



**PROGRAM**  
**The 6<sup>th</sup> International  
Conference**  
*The Future of Europe*  
**–12 -13 November 2015 –**



**PLENARY SESSION DAY 1**



**Thursday, 12 November 2015**

*Location:* Bucharest University of Economic Studies (Room 2013, Ground Floor, Building Virgil Madgearu, Calea Dorobanți, 15-17, Sector 1)

**9.00 - 9.30 *Participants' registration***

**9.30 - 10.00 *Welcome and Opening Remarks***

- Mariana Nicolae, Bucharest University of Economic Studies, Romania
- Radu Cristian Musetescu, Bucharest University of Economic Studies, Romania

**10.00 - 10.45 *The Black Swans of the Future of Europe***

Dumitru Miron, Bucharest University of Economic Studies, Romania

**10.45 - 11.30 *English-Medium Instruction – Are Students Losing Out?***

Alice Cojocaru Istrate, British Council, Bucharest, Romania

**11.30 - 11.45 *Coffee break***

**11.45 - 12.30 *Does Europe Need a Gender Mainstreamed Agenda for the Future?***

Laura Grunberg, University of Bucharest, Romania

**12.30 - 14.00 *Lunch*** (Bucharest University of Economic Study, Moxa Restaurant)

**14.00 - 18.00 *Panel Sessions Day 1 (see next pages)***



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## PLENARY SESSION DAY 2



**Friday, 13 November 2015**

*Location:* Bucharest University of Economic Studies (Room 2013, Ground Floor, Building Virgil Madgearu, Calea Dorobanți, 15-17, Sector 1)

9.30 - 10.30 *Central and Eastern Europe: Catching Up or Falling Behind*

Gábor Hunya, The Vienna Institute for International Economic Studies, Vienna, Austria

10.30 - 10.45 *Coffee break*

11.15 - 12.00 *The Future of Finance in Europe: Regulatory Response to Post-crisis Structural Shifts and Financial Innovation*

Mișu Negrițoiu, Romanian Financial Supervisory Authority, Bucharest, Romania

12.00 – 14.00 *Lunch* (Bucharest University of Economic Study, Moxa Restaurant)

14.00 – 18.00 *Panel Sessions Day 2 (see next pages)*



## CONFERENCE GALA DINNER



19.00 – 21.00 *Conference Gala Dinner* (Location: Marshall Garden Hotel, Calea Dorobantilor nr. 50B, Sector 1, 10574, Bucuresti)

Special Guest speaker: Daniela PALADE TEODORESCU, Editor in Chief, Avantaje Magazine  
“**Social Journalism for Women**”



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## PANEL SESSIONS DAY 1 (THURSDAY, 12 November 2015)



### PANEL 1: INSTITUTIONS, POLICY AND REGULATIONS

(Room: **1204**)

*Chairs:*

Rodica-Milena Zaharia, Bucharest University of Economic Studies, Romania

Clara Volintiru, Bucharest University of Economic Studies, Romania

**14.00 – 18.00, 12 November 2015**

*Tax evasion*

Adrian Amarița, Bucharest University of Economic Studies

*The transition from tertiary studies to work: critical issues for Romania*

Dana Blideanu, Bucharest University of Economic Studies, Romania

Mirela Diaconescu, Bucharest University of Economic Studies, Romania

*Genetics and economics – joint research on entrepreneurship, selected evidence from research outcomes*

Tomasz Bernat, Szczecin University Poland

Aleksandra Gasior, Szczecin University Poland

*Not what you know but who you know*

Daniel Brett, Open University, United Kingdom

*Sovereign debt crisis: the beginning of a new economic paradigm*

Eugen Marius Comiș, National University for Political Studies and Public Administration, Bucharest, Romania

Steliana Moraru, National University for Political Studies and Public Administration, Bucharest, Romania

*The Eurasian Economic Union: outlooks on the development of relations with the European Union*

Adrian Damoc, Bucharest University of Economic Studies, Romania

*Economic Implications in the Romanian Health Care Sector*

Cristina Drăgoi, Bucharest University of Economic Studies, Romania

*Homo Economicus in the 21st Century. Between Economics Imperialism and Behavioural Economics*

Joanna Dzionek-Kozłowska, University of Lodz, Poland

*Public involvement as a source of legitimacy – A comparison between the European Union and Switzerland*

Hester Kroeze, Utrecht University – Swiss Institute of Comparative Law, Switzerland

*Tax harmonization versus fiscal competition*

Florin-Alexandru Macsim, “Alexandru Ioan Cuza” University of Iași, Romania

*L'Ukraine... Un grand test pour la Politique Européenne de Voisinage*

Mouhoub Redouane, Bucharest University of Economic Studies, Romania



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*An assessment framework for financing instruments in the energy sector at EU level: lessons for the institutional design of the Juncker Plan*

Corina Murafa, Bucharest University of Economic Studies, Romania

*Fiscal relaxation: an anti-crisis solution or a means of deepening it*

Nicu Popa, Bucharest University of Economic Studies, Romania

Adriana Florina Popa, Bucharest University of Economic Studies, Romania

*Evolution of EU Social rights and environmental regulation toward the trend of EU social rights and environmental policies on trade in future*

Pilasluck Choomta, Bucharest University of Economic Studies, Romania

*Romania corruption barometer: putting the public sector on a scale*

Emmanuel Olusegun Stober, Bucharest University of Economic Studies, Romania

*The Impact of cultural barriers on European Services Standardization*

Elena Stoica, Bucharest University of Economic Studies, Romania



## **PANEL 2: QUANTITATIVE METHODS IN INTERNATIONAL FINANCE AND ECONOMICS**

(Room: **1203**)

*Chairs:*

Alexandra Horobeț, Bucharest University of Economic Studies, Romania

Sorin Dumitrescu, Bucharest University of Economic Studies, Romania

**14.00 – 16.00, 12 November 2015**

*Foreign exchange and interest rates differentials: is there a time-frequency relationship in Romania?*

Alin Marius Andrieș, University "Alexandru Ioan Cuza" of Iași, Romania

Bogdan Căpraru, University "Alexandru Ioan Cuza" of Iași, Romania

Iulian Ihnatov, University "Alexandru Ioan Cuza" of Iași, Romania

Aviral Kumar Tiwari, University "Alexandru Ioan Cuza" of Iași, Romania

*An estimated dynamic stochastic general equilibrium model for Romania - Bayesian Approach.*

Moisa Altar, Bucharest University of Economic Studies, Romania

Ionita Georgiana Alina, Bucharest University of Economic Studies, Romania

*Measuring the sigma convergence on the new member states of European Union*

Adrian Petre, Bucharest University of Economic Studies, Romania

*The performance of mutual funds in Hungary*

Gabriel Tudorache, Bucharest University of Economic Studies, Romania

Luminița Nicolescu, Bucharest University of Economic Studies, Romania

Radu Lupu, Bucharest University of Economic Studies, Romania

*A review of EU evidence on the macroeconomic foundations of an optimum currency area*

Valentin Cojanu, Bucharest University of Economic Studies, Romania

Alina Toarnă, Bucharest University of Economic Studies, Romania



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**PANEL 3: PRAXEOLOGICAL INSIGHTS INTO THE WORKINGS OF THE EUROPEAN UNION**

(Room: **1212**)

*Chairs:*

Mihai-Vladimir Topan, Bucharest University of Economic Studies, Romania

Octavian-Dragomir Jora, Bucharest University of Economic Studies, Romania

**14.00 – 16.00, 12 November 2015**

*Theory and History: A Short Review of a Central Distinction in the Epistemology and Methodology of Economic Science*

Ionela Bălțătescu, Romanian Academy

*Does the EU need a new industrial policy?*

Mihaela Buică, Bucharest University of Economic Studies, Romania

Gabriela Drăgan, Bucharest University of Economic Studies, Romania

*A note on dehomogenizing economic and political integration from a praxeological perspective*

Matei Apăvăloaiei, Bucharest University of Economic Studies, Romania

*Culture building, but with whose bricks: a matter of property rights*

Octavian-Dragomir Jora, Bucharest University of Economic Studies, Romania

Mihaela Iacob, Bucharest University of Economic Studies, Romania

*Charity and economic calculation: why gifts need free market?*

Radu Cristian Mușetescu, Bucharest University of Economic Studies, Romania

Cristian Păun, Bucharest University of Economic Studies, Romania

*The adoption of Euro in Romania: the main (counter) arguments*

Cristian Păun, Bucharest University of Economic Studies, Romania

*Capital accumulation through hoarding: the benefits of an organized market*

Alexandru Pătruți, Bucharest University of Economic Studies, Romania

*Victor Place as Early Supporter of Central Banking in Romania*

Tudor Smirna, Bucharest University of Economic Studies, Romania

*Michael Sandel's critique of the Free Market*

Vladimir Mihai Topan, Bucharest University of Economic Studies, Romania



**PANEL 4: SYNERGIES IN BUSINESS AND ACADEMIC COMMUNICATION. TRAINING, EDUCATION AND RESEARCH (ENGLISH)**

(Room: **1508**)

*Chairs*

Mihaela Arsene, Bucharest University of Economic Studies, Romania

**14.00 - 15.00, 12 November 2015**

*Academic Writing as the Invisible Dimension of the Curriculum. The Bucharest University of Economic Studies Experience vs. U.S. University Practice*

Mihaela Arsene, Bucharest University of Economic Studies, Romania



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*Text and CONtext: Analysing the Impact of Texting on Indian Students' Communication*  
Minouti Naik, Mumbai Education Trust's Institute of Computer Science, India

*Business Terms in Shipbuilding Bilingual Newsletters*  
Anca Trișcă (Ionescu), University of Galați, Romania

**15.00 - 16.00, 12 November 2015**

*Chairs:*

Mariana Nicolae, Bucharest University of Economic Studies, Romania

*Leadership and Higher Education – Perceptions and Stereotypes of Inter/National Best Practices as Indicators of Personal and Institutional Development*  
Mariana Nicolae, Bucharest University of Economic Studies, Romania

*Empowering Language Teachers through Self-Assessment*  
Mohamed Tahar Asses, University of Skikda, Algeria

*Gaining New Perspectives on the Quality Dimension in Higher Education through International Academic Mobilities*  
Laura Mureșan, Bucharest University of Economic Studies, Romania

**16.00-16.20 Coffee Break**

**16.20 - 17.20, 12 November 2015**

*WORKSHOP ON "MEDIATION" DESCRIPTORS*

*Council of Europe Project on the Validation of Extended Sets of CEFR Descriptors*  
Laura Mureșan, Bucharest University of Economic Studies, Romania

**17.20 – 18.40, 12 November 2015**

*Chairs*

Viorela Dima, Bucharest University of Economic Studies, Romania

*21<sup>st</sup> Century Challenges and Opportunities in the Translation Field*  
Viorela Dima, Bucharest University of Economic Studies, Romania

*Communication- The Main Commitment of a Manager*  
Ioan-Vlăduț Nuțu, University Politehnica of Bucharest, Romania  
Aurelian Vlase, University Politehnica of Bucharest, Romania

*Revisiting the Arts: Victorian Educational Valences in Contemporary Art Teaching*  
Mihaela Luminița Levarda, Bucharest University of Economic Studies, Romania

*C(l)osing the Debate: Importance of Effectiveness in Communication*  
Preeti Shirodkar, MET Institute of Management, Mumbai, India

*Country-Branding in a Multicultural World. The Case of Romania*  
Cristina Prelipceanu, Bucharest University of Economic Studies, Romania



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**PANEL 4: SYNERGIES IN BUSINESS AND ACADEMIC COMMUNICATION. TRAINING, EDUCATION AND RESEARCH (GERMAN)**

Room: **1509**

Chairs:

Cornelia Pătru, Bucharest University of Economic Studies, Romania

**14.00 - 15.00, 12 November 2015**

*Werbediskurse im Deutschunterricht – Der „Mohren“ als Werbefigur*

Lora Constantinescu, Bucharest University of Economic Studies, Romania

*Deutsche Augmentativa der Gegenwartssprache und ihre Übersetzbarkeit ins Rumänische: eine korpusbasierte (kontrastive) Untersuchung. Übersetzbarkeit der Präfixoide mit superlativer Bedeutung Affen-, Bären-, Blitz- in die rumänische Sprache*

Nicoleta Gabriela Gheorghe, University of Bucharest, Romania

**15.00 - 16.00, 12 November 2015**

*Wahrnehmungsschulung im interkulturellen DaF-Unterricht*

Ana Karlstedt, University of Bucharest, Romania

*Euphemistische Formulierungen in deutschen und rumänischen Werbeanzeigen der Medizinindustrie. Einige Aspekte*

Cornelia Pătru, Bucharest University of Economic Studies, Romania



**PANEL 4: SYNERGIES IN BUSINESS AND ACADEMIC COMMUNICATION. TRAINING, EDUCATION AND RESEARCH (FRENCH)**

Room: **1509**

Chairs:

Ruxandra Constantinescu-Ștefănel, Bucharest University of Economic Studies, Romania

**16.20 - 17.00, 12 November 2015**

*Techniques d'argumentation dans la communication commerciale: négociation et la publicité*

Ruxandra Constantinescu-Ștefănel, Bucharest University of Economic Studies, Romania

*Les processus reformulatifs dans la perspective de la formation/ éducation à l'interculturel*

Nina Ivanciu, Bucharest University of Economic Studies, Romania



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**PANEL 4: SYNERGIES IN BUSINESS AND ACADEMIC COMMUNICATION. TRAINING, EDUCATION AND RESEARCH (ROMANIAN)**

Room: **1509**

*Chairs:*

Marina Militaru, Bucharest University of Economic Studies, Romania

**17.00 - 18.00, 12 November 2015**

*Marketing politic și marketing electoral în România secolului XXI*

Marina Militaru, Bucharest University of Economic Studies, Romania

*Forme reprezentative ale comunicării verbale în universal rural la Marin Preda. Umorele, porecla și ocara*

Gabriela Vasiliu, "Anghel Saligny" Technological Highschool, Brăila, Romania

*Semnificațiile și funcțiile gesticulației rurale la Marin Preda*

Gabriela Vasiliu, "Anghel Saligny" Technological Highschool, Brăila, Romania



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## PANEL SESSIONS DAY 2 (FRIDAY, 13 November 2015)



### PANEL 5: BUSINESS IN CRISIS

(Room: **1204**)

Chairs:

Ana Maria Marinoiu, Bucharest University of Economic Studies, Romania

Ramona Iulia Țarțavulea (Dieaconescu), Bucharest University of Economic Studies, Romania

**14.00 – 18.00, 13 November 2015**

*Romanian Banking System – current situation and perspectives generated by globalization*

Raluca Bucur, University “Dimitrie Cantemir”, Faculty of Finance and Accounting, Romania,

*The impact of the recent financial crisis on the capital structure choices of large Eastern European firms*

Dumitru-Nicușor Cărăușu, “Alexandru Ioan Cuza” University of Iași, Romania

*Shaping the future of business: using business models to manage Research and Development*

Diana Cozmiuc, West University, Timisoara, Romania

Ioan Petrișor, West University, Timisoara, Romania

*The delisting decision: are tender offers sustainable on Romanian capital market*

Florin Dobre, Bucharest University of Economic Studies, Romania

Radu Ciobanu, Bucharest University of Economic Studies, Romania

Carmen Țurlea, Bucharest University of Economic Studies, , Romania

Adriana Popa, Bucharest University of Economic Studies, , Romania

*Time planning and cost management in Strategic Alliances*

Ana-Maria Giurea, Bucharest University of Economic Studies, Romania

*Towards a smart, sustainable and inclusive growth? An overview on Europe 2020*

Gheorghe Hurduzeu, Bucharest University of Economic Studies, Romania

Isadora Lazăr, Bucharest University of Economic Studies, Romania

*Can horses create competitiveness? Equine Assisted Therapy in delivering Europe 2020 – a Brief Analysis*

Mirona Murea, Bucharest University of Economic Studies, Romania

*Slow living and the Green Economy*

Diana-Eugenia Ionicică, Bucharest University of Economic Studies

Eva-Cristian Petrescu, Bucharest University of Economic Studies, Romania

*The impact of the "Agreement regarding the minimum requirements for standard player contracts in the professional football sector in the European Union, and the rest of the UEFA territory", on national legislation in the field of physical education and sport.*

Florentina Medei, University of Bucharest, Faculty of Law, Romania

*The future of private equity in Europe – The determinants across countries*

Mihai Precup, University of Panthéon-Sorbonne Paris 1, France



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*Corporate governance – a case study on Greece*

Ramona Iulia Țarțavulea (Dieaconescu), Bucharest University of Economic Studies, Romania



**PANEL 6: ECONOMICS: THE INTERDISCIPLINARY VIEW**

(Room: **1203**)

*Chairs:*

Valentin Cojanu, Bucharest University of Economic Studies, Romania

Constantin Munteanu Gurgu, Bucharest University of Economic Studies, Romania

**14.00 – 15.00, 13 November 2015**

*The economics of religion: could the Islamic ideology prevent a financial crisis?*

Laura Ramona Benchea, Bucharest University of Economic Studies, Romania

*Economics – the interdisciplinary view of Romanian pre-university education*

Luminița-Claudia Corbu, “Stefan cel Mare” University of Suceava, Romania

*The ethical dimension of the nowadays capitalism*

Petre Comșa, University of Bucharest, Romania

Costantin Munteanu-Gurgu, Bucharest University of Economic Studies, Romania



**PANEL 7: EDUCATION THROUGH (INTER)CULTURAL STUDIES**

(Room: **1503**)

*Chairs:*

Mihaela Arsene, Bucharest University of Economic Studies, Romania

**14.00 - 15.00, 13 November 2015**

*The Engaged University and Student Development: Soft Skills and Service Learning. The U.S. Approach*

Mihaela Arsene, Bucharest University of Economic Studies, Romania

*Education through (Inter) Cultural Studies*

Victor Nwaoba Itumo, Bucharest University of Economic Studies, Romania



**PANEL 8: DIASPORAS AND MULTICULTURALISM**

(Room: **1503**)

*Chairs:*

H.B. Patel, Principal, Grow More College of Education, India

**14.00 - 15.00, 13 November 2015**

*Job Satisfaction of Women Leaders in Education in India*

H.B. Patel, Principal, Grow More College of Education, India

Tanja Grbesic, the Mostar University Academy of Fine Arts, Bosnia and Herzegovina



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*Memory as His(her)story. Intersectionality and Diaspora as Captured in the Short Stories of Shauna Singh Baldwin*

Preeti Shirodkar, MET Institute of Management, Mumbai, India

*Monique and Marx: A Troubled Symbiosis of Gender and Materialism*

Yamini Shah, University of Mumbai, India

**15.00 - 16.00, 13 November 2015**

*Chairs:*

Iulia Rășcanu, University of Mumbai, India

*Debating Multiculturalism in the U.K. Representation and Analysis in Cinematic Texts*

Iulia Rășcanu, University of Mumbai, India

*European Cinema through the Eyes of European Directors: A Textual Analysis of 8½, Day for Night, Cinema Paradiso*

Sharaf Rehman, the University of Texas-Brownsville, the U.S.

**16.00-16.20 Coffee break**

**16.20 - 17.00, 13 November 2015**

*Chairs:*

Iulia Rășcanu, University of Mumbai, India

*Migration and Multiculturalism in Italy: Conflicting Narratives of National Identity*

Clelia Cline, John Cabot University and the American University of Rome

*Multiculturalism within the Postcolonialist and Postcommunist Frameworks. The Cases of India and Romania*

Roxana Marinescu, Bucharest University of Economic Studies, Romania