: Global Context of Financial and Accounting Reporting

*Chairs: Professor Emil HOROMNEA
Assistant Lecturer Roxana DICU*

THE VALUE RELEVANCE OF THE PERFORMANCE OF LISTED ITALIAN COMPANIES FOLLOWING THE INTRODUCTION OF THE IAS/IFRS

*Stefano AZZALI
Luca FORNACIARI
Caterina PESCI*

BALANCED SCORECARD – A TOOL FOR SUSTAINABLE DEVELOPMENT

*Leontina BETIANU
Sorin BRICIU*

THE ROLE OF THE ACCOUNTANT PROFESSIONAL IN THE CONTEXT OF THE CORPORATE GOVERNANCE AND THE EXTERNALISATION OF THE ACCOUNTING FUNCTION

*Florin BOGHEAN
Carmen BOGHEAN*

RESPONSIBLE FINANCIAL INFORMATION DISCLOSURE

*Sorin DOMNIȘORU
Oana GHERGHINESCU
Radu OGARCĂ*

THE HUMAN BEING – HE IS STILL ... THE LIVING RESOURCE OF THE COMPANY

*Mihaela DUMITRANA
Iulia JIANU
Ionel JIANU
Ionela GUSATU*

INTERNAL PUBLIC AUDIT VERSUS INTERNAL CONTROL

Sebastian FLOȘTOIU

Room 502, 5th floor

Section 1: Higher Education: Trends, Challenges and Emerging Opportunities

Chair: Professor Mihai Korka

GLOBALIZATION OF THE NEW NORMAL IN BUSINESS HIGHER EDUCATION

*Dumitru OPREA
Gabriela MESNITA
Florin DUMITRIU*

CULTURAL ECONOMICS AND CREATIVE CITIES. NEW PARADIGMS FOR INNOVATION AND GROWTH

Luis PALMA MARTOS

ECONOMIC ROOTS OF THE TRANSFORMATIONS IN INTELLECTUAL BEHAVIOURS IN ROMANIA NOWADAYS. FOCUS ON EDUCATION AND SCIENTIFIC RESEARCH

*Alexandru JIVAN
Ioan TALPOȘ
Marius MIRICA
Adina POPOVICI*

LEADERSHIP IN HIGHER EDUCATION – THE PROMISES OF SUSTAINABILITY

Mariana NICOLAE

REFLECTIONS ON THE CASSANDRAS OF THE BOLOGNA PROCESS

Marin FOTACHE

LEARNING BY DOING WITHIN VIRTUAL REALITY: THE ROLE OF PRACTICE FIRMS IN ENHANCING STUDENTS' PRACTICAL ABILITIES

*Andreea-Oana IACOBUTA
Ramona BUNDA
Livia BACIU*

IS MOBILE LEARNING HEADING A WRONG WAY?

Mugurel PATRICHI

COMPARATIVE ANALYSIS OF ACCOUNTABILITY POLICIES IN HIGHER EDUCATION: HOW DO U.S. AND E.U. INSTITUTIONS MEET THE CHALLENGES OF THE 21ST CENTURY?

Eric SCHWARTZ

15³⁰ Coffee Break

15⁴⁵-17¹⁵ Parallel Sessions

Room 402, 4th floor

Section 9: Best Practices for a Public Administration Focused on the Citizens

*Chairs: Lecturer Florin OPREA
Lecturer Ada POPESCU*

THE PUBLIC SECTOR AS AN EMPLOYER OF CHOICE

*Armenia ANDRONICEANU
Răzvan CORBOS
Simona SORA*

PUBLIC-PRIVATE PARTNERSHIP - A STRATEGIC APPROACH OF PUBLIC SERVICES MANAGEMENT

Ana-Maria BERCU

COMPARISON BETWEEN THE REMUNERATION OF EUROPEAN AND ROMANIAN CIVIL SERVANTS

Dan LUPU

ISSUES OF UNCONSTITUTIONALITY RELATING TO THE PROVISION OF THE POLICE OFFICER AS A CIVIL SERVANT WITH SPECIAL STATUS

Sandra GRĂDINARU

IMPLICATIONS OF THE NEW REGULATIONS ON THE CORRUPTION INFRACTION IN THE CIVIL SERVICE

Mihaela ONOFREI

Sandra GRĂDINARU

THE IMPLICATIONS OF ADMINISTRATIVE DECENTRALIZATION AND LOCAL AUTONOMY ON PUBLIC BUDGETARY SYSTEMS

Florin OPREA

THE DIMENSIONS OF CITIZEN PARTICIPATION IN LOCAL PUBLIC ADMINISTRATION IN ROMANIA AND EUROPEAN UNION COUNTRIES

Elena RUSU

Adina MARTIN

E-GOVERNMENT, A TOOL FOR BETTER PUBLIC SERVICES

Ovidiu STOICA

LISBON TREATY AND NEW DIMENSIONS OF SUBSIDIARITY AND PROPORTIONALITY PRINCIPLES

Vasilica NEGRUT

THE RIGHT TO A GOOD ADMINISTRATION REGULATIONS IN SOME MEMBER STATES OF THE EUROPEAN UNION

Gina Livioara GOGA

Room 407, 4th floor

Section 7: Marketing within the Triad: University - Business Environment – Society

Chair: Professor Adriana ZAIȚ

FROM USERS' MOTIVATIONS TO BRANDING: THE CASE OF SOCIAL NETWORKS

Andreia Gabriela ANDREI

Amalasunta IACOB

A MANAGERIAL PERSPECTIVE ON INTERNATIONAL MARKETING RESEARCH

Constantin SASU

HOW WOULD ROMANIAN CONSUMERS ACT TO A "BUY ROMANIAN" CALL?

Liviu CRĂCIUN

Mihail Cătălin BARBU

CONTENT ANALYSIS OF ONLINE PROJECTED DESTINATION IMAGE

Oana Catalina VICOL

Sinziana SPIRIDON

Room 417, 4th floor

Section 3: Quantitative Analysis under Global Challenges

Chair: Associate Professor Dănuț JEMNA

CLASSICAL RESEARCH METHODS OF ONE-DIMENSIONAL TIME SERIES

Ion PARTACHI

THE IMPACT OF ECONOMIC FLUCTUATIONS UPON ROMANIAN UNEMPLOYMENT RATE

Ciprian CHIRILA
Viorica CHIRILA
Ciprian TURTUREAN

ANALYSIS OF SOCIAL AND ECONOMIC DISPARITIES IN CROSS-BORDER AREA ROMANIA –
REPUBLIC OF MOLDOVA

Luminita BURLACU NAZARE

STATISTICAL IDENTIFICATION OF THE CURRENT TRENDS IN SAMPLE SURVEY RESEARCH

Alina MOROSANU

EVALUATION OF THE INFLUENCE OF THE SURVEY OPERATORS' DEMOGRAPHIC
CHARACTERISTICS ON THE WORK ENVIRONMENT USING MULTIDIMENSIONAL ANALYSIS

Alina MOROȘANU

CONCEPTUAL DELIMITATIONS REGARDING THE TERMINOLOGY USED IN THE METHODS OF
INVESTIGATING THE FUTURE

Ciprian TURTUREAN
Iuliana SPIRIDON
Carmen PINTILESCU
Danut JEMNA

QUANTITATIVE METHODS USED TO ANALYZE THE WAGE SYSTEM'S LEVEL FROM CERTAIN
DOMAINS OF THE PUBLIC SECTOR

Tudorel ANDREI
Andreea Iluzia IACOB
Lavinia Ștefania ȚOȚAN

Room 502, 5th floor

**Section 1: Higher Education: Trends, Challenges and
Emerging Opportunities**

Chair: Professor Marin FOTACHE

GLOBALIZATION AND CHALLENGES IN EDUCATION

Carmen FILICHE
Livia BACIU

COMPETENCES MATCHES AND MISMATCHES ON THE ROMANIAN LABOUR MARKET IN THE
BUSINESS SECTOR

Elena NICOLAE
Irina ZGREABĂN

SUSTAINABILITY OF THE EDUCATIONAL ENVIRONMENT IN THE REPUBLIC OF MOLDOVA

Elena CARA

E-LEARNING STANDARDS: A DIFFICULT ROAD

Mircea GEORGESCU

ENGLISH FOR BUSINESS AND ECONOMICS: CHALLENGES AND OPPORTUNITIES

Roxana MARINESCU

SURVEY ON ACTUAL TRENDS OF STUDENTS' BEHAVIOUR SPENDING FREE TIME

Daniela SERBAN
Silvia-Elena CRISTACHE
Ionuț POPA
Cosmin DOBRIN

FACTORS OF INFLUENCE IN THE RELATIONSHIP BETWEEN UNIVERSITY AND THE SOCIOECONOMIC ENVIRONMENT

Cristian Marius TOMA

SOME ISSUES CONCERNING PROFESSIONAL INTEGRATION FOR ADOLESCENTS WITH DISABILITIES IN ROMANIA, SOUTH ZONE

Alina MARGARITOIU

Simona Georgiana EFTIMIE

EDUCATION &/ VS RESEARCH – WHICH WAY THE ROMANIAN UNIVERSITY?

Ioan POPA

ACCESS, EQUITY, QUALITY IN ROMANIA'S HIGHER EDUCATION SYSTEM: CONTEXT, STATISTICAL LANDMARKS, IMPACT VALUES

Ioan NEACȘU

Corina IUREA

Mihaela SUDITU

Cristina Georgiana SAFTA

HIGHER EDUCATION IN AFRICA: TRENDS AND CHALLENGES

Ravinder RENA

18⁰⁰- 19³⁰ Conference
Amphitheatre B1, 1st floor – University B Building

Professor Jesus HUERTA DE SOTO - Rey Juan Carlos University of Madrid
Financial Crisis, Banking Reform and the Future of Capitalism

20⁰⁰ Reception – Panoramic Restaurant

OCTOBER 22, Friday

9⁰⁰-10³⁰ Parallel Sessions

Room 402, 4th floor

Section 2: Cycles, Crises and Global Economy

Chair: Professor Alexandru MINEA

ON POST-DEREGULATION OPERATIONAL EFFICIENCY IN THE U.S. AIRLINE INDUSTRY: AN EMPIRICAL INVESTIGATION

Richard AJAYI

Seyed MEHDIAN

Vitaly GUZHVA

REVISITING THE 1929 CRISIS: WAS THE FED PRE-KEYNESIAN? NEW LESSONS FROM THE PAST

Claude DIEBOLT

Antoine PARENT

Jamel TRABELSI

THE POLITICAL ECONOMY OF SECESSION CRISES

Philippe DE DONDER
Vincent ANESI

LIBERTY, RELIGION AND STATE
Tiberiu BRAILEAN
Aurelian-Petru PLOPEANU

STUDY ON THE SUBJECTS' PERCEPTION OF THE QUALITY OF HEALTH AND EDUCATION SERVICES IN ROMANIA
Livia BACIU
Laura ASANDULUI
Andreea-Oana IACOBUTA

CHINA – MAIN POLE OF ATTRACTION FOR THE FOREIGN DIRECT INVESTMENTS
Laura DIACONU

Room 407, 4th floor

Section 3: Quantitative Analysis under Global Challenges

Chair: Professor Elisabeta JABA

DETERMINANTS OF CORRUPTION IN ROMANIA AND ITS IMPACT ON ECONOMIC GROWTH
Elena-Daniela VIORICA
Vasile-Danut JEMNA
Carmen PINTILESCU

A LOGIT ANALYSIS OF DEVELOPMENT AND DEMOCRACY. THE ROMANIA'S CASE
Mihai MUTASCU
Anne-Marie FLEISCHER

STATISTICAL EVALUATION OF THE LIFE EXPECTANCY DETERMINING FACTORS INFLUENCE
Elisabeta JABA
Christiana BALAN
Silvia PALASCA

OPTIMAL CONTROL POLLUTION UNDER UNCERTAINTY AND IRREVERSIBILITY
Alain AYONG LE KAMA
Aude POMMERET
Fabien PRIEUR

WHERE DOES THE PISA TEST SCORE GAP COME FROM?
Alina BOTEZAT
Ruben SEIBERLICH

THE IDENTIFICATION OF ECONOMIC PHENOMENA TRENDS AT REGIONAL LEVEL
Andreea Iluzia IACOB
Tudorel ANDREI
Claudiu HERTELIU

Room 417, 4th floor

Section 6: Global Context of Financial and Accounting Reporting

*Chairs: Professor Emil HOROMNEA
Assistant Lecturer Roxana DICU*

OPTIMIZING MANAGERIAL DECISIONS FOR THE USE OF TREASURY BUDGET

*Dorina BUDUGAN
Iuliana GEORGESCU*

SUBSTANCE OVER FORM IN A ROMANIAN BOOK-TAX APPROACH

Costel ISTRATE

“GOING CONCERN” AND THE EFFECTS OF THE OPERATIONAL CYCLE MANAGEMENT. AN EMPIRICAL STUDY CONCERNING THE USAGE OF FINANCIAL ANALYSIS FOR OBTAINING PRELIMINARY PROOFS IN THE TASK OF FINANCIAL AUDIT

*Marilena MIRONIUC
Ioan-Bogdan ROBU
Mihaela-Alina ROBU*

CREATIVE ACCOUNTING AND THE RELATIVITY OF THE INFORMATIONS PROVIDED BY THE ANNUAL FINANCIAL STATEMENTS

*Neculai TABĂRĂ
Alina Ionela RUSU*

INFLUENCE OF ERP SYSTEMS ON MANAGEMENT ACCOUNTING

*Iuliana GEORGESCU
Laura CRETU*

Room 502, 5th floor

Section 5: Impact of Globalization on Finance and Banking

Chair: Professor Giovanni VERGA

EQUILIBRIUM EXCHANGE RATE IN THE EUROZONE CANDIDATE COUNTRIES: A BEER APPROACH ON A PANEL OF DATA

*Claudiu Tiberiu ALBULESCU
Daniel GOYEAU*

ASSESSING THE EFFECTS OF FINANCIAL HETEROGENEITY IN A MONETARY UNION

*Cristina BADARAU-SEMENESCU
Grégory LEVIEUGE*

GROWTH WITHOUT FINANCE, FINANCE WITHOUT GROWTH

*Paolo COCCORESE
Damiano B. SILIPO*

GENDER EQUALITY ON TOP MANAGEMENT POSITIONS: AN EMPIRICAL STUDY

*Antonio MÍNGUEZ-VERA
Adina MARTIN*

ARGUMENT FOR RULING A UNIQUE EUROPEAN TAX

Mihaela TOFAN

CENTRAL BANK GOVERNANCE – THE PREMISE OF CENTRAL BANK INDEPENDENCE

*Florin Cornel DUMITER
Horatiu Florin SOIM*

10³⁰ Coffee Break

10⁴⁵-12¹⁵ Parallel Sessions

Room 402, 4th floor

Section 2: Cycles, Crises and Global Economy

*Chairs: Professor Ion IGNAT
Assistant Lecturer Andreea IACOBUȚĂ*

EURO CONTAGION AND THE CHANGING OF MONETARY POLICIES

*Gabriela PRELIPCEAN
Mircea BOSCOIANU*

SOCIAL AND SOLIDARITY ECONOMY- THE ALLIES OF THE MARKET ECONOMY IN A TIME OF CRISIS

Elena ZODIERIU

CREATIVE ECONOMY AND KNOWLEDGE-BASED SOCIETY. CHALLENGES & OPPORTUNITIES FOR IASI AS THE FIRST CREATIVE CITY OF ROMANIA

*Marta-Christina SUCIU
Mina IVANOVICI*

THE IMPACT OF THE ECONOMIC CRISIS ON THE EUROPEAN UNION ECONOMY

*Ion IGNAT
Liviu-George MAHA*

A BRIEF PARALLEL BETWEEN THE 1929, 1987, 1997 AND 2007 ECONOMIC CRISES WORLDWIDE AND IN ROMANIA

Roxana ENESCU

THE EMERGENCE OF THE ILLEGAL MARKETS IN THE EUROPEAN UNION

*Irina CAUNIC
Florin Bogdan SUCIU*

TOWARDS A NEW ARCHITECTURE OF COUNTRY RISK

*Gheorghe CIOBANU
Liviu-Daniel DECEANU*

FDI, GROWTH AND REGIONAL CONVERGENCE IN THE NEW MEMBER STATES OF THE EU

*Carmen PASCARIU
Ramona FRUNZA*

Room 407, 4th floor

Section 4: Globalization and Business Information Systems

Chair: Professor Mircea GEORGESCU

THE WEB-BASED INFORMATION SYSTEMS AS DRIVING FACTORS IN THE GLOBAL MARKET

*Domenico CONSOLI
Francesca Maria CESARONI*

SOME CONSIDERATIONS ABOUT THE PRIVACY DEBATE IN THE INFORMATION AGE

*Călin HURBEAN
Doina DĂNĂLAȚĂ*

MEANINGS OF THE GLOBAL BUSINESS INTELLIGENCE

*Dinu AIRINEI
Daniel HOMOCIANU*

ADVANTAGES OF USING A DYNAMIC RISK MANAGEMENT APPROACH

Valentin Petru MĂZĂREANU

RESEARCH PROJECTS AND WEB 2.0: CHALLENGES AND EFFECTS

Gabriela MESNITA

Dumitru OPREA

Florin DUMITRIU

MULTIMEDIA DATABASE SYSTEMS

Andreea-Irina DAN

Room 417, 4th floor

**Section 8: Globalization and Sustainable Development -
Challenges and Trends in Organizational
Management, Services and Business
Communication**

Chair: Professor Adriana PRODAN

TO WHOM ARE THE BUSINESS ORGANIZATIONS RESPONSIBLE?

Aura BRIȘCARU

LEARNING ORGANIZATION – THE CHALLENGE OF THE MODERN MANAGEMENT

Carmen CHASOVSCI

Otilia-Maria ALBU

ORGANIZATIONAL LEARNING, KEY FACTOR FOR KNOWLEDGE MANAGEMENT PROJECTS

Dragos CRISTEA

Daniela MATEI

Alexandru CAPATINA

CODES OF ETHICS - DEFINITION AND ROLE INSIDE ORGANIZATION

Diana Corina GLIGOR

Valentin Partenie MUNTEANU

METHODS FOR THE EMPLOYEES' PERFORMANCE EVALUATION

Sebastian ADRIAN URIESI

THE CORRELATION OF THE DECISIONAL PROCESS WITH THE LEVEL AND QUALITY OF
RESOURCES DRAWN BY CONVEYANCE OF STATE INSTITUTIONS FOR THE ACHIEVEMENT OF
PERFORMANCE OBJECTIVES AT MICROECONOMIC LEVEL

Doina GURIȚĂ

Abdelghani GHELAM

Room 502, 5th floor

**Section 5: Impact of Globalization on Finance and
Banking**

Chair: Professor Seyed MEHDIAN

SUPPLY AND DEMAND IN THE EUROPEAN CREDIT MARKET DURING THE RECENT CRISIS

Giovanni VERGA

Maria-Gaia SOANA

FINANCIAL VOLATILITY AND DERIVATIVES PRODUCTS: A BIDIRECTIONAL RELATIONSHIP

Claudiu Tiberiu ALBULESCU

Daniel GOYEAU

DYNAMIC TRADE-OFFS IN FINANCIAL PERFORMANCES OF ROMANIAN COMPANIES

Alexandra HOROBET

Radu LUPU

Sorin DUMITRESCU
Dan Gabriel DUMITRESCU
Iulia TINTEA

PUBLIC DEBT, ECONOMIC GROWTH AND WELFARE: A LONG TERM PERSPECTIVE

Alexandru MINEA
Patrick VILLIEU

TAXATION RATE: ESTIMATIONS FOR ROMANIA'S CASE

Elena PADUREAN
Andreea STOIAN
Emilia CAMPEANU

PROGRESS AND REGRESS IN EUROPEAN CAPITAL MARKETS INTEGRATION

Ovidiu STOICA

12³⁰ Lunch - Akademos

14⁰⁰-15³⁰ Parallel Sessions

Room 402, 4th floor

Section 2: Cycles, Crises and Global Economy

Chairs: Professor Ion POHOAȚĂ
Assistant Lecturer Andreea IACOBUȚĂ

A SIMPLE MODEL OF IMMIGRATION AMNESTIES

Francesco MAGRIS

THE DEVELOPMENT OF THE INTERNATIONAL TRADE FLOWS DURING THE FIRST HALF OF THE 19TH CENTURY

Liviu George MAHA
Ion IGNAT

WHAT LESSONS ABOUT SPECIAL AFRICAN ECONOMIC ZONES WITH A GRAVITATION MODEL OF EXPORT FLOWS?

Gervasio SEMEDO

GAMES THEORY AND THE MARKET WITH IMPERFECT COMPETITION

Nicoleta SÎRGHI

A FRAMEWORK FOR ANALYSIS THE MIX OF POLICY INTERVENTIONS REGARDING THE REMITTANCE

Gabriela PRELIPCEAN
Mircea BOSCOIANU

ECONOMIC SECURITY OF THE EUROPEAN UNION IN THE CONTEXT OF GLOBALISATION

Nicoleta VASILCOVSCHI
Andrada PANDELEA

THE IMPACT OF THE "NEW ECONOMY" IN THE AGE OF GLOBALIZATION

Alexandru Cristian FOTEA

STRENGTHENING THE EU'S ECONOMIC GOVERNANCE. CONSTRAINT OR OPPORTUNITY?

Gabriela DRĂGAN

Room 407, 4th floor

Section 4: Globalization and Business Information

Systems

Chair: Professor Ana GRAMA

INTEROPERABILITY OPTIMIZATIONS FOR ADMINISTRATIVE SERVICES

Radu CONSTANTINESCU

Răzvan ZOTA

Adrian VASILESCU

THE GLOBAL E-DEMOCRACY IN A CONTEXT OF INFORMATION-BASED SOCIETY

Francesca Maria CESARONI

Domenico CONSOLI

THE CHALLENGE OF ENTERPRISE SYSTEMS: HARMONIZATION OF ERP SYSTEMS WITH BUSINESS PROCESSES

Luminița HURBEAN

Doina FOTACHE

OUTSOURCING IT: BETWEEN CUTTING COSTS AND LOOSING STRATEGIC ADVANTAGES

Vasile-Daniel PAVALOAI

A SOLUTION FOR INTEGRATED REPORTING IN ORGANIZATIONS

Gianina RIZESCU

Ioan I. ANDONE

VIABILITY OF SAAS SOLUTIONS IN EDUCATIONAL INSTITUTIONS

Valerică GREAVU-SERBAN

EDUCATIONAL TECHNOLOGIES ORIENTED TOWARDS CALM TECHNOLOGIES

Alexandru ȚUGUI

Room 417, 4th floor

**Section 8: Globalization and Sustainable Development -
Challenges and Trends in Organizational
Management, Services and Business
Communication**

Chair: Associate Professor Irina MANOLESCU

A COMPLEX ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY ROLE WITHIN PUBLIC RELATIONS FIELD

Irina-Eugenia IAMANDI

Cosmin-Silviu-Raul JOLDEȘ

Laura-Gabriela CONSTANTIN

PRE-ACCESSION FINANCIAL ASSISTANCE OF THE EU AS GLOBALIZATION TOOL FOR PROSPECTIVE MEMBERS OF THE EUROPEAN UNION

Mirjana KRANJAC

Rado MAKSIMOVIĆ

Uroš SIKIMIĆ

INTER-ORGANIZATIONAL INNOVATION AND CHANGE RESISTANCE

Dumitru ZAIT

SUSTAINABLE DEVELOPMENT THROUGH GLOBAL PERFORMANCE

Mirela-Oana PINTEA

Liviu-Daniel DECEANU

DIMENSIONS OF THE SUSTAINABILITY SCIENCE IN THE ECONOMIC CULTURE

Viorica PARASCHIVESCU

Carmen Elena RADU

ORGANIZATIONAL INNOVATION – SIGNIFICANT FACTORIAL CONNECTIONS

Alain SPALANZANI

Dumitru ZAIT

Adriana ZAIT

THE NECESSITY OF RECONSIDERING THE PERSPECTIVES ON THE EFFICIENCY OF ECONOMIC ACTIVITIES IN THE VIEW OF SUSTAINABLE DEVELOPMENT

Nadejda BOTNARI

Room 502, 5th floor

Section 5: Impact of Globalization on Finance and Banking

Chair: Professor Ioan TRENCA

THE ACCESS TO FINANCING OF SMALL AND MEDIUM ENTERPRISES IN ROMANIA AND IMPLICATIONS OF CURRENT CRISIS

Angela ROMAN

REFERENCES OF THE MODERN FISCAL SYSTEMS' RESTRUCTURING IN THE CONTEXT OF GLOBALIZATION

Marius FRUNȚĂ

HOW CAN BE IMPROVED THE BANK'S RISK MANAGEMENT USING THE "CRISIS LESSON"?

Victoria STANCIU

Eden ALI

Veronica Constanta IVANCENCO

FLAT INCOME TAX- WAS IT A FISCAL REFORM?

Elena PADUREAN

Cristina BALACEANU

Diana Mihaela APOSTOL

Ionel Leonida LAFFER

PUBLIC DEBT DEVELOPMENTS IN EU MEMBER STATES: CHALLENGES AND SOLUTIONS

Irina BILAN

THE COMPATIBILITY OF THE UNFAIR COMPETITION LEGISLATION WITH THE COMMUNITY'S ACQUIS

Lucia IRINESCU

THE INFLUENCES OF THE FISCAL INTEGRATION ON ROMANIA'S INDIRECT TAXATION SYSTEM

Irina BOSIE

Gabriela STEFURA

MEASURING PERFORMANCE – A RESPONSIBILITY OF THE MODERN FINANCIAL MANAGEMENT

Ioan NISTOR

Mirela-Oana PINTEA

TRADEMARKS APPLICATIONS IN ROMANIA BEFORE AND AFTER JOINING THE EU

Mihaela-Daciana BOLOS

Bradut BOLOS

ECONOMIC CRISIS AND BASEL III REGULATIONS

Anamaria MORAR

Maria-Miruna POCHEA

THE ROMANIAN BANKING SYSTEM IN THE PERSPECTIVE OF THE ADOPTION OF THE SINGLE EUROPEAN CURRENCY

*Ioan TRENCA
Nicolae PETRIA
Dragos PAUN*

UNIQUE WAGE LAW. SOLUTION OR DELUSION IN THE CURRENT ECONOMIC CONTEXT
Mihai-Bogdan PETRISOR

15³⁰ Coffee Break

15⁴⁵-17¹⁵ Parallel Sessions

Room 407, 4th floor

Section 4: Globalization and Business Information Systems

Chair: Professor Marin FOTACHE

MEETING TECHNOLOGICAL CHALLENGES ON THE IT MARKET: CLOUD COMPUTING
*Adrian MUNTEANU
Doina FOTACHE*

GENERALITY AND SPECIALIZATION IN ACCOUNTING KNOWLEDGE. COMPUTER-BASED MODELING DELIMITATIONS
Sabina-Cristiana NECULA

PERFORMANCE DASHBOARD – A USEFUL MANAGERIAL TOOL OR A STERILE THEORETICAL CONCEPT IN CONSTRUCTION ENTERPRISES FROM ROMANIA'S WEST REGION?
*Marius PANTEA
Andrei PELIN*

AN ACCOUNTING DASHBOARD FOR MONITORING PAYMENTS DUE
*Gianina RIZESCU
Cristina Gabriela ZAMFIR
Maria Cristina ENACHE*

THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE INSURANCE MARKETING
Ovidiu Ilie STOFOR

MODERN ARCHITECTURE PROPOSAL FOR BUSINESS INTELLIGENCE/ REPORTING SOFTWARE SYSTEMS
Catalin STRIMBEI

STUDY UPON OBJECT DATABASES
Dragos-Iulian COGEAN

Room 417, 4th floor

Section 8: Globalization and Sustainable Development - Challenges and Trends in Organizational Management, Services and Business Communication

Chair: Professor Dumitru ZAITȚ

THE STRATEGIC ROLE OF SALES PROFESSIONALS IN THE PHARMACEUTICAL INDUSTRY
Ruxandra CIULU

INVESTIGATING THE INTERCULTURAL DIMENSION OF COMMUNICATION FROM THE PERSPECTIVE OF GLOBALIZATION

Olesia LUPU
Simona MITOCARU
Elena COJOCARU
Anca CECAL

THE IMPLICATIONS AND THE EFFECTS INDUCED BY THE INFORMATICS ENTROPY AND ALSO BY THE ORGANIZATIONAL ENERGY IN STRATEGIC (RE) SEGMENTATION

Nelu FLOREA

TAP WATER, TOP WATER? THE EFFECTS OF PERCEIVED HEALTH STATUS ON WILLINGNESS-TO-PAY TO IMPROVE TAP WATER QUALITY

Olivier BEAUMAIS
Pierre-Alexandre MAHIEU

NORMALIZING EMOTIONS IN ORGANISATIONS

Ioan PASTOR

ATTITUDES TOWARD GREEN COMPUTING IN THE US: CAN THEY CHANGE?

Victoria SEITZ
Fitri YANTA
Yasha KARANT

PURPOSE AND OBJECTIVES OF LISBON EUROPEAN EDUCATIONAL MANAGEMENT

Daniela-Roxana PINTILIE
Ciprian-Constantin PINTILIE

Room 502, 5th floor

Section 5: Impact of Globalization on Finance and Banking

Chair: Professor Ovidiu STOICA

MUTATIONS IN THE ROMANIAN BANKING SYSTEM IN THE CONTEXT OF GLOBALIZATION AND EUROPEAN INTEGRATION

Mihail Dragoş BOLOCAN
Peter BALOGH

ECONOMETRIC MODELS FOR MANAGING THE MARKET RISK IN THE ROMANIAN BANKING SYSTEM

Ioan TRENCA
Nicolae PETRIA
Simona MUTU

RECONSIDERATION OF THE RISK CULTURE IN BANKING MANAGEMENT

Silviu-Sorin CORDOVAN

THE EVOLUTION OF MODERN PORTFOLIO THEORIES

Maria PRISACARIU
Alin Marius ANDRIES

THE INVESTIGATION OF GLOBALIZATION EFFECTS ON THE TRADE OF OIL SEEDS IN IRAN

Javad KHALILZADEH
Habib AGHAJANI

CENTRAL BANKS' RESPONSABILITY IN MONETARY POLICY COMMUNICATION

Peter BALOGH
Mihail Dragoş BOLOCAN
Simona MUTU

THE FINANCIAL CRISIS OF 2008-2010 IN EMERGING EUROPE. AN OVERVIEW OF THE EFFECTS ON EXTERNAL FINANCING OF NON-FINANCIAL FIRMS

Maria PRISACARIU

Silviu URSU

MODERN STRATEGIC DIRECTIONS IN OFFERING BANKING PRODUCTS

Larisa MISTREAN

Eugenia BUSMACHIU

THE DETERMINANTS OF BANK EFFICIENCY AND PRODUCTIVITY GROWTH IN THE CENTRAL AND EASTERN EUROPEAN BANKING SYSTEMS

Alin Marius ANDRIES

ASPECTS REGARDING VOLATILITY PREDICTION

Mircea ASANDULUI

Andra NICHITEAN

FORECASTING VOLATILITY OF ISTANBUL STOCK EXCHANGE

Ahmet ASARKAYA

THE NATIONAL BANK OF ROMANIA AND THE COMMUNICATION POLICIES IN THE CONTEXT OF INTERNATIONAL FINANCIAL CRISIS

Bogdan CAPRARU

17¹⁵ Coffee break

17³⁰-18³⁰ Plenary session - Conference Closing
Room 502

Professor Yener KANDOGAN, University of Michigan-Flint, U.S.A.

Determinants of individuals' preference for cross-cultural literacy: Role of international trade potential

Doctor Ovidiu ISPIR, European Court of Accounts

The Role of the European Court of Accounts in the Institutional System of the European Union

Professor Vasile IȘAN, Rector of the Alexandru Ioan Cuza University of Iasi

Farewell Message

Professor Dinu AIRINEI, Dean of the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi

Closing Address

Certificate Award Ceremony

20³⁰ Gala Dinner – *Onyx-Bellaria Complex*
(20⁰⁰ - departure from the parking lot behind conference venue - University building, 14, Lapusneanu Street)

OCTOBER 23, Saturday

8⁰⁰-22⁰⁰

Social Programme

Meeting point: parking lot behind conference venue - University building, 14, Lapusneanu Street, Iasi