



PROGRAM
The 5th Biennial
International Conference
The Future of Europe
–14-15 November 2014–



PLENARY SESSION



Friday, 14 November 2014

Location: Bucharest University of Economic Studies (Aula Magna – Ion N. Angelescu Building, 6 Piața Romană Square)

8.30 - 9.00 **Registration**

9.00 - 9.20 **Welcome and Opening Remarks**

- PhD Professor Dumitru Miron, Dean (Faculty of International Business and Economics)
- PhD Professor Mariana Nicolae, Head of Department (Modern Languages and Business Communication)

9.20 - 10.50 **Keynote speakers**

- Jorg Guido Hulsmann, PhD Professor, University of Angers (France), and Senior Fellow, the Ludwig von Mises Institute (USA): *The Costs of Creeping Price-Inflation*
- Barry Harrison, Senior Lecturer, College of Business Law and Social Sciences, Nottingham Business School (UK): *Banking Union: Progress, Problems and Prospects*

10.50 - 11.00 **Coffee break**

11.00 - 12.30 **Keynote speakers**

- Avtar Brah. PhD Professor, Birkbeck College, London (UK): *Europe, Diaspora and Multi-Ethnic Futures: Looking through Intersectional Lens*
- Nilufer E. Bharucha, PhD Professor, Department of English, Mumbai University (India): *The Contribution of the Indian Diaspora to the Changing Face of Europe: Literary and Cinematic Representations*
- Sridhar Rajeswaran, PhD Professor and Honorary Director, Centre for Advanced Studies (India): *India and Europe in the Past and the Present: Images and Representations*

12.30 - 13.45 **Lunch** (Location: Howard Johnson Hotel, Dacia Blvd. no. 40, Avalon Restaurant)

14.00 – 18.30 **Panel Sessions**



19.00 **Conference Gala Dinner** (Location: Howard Johnson Hotel, Dacia Blvd. no. 40, room: Iridium)

Guest speakers:

- Marius Ghenea (Romanian Entrepreneur): *Entrepreneurial Innovation: Seizing Opportunities in an Economic Crisis*
- Sandra Pralong (Dean of "Communication School" and President of SynergEtica Foundation): *The Future of Europe, Seen from Bucharest!*

Saturday, 15 November 2014

Location: Experiencing the European Union as lived in Romania. Attending cultural events in Bucharest and its surroundings.



PANEL SESSIONS



PANEL 1: INSTITUTIONS, POLICY AND REGULATIONS – Friday, 14 Nov. 2014

(Room: 0124)

Chairs: PhD Associate Professor Radu Cristian Mușetescu & PhD Lecturer Ștefan Ungureanu, Faculty of International Business and Economics

14.00 - 15.00

An Analysis of the Contextual Determinants of Self-Rated Health across EU Countries: Normative Implications

Livia Baci, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Andreea-Oana Iacobuță, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Alina Ionescu, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

The Impact of the Financial Crisis under the Effects of Increasing Global Economic Interdependence. The Case of Eastern and Central Europe Economies

Ionuț Bușega, PhD Student, Department of Economics and Economic Policy. Bucharest University of Economic Studies, Romania

Evolution of Renewable Energy Markets in the European Union. Case Study – Romania and Germany

Roxana Clodnițchi, PhD Student, Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies, Romania

15.00 - 16.00

Study Regarding the Impact of Corporate Governance Regulation in Romania on Public and Private Sector

Ramona Iulia Țarțavulea (Dieaconescu), Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Accuracy of Economic Forecasts in European Semester 2011-2014

Pekka Eskola, Aalto University, Helsinki, Finland



In the Globalization Era, Which Are the Determinants of Growth?

Irina-Elena Gentimir, PhD Student, Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

16.00 - 16.15 *Coffee break*

16.15 - 17.15

A Theoretical Approach on the Strategic Partnership between the European Union and the Russian Federation

Răzvan-Alexandru Gentimir, PhD Student, Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

The Economic and Social Impact of Corporate Social Responsibility Initiatives through Education and Sport at European Level

Irina-Eugenia Iamandi, PhD Associate Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Sebastian Mădălin Munteanu, PhD Teaching Assistant, Department of Management, Bucharest University of Economic Studies, Romania

Governing Europe from Below: Cities, Infrastructures and Resilience

Liviu Mureșan, PhD Professor, Eurisc Foundation, Romania

PhD Student Ulpia Botezatu, Eurisc Foundation, Romania

PhD Student Alexandru Georgescu, Eurisc Foundation, Romania

17.15 - 18.15

The European Dream for "Via Egnatia Countries". Political, Economic and Demographical Challenges

Ferjolt Ozuni, PhD Lecturer, Mediterranean University of Albania, Tirana, Albania

Antitrust Policy and Internationalization of Business: Unintended Consequences or Big Design?

Radu Cristian Mușetescu, PhD Associate Professor, Faculty of International Business and Economics, Bucharest University of Economic Studies, Romania

Octavian-Dragomir Jora, PhD Associate Professor, Faculty of International Business and Economics, Bucharest University of Economic Studies, Romania

Demand - Supply - Taxation in Times of Crisis: Keynes versus Laffer

Ion Pohoată, PhD Professor, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Delia-Elena Diaconășu, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Oana-Ramona Socoliuc, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

18.15 - 19.35

On the Issue of Roșia Montană Gold Exploitation. An Application and Extension of the Arrow-Fisher Uncertainty Model on Local Issues

Mircea Săveanu, PhD Student, Department of Economics, "Alexandru Ioan Cuza" University of Iași, Romania



A Study of Human Capital Intensity on Smart Growth Dynamics at the Level of European Union

Alexandra Luana Smărăndoiu (Sanda), PhD Student, Bucharest University of Economic Studies, Romania

Analysis of Purchasing Power Parities in Romania in the Context of EU Integration

Cristina Roxana Vilcu, PhD Student, Cybernetics and Economic Statistics, Romania

Case Study Regarding Local Revenue Collection Rate in Romania between 2008-2013

Paul Vasile Zai, Lecturer, Babes-Bolyai University, Cluj Napoca, Romania



PANEL 2: QUANTIFYING THE CRISIS – Friday, 14 Nov. 2014

(Room: 0321)

Chairs: PhD Associate Professor Radu Lupu & PhD Lecturer Laura-Gabriela Constantin, Faculty of International Business and Economics

14.00 - 15.00

On Using Firm-Specific Information, Bootstrapping and the Black-Litterman Optimization Algorithm to Derive Abnormal Returns

Andrei Anghel, Department of Finance, Bucharest University of Economic Studies

Cristiana Tudor, PhD Associate Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Maria Tudor, Applied Mathematics Department, Bucharest University of Economic Studies, Romania

Efficiency of Foreign Trade during the Crisis in Romania

Mirela Diaconescu, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Liviu-Stelian Begu, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Mihai Diaconescu, Bucharest University of Economic Studies, Romania

15.00 - 16.00

Identifying Patterns in Currency Markets during High Volatility Episodes

Alexandra Horobeț, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Radu Lupu, PhD Associate Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Lucian Belasçu, Lucian Blaga University of Sibiu, Romania

An Analysis of Economic Growth, Competitiveness and Macroeconomic Imbalances in the European Union

Gheorghe Hurduzeu, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Maria-Isadora Lazăr, PhD, Bucharest University of Economic Studies, Romania



Initial Public Offers in Romania's Energy Sector and Their Impact on the Capital Market

Gheorghe Hurduzeu, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Maria-Floriana Popescu, PhD Student, Bucharest University of Economic Studies, Romania

16.00 - 16.15 *Coffee break*

16.15 - 17.15

Causality Network Construction through a Partial Granger Causality Search Algorithm: an Investigation into Macroeconomic and Stock Data

Vasile George Marica, PhD Student, Bucharest University of Economic Studies, Romania

Radu Lupu, PhD Associate Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Lucian Anghel, PhD Lecturer, National School of Political Science and Public Administration Bucharest, Romania

Rules and Discretion in Monetary Policy: Implications for Stock Market Efficiency

Ion-Iulian Marinescu, PhD Student, Bucharest University of Economic Studies, Romania

Alexandra Horobet, PhD Professor, Bucharest University of Economic Studies, Romania

Catastrophe Bonds Structures at European Level. A Cluster Analysis Approach

Loris Lino Maria Nadotti, PhD Professor, Department of Economics, Università degli Studi di Perugia, Perugia, Italy

Laura-Gabriela Constantin, PhD Lecturer, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

17.15 - 18.35

Qualitative Research regarding Risk Management in Romanian Journals

Mirela Elena Nichita, Accounting and Audit Department, Bucharest University of Economic Studies, Romania

Increasing Value Relevance by Adopting IFRS – Investors' Solution in Time of Crisis?

Alina-Mihaela Robu, PhD Student, Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Foreign Direct Investments and Economic Growth. An Approach for Romania

Ramona-Maria Sârbu, PhD Student, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Lenuța Carp (Ceka), PhD Student, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania



PANEL 3: BUSINESS IN CRISIS – Friday, 14 Nov. 2014

(Room: 1204)

Chairs: PhD Lecturer Ana Maria Marinoiu, Faculty of International Business and Economics

14.00 - 15.00

New Customs Regulations and the Logistics Performance. Case Study of Romania

Mihaela Gabriela Belu, PhD Associate Professor, Department of International Business, Bucharest University of Economic Studies, Romania

Ana Maria Marinoiu, PhD Lecturer, Department of International Business, Bucharest University of Economic Studies, Romania

The Need for Knowledge Management Strategy for Organisations Facing Changes

Otilia-Maria Bordeianu, PhD Assistant, Department of Economy, Business Administration and Tourism, "Ștefan cel Mare" University of Suceava, Romania

Risks in Hospitals. Assessment and Management

Alexandra-Ioana Bradea, PhD Student, Department of Economic Informatics and Cybernetics, Bucharest University of Economic Studies, Romania

15.00 - 16.00

Human Capital and Knowledge Emergence. Induced Effects of the Global Crisis on Human Capital and Innovation

Simona Buta, PhD Lecturer, Department of Economy, Business Administration and Tourism, "Ștefan cel Mare" University of Suceava, Romania

The Creative Industries: Before and After the Crisis

Mina Fanea-Ivanovici, PhD Lecturer, Department of Economics and Economic Policy, Bucharest University of Economic Studies, Romania

The Financial Crisis and the Management of Change in the Banking Sector

Alexandra Micu, PhD Student, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Competitive Differentiation through Brand Extensions in the Era of Hyper Competition

Cătălin Claudiu Munteanu, PhD Student, Department of Marketing, Bucharest University of Economic Studies, Romania

16.00 - 16.15 *Coffee break*

16.15 - 16.55

The Business Fluctuations and the Future Role of Lobbying in European Union and America

Ilie Ștefan Oanță, PhD Student, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Nicoleta Vasilcovschi, PhD Student, Romania



The Performance of the Mutual Funds in Romania: Insight from the Financial Crisis

Gabriel Florentin Tudorache, PhD Student, Romania

Luminița Nicolescu, PhD Professor Department of International Business and Economics,
Bucharest University of Economic Studies, Romania

Radu Lupu, PhD Associate Professor, Department of International Business and Economics,
Bucharest University of Economic Studies, Romania



PANEL 4: EURO-SKEPTICISM. PRAXEOLOGICAL INSIGHTS – Friday, 14 Nov. 2014

(Room: Robert Schuman)

Chairs: PhD Lecturer Mihai Vladimir Topan & PhD Lecturer Octavian-Dragomir Jora, Faculty of International Business and Economics

14.00 - 15.00

Interventionism and Political Integration, from Cause to Reinforcing Effect

Matei Alexandru Apăvăloaei, Ph.D Student in Economics and International Business, Bucharest University of Economic Studies, Romania

The Business Cycle in Romania: An Analysis of Monetary and Real Forces Complementarity

Mihaela Ifrim, PhD Lecturer, Post PhD Fellow, SOP HRD 159/1.5/133675 Project, Romanian Academy, Iași Branch, Romania

The Economics of Culture and the Cultural Economy: Praxeological Account on Material Wealth and Spiritual Welfare

Octavian-Dragomir Jora, PhD Assistant Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Mihaela Iacob, PhD Assistant Professor, Faculty of Finance, Insurance, Banking and Stock Exchange, Bucharest University of Economic Studies, Romania

15.00 - 16.00

Tax Competition vs. Common Fiscal Policy in European Union

Gabriel Mursa, PhD Associate Professor, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Quantitative and Qualitative Impact of Investments on Growth in the Euro Area and in Romania

Claudiu Iulius Gavril Năsui, PhD Student, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Institutions, Corruption and Entrepreneurship Quality. The Romanian Case

Marius-Cristian Pană, PhD Associate Professor, Department of Economics and Economic Policies, Bucharest University of Economic Studies, Romania

16.00 - 16.15 *Coffee break*

16.15 - 17.15

Structural Funds as the Solution to the Present Crisis: Romania – a Case Study

Alexandru Pătruți, PhD Student, Department of International Business and Economics, Bucharest University of Economic Studies, Romania



Alina Tătulescu, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

The Nominal and Real Convergence: a Real Problem for a Single Currency Area?

Cristian Păun, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Ștefan Ungureanu, PhD Lecturer, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

The Struggles for the Establishment of the National Bank of Moldavia in Light of the Theory of Political Entrepreneurship

Tudor Smirna, PhD Student, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Mihai-Vladimir Topan, PhD Lecturer, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

17.15 - 17.55

The Place of Mises' Human Action in the Understanding of Economic Competition. A Study Case on European Competition Policy

Andreas Stamate-Ștefan, PhD Lecturer, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

A Look at EU from the International Interventionism and Political Entrepreneurship Perspective

Mihai-Vladimir Topan, PhD Lecturer, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

Tudor Smirna, Department of International Business and Economics, Bucharest University of Economic Studies, Romania



PANEL 5: CRISIS: THE INTERDISCIPLINARY VIEW – Friday, 14 Nov. 2014

(Room: 0129)

Chairs: PhD Professor Costea Munteanu & PhD Professor Valentin Cojanu, Faculty of International Business and Economics

14.00 - 15.00

Thoughts on a Monetary System Based on Commodity Money

Bogdan Bădescu, PhD Student, Bucharest University of Economic Studies, Romania

Liberty as Historical Reason and Its Role for the Reconstruction of Economics. An Outline of the Argument

Valentin Cojanu, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania

On the Dialogue between Science and Religion. The Case of Economics

Fr. Petre Comșa, PhD Senior Lecturer, Faculty of Orthodox Theology, Valahia University, Târgoviște

Costea Munteanu, PhD Professor, Department of International Business and Economics, Bucharest University of Economic Studies, Romania



15.00 - 16.00

The Crisis: an Interdisciplinary Approach

Ileana Constantinescu, PhD Professor, Department of Modern Languages and Business Communication, Bucharest University of Economic Studies, Romania

Adriana Moțatu, Department of Law, Bucharest University of Economic Studies, Romania

Some Psychological Causes of the Financial Crisis

Paula-Elena Diacon, Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași

Economics in Time of Crisis. In Search for a New Paradigm

Joanna Dzionek-Kozłowska, Institute of Economics, Department of History of Economic Thought and Economic History, University of Lodz, Poland

16.00 - 16.15 *Coffee break*

16.15 - 16.55

The Impact of Religion on the Entrepreneurial Intentions of the Romanian Students

Cristian C. Popescu, PhD Associate Professor, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Andrei Maxim, PhD Assistant Professor, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

Laura Diaconu (Maxim), PhD Assistant Professor, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași, Romania

The Economic Effects of Protestant and Catholic Moralities in Sovereign Debt Crisis. A Cross-Country Analysis

Dragoș Constantin Sanda, PhD Student, Bucharest University of Economic Studies



PANEL 6: SYNERGIES IN BUSINESS COMMUNICATION - TRAINING, EDUCATION AND RESEARCH (ENGLISH) – Friday, 14 Nov. 2014

(Room: 1509)

Chairs: Georgeta Ghiga, PhD Professor, Bucharest University of Economic Studies & Marta Christina Suci, PhD Professor, Bucharest University of Economic Studies

14.00 - 15.00

Late Dynamics of International Business Communication

Luminița Andrei Cocârță, PhD Associate Professor, "Alexandru Ioan Cuza" University of Iași, Romania

Leadership and Quality Assurance in Developing New Study Programmes in English. Lessons from a Romanian Perspective

Mariana Nicolae, PhD Professor, Bucharest University of Economic Studies, Romania

The 21st Century Skills and Language Education

Georgeta Ghiga, PhD Professor, Bucharest University of Economic Studies, Romania



15.00 - 16.00

Building Academic Excellence and Educating the Whole Person through the Holistic Admission Approach. The U.S. University Model

Mihaela Arsene, PhD Lecturer, Bucharest University of Economic Studies, Romania

Educational Policies and Initiatives for Improved Performance

Flavia Caia, PhD Student, Bucharest University of Economic Studies, Romania

Cristina Nicoleta Caranica, PhD Student, Bucharest University of Economic Studies, Romania

The Cultural Dimension of International Business

Raluca Elena Hurduzeu, PhD Lecturer, Bucharest University of Economic Studies, Romania

16.00 - 16.15 *Coffee break*

16.15 - 17.15

Similarities between Political and Commercial Advertising: the Slogan

Antonia Enache, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Developing Intercultural Sensitivity and Intercultural Dialogue through Economics and Business Education

Marta Christina Suciu, PhD Professor, Bucharest University of Economic Studies, Romania

The Future of English Education: Valuable Victorian Educators

Mihaela Luminița Levarda, Teaching Assistant, Bucharest University of Economic Studies, Romania

17.15 - 18.15

The (Not so) Perfect Match between the University Graduates and the Labor Market

Anca Tamaș, PhD Student, Bucharest University of Economic Studies, Romania

Using Cultural Intelligence and Emotional Intelligence in the Business English Class

Maria Enache, PhD Lecturer, Bucharest University of Economic Studies, Romania

The Connection between Language Learning and Cognitive Development

Diana-Eugenia Ionică, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Marina-Luminița Militaru, PhD Lecturer, Bucharest University of Economic Studies, Romania

Maria Ionică, PhD Professor, Bucharest University of Economic Studies, Romania

18.15 - 18.55

Educating Generation Y: Challenges and Solutions

Denise Dona, PhD Student, Bucharest University of Economic Studies, Romania

“Pluto’s Bubble Bath”, or What Can an LSP Teacher Learn from Mickey Mouse?

Raluca-Nicoleta Șerban, PhD Lecturer, Bucharest University of Economic Studies, Romania



PANEL 6: SYNERGIES IN BUSINESS COMMUNICATION - TRAINING, EDUCATION AND RESEARCH (FRENCH) – Friday, 14 Nov. 2014

(Room: 1505)

Chair: Ruxandra Constantinescu-Stefanel, PhD Associate Professor, Bucharest University of Economic Studies

14.00 - 15.00

Publicité et actualité

Ruxandra Constantinescu-Stefanel, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Éducation à la synergie en milieu professionnel

Nina Ivanciu, PhD Professor, Bucharest University of Economic Studies, Romania

Les environnements numériques d'apprentissage (ENA) d'une langue étrangère: quelles approches dans le contexte universitaire?

Maria-Antoaneta Lorentz, PhD Associate Professor, Bucharest University of Economic Studies, Romania

15.00 - 16.00

L'enseignement des langues et les défis interculturels

Rodica Stanciu-Capotă, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Théorie(s) de référence et analyse du discours spécialisé: le discours universitaire écrit

Carmen-Stefania Stoean, PhD Professor, Bucharest University of Economic Studies, Romania

L'enseignement du français et ses valences dans le développement de la personnalité

Roxana Anca Trofin, PhD Associate Professor, Université Polytechnique, Bucharest, Romania
Maria Ana Oprescu, PhD Lecturer, Bucharest University of Economic Studies, Romania

16.00 - 16.15 *Coffee break*

16.15 - 16.35

Enseignement/Apprentissage des Langues Vivantes dans une université économique au XXIe siècle

Deliana Vasiliu, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Pour un dialogue intersectoriel sur la politique formelle de développement linguistique des multinationales et les PME de Roumanie - en marge du Projet européen CELAN

Corina Cilianu-Lascu, PhD Professor, Bucharest University of Economic Studies, Romania



PANEL 6: SYNERGIES IN BUSINESS COMMUNICATION - TRAINING, EDUCATION AND RESEARCH (GERMAN) – Friday, 14 Nov. 2014

(Room: 1504)

Chair: Lora Constantinescu, PhD Lecturer, Bucharest University of Economic Studies

14.00 - 15.00

Zur Handlungskompetenz im Wirtschaftsdeutschseminar für L2-Lerner

Lora Constantinescu, PhD Lecturer, Bucharest University of Economic Studies, Romania

Urbanolekte in Deutschland

Andrada Părchișanu, PhD Student, University of Bucharest, Romania

Einfach & leicht: IPHRAS – Feste Wortverbindungen im Studium und im Beruf

Doris Sava, PhD Associate Professor, Lucian Blaga University, Sibiu, Romania

16.00 - 16.15 *Coffee break*



PANEL 7: TRANSLATION STUDIES / TRADUCTOLOGY AND TERMINOLOGY IN BUSINESS AND ECONOMICS – Friday, 14 Nov. 2014

(Room: 1508)

Chair: Viorela-Valentina Dima, PhD Lecturer, Bucharest University of Economic Studies

14.00 - 15.00

Traduction et connotation en publicité

Maria Ana Opreșcu, PhD Lecturer, Bucharest University of Economic Studies, Romania

Translation Industry: a View through the Lenses of the European Commission

Viorela-Valentina Dima, PhD Lecturer, Bucharest University of Economic Studies, Romania

On the Terminological Status of Increase / Decrease Business Metaphors

Anca Pecican, PhD Assistant Lecturer, Bucharest University of Economic Studies, Romania

15.00 – 15.40

Translation and Interpretation – the Need for Leadership

Mariana Nicolae, PhD Professor, Bucharest University of Economic Studies, Romania

Semantic Variation in the Romanian Language of Marketing

Roxana Ciolăneanu, PhD Lecturer, University of Lisbon, Portugal

16.00 - 16.15 *Coffee break*



PANEL 8: DIASPORA WORLDWIDE AND IN TODAY'S EUROPE – Friday, 14 Nov. 2014

(Room: 1514)

Chairs: Iulia Rășcanu, PhD Student, University of Mumbai & Roxana Marinescu, PhD Associate Professor, Bucharest University of Economic Studies

14.00 - 15.00

Gendered Diasporas. Considerations on Some English-Language Novels by Women Writers of South-Asian Origin

Roxana Marinescu, PhD Associate Professor, Bucharest University of Economic Studies, Romania

Intersecting Temporalities in the Diasporic Writing of Rohinton Mistry

Melanie Wattenbarger, PhD Student, University of Mumbai, India

The Diasporic Self as Text: Tracing Diasporic Identity through Contemporary Experience

Ruby Rana, PhD Student, Marie Curie Doctoral Fellow & European Union's Early Stage Researcher. University of Mumbai, India

15.00 - 16.00

Reflections on Connectedness and Alienation. The Case of South Asian Diasporas in Great Britain

Iulia Rășcanu, PhD Student, University of Mumbai, India

The “New” Indian Diaspora in Romania. Home and Belonging

Angelica Helena Marinescu, Scientific Researcher, University of Bucharest, Romania

Globalization, Anti-Globalization and Anti-Semitism. A Conspiracy Theory Approach

Mădălina Calance, PhD Student, “Alexandru Ioan Cuza” University of Iași, Romania

16.00 - 16.15 *Coffee break*

16.15 - 17.15

A New Approach to the Brain Drain: the Diaspora Option

Irina Boncea, PhD Associate Professor, Bucharest University of Economic Studies, Romania

In-between Spaces: Construction of Identity among First and Second Generation Diasporics in *My Beautiful Launderette*

Sambhaji Mahadev Sirsath, PhD Student, University of Mumbai, India