



The Bucharest University of Economic Studies  
THE FACULTY OF INTERNATIONAL BUSINESS AND ECONOMICS

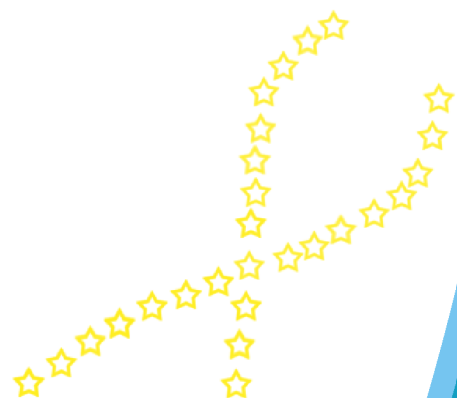


# The Fourth International Conference

## Future of Europe

*Rethinking strategies in emerging economies*

*November 9-10, 2012*



## Friday, November 9, 2012

*Location: Bucharest University of Economic Studies premises  
(Ion N. Angelescu Building - 6 Piata Romana Sq. &  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

09.00 - 09.30 Registration  
*(Virgil Madgearu Room, Ion N. Angelescu Building)*

09.30 - 11.00 Welcome addresses and introductory remarks  
*(Virgil Madgearu Room, Ion N. Angelescu Building)*

Professor Razvan Zaharia  
*President of Bucharest University of Economic Studies Senate*  
Professor Ion Stancu  
*Vicerector of Bucharest University of Economic Studies*  
Professor Gheorghe Hurduzeu  
*Vicedean of Faculty of International Business and Economics*  
Professor Alexandra Horobet  
*President of Scientific Council of the Center of Research in  
International Business and Economics*  
Professor Tomasz Bernat  
*University of Szcecin*  
Dr. Constantin Bostina  
*Vicepresident of AOAR*  
Mr. Razvan Cotovelea\*  
*Secretary of state, Romanian Ministry for European Affairs (TBC)*

11.00 - 11.30 Coffee break *(Room 1204, Mihai Eminescu Building)*

11.30 - 13.30 Parallel Sessions - Panels 1 to 4  
*(see detailed timetable below)*

13.30 - 15.00 Lunch  
*(Restaurant Barrio by the Embassy, 30th Biserica Amzei Street)*

15.00 - 17.00 Parallel Sessions - Panels 5 to 8  
*(see detailed timetable below)*

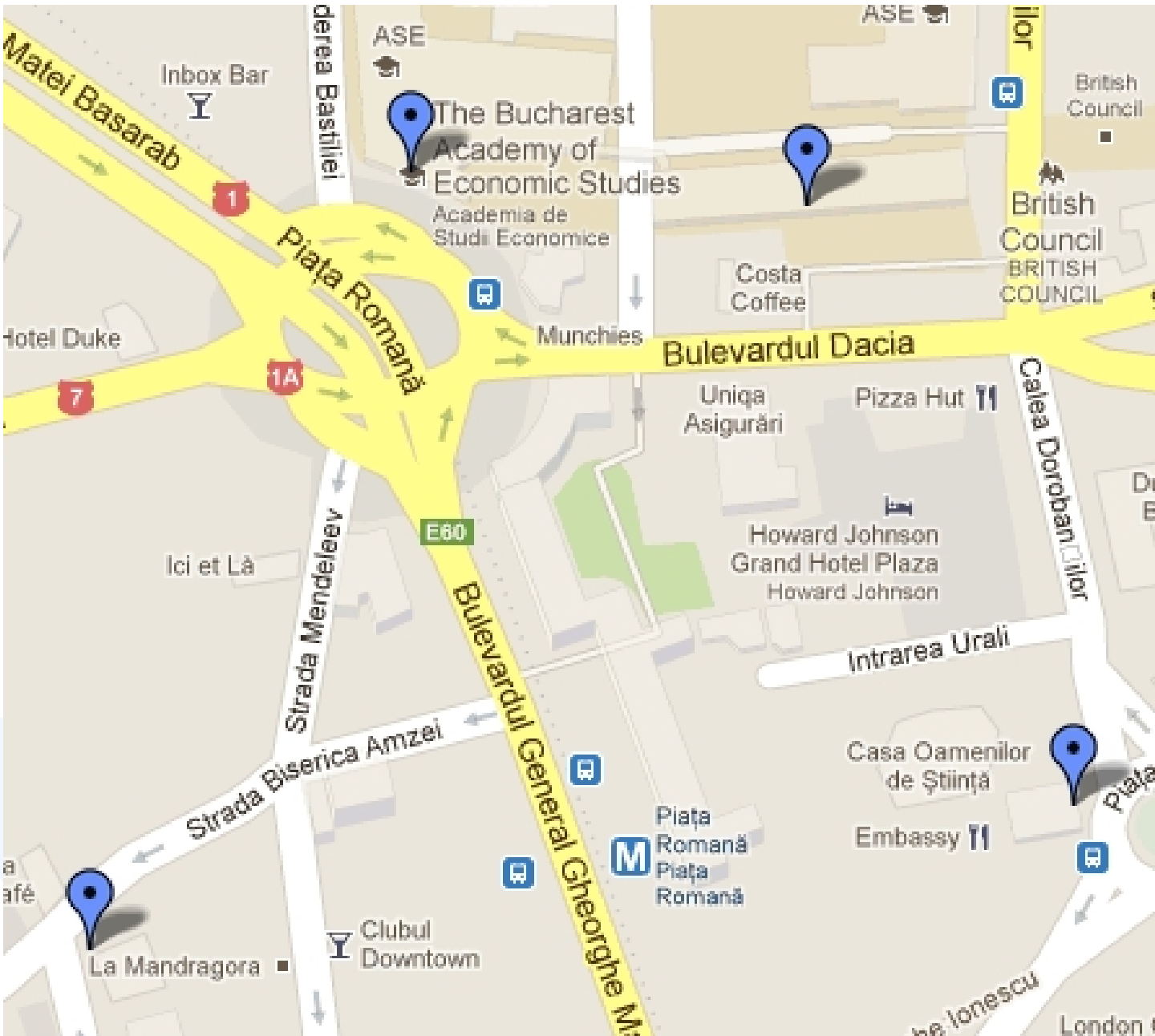
18.00 Conference Dinner *(the Embassy, 8th Lahovary Street)*

## Saturday, November 10, 2012

*Location: Bucharest University of Economic Studies premises  
(Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

10.00 - 12.00 Panel 9 *(see detailed timetable below)*  
12.00 Conference closing





**Relevant Locations: Bucharest University of Economic Studies premises (Ion N. Angelescu Building - 6 Piata Romana Sq. & Mihai Eminescu Building - 13-15 Mihai Eminescu Street)**

**Restaurant Barrio by the Embassy, 30th Biserica Amzei Street  
the Embassy, 8th Lahovary Street**



## Panel 1

Friday, November 9, 2012

*Location: Bucharest University of Economic Studies premises  
(Room 1217, 2nd Floor  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Mihai Vladimir Topan, Bucharest University of Economic Studies*

*Discussant:*

*George Șerban-Oprescu, Bucharest University of Economic Studies*

*Progress of land reforms in Gjirokastra region during transition period  
Albina Sinani*

*The future of European cohesion policy and its influence  
in sectoral operational programme on transport  
Vicenția Georgiana Duțescu*

*The process of the demographic growth in the region of Gjirokastra  
Albina Sinani*

*Qualitative changes in the entrepreneurial sector  
in emerging territorial systems  
Florentina-Cristina Merciu, Andreea-Loreta Cercleux, Ancuța Mușat*

*Dynamic of the entrepreneurial sector in the new emergent  
spatial structures from the urban rural interface of Bucharest  
Radu-Daniel Pintilii, Cristian Drăghici, Andrei Schvab*

*The emergence of new economic profile, case study :  
territorial system of Baia Mare influence area  
Andrei Schvab, Daniel Peptenatu, Daniela Stoian*



## Panel 2

Friday, November 9, 2012

*Location: Bucharest University of Economic Studies premises  
(Room 1203, 2nd Floor  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Radu Lupu, Bucharest University of Economic Studies*

*Discussant:*

*Alexandra Horobeț, Bucharest University of Economic Studies*

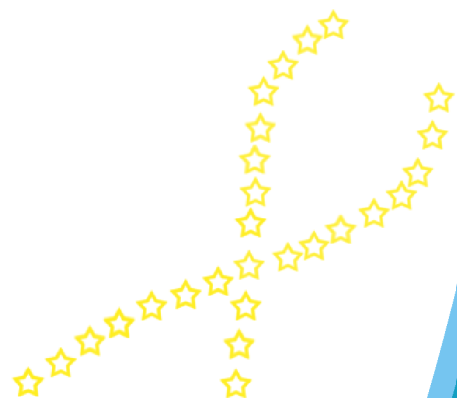
**The case for sovereign wealth funds: Croatia versus Macedonia**  
*Bisera Gjosevska, Goran Karanovici*

**The influence of monetary policy on economic development:  
empirical evidence from a global perspective**  
*Cristian Păun, Madalina Doroftei*

**FDI determinants: differences between old  
and new EU member states**  
*Oana Cristina Popovici, Cantemir Călin*

**Euro zone between centralization and disintegration:  
on some proposals to save the Euro currency**  
*Ionela Bălțătescu*

**Romania's relations with international financial institutions;  
opportunities and perspectives**  
*Dragoș-Ionuț Vișan*



## Panel 3

Friday, November 9, 2012

*Location: Bucharest University of Economic Studies premises  
(Room 1517, 5th Floor  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Valentin Cojanu, Bucharest University of Economic Studies*

*Discussant:*

*Radu Cristian Muşetescu, Bucharest University of Economic Studies*

*Benchmarking Romania's creative competitiveness  
Ana Bobircă*

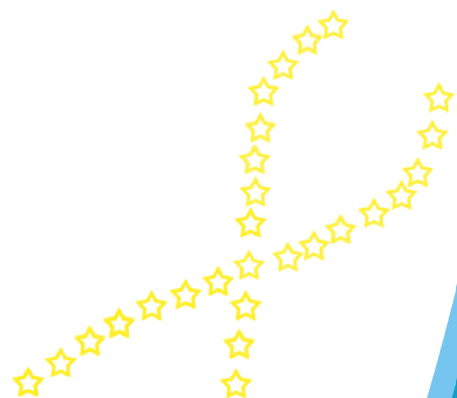
*The variable geometry of (European) integration:  
Romania as a case study  
Valentin Cojanu*

*Supporting regional competitiveness through innovation.  
Case study: Sud Muntenia Region  
Alina Petronela Negrea, Valentin Cojanu*

*The future of Romanian firms in Europe granted  
by the focus on a quality strategy  
Zenovia Cristiana Pop, Jurgen Stempel*

*Rethinking the supply chain strategy of small companies  
from emerging economies. Case study on Romania  
Ramona Țarțavulea*

*Mapping corporate narratives in the Romanian energy sector  
Olesia Mihai, Elena Ciortescu*



## Panel 4

Friday, November 9, 2012

*Location: Bucharest University of Economic Studies premises  
(Room 1503, 5th Floor  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Luminița Nicolescu, Bucharest University of Economic Studies*

*Discussant:*

*Elena Nicolae, Bucharest University of Economic Studies*

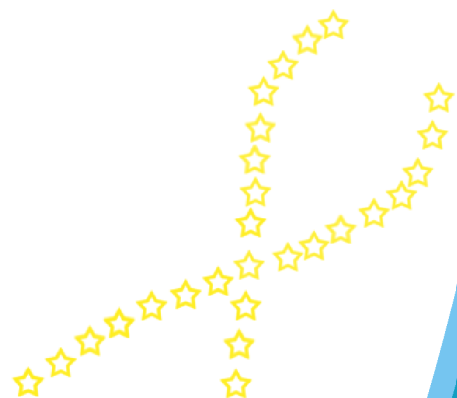
*Analysis of the economic crisis using "The St. Louis" model  
Liviu-Stelian Begu, Mirela Diaconescu, Mihai Diaconescu*

*Time preference, capital goods and economic crises:  
an analysis of the structure of production  
Alexandru Pătruți, Alina Tătulescu*

*Combined forecasts to improve the accuracy of OECD predictions  
for short-term interest rate in Euro area and USA  
Mihaela Bratu (Simionescu), Erika Marin*

*The Great Recession and the potential output: the case of Romania  
Andrei Rădulescu*

*Strengths and Weaknesses in Europe's Emerging markets  
Cătălin Ploae*





## Panel 5

Friday, November 9, 2012

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(Room 1217, 2nd Floor  
Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Gabriela Drăgan, Bucharest University of Economic Studies*

*Discussant:*

*Luminița Nicolescu, Bucharest University of Economic Studies*

**An analysis of the perceptions on life satisfaction  
in Central and Eastern Europe**  
*Roxana Otilia Sonia Hritcu*

**Brain drain in Romania: the emigration of medical doctors**  
*Irina Boncea*

**Education policy in the European Union:  
assessment and prospects**  
*Olimpia Neagu*

**International students' mobility. Lessons for Europe**  
*Luminița Nicolescu, Cristina Galalae*

**The impact of cultural and educational accumulations  
on entrepreneurial behavior.**

**Main issues encountered in theoretical approaches**  
*Anca-Teodora Șerban-Oprescu, George Șerban-Oprescu*





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Mihai Eminescu Building - 13-15 Mihai Eminescu Street)*

*Chair:*

*Costea Munteanu, Bucharest University of Economic Studies*

*Discussant:*

*Cristian Păun, Bucharest University of Economic Studies*

Determining the way the leaders act and communicate  
visually in the Romanian business environment  
*Raluca Hurduzeu, Gheorghe Hurduzeu*

(Neo-)liberalism, (progressive) social democracy,  
or (reactionary) conservatism:  
whose ideological fault this economic crisis really is?  
*Octavian Dragomir Jora, Mihaela Iacob*

Do we need an interdisciplinary approach in Economics?  
*George Șerban-Oprescu*

The reverse gear of logistics  
*Cezar Cojocariu*

The theory of profit and the theory of the firm  
*Mihai Vladimir Topan*

Transnational corporations and political risk management  
in emerging markets. The role of corporate social responsibility  
*Violeta Iftinchi*



## Panel 7

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*Chair:*

*Ana Bobircă, Bucharest University of Economic Studies*

*Discussant:*

*Rodica Zaharia, Bucharest University of Economic Studies*

**Spillover effects of sovereign debt ratings in CEE countries**

*Alexandra Horobeț, Radu Lupu, Sorin Dumitrescu*

**Impact channels of CSR and their effects on  
long-term business performance in SMEs**

*Malte Kaufmann, Viorica Serban, Marieta Olaru*

**Reassessing the theory of transnational corporations:  
the “national versus international” dichotomy**

*Radu Cristian Mușetescu*

**Reforming the banking sector in Europe**

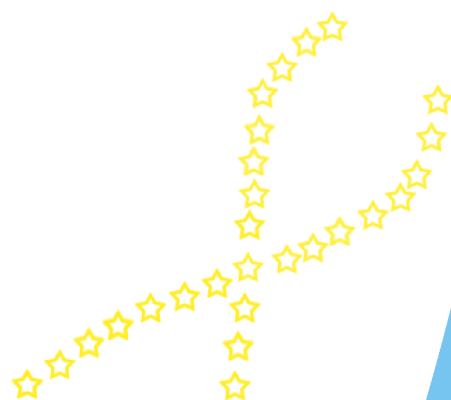
*Octavian Ciobănașu*

**Corporate social responsibility of European retail chains in Poland**

*Grażyna Śmigielska*

**Romania’s migration and brain drain: who and why?**

*Irina Boncea, Dana Blideanu, Anca Ilie, Rodica Zaharia*



## Panel 8

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*Chair:*

*Roxana Voicu-Dorobanțu, Bucharest University of Economic Studies*

*Discussant:*

*Elena Nicolae, Bucharest University of Economic Studies*

Does economic and monetary integration lead to  
more sectoral concentration?

Evidence from Euro area core and CEE countries  
*Ileana Alexe*

The problems of Eurozone member states:  
sovereign debt crisis or loss of competitiveness?  
*Angela Cristina Popa, Cristina Flavia Tatomir*

Fiscal discipline and fiscal convergence in the European Union:  
truth or dare?

*Cristina Flavia Tatomir, Angela Cristina Popa*

Financial, social and eco-innovation as drivers  
for growth in transition and developing economies

*Roxana Voicu-Dorobanțu*

The Oil Market and the Recently Generated Effects in the Economy

*Maria-Floriana Popescu*

Sovereign debt threshold and economic growth.

Evidence from emerging economies

*Georgiana Aioanei, Ioana-Raluca Popa*



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*Discussant:*

*Radu Lupu, Bucharest University of Economic Studies*

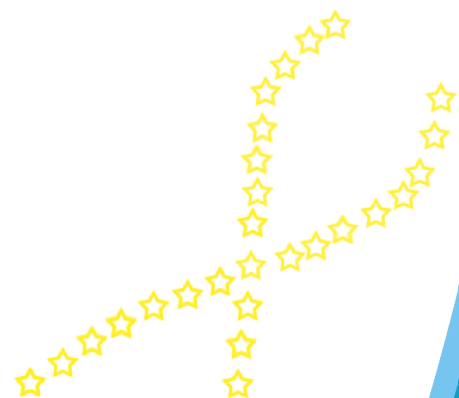
Conformity assessment in European Union:  
suggestions for improvement  
*Raimonda Liepina*

Real economic convergence -  
necessity or utopia in the European Union?  
*Emilia Iordache*

Macroeconomic variables and stock market returns -  
a comparative analysis of developed and emerging markets  
*Alexandra Horobeț, Roxana Olaru*

Interactions between organization and environment:  
changes, adjustments and effects  
*Lucian Belășcu*

Some considerations on social model patterns and  
underlying causes of the financial crisis in Europe  
*Dumitru Miron, Simona Marinescu*



## Useful 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 program

All last-minute changes to the program (if any) will be announced in Room 1204, where an Information Desk will be open during Conference works.

### Wi-Fi network settings at the Conference

You may connect to the Internet using the Bucharest University of Economic Studies Wi-Fi network with 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 Room 1204.

