

XIth INTERNATIONAL CONFERENCE
GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION
GEBA 2019



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



XIth International Conference

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

GEBA 2019

PROGRAMME

October 17-20, 2019
Iași, România

PROGRAMME COMMITTEE

Professor Daniela Tatiana AGHEORGHIESEI, Alexandru Ioan Cuza University of Iasi
Professor Dinu AIRINEI, Alexandru Ioan Cuza University of Iasi
Professor Alin Marius ANDRIES, Alexandru Ioan Cuza University of Iasi
Professor Razane CHROQUI, Universite Hassan 1er, Maroc
Professor Christian CORMIER, Universite de Poitiers, France
Professor Marian DÂRDALA, Academy of Economic Studies, Bucharest
Professor Florin DUMITRIU, Alexandru Ioan Cuza University of Iasi
Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iasi
Professor Iuliana GEORGESCU, Alexandru Ioan Cuza University of Iasi
Professor Mircea GEORGESCU, Alexandru Ioan Cuza University of Iasi
Professor Bogdan GHILIC-MICU, Academy of Economic Studies, Bucharest
Professor Costel ISTRATE, Alexandru Ioan Cuza University of Iasi
Professor Nicolae ISTUDOR, Academy of Economic Studies, Bucharest
Professor Vasile ISAN, Alexandru Ioan Cuza University of Iasi
Professor Liviu George MAHA, Alexandru Ioan Cuza University of Iasi
Professor Seyed MEHDIAN, University of Michigan-Flint, U.S.A.
Professor Gabriela MESNITA, Alexandru Ioan Cuza University of Iasi
Professor Alexandru MINEA, Universite d'Auvergne, France
Professor Gabriel MURSA, Alexandru Ioan Cuza University of Iasi
Professor Valentin NITA, Alexandru Ioan Cuza University of Iasi
Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iasi
Professor Dumitru OPREA, Alexandru Ioan Cuza University of Iasi
Professor Luis PALMA MARTOS, University of Seville, Spain
Professor Carmen PINTILESCU, Alexandru Ioan Cuza University of Iasi
Professor Marilen PIRTEA, West University of Timisoara
Professor Ion POHOATA, Alexandru Ioan Cuza University of Iasi
Professor Cristian POPESCU, Alexandru Ioan Cuza University of Iasi
Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iasi
Professor Rena RAVINDER, Polytechnic of Namibia, Namibia
Professor Teodora ROMAN, Alexandru Ioan Cuza University of Iasi
Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iasi
Professor Alexandru TUGUI, Alexandru Ioan Cuza University of Iasi
Professor Dragos VIERU, University of Quebec, Canada
Professor Giovanni VERGA, Universita degli Studi di Parma, Italy
Professor Adriana ZAIT, Alexandru Ioan Cuza University of Iasi
Associate Professor Mircea ASANDULUI, Alexandru Ioan Cuza University of Iasi
Associate Professor Catalin BOJA, Academy of Economic Studies, Bucharest
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 Iasi

ORGANIZING COMMITTEE

Professor Dinu AIRINEI – President of the Organizing Committee

Professor Alin Marius ANDRIES

Professor Bogdan CAPRARU

Professor Florin DUMITRIU

Professor Mircea GEORGESCU

Professor Costel ISTRATE

Professor Liviu-George MAHA

Professor Alexandru MINEA

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Professor Cristian POPESCU

Professor Teodora ROMAN

Professor Ovidiu STOICA

Professor Mihaela TOFAN

Professor Adriana ZAIT

Associate Professor Mircea ASANDULUI

Associate Professor Claudia STOIAN

Associate Professor Daniela VIORICA

Associate Professor Bogdan ZUGRAVU

Lecturer Dan LUPU

Researcher Delia DIACONASU

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 Florin OPREA
Professor Carmen PINTILESCU
Associate Professor Mircea ASANDULUI
Associate Professor Roxana Manuela DICU*

Section 3: Cycles, Crises and Global Economy

*Chairmans: Professor Ion POHOAȚĂ
Professor Cristian POPESCU*

Section 4: Quantitative Analysis under Global Challenges

*Chairmans: Professor Ion PARTACHI
Associate Professor Elena-Daniela VIORICĂ*

Section 5: Globalization and Business Information Systems

Chairman: Professor Ovidiu BAGDASAR

Section 6: Impact of Globalization on Finance and Banking

*Chairmans: Professor Giovanni VERGA
Professor Alin ANDRIES
Professor Sebastian LAZĂR*

Section 7: Global Context of Financial and Accounting Reporting

Chairman: Professor Costel ISTRATE

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

Chairman: Professor Adriana MANOLICĂ

Section 9: Public Administration and Law

Chairman: Professor Ana-Maria BERCU

Section 10 GDR MBF & INFER joint session

*Chairmans: Professor Amélie BARBIER
Professor Françoise le QUÉRÉ
Professor Peter SINCLAIR
Professor Alexandru MINEA
Professor Philippe SAUCIER*

PROGRAMME

OCTOBER 17, Thursday

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

OCTOBER 18, 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>Akademios Hotel</i>
14 ³⁰ -15 ³⁰	Plenary Session
15 ³⁰ -16 ⁰⁰	Coffee Break
16 ⁰⁰ -18 ⁰⁰	Parallel Sessions
20 ⁰⁰	Gala Dinner – <i>Gourmet Restaurant, Bellaria Complex</i>

OCTOBER 19, Saturday

10 ⁰⁰	Departure for Social Programme
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OCTOBER 20, Sunday

18 ⁰⁰	Return from Social Programme
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DETAILED PROGRAMME

OCTOBER 17, Thursday

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

10⁰⁰-12³⁰ Plenary Session - Conference Opening
Mihai Eminescu Aula Magna

Professor Teodora ROMAN - Dean of the Faculty of Economics
and Business Administration, Alexandru Ioan Cuza University of Iași
Opening Address

Professor Tudorel TOADER - Rector of the Alexandru Ioan Cuza
University of Iași
Welcoming Address

Xavier DEBRUN - National Bank of Belgium, Belgium
Rules-base fiscal policy: No future?

12³⁰-14³⁰ Lunch – *Akademos Hotel*

14³⁰-16⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: GDR MBF & INFER joint session

Chairman: Professor Amélie BARBIER

1. TOTAL FACTOR PRODUCTIVITY, FINANCIAL PERFORMANCES AND CORPORATE GOVERNANCE: AN ANALYSIS OF THE R&D SECTOR IN ROMANIA

Claudiu Tiberiu ALBULESCU

Camélia TURCU

2. THE EFFECTS OF FISCAL CONSOLIDATIONS ON THE COMPOSITION OF GOVERNMENT SPENDING

Moulaye BAMBA

Jean-Louis COMBES

Alexandru MINEA

3. THE EVOLUTION AND HETEROGENEITY OF CREDIT PROCYCLICALITY IN CENTRAL AND EASTERN EUROPE

Juan Carlos CUESTAS

Yannick LUCOTTE

Nicolas REIGL

4. ON THE RESPECT OF THE STABILITY AND GROWTH PACT: WHAT IS PREDICTABLE WITH MACHINE LEARNING?

Kea BARET

Theophilos PAPADIMITRIOU

5. A MICRO-FOUNDED MECHANISM FOR PRUDENTIAL DECISION RULE

Cristina BADARAU

Corentin ROUSSEL

6. ARTIFICIAL INTELLIGENCE AND UNEMPLOYMENT IN G7 COUNTRIES

Mihai MUTASCU

Room 404, 4th floor

Section: Impact of Globalization on Finance and Banking

Chairman: Professor Sebastian LAZAR

1. ARE EUROPEAN COOPERATIVE BANKS MORE RESPONSIBLE?

Ouafa OUYAHIA

**2. TAXES FOR THE PEOPLE OR FOR THE GOVERNMENT? A GLOBAL
(EMPIRICAL) PERSPECTIVE**

Sebastian LAZĂR

Bogdan-Gabriel ZUGRAVU

Adina DORNEAN

**3. DRIVERS OF ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY
STUDENTS: THE ROLE OF FINANCIAL CAPITAL**

Valentina Diana RUSU

Angela ROMAN

Cristina CIUMAȘ

**4. DRIVERS OF ECONOMIC GROWTH IN EUROPEAN COUNTRIES: THE
ROLE OF ENTREPRENEURSHIP**

Ovidiu STOICA

Angela ROMAN

Valentina Diana RUSU

5. TAXES AND HUMAN DEVELOPMENT IN EU COUNTRIES

Iulian GAGEA

Sebastian LAZĂR

**6. TECHNOLOGICAL INNOVATION - CHALLENGES IN THE INSURANCE
INDUSTRY**

Carmen TODERAȘCU

Ovidiu STOFOR

7. DOES INSTITUTIONAL QUALITY MATTER FOR WORKING CAPITAL
MANAGEMENT? AN INTERNATIONAL EMPIRICAL PERSPECTIVE

Sorin Gabriel ANTON

Anca Elena AFLOAREI NUCU

8. THE IMPACT OF INSTITUTIONAL INVESTORS ON ECONOMIC GROWTH
OF EUROPEAN COUNTRIES

Mihaela BRODOCIANU

Room 407, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Cristian POPESCU

1. DOES POLITICAL STABILITY HINDER POLLUTION? EVIDENCE FROM
DEVELOPING STATES

Alexandra-Anca PURCEL

2. CYCLICAL BEHAVIOUR OF SYSTEMIC DISTRESS IN THE BANKING
SECTOR: AN EMPIRICAL INVESTIGATION

Nicu SPRINCEAN

3. ENTREPRENEURSHIP IN POST-COMUNIST SOCIETIES. A
THEORETICAL APPROACH

Anca Elena LUNGU

Gabriel Claudiu MURSA

4. AN ANALYSIS OF DYNAMICS OF SHADOW ECONOMY IN
RELATIONSHIP WITH GROWTH, GOVERNMENT DEBT AND
UNEMPLOYMENT IN POST-COMMUNIST EU MEMBER COUNTRIES

Raluca Irina CLIPA

Brindusa Mihaela TUDOSE

Flavian CLIPA

5. ECONOMIC GROWTH AND DEVELOPMENT IN THE WORK OF LUDWIG
VON MISES

Vasile IȘAN

Mihaela IFRIM

Gabriel MURSA

6. SURVIVAL OF ROMANIAN COMPANIES AFTER THE FALL OF
COMMUNISM: EMPIRICAL EVIDENCE REGARDING M&A ACTIVITY

Roxana DICU
Ioan-Bogdan ROBU
Constantin TOMA
George Marian AEVOAE
Daniela MARDIROS

7. GOVERNMENT SPENDING AND ECONOMIC GROWTH: A
COINTEGRATION ANALYSIS ON ROMANIA

Cristian C. POPESCU
Laura DIACONU (MAXIM)
Andrei MAXIM

Room 417, 4th floor

Section: Quantitative Analysis under Global Challenges

Chairman: Associate Professor Elena-Daniela VIORICĂ

1. USING DATA MINING TECHNIQUES TO DETECT CREDIT CARD FRAUDS

Alexandra-Cristina SIRBU
Lucia CIUBOTARU
Mircea ASANDULUI

2. INTEREST RATE AND THE FINANCIAL AND HOUSING WEALTH
EFFECTS IN TEN CEEC

Mihaela NICOLAU

3. “UNICA” STATISTICAL INVESTIGATION – SOURCE FOR STATISTICAL
RESEARCH ON RESEARCH DEVELOPMENT ACTIVITY TO SME-S

Valentin POPA
Ion PÂRȚACHI

4. EFFECTS OF INDEX ADDITIONS ON STOCK PRICE INFORMATIVENESS

Daria GAVRILOVA
Andrei DIMCEA

5. THE IMPACT OF MONETARY POLICY AND EUROPEAN BUSINESS
CLIMATE ON ECONOMIC GROWTH IN ROMANIA

Mariana HATMANU

Cristina CĂUȚIȘANU

6. AN ANALYSIS OF THE CURRENT STATE OF KNOWLEDGE REGARDING
THE DETERMINANTS OF TAX EVASION FROM A FINANCIAL –
ACCOUNTING PERSPECTIVE

Roxana Aurelia MĂRȚ

7. EMIGRATION TRENDS OF ROMANIAN CITIZENS INTO EUROPEAN
COUNTRIES. CASE STUDY ON UNITED KINGDOM

Nicoleta IFTIMI

Nicoleta PANAITE

8. ROMANIA'S TRADE PATTERN – A GRAVITY MODEL APPROACH

Elena-Daniela VIORICĂ

9. TESTING THE ASYMMETRIC IMPACT OF MACROECONOMIC SHOCKS
ON ROMANIAN STOCK MARKET

Viorica CHIRILĂ

16⁰⁰-16³⁰ Coffee Break (4th floor)

16³⁰-18⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: GDR MBF & INFER joint session

Chairman: Professor Françoise le QUÉRÉ

1. MONETARY POLICY SHOCKS AND STOCK AND HOUSING MARKETS
BUBBLES

Dan Gabriel ANGHEL

Petre CARAIANI

2. CAN GOOD CORPORATE GOVERNANCE LIMIT BANK PERFORMANCE
FLUCTUATIONS IN AN UNSTABLE ECONOMIC ENVIRONMENT?

Andreea CURMEI-SEMENESCU

Dragoș Ștefan OPREA

Cătălin-Valeriu CURMEI

3. REAL EXCHANGE RATES AND FOREIGN DEBT CAPACITY IN THE EURO
AREA

Ephraim CLARK

Vincent DROPSY

4. MUCH FINANCE OR TOO MANY (WEAK) INSTRUMENTS?

Maxime FAJEAU

5. UNDER ATTACK: TERRORISM AND INTERNATIONAL TRADE IN
FRANCE

Volker NITSCH

Isabelle RABAUD

6. YOUTH LABOUR MARKET FRICTIONS IN MAIN MENA REGION
COUNTRIES: SOURCES AND CONSEQUENCES

Jihène JEBENIANI

Jamel TRABELSI

Room 404, 4th floor

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

Chairman: Professor Costel ISTRATE

1. TRANSITION TO IFRS FOR SOME ROMANIAN STATE-OWNED
COMPANIES: IMPACT AND ON THE ACCOUNTING FIGURE

Costel ISTRATE

2. APPLYING THE BENFORD'S LAW TO DETECT COSMETIC EARNINGS
MANAGEMENT: EVIDENCE FROM THE AERO SEGMENT OF THE
BUCHAREST STOCK EXCHANGE

Costel ISTRATE

3. THE INFLUENCE OF REPORTING KEY AUDIT MATTERS (KAM) ON THE AUDITOR'S APPROACH

Ioan-Bogdan ROBU
Maria GROSU

4. FACTORS THAT INFLUENCE THE FINANCIAL REPORTING QUALITY: EMPIRICAL EVIDENCE FROM ROMANIA

Claudia – Cătălina CIOCAN
Iuliana GEORGESCU
Mihai CARP

5. ANALYSIS OF REAL ESTATE COMPANIES PARTICIPATION IN SUSTAINABLE DEVELOPMENT – FROM PROMISES TO REALITY

Elena IONAȘCU
Marilena MIRONIUC

6. ASSESSING AND MEASURING THE NON-PROFIT SECTOR IN CENTRAL AND EASTERN EUROPE: A COMPARATIVE APPROACH

Gabriel CHELARIU
George-Marian AEVOAE

7. THE IMPACT OF THE GLOBALIZATION AND SUSTAINABLE DEVELOPMENT TOWARDS BUSINESS STRATEGY

Bogdan COSOFRET

Room 407, 4th floor

Section: Globalization and Business Information Systems

Chairman: Professor Ovidiu BAGDASAR

1. EVOLUTION OF PAID ADS – TRACKING GOOGLE'S EFFORT IN MAKING PAID AND ORGANIC RESULTS SIMILAR

Patricea-Elena BERTEA
Alexandra HUȚANU

2. DOES GOOGLE HAVE A MONOPOLY ON SEARCH RESULTS? PRESENTING A REVIEW OF ORGANIC SEARCH RESULTS

Alexandra HUȚANU
Patricea-Elena BERTEA

3. IMPLICATIONS IN TRANSITION FROM BLACKBOARD LEARNING
MANAGEMENT SYSTEM TO MOODLE LEARNING MANAGEMENT SYSTEM
IN MODERN UNIVERSITIES

Lucian Daniel BERECHET

Mircea Radu GEORGESCU

4. MARKETING AUTOMATION LANDSCAPE IN THE B2B SECTOR

Codrin TEIU

5. MATHEMATICAL EDUCATION AND PROBLEM SOLVING FOR DATA
SCIENCE

Ovidiu BAGDASAR

6. TECHNOLOGICAL SINGULARITY AS THE NEXT SOCIETAL
MEGATREND. A LITERATURE REVIEW

Victor JEFLEA

Alexandru A. TUGUI

7. COULD WE INCREASE SUPPLY CHAIN MANAGEMENT PERFORMANCE
BY USING INTERNET OF THINGS TECHNOLOGY?

Mircea GEORGESCU

Roxana IBANESCU

Room 417, 4th floor

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

Chairman: Professor Christian CORMIER

1. THE CHALLENGES FOR UNIVERSITY TO GO GLOBAL AND ATTRACT
BUSINESS STUDENTS FROM AROUND THE WORLD

Denis HYAMS-SSEKASI

Rachael NTONGHO

Thakshila KARUNARATNE

2. MATRIX ACCOUNTING AS A GAME-BASED LEARNING TOOL FOR
EMPLOYEES TRAINING AND DEVELOPMENT

Andrea CILLONI

Satoshi SUGAHARA

**3. INCREASING EMPLOYABILITY AND ENTREPRENEURSHIP WITHIN
DOCTORAL STUDENTS THROUGH PROJECTS**

Adriana PRODAN

Constantin-Marius APOSTOAIE

Irina-Teodora MANOLESCU

**4. THE ROLE OF UNIVERSITIES IN THE FORMATION OF COMPETENCES
ORIENTED TOWARDS SUSTAINABLE DEVELOPMENT IN THE CONTEXT
OF LIFELONG LEARNING**

Mihai TALMACIU

Irina Teodora MANOLESCU

5. POSSIBLE CAUSES FOR LEAVING JOBS IN REGIONAL INDUSTRY

Elena-Sabina TURNEA

Adriana PRODAN

**6. INTERDISCIPLINARY RESEARCH - DEVELOPMENT OF AN
INSTRUMENT FOR MEASURING KNOWLEDGE, SKILLS AND ATTITUDES
OF RESEARCHERS FROM DIFFERENT FIELDS OF SCIENCE**

Adriana ZAIT

Andreia Gabriela ANDREI

Ioana Alexandra HORODNIC

**7. A SYSTEMATIC LITERATURE REVIEW ON ETHICS IN THE VALUATION
PROFESSION**

Daniela-Tatiana AGHEORGHIESEI

Alexandru ȚUGUI

Laura Anca ASANDULUI

19⁰⁰

Reception – "Anastasie Fătu" Botanical Garden

OCTOBER 18, Friday

9³⁰-11⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: GDR MBF & INFER joint session

Chairman: Professor Peter SINCLAIR

1. CENTRAL BANKS BEHAVIOR SINCE THE GREAT RECESSION

Aymeric ORTMANS

2. THE COST OF BANKING CRISES: DOES THE POLICY FRAMEWORK
MATTER?

Grégory LEVIEUGE

Yannick LUCOTTE

Florian PRADINES-JOBET

3. THE EURO OVER TWENTY YEARS

Peter SINCLAIR

4. INNOVATIONS IN MICROFINANCE?

Christian RIETSCH

5. THE IMPACT OF NATIONAL CULTURE ON SYSTEMIC RISK

Alin Marius ANDRIEŞ

Daniela BALUŢEL

6. IS THERE A TRILEMMA OF ENERGY POLICY? A THEORETICAL AND
EMPIRICAL APPROACH

Michaela HORÚCKOVÁ

Thierry BAUDASSÉ

7. THE SOCIAL EFFECTS OF FISCAL CONSOLIDATION ACROSS EUROPE: A
COMPARISON BETWEEN ADVANCED AND POST-COMMUNIST
ECONOMIES

Cosmin CEPOI
Helena SANZ-MORALES
Andreea STOIAN

8. BANK FINANCIAL STABILITY, BANK VALUATION AND
INTERNATIONAL OIL PRICES: EVIDENCE FROM LISTED RUSSIAN
PUBLIC BANKS

Claudiu Tiberiu ALBULESCU

9. A GRAVITY MODEL OF TOURISM AND CULTURE

Vincent DROPSY
Sylvain PETIT

Room 404, 4th floor

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

Chairman: Professor Florin OPREA

1. DETERMINANTS OF HEALTH POLICIES IN THE FIELD OF
CARDIOVASCULAR MEDICINE

Mihaela TOMAZIU-TODOSIA

2. THE EVOLUTION OF THE FINANCING OF HEALTH SERVICES IN
ROMANIA, FROM THE SEMASHKO MODEL TO THE BISMARCK MODEL

Iuliana-Claudia MIHALACHE
Felicia-Cătălina APETROI

3. PUBLIC (IM)BALANCES AND ECONOMIC GROWTH IN THE EURO ZONE:
CHALLENGES AND PERSPECTIVES

Mihaela ONOFREI
Bogdan-Narcis FIRTESCU
Florin OPREA
Bogdan-Florin FILIP

4. THE FISCAL CONSOLIDATION AND ECONOMIC CRISIS – TEN YEARS AFTER

Lenuta COJOCARIU
Florin OPREA

5. THE IMPACT OF REGIONAL COMPETITIVENESS AND INNOVATION ON TOURISM RESILIENCE IN EUROPEAN UNION

Gabriela Carmen PASCARIU
Bogdan-Constantin IBĂNESCU

Room 407, 4th floor

Section: Cycles, Crises and Global Economy

Chairman: Professor Ion POHOAȚĂ

1. RECENT DEBATES WITHIN THE AUSTRIAN SCHOOL. CASH-BUILT SAVINGS AND MONEY DEMAND

Ignacio MARTÍNEZ
Luis PALMA
Antonio PORTUGAL

2. THE NEXUS BETWEEN FAMILY SUPPORT AND ENTREPRENEURIAL INTENTIONS OF YOUNG ADULTS

Laura DIACONU (MAXIM)
Andrei MAXIM
Cristian C. POPESCU

3. REGIME-DEPENDENT FISCAL MULTIPLIERS IN CENTRAL AND EASTERN EUROPE

Delia-Elena DIACONAȘU
Ion POHOAȚĂ
Oana-Ramona SOCOLIUC

4. DETERMINANTS OF HOUSEHOLDS' NON-PERFORMING LOANS. A FINANCIAL STABILITY PERSPECTIVE

Luminița Roxana TATARICI

5. THE EVOLUTION OF ROMANIA'S LABOUR FORCE FLUCTUATIONS IN
EUROPEAN CONTEXT – AN ALARMING BRAIN DRAIN
Stela ARHIRE

Room 411, 4th floor

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

Chairman: Associate Professor Roxana Manuela DICU

1. AGILE METHODOLOGIES: FROM SOFTWARE INDUSTRY TO
EDUCATION

*Florin DUMITRIU
Gabriela MEȘNIȚĂ
Laura-Diana RADU*

2. WHY DO WE STILL BELIEVE IN THE EFFICACY OF PUBLIC SPENDING
AND THE “GENEROSITY” OF THE FISCAL STATE

Delia-Elena DIACONAȘU

3. INVESTING THE EFFICIENCY OF ROMANIAN UNIVERSITIES

Dan LUPU

4. SYNERGY AND PREMIUMS: AN ANALYSIS OF THE ROMANIAN M&AS

Roxana Manuela DICU

5. DIMENSION OF THE PUBLIC SECTOR IN THE ECONOMIES OF THE
EUROPEAN UNION AND THE EFFICIENCY OF USING PUBLIC
EXPENDITURE

*Daniela MARDIROS
Florin Ioan SCORȚESCU*

6. THE ROLE OF THE ACCOUNTING PROFESSION IN PROVIDING
QUALITY INFORMATION ON SUSTAINABLE DEVELOPMENT

Leontina PĂVĂLOAIA

7. ANALYSIS OF EMPLOYEES' PERCEPTION TOWARDS USING
INFORMATION TECHNOLOGIES RELATED TASKS WITHIN PUBLIC
SECTOR PROFESSIONS

Daniel PĂVĂLOAIA

8. CORPORATE USAGE OF SOCIAL MEDIA IN ROMANIA

Cristian NISTOR

9. ANALYSIS OF THE REVENUES OF ROMANIAN EMIGRANTS ON
ROMANIAN ECONOMY

Ciprian-Ionel TURTUREAN

Room 417, 4th floor

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

Chairman: Professor Giovanni VERGA

1. FIRM PERFORMANCE AND DIVIDEND POLICY: A NON-LINEAR
ANALYSIS

Marilen PIRTEA

Eugen MIHANCEA

Claudiu BOȚOC

2. PSYCHIC DISTANCE AND STOCK MARKET LIQUIDITY

Andrei DIMCEA

Daria GAVRILOVA

3. ROMANIAN INTERBANK INTEREST RATES AND CENTRAL BANK'S
MONETARY POLICY

Giovanni VERGA

Nicoleta VASILCOVSCHI

4. THE RELEVANCE OF UNEMPLOYMENT BENEFITS FOR NEW BUSINESS
CREATION-AN EMPIRICAL ANALYSIS

Irina BILAN

Salah KOUBAA

5. THE INTERDEPENDENCE BETWEEN THE EXCHANGE RATE AND
MACROECONOMIC FACTORS: THE CASE OF ROMANIA

Dumitru-Nicușor CĂRĂUȘU

6. IMPACT OF INVESTORS' SENTIMENTS ON HERDING BEHAVIOR

Angela-Maria FILIP

Maria Miruna POCHEA

Andreea Maria PECE

11⁰⁰-11³⁰ Coffee Break (4th floor)

11³⁰-13⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: GDR MBF & INFER joint session

Chairman: Professor Alexandru MINEA

1. FISCAL POLICY AND STOCK MARKET INFORMATIONAL EFFICIENCY:
AN ARDL BOUNDS TESTING APPROACH FOR AN EMERGING ECONOMY
IN EUROPE

Andreea STOIAN

Filip IORGULESCU

2. DID THE OKUN'S LAW SURVIVE THE EUROZONE CRISIS?

Nauro F. CAMPOS

Corrado MACCHIARELLI

Fotios MITROPOULOS

3. RAMSEY OPTIMAL POLICY IN THE NEW-KEYNESIAN MODEL WITH
PUBLIC DEBT

Jean-Bernard CHATELAIN

Kirsten RALF

4. BUSINESS CYCLES, BILATERAL TRADE AND INTERNATIONAL
INTEGRATION: EVIDENCE FROM ECONOMIC COMMUNITY OF WEST
AFRICAN STATES (ECOWAS)

Stéphane ZOURI

5. TAX ON BANKS IN EASTERN EUROPE

Daniela BALUTEL
Marcel VOIA

6. DURATION DEPENDENCE IN EMPLOYMENT: EVIDENCE FROM THE
LAST HALF OF THE 20TH CENTURY

Luke IGNACZAK
Louis RAFFESTIN
Marcel VOIA

7. THE PERILS OF FISCAL RULES

Maxime MENUET
Alexandu MINEA
Patrick VILLIEU

Room 404, 4th floor

**Section: "The Nexus of Financial Access and
Financial Stability: The Role of Financial
Infrastructure" Session organized within
the project CNCS - UEFISCDI - PN-III-P1-
1.1-TE-2016-1855, within PNCDI II**

Chairman: Professor Alin ANDRIES

1. MEASURING THE DEADLY EMBRACE: SYSTEMIC AND SOVEREIGN
RISKS

Francisco NADAL DE SIMONE

2. THE NEXUS BETWEEN MACROPRUDENTIAL POLICY AND CREDIT
GROWTH

Florentina MELNIC

3. THE IMPACT OF CENTRAL BANK INDEPENDENCE ON SYSTEMIC RISK
CONTRIBUTION

Alin Marius ANDRIES
Anca PODPIERA
Nicu SPRINCEAN

4. WHAT ARE THE KEY DRIVERS OF EUROPEAN BANKING
COMPETITION?

Bogdan CĂPRARU

Iulian IHNATOV

Nicoleta-Livia PINTILIE

5. CONSTRUCTING THE NETWORK OF FINANCIAL INTERLINKAGES IN
EUROPE

Anca Mihaela COPACIU (PARASCHIV)

Alina-Nicoleta RADU

Room 407, 4th floor

Section: Public Administration and Law

Chairman: Professor Ana-Maria BERCU

1. MEASUREMENT OF FISCAL IMBALANCES IN ROMANIA

Elena CIGU

2. OVERVIEW ON FISCAL DECENTRALIZATION AND GROWTH IN CEE
COUNTRIES

Elena CIGU

Mihaela ONOFREI

3. FINANCING SOURCES FOR PUBLIC PROJECTS IN ROMANIA.
PROBLEMS AND SOLUTIONS

Mihai-Bogdan PETRIȘOR

4. THE INTERDICTION OF A LOCAL COUNCILOR TO VOTE HIMSELF AS
DEPUTY MAYOR – CONFLICT OF INTEREST OR ADMINISTRATIVE
BLOCKAGE

Sandra GRADINARU

5. PERFORMANCE MANAGEMENT IN EU MEMBER STATES. EMPIRICAL
EVIDENCES

Ana-Maria BERCU

Anca-Florentina VATAMANU

Room 411, 4th floor

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

Chairman: Professor Carmen PINTILESCU

**1. MONTHLY UNEMPLOYMENT PREDICTION USING ARTIFICIAL NEURAL
NETWORK IN EU-COUNTRIES**

Ciprian CHIRILĂ

**2. A MULTIDIMENSIONAL COMPOSITE INDEX FOR THE ECONOMIC
RESILIENCE CAPACITY IN EASTERN AND CENTRAL EUROPEAN UNION
COUNTRIES**

Carmen PINTILESCU

**3. IMPACT OF SUSTAINABLE DEVELOPMENT INFORMATION ON PUBLIC
INSTITUTIONS**

Leontina PĂVĂLOAIA

4. CURRENT APPROACHES IN IDENTIFYING SOFTWARE CHANGES

Florin DUMITRIU

Sabina-Cristiana NECULA

5. PERCEIVED USEFULNESS FOR STUDENTS IN SOCIAL NETWORKING

Cristian NISTOR

**6. THE ANALYSIS OF ICT MATURITY LEVEL IN THE ROMANIAN PUBLIC
INSTITUTIONS**

Daniel PĂVĂLOAIA

**7. PREFERENCE FOR REDISTRIBUTION IN POST COMMUNISM – A
CONSEQUENCE OF THE PAST OR A RESULT OF BAD REFORMS?**

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ

**8. ADVERTISING AS A TEACHING RESOURCE IN THE BUSINESS ENGLISH
CLASS**

Elena Ramona CIORTESCU

9. THE IMPORTANCE AND EFFECT OF ECONOMIC FREEDOM AND
POLITICAL STABILITY ON CORRUPTION CONTROL: A PANEL-DATA
APPROACH

Claudiu TIGĂNAȘ

10. TOURISTS' MOTIVATION FOR PARTICIPATING IN IASI PILGRIM IN
POST-COMMUNIST ROMANIAN SOCIETY

Maria TATARUSANU

Valentin NIȚĂ

Gina-Ionela BUTNARU

Angelica NECULAESEI

11. THE IMPACT OF EURO ADOPTION FOR THE NEW EU MEMBER
STATES: AN ASSESSMENT

Ovidiu STOICA

12. EMPIRICAL STUDY ON THE EVOLUTION OF FINANCIAL AUDIT
REPORTING IN POSTCOMMUNIST ROMANIA

Maria GROSU

Room 417, 4th floor

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

Chairman: Professor Adriana MANOLICĂ

1. GENDER IMBALANCES IN RELATION TO UNPAID DOMESTIC WORK IN
POST-COMMUNIST ROMANIA

Alina HURUBEAN

2. NATIONALIST-XENOPHOBIC ATTITUDES AND FOREIGN DIRECT
INVESTMENT

Sebastian TOCAR

3. TRENDS IN THE MANAGEMENT OF RETAILING COMPANIES UNDER
THE CONDITIONS OF DIGITAL ECONOMY

Mihai TALMACIU

4. HR PRACTICES AND EXPECTED EMPLOYEE'S PERFORMANCE. IS THERE ANY CONSISTENCY?

Carmen Claudia ARUȘTEI

5. THE CLAIMS MADE BY THE MODERN ROMANIAN CONSUMER AFTER THE COMMUNIST ERA

Adriana MANOLICĂ

Teodora ROMAN

Amelia VATAMANIUC

Ioana Alexandra HORODNIC

Alexandru MAXIM

6. AUDITORY MARKETING AND THE STRATEGIC INTEGRATION OF BACKGROUND MUSIC IN THE SHOPPING ENVIRONMENT

Andrei UNGUREANU

13⁰⁰-14³⁰ Lunch – *Akademos Hotel*

14³⁰-15³⁰ Plenary Session

Professor Eric BOND - Vanderbilt University, United States of America

The Future of Multilateralism in Trade Policy

15³⁰-16⁰⁰ Coffee Break (4th floor)

16⁰⁰-18⁰⁰ Parallel Sessions

Room 402, 4th floor

Section: GDR MBF & INFER joint session

Chairman: Professor Philippe SAUCIER

1. NEW INSIGHTS INTO GDP MEASUREMENT FROM SUSTAINABILITY PERSPECTIVE

Cristina TANASESCU

2. CEO DIVERSITY, POLITICAL INFLUENCES AND CEO TURNOVER IN TIMES OF CRISIS: THE ROMANIAN CASE

Ingrid-Mihaela DRAGOTA

Andreea CURMEI-SEMENESCU

Raluca MOSCU

3. HOW CAN CULTURE AFFECT TAXATION? A POSTMATERIALISM VALUE APPROACH

Nicolae-Bogdan IANC

4. HOW THE QUESTION OF INCREASING RETURNS HAS BEEN EVACUATED FROM CLASSICAL ANALYSIS

Philippe SAUCIER

5. THE IMPACT OF BANKING REGULATION ON NON-BANK FINANCIAL INTERMEDIATION IN CENTRAL AND EASTERN EUROPE: TESTING THE MIGRATION THEORY

Constantin-Marius APOSTOAI

Irina BILAN

Seyed MEHDIAN

6. TRILEMMA REVISITED: NEW MEASURES & NONLINEARITIES

Vanessa Olakemi DOVONOU

Camelia TURCU

7. URBAN GROWTH POLE POLICY AND REGIONAL DEVELOPMENT IN ROMANIA

József BENEDEK
Ștefana VARVARI
Cristian Marius LITAN

Room 404, 4th floor

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

Chairman: Associate Professor Mircea ASANDULUI

1. SOCIO-ECONOMIC UNCERTAINTY AND FERTILITY IN CEE COUNTRIES

Dănuț-Vasile JEMNA
Mihaela DAVID

2. PHYSICAL ACTIVITY AND HEALTHCARE UTILIZATION IN FRANCE

Dănuț-Vasile JEMNA
Mihaela DAVID
Marc-Hubert DEPRET
Lydie ANCELOT

3. BANK CREDIT RISK MANAGEMENT IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF BASEL III AGREEMENT

Eugenia BUSMACHIU
Larisa MISTREAN

4. THE DEVELOPMENT OF A SECOND LANGUAGE ACQUISITION IN THE EUROPEAN UNION

Raluca STOICA

5. THIRTY YEARS LATER: THE RISE OF ILLIBERALISM IN SEVERAL CEE COUNTRIES

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ
Adina RUS
Flavius ROVINARU
Mihaela ROVINARU

6. CHALLENGES OF TEACHING BUSINESS ENGLISH IN POST-COMMUNIST ROMANIA

Carina Ionela BRANZILA
Elena Ramona CIORTESCU

7. TAX OPTIMISATION IN EASTERN EUROPEAN COMPANIES WITH OFFSHORE CONNECTIONS

Mihai-Bogdan AFRĂSINEI
Mihai CARP
Iuliana Eugenia GEORGESCU

8. TRENDS IN PUBLIC DEBT SUSTAINABILITY IN CENTRAL AND EASTERN EU COUNTRIES

Bogdan ZUGRAVU
Carmen PINTILESCU
Alexandra Claudia GROSU

9. THE ASYMMETRIC EFFECT OF MONETARY AND FISCAL POLICIES ON INFLATION AND ECONOMIC GROWTH IN THE EUROPEAN POST-COMMUNIST COUNTRIES

Mircea ASANDULUI
Dan LUPU
Liviu-George MAHA
Elena-Daniela VIORICĂ

10. FISCAL RULES AND FISCAL PERFORMANCE IN EU FORMER COMMUNIST COUNTRIES

Cezara VINTURIS

11. MAIN GEOPOLITICAL AND GEO-ECONOMIC INTERESTS IN EURASIA. A MULTIDIMENSIONAL APPROACH

Gabriel Ciprian ANDRUSEAC
Liviu-George MAHA

12. SURVIVAL OF SMALL SHOPS AGAINST A BACKGROUND OF EXPANSION OF SUPERMARKETS - A CASE STUDY

Gabriel CUCUTEANU

13. FINANCIAL CONTAGION AND INTRA-GROUP SPILLOVER EFFECTS

Elena GALASAN

14. INTERNATIONAL SANCTIONS AND RUSSIAN BANKING SECTOR EVOLUTIONS

Bogdan CĂPRARU

Erezanu RUSLAN

15. IMPROVING EARNINGS PREDICTIONS WITH NEURAL NETWORK MODELS

Răzvan POPA

Silviu URSU

16. GOVERNANCE SYSTEMS AND RISK MANAGEMENT

Daniel JURAVLE

17. THEORETICAL CHALLENGES AND CASE-LAW APPROACH ON THE EU MEMBER STATES SOVEREIGNTY AND FISCAL COMPETITION

Mihaela TOFAN

Room 407, 4th floor

Professor Ovidiu BAGDASAR, University of Derby, UK

Workshop “Big Data: examples, mathematical background, and impact in the business world”

Room 417, 4th floor

Section: Quantitative Analysis under Global Challenges

Chairman: Professor Ion PARTACHI

1. INCONSISTENCIES IN THE DYNAMIC OF SUSTAINABLE DEVELOPMENT DIMENSIONS IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

Costică MIHAI

Cristina CĂUȚIȘANU

Simona-Roxana ULMAN

**2. LIFESTYLE SEGMENTATION OF HOUSEHOLD ELECTRICITY
CONSUMERS IN ROMANIA: A NECESSARY TOOL IN GREEN ENERGY
RETAIL**

*Alexandru MAXIM
Teodora ROMAN
Adriana MANOLICĂ
Andrei MAXIM*

**3. CORRUPTION EFFECTS ON ENTREPRENEURSHIP: A PANEL-DATA
APPROACH**

*Ana Iolanda VODA
Ana Maria BERCU
Claudiu Gabriel TIGANAS*

**4. THE IMPACT OF FORESIGHT ON THE FUTURE (2-ND & THE LAST
PART)**

Ciprian-Ionel TURTUREAN

**5. A PREDICTION NOMOGRAM FOR ESTIMATION OF DRIVERS FOR
CORPORATE ENVIRONMENTAL RESPONSIBILITY**

*Elisabeta JABA
Christiana Brigitte SANDU
Mariana HATMANU*

**6. RETURN AND VOLATILITY TRANSMISSION BETWEEN STOCK MARKET
FROM THE EURO ZONE AND THE BALTIC COUNTRIES**

*Viorica CHIRILĂ
Ciprian CHIRILĂ*

20⁰⁰ Gala Dinner –*Gourmet Restaurant* (Bellaria Complex)

OCTOBER 19, Saturday

10⁰⁰

Social Programme

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

OCTOBER 20, Sunday

18⁰⁰

Social Programme

Return from cultural and social trip