

CONFERENCE PROGRAMME

Thursday, November 18

Location: Academy of Economic Studies premises (Ion N. Angelescu Building - 6 Piata Romana Sq.)

- 09.00 - 10.00** *Registration* (in front of Aula Magna, Groundfloor)
- 10.00 - 11.00** *Welcome addresses* (Aula Magna, Groundfloor)
- 11.00 - 13.00** *Keynote speakers* (Aula Magna, Groundfloor)
Mr. Leonard Orban, Counselor to Romanian President for European Affairs, former European Commissioner for Multilingualism
Professor Daniel Dăianu, PhD, Member of Romanian Academy, President of SOREC Board
- 13.00 - 14.00** *Lunch* (Council Room, First Floor)
- 14.00 - 16.00** *Keynote speakers* (Aula Magna, Groundfloor)
Dr. Bogdan Chiritoiu, President of Romania Competition Council
Professor Lucian Croitoru, PhD, Adviser to Romanian National Bank Governor
- 16.00 - 16.30** *Coffee break* (Council Room, First Floor)
- 16.30 - 18.30** *Parallel Sessions – Panels 1 to 3* (see detailed timetable below)
- 20.00** *Conference Dinner* (Howard Johnson Hotel, Avalon Restaurant – 5-7 Calea Dorobantilor)

Friday, November 19

Location: Academy of Economic Studies premises (Ion N. Angelescu Building - 6 Piata Romana Sq.)

- 9.00 – 11.00** *Parallel Sessions – Panels 4 to 6* (see detailed timetable below)
- 11.00 – 11.15** *Coffee break* (Council Room, First Floor)
- 11.15 – 13.15** *Parallel sessions – Panels 7 to 9* (see detailed timetable below)
- 13.15 – 13.45** *Conference closing* (Council Room, First Floor)
- 13.45 – 15.00** *Lunch* (Council Room, First Floor)





THIRD INTERNATIONAL CONFERENCE

THE FUTURE OF EUROPE

THE ECONOMIC AND FINANCIAL CRISIS IMPACT ON THE EUROPEAN BUSINESS ENVIRONMENT

BUCHAREST, NOVEMBER 18-19 2010

Panel 1: International Business I (Room Virgil Madgearu, Groundfloor)

Chair: Mariana Nicolae, Bucharest Academy of Economic Studies

Financial Crisis Impact on Business in Georgia

Ioseb Masurashvili

Impact of Global Economic Crisis on the Business Environment in Romania

Voevozeanu (Spiridon) Alina-Cristina

Sustainability – The Next Key Success Factor of Companies' Development

Paul Eduard Kmen

Beyond the Present Crisis: Towards Effective Leadership in Romanian Higher Education

Mariana Nicolae

Succession Planning for Leaders and Top Talents in International Mergers and Acquisitions in Central and Eastern Europe

Adrian Grosu

Panel 2: International Economics I (Room Robert Schuman, First Floor)

Chair: Gabriela Dragan, Bucharest Academy of Economic Studies

A Mapping Guide to Optimum Competitive Areas

Valentin Cojanu

The Impact of the Economic and Financial Crisis on Investments in the Field of Environmental Protection in the European Union

Mirela Draghicescu

Demographic Determinants of the Economic-Financial Crisis

Florica Stefanescu

The Eastern Partnership and the Economic Crisis

Catalin Ploae

The Role of Education and Training in Fostering Labour Market Efficiency

Gina Dimian, Andreea Iluzia Iacob

The Influence of The Minimum Wage on the Working Time

Ioana Manafi, Daniela Marinescu, Dumitru Marin

Panel 3: International Economics II (Room 0129)

Chair: Bogdan Andrei Dumitrescu, Bucharest Academy of Economic Studies

The Contribution of the Regional Development Policy in the Context of the Economic Crisis

Anca Geangale





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An Exploratory Analysis on the Economic Discomfort Trend in the Euro Area

Iustina Alina Boitan, Bogdan Andrei Dumitrescu

Stakeholder Analysis of the Romanian Energy Sector

Dumitru Miron, Mihaela Preda

The Impact of the Economic and Financial Crisis on the European Public-Private Partnership

Doru-Cristian Coretchi

The Role of the Accountancy Profession in Developing Social and Environmental Reporting

Madalina Girbina, Nadia Albu, Catalin Albu

A New Future: Active Measures to Empower the Decrease of Contemporaneous Unemployment

Elvira Nica

The Impact of Foreign Direct Investments on Labour Productivity: A Critical Examination of Results

Raluca Georgiana Popescu

Panel 4: International Business II (Room Virgil Madgearu, Groundfloor)

Chair: Ana Bobirca, Bucharest Academy of Economic Studies

The Impact of Terrorism in the World - Theoretical Study and Econometric Analysis

George Viorel Voinescu, Stelian Stancu

The Necessity of Using Efficient Models of Good Governance in the Romanian Economy

Cristina Bălăceanu, Cosmin Stoica

Strategic Considerations of the Mergers and Acquisitions Market in Romania

Gheorghe Hurduzeu, Bogdan Cernat-Gruici, Laura Constantin

The Human Resources Audit and Management Model Applied in Romanian Industry

Irinel Marin

Global Financial Crisis: Impact on the Polish Construction Sector

Adam Janisewski, Marek Sergiel, Marcin Komanda

An Economical-Legal Approach of the Continuous Improvements of the Equities Related to the Crisis Impact on the European Business Environment

Gheorghe Lepadatu, Luminita Dragne

Panel 5: International Finance I (Room Robert Schuman, First Floor)

Chair: VladTopan, Bucharest Academy of Economic Studies

The Impact of Culture on International Mergers and Acquisitions

Gheorghe Hurduzeu, Raluca Hurduzeu





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The Business Cycles and the Influence of Economic Confidence Indicators in the European Region

Alexandru Constantinescu

The Influence of the Financial Crisis on the Romanian Capital Market in the Context of a Highly Integrated Global Financial System

Oana Madalina Predescu, Stelian Stancu

Pricing Options with Jumps in Returns and Volatilities

Alexandra Toader

Panel 6: International Economics III (Room 0129)

Chair: Monica Roman, Bucharest Academy of Economic Studies

Exploring Eco-Costs and Externalities Absorption Policies and Procedures in the Context of Global Warming

Gina Raluca Guse, Cornelia Dascalu, Chirata Caraiani, Camelia Iuliana Lungu, Florian Colceag

Financial Effects of International Migration from Eastern Europe: A Remittances Analysis Using Logistic Regression

Monica Roman, Bodgan Ileanu

Single Euro Payments Area in the Context of the Financial Crisis. An Overview

Andreea Avadanei

Efficient Electricity Generating Portfolios of Romania for Energy Security and Diversity by 2020

Mihaela Preda, Dumitru Miron

High Priority Strategic Decisions to be Taken in Order to Overcome the Economic Crisis

Elvira Nica, Gheorghe H. Popescu

Noblesse and No Bless in Modern Liberal Democracy – A Common Sense Assessment on the Pretend-Virtues in the Political Realm

Octavian Jora, Mihaela Iacob

Panel 7: International Business III (Room 0129)

Chair: Olesia Lupu, University Alexandru Ioan Cuza of Iasi

The New EFQM 2010 Model for Business Excellence and Its Fundamental Concepts in Light of the Economic Crisis

Malte Kaufmann, Viorica Serban

Engagement Rhetoric in CSR On-Line Corporate Communication

Olesia Lupu, Elena Ciortescu, Madalina Danilet

Management under the Economic and Financial Crisis: Management in Crisis. What the Romanian Firms Reveal

Cezar Scarlat





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Integration of Operational Systems Supporting SME-S Commercial Modernization

Laurentiu Pestritu, Alina Tudorache

Service Quality as a Response to Global Crisis from Hotel Industry – Theoretical Approach

Carmen Claudia Lungu

Panel 8: International Economics IV (Room Robert Schuman, First Floor)

Chair: Radu Cristian Musetescu, Bucharest Academy of Economic Studies

Public Expenditure and the Perspective of Real Convergence for Romania. How Far is It?

Anca Tanasie

Foreign Aid Policy and Sustainable Development. A Critique

Gabriel Staicu

The History of Monetary Theory and the First Financial Bubbles: The Contributions of John Law and Richard Cantillon

Radu Cristian Musetescu, Vlad Topan

How Important are Agglomeration Economies: A Case Study of Romanian Industrial Clusters

Valentin Cojanu, Dragos Pislaru

CEFTA-Member Countries' Current Accounts Deficits – The Case of Serbia

Ivan Milenkovic, Dragana Milenkovic

The Real Estate Market Regulation versus Liberalisation

Alexandru Nitescu

Panel 9: International Finance II (Room Virgil Madgearu, Groundfloor)

Chair: Livia Ilie, University Lucian Blaga of Sibiu

An Empirical Test of Contagion Effect on Eastern European Countries

Cristian Paun, Stefan Ungureanu

Investment Banking: The End or a New Beginning?

Livia Ilie, Lucian Belascu

Are European Investors Home Biased? An Analysis of Portfolio Choice under Market Integration and Financial Crisis

Alexandra Horobet, Radu Lupu, Sorin Dumitrescu

Interactions between the Exchange Rates and the Interest Rate Differentials during the Financial Crisis: The Case of Romania

Costel Nistor, Ramona Dimitriu, Razvan Stefanescu





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Other information

Presentation instructions

Presentations may not exceed 15 minutes and 5 minutes for questions will be allowed afterwards. The available equipment will be PC and Video projector. Please use PowerPoint or Adobe Acrobat as software for your presentation.

Last-minute changes to the programme

All last-minute changes to the programme (if any) will be announced in the Council Room (first floor), where an **Information Desk** will be open during Conference works.

Wi-Fi network settings at the Academy of Economic Studies

You may connect to the Internet using the Academy of Economic Studies Wi-Fi network using specific settings for your computer's Internet connection. In your web browser, in LAN settings, you need to work with the following settings for the Proxy server: Address: cache.ase.ro; Port: 8080. For assistance please refer to the Council Room (first floor).

