



Department of Modern Languages
and Business Communication



PROGRAM
The 8th International Conference
Synergies in Communication
Bucharest, Romania
31 October - 1 November 2019

*Under the auspices of the Faculty of International Business and Economics, the plenary sessions are jointly organised and shared by the international conferences **Synergies in Communication** & **Future of Europe**, with the support of **British Council Romania** and **Lingua Economica Association**.*

*This event is organized in partnership with **The National Bank of Romania**.*



CONFERENCE DAY 1 – PLENARY SESSIONS
Thursday, 31 October 2019



Thursday, 31 October 2019

9.30 – 10.00: *Participants' registration & Coffee*

Venue: The National Bank of Romania (Mitiță Constantinescu Hall)

10.00 – 10.30: *Welcome and Opening Remarks*

Venue: The National Bank of Romania (Mitiță Constantinescu Hall)

- **Mugur ISĂRESCU**, Governor of The National Bank of Romania
- **Nicolae ISTUDOR**, Rector of Bucharest University of Economic Studies, Romania
- **Gheorghe HURDUZEU**, Dean of the Faculty of International Business and Economics, Romania

10.30– 13.30: *The Future of the European Union: A Socio-Economic & Cultural Perspective*

Venue: The National Bank of Romania (Mitiță Constantinescu Hall)

- **Mihai KORKA**, Professor, Bucharest University of Economic Studies, Romania
"Adapting International Business Education to a Changing World"
- **Joan Montillor SERRAT**, Professor, Universitat Autònoma de Barcelona, Spain
"The Evolution of ESG Investing: A European Perspective"
- **Micky AHARONSON**, Expert in international relations, The Jerusalem Institute for Strategy and Security, Israel
"International Lessons from the Middle East"
- **Paul DEMBINSKI**, Professor, University of Freiburg, Switzerland
"Families: the Unacknowledged Center of any Economy"
- **Alina BÂRGĂOANU**, Professor, Bucharest School of Political Sciences and Public Administration, Romania
"EU vs. Disinformation. The State of Play"

Moderator: **Laura-Mihaela Mureșan**, Bucharest University of Economic Studies & QUEST Romania



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13:30– 14:00 Conference Lunch

Venue: The National Bank of Romania (Alexandru Ottulescu Hall)

15:30 – 19.00 ACADEMIC PANELS to be held in ASE’s “Mihai Eminescu” Building (EN: 41 Dacia Blvd., “Mihai Eminescu” Building/ RO: Bd. Dacia nr. 41, Clădirea “Mihai Eminescu”)



CONFERENCE GALA DINNER – Thursday, 31 October, 2019

19.30 Conference Gala Dinner (Venue: Marshal Garden Hotel’s Restaurant)



ACADEMIC PANELS OVERVIEW

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS’ PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION

PANEL 3: EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

ACADEMIC PANELS - DAY ONE / THURSDAY, 31 OCTOBER 2019

PANEL 1 <i>Round tables</i>	15.30 - 18.30 Room 1514	15:30 – 16:00 Google Room, 1204
PANEL 1 <i>Romanian Section</i>	15.30 - 18.10 Room 1606	
PANEL 1 <i>German Section</i>	15.30 - 17.00 Room 1509	
PANEL 2	15.30 - 19.00 Room 1604	
PANEL 3	16:15 – 19:10 Room 1507	
PANEL 4 <i>Part I</i>	15.30 - 18.00 Room 1503	

ACADEMIC PANELS - DAY TWO / FRIDAY, 1 NOVEMBER 2019

PANEL 4 <i>Part II</i>	13.00 - 16.00 Room 1503
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ACADEMIC PANELS OF THE CONFERENCE DAY 1 (THURSDAY, 31 OCTOBER 2019)

15:30 – 18:30

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Round table: Studii în limbi străine - un pas spre o carieră de succes

Room: 1514

Chair: Viorela- Valentina DIMA, Bucharest University of Economic Studies, Romania

Prezentarea programului de licență Limbi Moderne Aplicate

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

Managementul carierei - oportunitatea prin deschidere lingvistică

Maria Mihaela Popescu, "Ion Neculce" National College,, Romania
Domnica Duică, "Ion Neculce" National College, Romania

Plus de langues étrangères, plus de chances

Maria Mihaela Popescu, "Ion Neculce" National College, Romania
Catalina Aru, "Ion Neculce" National College, Romania
Marieta Ionescu, "Ion Neculce" National College, Romania

Sur la prise en compte de l'agilité en classe de langues. Quelques pistes d'action pour accroître l'efficacité de l'enseignement et de l'apprentissage des langues dans une université à vocation économique

Maria-Antoaneta Lorentz, Bucharest University of Economic Studies, Romania

Utilizarea softurilor educaționale în predarea limbilor moderne

Claudia-Loredana Braduceanu, Colegiul Național "Mihai Eminescu", Romania

Ștefan Baci în America de Sud

Emilia Andreea Motoranu, Energetic Technical College, Romania

Teaching Postmodern Narrative: John Fowles

Ana-Maria-Georgiana Mușat, "Spiru Haret" National College,, Romania

Teaching Values by Means of Literature

Alina Stegarescu, "Sfântul Sava" National College, Romania

Communication Strategies to Promote Higher Education Programs. A Case-Study on Modern Applied Languages BA Program

Teodora Șerban- Oprescu, Bucharest University of Economic Studies, Romania
Irina David, Bucharest University of Economic Studies, Romania

Writing for One's Personal and Professional Development

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

15:30 – 16:00

Round table: Studii în limbi străine - prezentare program de licență LMA pentru elevii de liceu

Room: Google Room, 1204

Chairs: Roxana MARINESCU, Olivia-Cristina RUSU, Bucharest University of Economic Studies, Romania



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15:30 – 18:10

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH
ROMANIAN Section

Room: 1606

Chair: Raluca ȘERBAN, Bucharest University of Economic Studies, Romania

Mistuirea/renașterea artistului în actul poetic

Raluca Nicoleta Șerban, Bucharest University of Economic Studies, Romania

Mihai Șerban, Bucharest University of Economic Studies, Romania

Punerea în abis și fenomenul de transfer. Psihobiograful în ipostazele lui Psyché și Acteon

Mihai Șerban, Bucharest University of Economic Studies, Romania

Daniil Harms - atitudine anticanon

Zinaida Fedot, Bucharest University of Economic Studies, Romania

Agripina Amos, 206 Secondary School, Romania

Peisajul lingvistic și dezvoltarea competenței de comunicare în limba română ca limbă străină

Tatiana Trebeș, State University of Medicine and Pharmacy "Nicolae Testemițanu", Republic of Moldova

Argentina Chiriac, State University of Medicine and Pharmacy "Nicolae Testemițanu", Republic of Moldova

Învățarea limbii române cu ajutorul aplicațiilor mobile

Marina Militaru, Bucharest University of Economic Studies, Romania

Raluca-Elena Hurduzeu, Bucharest University of Economic Studies, Romania

Diana- Eugenia Panait-Ionică, Bucharest University of Economic Studies, Romania

15:30 – 17:00

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH
GERMAN Section

Room: 1509

Chair: Rodica CAPOTĂ, Bucharest University of Economic Studies, Romania

Multilinguale Sprachvermittlung unter Studierenden an der Akademie für Wirtschaftsstudien in Bukarest. Erwartungen und Herausforderungen

Rodica Capotă, Bucharest University of Economic Studies, Romania

Cornelia Pătru, Bucharest University of Economic Studies, Romania

Alina Mardari, Bucharest University of Economic Studies, Romania

Wie man durch bestimmte Sprachformen zeitgemäß sein kann

Mihaela Parpalea, Transilvania University of Brașov, Romania

Erotik in der rumänischen Werbung

Lora-Dagmar Constantinescu, Bucharest University of Economic Studies, Romania

Anglizismen in der Alltagskommunikation Jugendlicher

Alina Mardari, Bucharest University of Economic Studies, Romania

17.00-17.15 – Coffee break for ALL SECTIONS (room 1519)



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15:30 – 19:00

PANEL 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION

Interdisciplinary round-table, co-organised with QUEST Romania and the "EDU-RES" MA programme

Room: 1604

Moderator: **Laura MUREȘAN**, Bucharest University of Economic Studies & QUEST Romania

International Textbooks in the Business English Class: the Golden Age of Learning?

Mihaela Arsene, Bucharest University of Economic Studies, Romania

Effective Teachers as Visionary Leaders

Mihaela Pricope, "Politehnica" University of Bucharest, Romania

"Hi" or "Bye"? On Translating Greeting Expressions in Business Communication Contexts

Magdalena Ciubăncan, Bucharest University of Economic Studies, Romania

European Framework of Reference for Languages: Consistency and Inconsistency

Violeta Negrea, Bucharest University of Economic Studies, Romania

The Impact of Multilingualism on the Academic Performance of Romanian Students. A Romanian Experience

Monica-Lucreția Luca-Husti, "Dante Alighieri" High School, Bucharest, Romania

Establishing Research Methodology on ESP in a Vocational High School in Romania

Corina Moise-Poenaru, Technical High School Buzau, Romania

Media as an Educational Outlet: The Influence of Pop Culture on Young Minds Today

Monica Got, Bucharest University of Economic Studies, Romania

Dominic Negrici, Bucharest University of Economic Studies, Romania

How Can Education Improve Our Lives? Educational and Human Values in Teaching Strategies

Silviu Mihăilă, Bucharest University of Economic Studies, Romania

The Importance of Continuous Professional Development in Higher Education: A 2019 Study Experience at Vienna School of International Studies

Olivia-Cristina Rusu, Bucharest University of Economic Studies, Romania

"I Just Wanna Chat". Adjusting Teacher Roles to Learner Needs and Expectations in ESP

Adina Panait, Bucharest University of Economic Studies, Romania

Text and Image in Dialogue - An Empirical Study on Language Teaching and Learning via Art

Delia Popa, "Art Crowd" Foundation, Bucharest, Romania

The Excitement of Studying Business English: A Romanian Case Study

Mihaela Arsene, Bucharest University of Economic Studies, Romania

Marina Militaru, Bucharest University of Economic Studies, Romania

17.00-17.15 – Coffee break for ALL SECTIONS (room 1519)



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16:15 – 19:10

PANEL 3: EDUCATION FOR ACTIVE CITIZENSHIP THROUGH GENDER STUDIES AND (INTER)CULTURAL COMMUNICATION

Room: 1507

Chair: Roxana MARINESCU, Bucharest University of Economic Studies, Romania

Fantasy Literature: Culture and Civilization Course Material?

Irina-Ana Drobot, Technical University of Civil Engineering Bucharest, Romania

Why Hillary Lost: An Outline of the Factors Leading to Hillary Clinton's Defeat in the 2016 Presidential Elections

Antonia Cristiana Enache, Bucharest University of Economic Studies, Romania

Profiling 21st Century Language Students from the Perspective of Democratic Citizenship

Duță Oana-Adriana, University of Craiova, Romania

Tilea Monica, University of Craiova, Romania

The Institutionalization and Professionalization of Gender Studies in Romania – a SWOT Analysis

Diana Elena Neaga, "Nicolae Titulescu" University, Romania

Doing Business in a VUCA World: Stereotyping Education, Language and (multi)Cultural Education. A View from a Romanian University

Mariana Nicolae, Bucharest University of Economic Studies, Romania

La publicité dans les magazines d'affaires: « Capital » France et « Capital » Roumanie

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

Jane Austen's Idea of a Gentleman

Monica Alina Toma, Bucharest University of Economic Studies, Romania

Factors Influencing the Impact of Art on Life Satisfaction in the Population with Higher Education in Southern Romania

Iuliana Coman, Bucharest University of Economic Studies, Romania

Niculae Mihaiță, Bucharest University of Economic Studies, Romania

ASE's Russian Cultural Center – 10 Years of Activity

Florina Mohanu, Bucharest University of Economic Studies, Romania

Raluca Dana Căplescu, Bucharest University of Economic Studies, Romania

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

The Rhetoric of Hope: Barack Obama's Promises throughout the "State of the Union" Addresses

Antonia Cristiana Enache, Bucharest University of Economic Studies, Romania

17.00-17.15 – Coffee break for ALL SECTIONS (room 1519)



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15:30 – 19:00

PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Room: 1503

Chairs: Maia DĂRĂBANȚ & Dana RADLER, Bucharest University of Economic Studies, Romania

Interactions en français et en chinois mandarin dans les reunions d'equipe en contexte commercial : une approche comparative

Jia-Lih Yang, Laboratoire Praxiling, Montpellier, France

Historical Legends of Japan Centering around the Motif of Turning Back the Sun in the Sky

Raluca Nicolae, Bucharest University of Economic Studies, Romania

The Spinster League, Hyper-vigilant Aunties, Mommy's Boys and Coconut Go-getters in Rekha Waheed's The A-Z to Arranged Marriage

Jillian Curr, University of Western Australia

Metamorphoses of Chekhov's Characters in Tennessee Williams's Play The Notebook of Trigorin

Anton Kurmelev, Nizhny Novgorod Linguistics University, Russia

Intimate Eyes: Women's Travel Writings and Their Impact on Orientalism

Ali Abdullah, Community College of Qatar

Meanders of the Past in The Book of Whispers by Varujan Vosganian

Dana Radler, Bucharest University of Economic Studies, Romania

East and West in Salman Rushdie's East, West versus Panait Istrati's Viewpoint on East and West

Eliza-Maria Biță, Alexandru Ioan Cuza School Bucharest, Romania

Alexandru Piru, Doctoral School, University of Craiova, Romania

17.00-17.15 – Coffee break for ALL SECTIONS (room 1519)



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CONFERENCE DAY 2 – PLENARY SESSIONS

Friday, 1 November 2019

9.30 – 10.00 **Participants' registration & Coffee**

Venue: Bucharest University of Economic Studies (Aula Magna)

10.00 – 12.00 ***The Future of The European Union: A Socio-Economic & Cultural Perspective***

Venue: Bucharest University of Economic Studies (Aula Magna)

- **Bogdan COSTEA**, Professor, Lancaster University Management School, UK
"Will the Twentieth Century Ever End?"
- **Gerard WEBER**, Professor, City University of New York, USA
"Labor Migration, Social Dissolution and Public Sector Austerity 30 Years after the Revolution: an Anthropological Account from Galati"

Moderator: **Laura-Mihaela Mureșan**, Bucharest University of Economic Studies & QUEST Romania

13:00 – 16:00 **ACADEMIC PANELS**

Venue: Bucharest University of Economic Studies

13:00 – 16:00

PANEL 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Room: 1503

Chairs: **Maia DĂRĂBANȚ & Dana RADLER**, Bucharest University of Economic Studies, Romania

Jane Austen and Slavery

Monica Alina Toma, Bucharest University of Economic Studies, Romania

The Reception of Shakespeare's Othello and The Merchant of Venice in post-Ottoman Greece

Constantina Georgiadi, Institute for Mediterranean Studies, Foundation for Research and Technology- Hellas, Greece

East and West in Nikos Kazantzakis's Screenplay A Solar Eclipse

Panayiota Mini, University of Crete, Greece

Transatlantic Dialogues in Anita Rau Badami's Tamarind Mem

Adriana-Elena Stoican, Bucharest University of Economic Studies, Romania

Ungendering Thuggee: A Relook at the Female Thugs

Ayusman Chakraborty, Taki Government College, West Bengal, India

Immigration, Integration, Dislocation: The Herculean Labours of the Self in Monica Ali's Brick Lane

Laura Toma, Bucharest University of Economic Studies, Romania

Re-Framing Masculinity in Japan: Tom Cruise, The Last Samurai and the Fluid Metanarratives of History

Maria Mihaela Grajdian, Hiroshima University, Japan

Pragmatic U-turns: Unity within Diversity and the Discomfort of Self-representation in Takarazuka Revue's Performance Strategy

Maria Mihaela Grajdian, Hiroshima University, Japan