

Xth INTERNATIONAL CONFERENCE
GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION
GEBA 2017



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



Xth International Conference

**Globalization and Higher
Education in Economics and
Business Administration**

GEBA 2017

PROGRAMME

October 19-22, 2017
Iași, România

Xth INTERNATIONAL CONFERENCE
GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION
GEBA 2017

PROGRAMME COMMITTEE

Professor Dinu AIRINEI, Alexandru Ioan Cuza University of Iași
Professor Razane CHROQUI, Universite Hassan 1er, Maroc
Professor Vasile COCRIȘ, Alexandru Ioan Cuza University of Iași
Professor Christian CORMIER, Université de Poitiers, France
Professor Marian DÂRDALĂ, Academy of Economic Studies, Bucharest
Professor Florin DUMITRIU, Alexandru Ioan Cuza University of Iași
Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iași
Professor Iuliana GEORGESCU, Alexandru Ioan Cuza University of Iași
Professor Mircea GEORGESCU, Alexandru Ioan Cuza University of Iași
Professor Bogdan GHILIC-MICU, Academy of Economic Studies, Bucharest
Professor Costel ISTRATE, Alexandru Ioan Cuza University of Iași
Professor Nicolae ISTUDOR, Academy of Economic Studies, Bucharest
Professor Vasile IȘAN, Alexandru Ioan Cuza University of Iași
Professor Seyed MEHDIAN, University of Michigan-Flint, U.S.A.
Professor Gabriela MEȘNIȚĂ, Alexandru Ioan Cuza University of Iași
Professor Alexandru MINEA, Université d'Auvergne, France
Professor Gabriel MURSA, Alexandru Ioan Cuza University of Iași
Professor Mihai MUTAȘCU, West University of Timișoara
Professor Valentin NIȚĂ, Alexandru Ioan Cuza University of Iași
Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iași
Professor Dumitru OPREA, Alexandru Ioan Cuza University of Iași
Professor Luis PALMA MARTOS, University of Seville, Spain
Professor Carmen PINTILESCU, Alexandru Ioan Cuza University of Iași
Professor Marilen PIRTEA, West University of Timișoara
Professor Ion POHOAȚĂ, Alexandru Ioan Cuza University of Iași
Professor Cristian POPESCU, Alexandru Ioan Cuza University of Iași
Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iași
Professor Rena RAVINDER, Polytechnic of Namibia, Namibia
Professor Victoria SEITZ, California State University, United States of America
Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iași
Professor Dragoș VIERU, University of Quebec, Canada
Professor Giovanni VERGA, Università degli Studi di Parma, Italy
Professor Adriana ZAIȚ, Alexandru Ioan Cuza University of Iași
Professor Dumitru ZAIȚ, Alexandru Ioan Cuza University of Iași
Associate Professor Alina Maria DULIPOVICI, HEC Montreal, Canada
Associate Professor Natalia GASITOI, Alecu Russo University of Balti, Republic of Moldavia
Associate Professor Bogdan ZUGRAVU, Alexandru Ioan Cuza University of Iași

ORGANIZING COMMITTEE

Professor Dinu AIRINEI – President of the Organizing Committee
Professor Bogdan CĂPRARU
Professor Florin DUMITRIU
Professor Mircea GEORGESCU
Professor Costel ISTRATE
Professor Liviu-George MAHA
Professor Gabriel MURSA
Professor Valentin NIȚĂ
Professor Mihaela ONOFREI
Professor Carmen PINTILESCU
Professor Cristian POPESCU
Professor Teodora ROMAN
Professor Ovidiu STOICA
Professor Mihaela TOFAN
Professor Adriana ZAIȚ
Associate Professor Alin Marius ANDRIEȘ
Associate Professor Andreea IACOBUȚĂ
Associate Professor Claudia STOIAN
Associate Professor Daniela VIORICĂ
Associate Professor Bogdan ZUGRAVU
Lecturer Mircea ASANDULUI
Assistant Professor Dan LUPU

CONFERENCE LOCATION

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

*Lăpușneanu Street no. 14, Iași, Romania
4th Floor*

CONFERENCE SECTIONS

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

Chairman: Professor Christian CORMIER

Section 2: Social, Economic and Political Dimensions of the Global Crisis: Implications for European Union

*Chairmans: Professor Gabriela PASCARIU
Lecturer Mircea ASANDULUI*

Section 3: Cycles, Crises and Global Economy

*Chairmans: Professor Vasile ISAN
Professor Gabriel MURSA
Professor Gareth MYLES*

Section 4: Quantitative Analysis under Global Challenges

Chairman: Professor Ion PARTACHI

Section 5: Globalization and Business Information Systems

*Chairmans: Professor Marin FOTACHE
Professor Mircea GEORGESCU*

Section 6: Impact of Globalization on Finance and Banking

*Chairmans: Professor Bogdan CAPRARU
Professor Jean-Bernard CHATELAIN
Professor Mihaela TOFAN
Associate Professor Alin ANDRIES
Associate Professor Sorin ANTON*

Section 7: Global Context of Financial and Accounting Reporting

*Chairmans: Professor Iulia GEORGESCU
Professor Costel ISTRATE*

Section 8: Marketing within the Triad: University - Business Environment – Society

*Chairmans: Professor Adriana MANOLICA
Associate Professor Claudia STOIAN*

Section 9: Globalization and Sustainable Development - Challenges and Trends in Organizational Management, Services and Business Communication

*Chairmans: Professor Daniela AGHEORGHIESEI
Professor Adriana PRODAN
Professor Adriana ZAIT*

PROGRAMME

OCTOBER 19, Thursday

9 ⁰⁰ -10 ⁰⁰	Registration – <i>The Hall of Echoing Footstep</i>
10 ⁰⁰ -12 ⁰⁰	Plenary Session - Conference Opening <i>Mihai Eminescu Aula Magna</i>
13 ⁰⁰ -14 ³⁰	Lunch – <i>Akademos Hotel</i>
14 ³⁰ -16 ⁰⁰	Parallel Sessions
16 ⁰⁰ -16 ³⁰	Coffee Break
16 ³⁰ -18 ⁰⁰	Parallel Sessions
19 ⁰⁰	Reception – <i>Akademos Hotel</i>

OCTOBER 20, Friday

9 ³⁰ -11 ⁰⁰	Parallel Sessions
11 ⁰⁰ -11 ³⁰	Coffee Break
11 ³⁰ -13 ⁰⁰	Parallel Sessions
13 ⁰⁰ -14 ³⁰	Lunch - <i>Akademos Hotel</i>
14 ³⁰ -16 ⁰⁰	Parallel Sessions
16 ⁰⁰ -16 ³⁰	Coffee Break
16 ³⁰ -18 ⁰⁰	Parallel Sessions
20 ⁰⁰	Gala Dinner – <i>Loja Domnească – Bellaria</i>

OCTOBER 21, Saturday

10 ⁰⁰	Departure for Social Programme
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OCTOBER 22, Sunday

18 ⁰⁰	Return from Social Programme
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DETAILED PROGRAMME

OCTOBER 19, Thursday

9⁰⁰-10⁰⁰ Registration - *The Hall of Echoing Footstep*

10⁰⁰-12⁰⁰ Plenary Session - Conference Opening
Mihai Eminescu Aula Magna

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

Professor Mihaela ONOFREI, Legal Representative of the Alexandru Ioan Cuza University of Iași
Welcoming Address

Professor Ciprian PREDA, State Secretary, Ministry of Research and Innovation

Professor Jean-Bernard CHATELAIN, University Paris 1 Pantheon Sorbonne, Paris – France
A Manifesto for Negative-Feedback Mechanism in Stabilization Policy

Professor Gareth MYLES, University of Adelaide, Adelaide – Australia
Economic Methodologies: Application to Tax Evasion

13⁰⁰-14³⁰ Lunch – *Akademos Hotel*

14³⁰-16⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Gareth MYLES

1. ENDOGENEITY IN PARAMETRIC DURATION MODELS WITH APPLICATIONS TO CLINICAL RISK INDICES

Anand ACHARYA

Lynda KHALAF

Marcel VOIA

David WENSLEY

2. DOES PUBLIC DEBT SECURE SOCIAL PEACE? A DIVERSIONARY THEORY OF PUBLIC DEBT MANAGEMENT

Maxime MENUET

Patrick VILLIEU

3. A TWO-PARTY MODEL OF MAJORITY VOTING OVER TAX SYSTEMS

Cristian LITAN

4. COUNTER-CYCLICAL DEFICITS RULES AND (IN)DETERMINACY

Maxime MENUET

Alexandu MINEA

Patrick VILLIEU

Room 404, 4th floor

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

Chairman: Professor Christian CORMIER

1. COULD EPIGENETICS EXPLAIN DIFFERENCES IN RESEARCH APPROACHES AND PERFORMANCE OF ACADEMICS?

Adriana ZAIT

Ioana HORODNIC

2. SUPPORTING CO-WORKING AND COOPERATION FOR IMPROVING ECONOMICS TEACHING IN ROMANIAN UNIVERSITIES?

Marta-Christina SUCIU

3. PRACTICAL ASPECTS OF ORGANIZATION OF CORPORATE TRAINING IN RUSSIAN COMPANIES OF TOURISM AND HOSPITALITY TOURISM

Polina ANANCHENKOVA

Irina MATVEEVA

4. METHODOLOGICAL APPROACHES IN MANAGEMENT AND INTERNATIONAL BUSINESS: A LITERATURE REVIEW

Lorena Florentina POPESCU

Loredana JITARU

5. SUCCESSFUL RHETORIC IN BUSINESS - SOME TIPS

Elena CIORTESCU

6. RAISING RESEARCH IMPACT THROUGH UNIVERSITY MANAGEMENT CHANGES

Florentin PALADI

Irina Teodora MANOLESCU

Carmen Claudia ARUȘTEI

7. SYNERGIES OR DICHOTOMIES. THE REAL PERSPECTIVES OF INTEGRATING THE TOURISM HIGHER EDUCATION GRADUATES FROM ROMANIA AND MOLDOVA REPUBLIC INTO THE LABOR MARKET

Daniela-Tatiana AGHEORGHIESEI

Dinu AIRINEI

Natalia GAȘIȚOI

Room 407, 4th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Associate Professor Sorin ANTON

1. CSR PRACTICES IN ROMANIA. A CASE STUDY ON NORTH-EASTERN COMPANIES

Adina DORNEAN

Valentina Diana RUSU

2. INFLUENCE FACTORS ON LIFE INSURANCE MARKET

Bogdan FIRTESCU

3. FINANCIAL CONSTRAINTS AND NEW BUSINESS START-UPS IN EUROPEAN COUNTRIES: AN EMPIRICAL EVALUATION

Angela ROMAN

Valentina Diana RUSU

4. EFFECTS OF MACROPRUDENTIAL POLICY ON SYSTEMIC RISK AND BANK RISK TAKING

Florentina MELNIC

5. REDESIGNING BANK-CUSTOMER RELATIONSHIPS IN THE ERA OF GLOBALIZATION AND INFORMATION TECHNOLOGY REVOLUTION

Bogdan Florin FILIP

Room 420, 4th floor

**Section: Global Context of Financial and
Accounting Reporting**

Chairman: Professor Costel ISTRATE

1. ASSESSING FINANCIAL FAILURE RISK (FFR) – A CRITICAL APPROACH

Ioan-Bogdan ROBU

**2. FINANCING OF RESEARCH ACTIVITY FROM PRIVATE VS.
GOVERNMENTAL**

Mircea-Iosif RUS

**3. OWNED BY ANOTHER COMPANY: LOCAL VS. FOREIGN CORPORATE
OWNERSHIP OF ROMANIAN LISTED COMPANIES**

Alina ȚARAN

Marilena MIRONIUC

**4. STUDYING BANKING PERFORMANCE FROM AN ACCOUNTING
PERSPECTIVE: EVIDENCE FROM EUROPE**

Maria Carmen HUIAN

Marilena MIRONIUC

Oana Iuliana MIHAI

**5. JUSTIFICATIONS FOR THE MODIFIED OPINIONS AND FOR OTHER
OBSERVATIONS IN THE AUDIT REPORTS OF ROMANIAN LISTED
COMPANIES**

Costel ISTRATE

16⁰⁰-16³⁰ Coffee Break (3rd floor)

16³⁰-18⁰⁰ Parallel Sessions

Room 402, 4th floor

**Section: Social, Economic and Political
Dimensions of the Global Crisis:
Implications for European Union**

Chairman: Professor Gabriela PASCARIU

1. INSTITUTIONAL FOUNDATIONS OF SUSTAINABLE DEVELOPMENT IN
EU EMERGING COUNTRIES – GOOD PRACTICES ROMANIA SHOULD
INTERNALIZE FROM THE EUROPEAN UNION

Oana-Ramona SOCOLIUC

Ion POHOAȚĂ

Andreea-Oana IACOBUȚĂ

2. BREXIT – GOOD OR BAD?

Mihaela ROVINARU

Flavius ROVINARU

Adina RUS

3. THE EFFECT OF WAGES ON YOUTH EMPLOYMENT IN EUROPEAN
UNION

Ana-Maria BERCU

Ana-Iolanda VODĂ

Laura-Diana RADU

4. THE EUROPEAN SOCIAL MODEL AT CROSSROADS. ON THE NECESSITY
OF OBJECTIVE EVALUATIONS AND SUSTAINABLE SOLUTIONS

Andreea-Oana IACOBUȚĂ

Rodica PERCIUN

5. CONVERGENCE VS. DIVERGENCE IN THE EU REGIONAL
DEVELOPMENT. CHALLENGES FOR EUROPEAN COHESION POLICY

Gabriela Carmen PASCARIU

Room 404, 4th floor

**Section: Globalization and Business Information
Systems**

Chairman: Professor Mircea GEORGESCU

1. TOWARDS A QUALITATIVE MODEL CONCERNING THE LIMITS AND
THE CHALLENGES OF THE CLOUD ACCOUNTING SYSTEMS

Ana-Maria GHEORGHE

Alexandru ȚUGUI

2. THE IMPACT OF SECURITY AND DATA PRIVACY IN THE INTERNET OF
THINGS APPLICATIONS

Roxana IBANESCU HUCANU

3. INFORMATION SYSTEMS: MANAGING IN THE DIGITAL WORLD -
WHERE TO?

Roxana Marina STRAINU

Mircea GEORGESCU

4. SHIFTING THE TRADITIONAL PARADIGM IN EDUCATION - FROM
LOOKING DIGITAL TO BEING DIGITAL

Andreea Ioana BOGOSLOV

Mircea GEORGESCU

Room 407, 4th floor

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

Chairman: Professor Bogdan CAPRARU

1. THE NEXUS BETWEEN INTERNAL AUDIT INDEPENDENCE AND FIRM
PERFORMANCE OF LARGE FIRMS: THE CASE OF ROMANIA AND POLAND

Paula-Andreea TERINTE

Dumitru-Nicutor CARAUSU

Florin-Alexandru MACSIM

2. EFFECTS OF BUSINESS ENVIRONMENT ON POTENTIAL
ENTREPRENEURS: THE CASE OF EU COUNTRIES

Irina BILAN

Angela ROMAN

Salah KOUBAA

3. STOCK MARKET VOLATILITY IN CENTRAL AND EASTERN EUROPE

Delia-Elena DIACONAȘU

Ovidiu STOICA

4. THE EFFECT OF GLOBALIZATION ON BANKING OPERATIONS IN
NIGERIA

Kolade Micheal MURTALA

Achimuğu AKOWE

Yunusa ACHO

Joel Samson AUDU

5. COMPETITION IN GERMAN BANKING SYSTEMS

Bogdan CĂPRARU

Norel Ionuț MOISE

Nicoleta-Livia PINTILIE

6. IMPACT OF SYSTEM RISK ON BANK STABILITY

Larisa MISTREAN

Eugenia BUȘMACHIU

Room 420, 4th floor

Section: Quantitative Analysis under Global Challenges

Chairman: Professor Ion PARTACHI

1. DEVELOPMENT OF A PROGNOSTIC NOMOGRAM FOR BANKRUPTCY RISK ESTIMATION

Elisabeta JABA

Ioan-Bogdan ROBU

Ion ANGHEL

Mihai ROMAN

2. A NOMOGRAM FOR THE PREDICTION OF NEWBORNS HEALTH

Elisabeta JABA

Christiana Brigitte SANDU

Cătălina LIONTE

Mihaela Beatrice BALAN

3. VOLATILITY SPILLOVERS TO THE EAST EUROPEAN FINANCIAL MARKETS DURING TAPER TALK AND ACTUAL TAPERING

Viorica CHIRILĂ

Ciprian CHIRILĂ

4. FACTORS OF INFLUENCE AND MARKERS OF INTERNATIONAL MIGRATION. A QUANTITATIVE PERSPECTIVE

Ciprian TURTUREAN

Laura ASANDULUI

5. A MACROECONOMETRIC PANEL DATA ANALYSIS OF THE PUSH- AND PULL-FACTORS OF MIGRATION FLOWS IN MOLDOVA

Ion PARTACHI

Natalia SISCAN

19⁰⁰

Reception –*Akaderos Hotel*

OCTOBER 20, Friday

9³⁰-11⁰⁰ Parallel Sessions

Room 402, 4th floor

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

Chairman: Professor Adriana MANOLICA

**1. ADAPTING EMOTIONAL DESCRIPTORS USED IN ADVERTISING
TESTING FOR ROMANIAN CULTURAL PECULIARITIES**

Corneliu MUNTEANU

Ciprian CEOBANU

Rares OBADA

**2. UNFAIR COMPETITION - AND INFLUENCING FACTORS WITH AN
IMPACT ON CONSUMER ECONOMIC INTERESTS**

Olesea PLOTNIC

Aliona LASII

Ana ILANA

3. FUTURE REALITY: SUSTAINABLE SMART CITIES

Mihaela Eleonora CONSTANTINESCU

Cristina Teodora BALACEANU

Mihaela GRUIESCU

4. NEGATIVE BRAND NAMES

Adriana MANOLICĂ

Corina-Elena MITITIUC

Teodora ROMAN

5. BRAND ASSOCIATIONS IN THE MIND OF THE CONSUMER

Teodora ROMAN

Adriana MANOLICĂ

Maria PLEȘCA

Room 407, 4th floor

Section: Global Context of Financial and Accounting Reporting

Chairman: Professor Iulia GEORGESCU

1. THE ROLE OF FINANCIAL INFORMATION QUALITY IN THE STREAMLINING OF THE ROMANIAN CAPITAL MARKET

*Mihai CARP
Constantin TOMA*

2. EXPLORATORY STUDY ON THE CHARACTERISTICS OF ROMANIAN LISTED COMPANIES WITH CONNECTIONS IN TAX HAVENS

*Mihai-Bogdan AFRĂSINEI
Mihai CARP*

3. A STUDY ON THE CHARACTERISTICS OF RECENT MERGERS IN ROMANIA

*George Marian AEVOAE
Iuliana Eugenia GEORGESCU*

4. RELATIONSHIP BETWEEN TRUE AND FAIR VIEW, PRUDENCE AND FINANCIAL REPORTING: CURRENT STATE OF THE FIELD

*Claudia Cătălina CIOCAN
Iuliana GEORGESCU*

5. ENVIRONMENTAL INFORMATION IN THE ANNUAL REPORTS OF OIL AND GAS COMPANIES

Leontina PĂVĂLOAIA

Room 420, 4th floor

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

Chairman: Professor Adriana ZAIT

1. UNEARTHING THE CHALLENGES AND TRENDS IN GLOBAL TALENT
RECRUITMENT, AS A CATALYST FOR BUSINESS DEVELOPMENT

Adelina STEFAN

Denis HYAMS-SSEKASI

2. CORPORATE CULTURE AS A TOOL FOR SOCIAL AND LABOUR
RELATIONS MANAGEMENT OF MODERN UNIVERSITY PERSONNEL

Polina ANANCHENKOVA

Irina MATVEEVA

3. INITIATIVE EASTERN PARTNERSHIP IN CONDITIONS OF
GLOBALIZATION PROCESSES

Viktor KOMAROVSKYI

Valentina KRIVTSOVA

4. RISK MANAGEMENT IN RENEWABLE SOLAR POWER PLANT
PROJECTS, RELATED TO POLICY, POLITICAL AND TECHNICAL

Yosef ELIA

Valentin NITA

Dumitru-Marcel ISTRATE

5. CREATIVE THINKING IN ENTREPRENEURSHIP: FROM IDEAS TO
IMPLICATIONS

Ana Iolanda VODA

Ignacio MARTÍNEZ

Claudiu Gabriel ȚIGĂNAȘ

6. THE INFLUENCE OF A MONETARY INCENTIVE ON REDUCING THE HOUSEHOLD CONSUMER'S DEMAND FOR ELECTRICITY IN THE FRAMEWORK OF A DEMAND MANAGEMENT ARRANGEMENT IN A SMART GRID IN ISRAEL

Adriana ZAIT
Shimon ELBAZ

11⁰⁰-11³⁰ Coffee Break (3rd floor)

11³⁰-13⁰⁰ Parallel Sessions

Room 402, 4th floor

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

Chairman: Associate Professor Claudia STOIAN

1. ROMANIAN PASSENGERS' PERCEPTIONS REGARDING THE LOW COST AIRLINES AND THE FULL SERVICE CARRIERS

Laura DIACONU MAXIM
Andrei MAXIM

2. THE IMPORTANCE OF EMPATHY IN BRAND COMMUNICATION

Nicoleta DOSPINESCU

3. STORE IMAGE – ATTRIBUTES THAT MAKE THE DIFFERENCE

Claudia STOIAN
Andreea LUPU
Oana ȚUGULEA

4. FACTORS INFLUENCING CONSUMER BEHAVIOUR FOR PRODUCTS IN THE DECLINE PHASE – A DIFFERENT PERSPECTIVE

Oana ȚUGULEA
Mădălina FERCHIU
Claudia STOIAN

Room 407, 4th floor

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

Chairman: Professor Mihaela TOFAN

1. THE BANKING SYSTEM OF THE REPUBLIC OF MOLDOVA IN THE
CONDITIONS OF THE INSUFFICIENT RULE OF LAW

Angela SECRIERU

2. THE EFFICIENCY OF THE BANKING SYSTEM IN THE REPUBLIC OF
MOLDOVA FROM THE EUROPEAN INTEGRATION PERSPECTIVE

Viorica LOPOTENCO

3. NON-BANKING FINANCIAL INSTITUTIONS IN ROMANIA: DRIVERS OF
CREDIT GROWTH

Constantin-Marius APOSTOAIE

4. EXCEEDING SERVICE DUTIES BY THE PUBLIC SERVANT.
CONSEQUENCES. ASPECTS OF JUDICIAL PRACTICE

Sandra GRADINARU

5. THE VAT SPLIT PROCEDURE: CONCEPT AND EFFECTS

Mihaela TOFAN

Room 420, 4th floor

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

Chairman: Professor Adriana PRODAN

1. RELATIONSHIP BETWEEN THE BIG FIVE PERSONALITY TRAITS AND
MANAGERIAL RISK ATTITUDE

Bogdan ANASTASIEI

Nelu FLOREA

2. THE RELATIONSHIP BETWEEN ADEQUATE GOVERNMENTAL
POLICIES AND DATA FOLLOW-UP IN SMES IN ISRAEL

Constantin SASU

Oksana GOZIKER

3. MANAGEMENT DECISIONS FOR CORPORATE DIPLOMACY

Ioana GUTU

4. METHODOLOGY OF RESEARCH IN THE FIELD OF PUBLIC
ADMINISTRATION

Viktor KOMAROVSKYI

Valentina CORNEA

Ivan KOMAROVSKYI

5. ADDRESSING ETHICAL DILEMMAS IN THE WORKPLACE

Valeriu DECIU

6. LIMITING TERMS OF OFFICE FOR DIRECTORS OF NURSING AS A
POLICY CHANGE IN THE ISRAELI NURSING SYSTEM – PERPETUATING
THE PAST OR SHAPING THE FUTURE?

Inga SHALEV

Adriana PRODAN

13⁰⁰-14³⁰ Lunch – *Akaderos Hotel*

14³⁰-16⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Vasile ISAN

1. RECENT EVOLUTIONS OF COUNTRY RISK

Liviu-Daniel DECEANU

2. DEALING WITH E-PAYMENTS: RISKS AND OPPORTUNITIES

Adina RUS

Mihaela ROVINARU

Flavius ROVINARU

3. ANALYSIS ON ECONOMIC GROWTH AND ITS DETERMINANTS IN EU COUNTRIES

Cristina CĂUTIȘANU

Laura ASANDULUI

4. FREE TRADE VS. MANAGED TRADE: A REASSESSMENT

Vasile IȘAN

Mihaela IFRIM

Room 404, 4th floor

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

Chairman: Professor Daniela AGHEORGHIESEI

1. THE CIRCULAR ECONOMY - PILLAR OF SUSTAINABLE DEVELOPMENT.
AN ANALYZE BASED ON INDICATORS

Mioara BORZA

2. COLLABORATIVE MANAGEMENT OF LOGISTICS ACTIVITIES - A
CHALLENGE FOR IMPROVING THE PERFORMANCES OF ROMANIAN
RETAILING COMPANIES

Mihai TALMACIU

3. THE CIRCULAR TOURISM – A NEW CONCEPT IN SUPPORTING
SUSTAINABILITY IN THE TOURISM INDUSTRY

Maria TATARUSANU

4. ORGANIZATIONAL CHANGE IN CHILD COMMUNITY PREVENTATIVE
CARE SERVICES. ADAPTING THE "TIPAT HALAV" SERVICES TO THE 21ST
CENTURY. A RESEARCH DIRECTION

Lea Tamir TETROASHVILI

5. CHALLENGES IN TEAM MANAGEMENT REQUIRED FOR A
HUMANITARIAN MISSIONS. A RESEARCH PROPOSAL

Racheli MEZAN

6. THE CONCERN FOR SUSTAINABILITY IN MANAGING THE ROMANIAN
HOSPITALS. A QUALITATIVE RESEARCH

Daniela-Tatiana AGHEORGHIESEI

Vladimir POROCH

Room 407, 4th floor

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

Chairman: Professor Jean-Bernard CHATELAIN

1. HOW CAN CULTURE CHANGE THE TAX STRUCTURE? EVIDENCES
FROM DEVELOPING COUNTRIES

Nicolae-Bogdan IANC

2. THE INTERACTION BETWEEN AMERICAN AND EUROPEAN IRS
INTEREST RATES

Giovanni VERGA

Federica TRANI

Nicoleta VASILCOVSCHI

3. BANK PROVISIONS AND EFFECTIVE TAX RATES - THE CASE OF
EUROPEAN BANKS

Sebastian LAZĂR

Alin Marius ANDRIEȘ

4. A TIME-FREQUENCY ANALYSIS OF TRADE OPENNESS AND CO₂
EMISSIONS IN EUROPEAN UNION

Mihai MUTASCU

5. ROMANIAN BANKING SECTOR – RECENT EVOLUTIONS AND MID-RUN
PERSPECTIVES

Andrei RADULESCU

16⁰⁰-16³⁰ Coffee Break (3rd floor)

16³⁰-18⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Gabriel MURSA

1. THE INFLUENCE OF AMERICAN MODEL OF CORPORATE GOVERNANCE
ON COMPETITION BEHAVIOUR OF COMPANIES

Octavian JULA

2. FDI INFLOWS IN DEVELOPING COUNTRIES: NEW EMPIRICAL
EVIDENCE REGARDING THEIR GEOGRAPHICAL DISTRIBUTION,
DETERMINANTS AND SECTORAL COMPOSITION

Laura DIACONU MAXIM

3. EFFICIENCY VERSUS EQUALITY IN REGIONAL DEVELOPMENT POLICY:
THE CASE OF ROMANIA

Raluca Irina CLIPA

Flavian CLIPA

4. ROMANIA'S REGIONAL INEQUALITIES IN RELATION TO THE
OBJECTIVES OF THE EUROPE 2020 STRATEGY

Ana Maria TALMACIU (BANU)

Laura Mariana CISMAŞ

5. LANGUAGES AND HIGHER EDUCATION FROM A GLOBAL
PERSPECTIVE

Raluca STOICA

Room 404, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Marin FOTACHE

1. SENTIMENT ANALYSIS IN THE AGE OF BIG DATA

George TALABA

2. USING DEEP NEURAL NETWORKS FOR CUSTOMER RELATIONSHIP MANAGEMENT

Sabina Cristiana NECULA

3. INDIVIDUAL AND ORGANIZATIONAL BEHAVIOR OF IT SKILLS EMPLOYEES ON ROMANIAN ORGANIZATION. AN ANALYSIS ON DIFFERENT IT PROFESSIONS

Doina FOTACHE

Vasile-Daniel PAVALOAI

4. EXPLORING SOME OF THE DIFFICULTIES ENCOUNTERED IN LEARNING SQL

Adina DIACONU

Marin FOTACHE

5. BIG DATA PROPRIETARY PLATFORMS. THE CASE OF ORACLE EXADATA

Marin FOTACHE

Alexandru TICĂ

Ionuț HRUBARU

Marius SPÎNU

Room 407, 4th floor

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

Chairman: Associate Professor Alin ANDRIES

1. CAPITAL MARKETS INTEGRATION AND ECONOMIC GROWTH

Otilia-Roxana OPREA

Ovidiu STOICA

2. ON THE DETERMINANTS OF GAZELLES' CAPITAL STRUCTURE:
EMPIRICAL EVIDENCE FROM CESEE COUNTRIES

Sorin Gabriel ANTON

Claudiu BOȚOC

3. EFFICIENCY OF TAX ADMINISTRATION IN EU

Sebastian LAZĂR

Bogdan ZUGRAVU

Adina DORNEAN

4. COMPANY PERFORMANCE AND GENDER DIVERSITY IN THE
BOARDROOM: EVIDENCE FROM THE TECHNOLOGY INDUSTRY

Erik W. BAKS

Silviu Gabriel URSU

Alin Marius ANDRIEȘ

5. SAFTA AND CAPITAL MARKET INTEGRATION IN SAARC REGION:
EVIDENCE FROM COINTEGRATION ANALYSIS

R. M. Ammar ZAHID

Muzammil KHURSHEED

Shoaib IRSHAD

5. BUSINESS CYCLES SYNCRONIZATION IN CEE COUNTRIES: EVIDENCE
FROM WAVELET ANALYSIS

Dan LUPU

Nicusor Dumitru CARAUSU

Room 420, 4th floor

**Section: Social, Economic and Political
Dimensions of the Global Crisis:
Implications for European Union**

Chairman: Lecturer Mircea ASANDULUI

**1. DETERMINANTS OF FERTILITY IN CEE COUNTRIES AFTER 1990. A
PANEL APPROACH**

*Dănuț-Vasile JEMNA
Mihaela DAVID*

**2. THE STATISTICAL ANALYSIS OF THE INFLUENCE OF OIL PRICE ON
ECONOMIC INDICATORS IN EUROPE**

*Christiana Brigitte SANDU
Mariana HATMANU*

**3. THE ANALYSIS OF ROMANIA'S EXTERNAL MIGRATION AND OF THE
CAUSALITY BETWEEN REMITTANCES AND ROMANIA'S ECONOMIC
GROWTH**

*Viorica CHIRILĂ
Ciprian CHIRILĂ*

4. THE EFFECTS OF GLOBAL FINANCIAL CRISIS ON NIGERIAN ECONOMY

*Osazee EDOGIAWIERE
Abdul ADAMU*

**5. BUSINESS GLOBALIZATION IN THE AUTOMOTIVE INDUSTRY AND ITS
EFFECT ON THE NATIONAL ECONOMY. CASE STUDY: ANALYSIS OF THE
ACQUISITION OF DACIA BY RENAULT**

*Tudor Mugurel AURSULESEI
Cristian CARAMAN
Liviu-George MAHA*

5. ECONOMETRIC MODELLING OF LABOUR MARKET IN ROMANIA

Nicoleta PANAITE

Valerii VELICU

Carmen PINTILESCU

5. DETERMINANT FACTORS OF HOTEL EFFICIENCY IN ROMANIA

Liviu-George MAHA

Daniela VIORICĂ

Mircea ASANDULUI

20⁰⁰ Gala Dinner –*Loja Domnească Restaurant* (Bellaria
Complex)

OCTOBER 21, Saturday

10⁰⁰

Social Programme

*Departure for cultural and social trip
(Alexandu Ioan Cuza of University Iași, Building A)*

OCTOBER 22, Sunday

18⁰⁰

Social Programme

Return from cultural and social trip