



PROGRAM
The 6th 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 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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and Business Communication



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

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

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



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

Mouhoub Redouane, 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

Choomta Pilasluck, Bucharest University of Economic Studies, Romania

Sorin Burnete, 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

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

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

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

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

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

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

The economics of European legacy of Romania: between compulsory capitalism and compulsory agrarianism

Andreas Ștefan Stamate, Bucharest University of Economic Studies, Romania

Michael Sandel's critique of the Free Market

Vladimir Mihai Topan, Bucharest University of Economic Studies, Romania



4th International Conference Synergies in Communication

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

21st 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 & 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



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

Room: **1509**

Chairs:

Marina Militaru, Bucharest University of Economic Studies, Romania



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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, poreclele și ocarile

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

Semnificațiile și funcțiile gesticulației rurale la Marin Preda

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



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

The ethical dimension of the nowadays capitalism

Petre Comșa, University of Bucharest, Romania

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

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

Diana Cozmiuc, 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

Diffusion of economic shocks in Romanian economy

Liliana Duguleană, Faculty of Economic Science and Business Administration, University
Tansilvania, Romania

Constantin Duguleană, Faculty of Economic Science and Business Administration, University
Tansilvania, 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

Ionciță Diana-Eugenia Ionciță, Bucharest University of Economic Studies

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



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The future of private equity in Europe – The determinants across countries
Mihai Precup, University of Panthéon-Sorbonne Paris 1, France

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

Homo Economicus in the 21st Century. Between Economics Imperialism and Behavioural Economics
Joanna Dzionek-Kozłowska, University of Lodz, Poland



4th International Conference Synergies in Communication

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



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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

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 Clini, 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