



**ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE ECONOMIE TEORETICĂ ȘI
APLICATĂ**

București, 010522 Calea Dorobanților nr.15-17, Clădirea Virgil Madgearu, sector1, România



**The Faculty of Theoretical and Applied Economics
The Bucharest University of Economic Studies**

**International Conference on *Economics, Business and Economic
Thought (EBET)***

Bucharest, 20 – 21 April 2018

**CONFERENCE
PROGRAMME**



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HONORARY COMMITTEE

Nicolae ISTUDOR, Ph.D. – Rector, The Bucharest University of Economic Studies, Romania

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Dorel PARASCHIV, Ph.D. – Vice-Rector of the Bucharest University of Economic Studies, Romania

Mihaela LUȚAȘ, Ph.D. – Vice-Rector of the Babeș-Bolyai University, Romania

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20. Conf.univ.dr. Liliana CRĂCIUN
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22. Conf.univ.dr. Amalia Florina CRISTESCU
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43. Conf.univ.dr. Daniela VÎRJAN
44. Conf.univ.dr. Cristina VOICU
45. Lect.univ.dr. Andrei HREBENCIUC
46. Lect.univ.dr. Alina Magdalena MANOLE
47. Lect.univ.dr. Roxana MIHAI
48. Lect.univ.dr. Irina Florentina MOULIN
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Associate professor Ioan Grigore PIROȘCĂ Ph.D. – Dean, Faculty of Theoretical and Applied Economics, The Bucharest University of Economic Studies, Romania

Professor Marta Christina SUCIU Ph.D. – Vice Dean, Research-Development-Innovation and International Relations, Faculty of Theoretical and Applied Economics, Bucharest University of Economic Studies, Romania

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Associate professor Dragoș HURU Ph.D. – Head of Economics and Economics Policies Department, Faculty of Theoretical and Applied Economics, The Bucharest University of Economic Studies, Romania

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CONFERENCE PROGRAMME

Friday, April 20th, 2018

08.30 – 09.00 - Registration of participants, “Rotondă” Room (Room 0303), “Ion N. Angelescu” Building, The Bucharest University of Economic Studies

09.00 – 10.30 - Plenary Session, “Rotondă” Room (Room 0303), “Ion N. Angelescu” Building, The Bucharest University of Economic Studies

10.30 – 11.00 - Coffee break, “Rotondă” Room (Room 0303) “Ion N. Angelescu” Building, The Bucharest University of Economic Studies

11.0 – 14.00 - Parallel Tracks

- I. ***Economics and Economic Policies*** , “Rotondă” Room (Room 0303), “Ion N. Angelescu” Building, 3rd floor, The Bucharest University of Economic Studies
- II. ***Economic Doctrines and Communication***, Room 0318, “Ion N. Angelescu” Building, 3rd floor

14.00 – Lunch, “Cihoschi” Building, The Bucharest University of Economic Studies



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Conference Opening

PLENARY SESSION

Friday, April 20, 2018

9.00 – 10.30, “Rotonda” Room (Room 0303)

Welcoming Messages

09.00 – 09.10 - Professor Roxana **SÂRBU**, Ph.D. – Vice-Rector of the Bucharest University of Economic Studies, Professor Dorel **PARASCHIV**, Ph.D. – Vice-Rector of the Bucharest University of Economic Studies,

09.10 – 09.20 – Assoc. Professor **Grigore Ioan PIROȘCĂ**, Ph.D. – *Dean of The Faculty of Theoretical and Applied Economics*, Bucharest University of Economic Studies

Keynote Speakers

09.20 – 10.00 – Professor **Mihaela LUȚAȘ**, Ph.D. – Vice-Rector of the Babeș-Bolyai University, Romania

10.00 – 10.15 - Associate Professor **Dragoș HURU**, Ph.D., The Bucharest University of Economic Studies, Romania

10.15 – 10.30 - Associate Professor **Liana BADEA**, Ph.D., The Bucharest University of Economic Studies, Romania



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PARALLEL TRACKS

TRACK I

Economics and Economic Policies

“Rotonda” Room (Room 0303), “Ion N. Angelescu” Building, 3rd floor, The Bucharest University of Economic Studies

11.00 – 14 .00

CHAIRS

Professor **Marta-Christina SUCIU**, Ph.D., The Bucharest University of Economic Studies, Romania
Associate Professor **Dragoș HURU**, Ph.D., The Bucharest University of Economic Studies, Romania

1. ***Economics & economic policies at a turning point. When past meets present & future. Challenges and opportunities. 105 years of ASE history integrated within the 100 years of national celebration and the European Year of Cultural Heritage. Cultural & Creative economy & smart cities***, Andrew KOLODZIEJAK, European Union Commission, Brussels, Marta-Christina SUCIU, ASE din București, Eppe Jan POSTMA, Technical University of Eindhoven, Nederland, Eduard DUMITRAȘCU, “Smart City & Mobility”, ASE din București
2. ***The Impact of Entrepreneurship on Intellectual Capital and Innovation Outcomes: A European Perspective***, Renata Dana NIȚU-ANTONIE, Emőke-Szidónia FEDER, , Marketing and International Economic Relations Department, Faculty of Economics and Business Administration, West University of Timisoara
3. ***Spatial interdependencies between European regions and their influence in the knowledge transmission process***, Liana SON, Grațiela Georgiana NOJA, Octavian BĂRNUȚIU, West University of Timisoara, Faculty of Economics and Business Administration
4. ***Agriculture under the Compelling Effects of Immigration. Evidence from the European Union within the Sustainable Development Framework***, Mirela CRISTEA, Universitatea din Craiova, Gratiela NOJA, FEEA, Universitatea de Vest din Timișoara
5. ***Implications of the rural-urban linkages on the economic development path in Romania***, Anca DACHIN, Georgeta Cristina PENCEA, Bucharest University of Economic Studies
6. ***An actual binomial: underground economy & corruption***, Ion ÎMBRESCU, FEEA, Universitatea de Vest din Timișoara
7. ***Institutional weakness: some considerations about state capacity and education in Romania***, Ion ÎMBRESCU, FEEA, Universitatea de Vest din Timișoara
8. ***The Nordic Model of Tax System. Higher taxes, Higher wealth?***, Andrei Ionuț HUȘMAN, Petre BREZEANU, Bucharest University of Economic Studies



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9. ***Problema flexicurității pe piața muncii din Uniunea Europeană***, Mihaela Roberta STANEF-PUICĂ, Bucharest University of Economic Studies
10. ***Business Optimization by using Public Affairs Practices***, Dumitru Alexandru BODISLAV, Bucharest University of Economic Studies
11. ***Are humans fundamentally rational or irrational?***, Liviu Catalin MORARU, Bucharest University of Economic Studies
12. ***Creative economy & creative communities. Understanding a Smart City***, Nicoleta PETRICĂ, ASE
13. ***Creative Industries and Cyber Physical Systems for post-crisis economic growth***, Teodor Emanuel PETREANU, Bucharest University of Economic Studies
14. ***The Effects of creating the Banking Union on the sustainability of European Monetary Construction***, Laura-Mădălina PÎRȘCOVEANU, Bucharest University of Economic Studies
15. ***The analysis of the EU regional disparities through trade and migration flow***, Ionuț BUȘEGA, Ionela Alina ARSĂNI, Bucharest University of Economic Studies
16. ***Estimating the effect of the minimum wage on income inequality in ECE countries***, ZAMFIR (AVRAM) Elena Mădălina, Bucharest University of Economic Studies
17. ***Implications of value analysis on financial performance and position indicators***, PETCU Monica, Iulia David-SOBOLEVSCHI, Bucharest University of Economic Studies
18. ***Product lifecycle and specific configurations of financial performance and position indicators***, Monica PETCU, Iulia David-SOBOLEVSCHI, Bucharest University of Economic Studies
19. ***The Selection of Stocks Using Principal Component Analysis***, Catalina JOLDES, Bucharest University of Economic Studies
20. ***The European Union: a global actor in the 21st century***, Ana-Maria HOLOBIUC,, Faculty of International Business and Economics, Bucharest University of Economic Studies
21. ***EU's complex Foreign Economic Policy Governance***, Ștefan Marian DUMITRU, International Business and Economics, Bucharest University of Economic Studies
22. ***What explains the non-performing ratios for the household portfolio? A financial stability perspective***, Luminița Roxana TATARICI, Bucharest University of Economic Studies



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TRACK II

Economic Doctrines and Communication

Room 0318, "Ion N. Angelescu" Building, 3rd floor, Bucharest University of Economic Studies

11.00 – 14.00

CHAIRS

Associate Professor **Liana BADEA**, Ph.D., The Bucharest University of Economic Studies, Romania

Associate Professor **Grigore Ioan PIROȘCĂ**, Ph.D., The Bucharest University of Economic Studies, Romania

1. ***Enabling communication, cross disciplinary, intergenerational & intercultural dialogue and sensitivity. Open innovation, co-creation & co-operation within a knowledge & innovation based economy & society.*** Marta-Christina SUCIU, Florinda MATOS, ICAA - Intellectual Capital Accreditation Association, Research Center in Intellectual Capital (ICLab), ISCTE Lisbon Portugal, Luminița CHIVU, Romanian Academy, National Economics Research Institute, Mina FANEA IVANOVICI, Luciana NEGEL, Claus NEGEL, Germany, Laura Gabriela ISTUDOR, Ana Maria Iuliana Santa, University of Vienna, Iuliana ZLATCU, Adrian SIMION, ASE
2. ***A comparative study of european structural funds and their influence on Romanian higher education,*** Nicoleta Violeta VELISCA, Faculty of Diplomacy and International Relations, University of Genoa, Italy, Faculty of Public Administration, Bucharest University of Economic Studies, Romania
3. ***Creative and innovative clusters-as open space for communication and co-operation on the local level. Competitiveness & Innovation within the Creative Economy,*** Marta-Christina SUCIU, ASE, Christian NĂSULEA, Universitatea din București, Diana NĂSULEA, ASE
4. ***Importance of Soft Skills in Romanian SMEs for Lean Manufacturing implementation,*** Ioan-Virgil BOTAN, The Bucharest University of Economic Studies, Romania
5. ***Entrepreneurial communication & its importance in supporting digital online business,*** Diana Andreia HRISTACHE, Silvia Elena IACOB, The Bucharest University of Economic Studies, Romania
6. ***Leadership in the digital era,*** Roxana-Lucia MIHAI, Alina CRETU, The Bucharest University of Economic Studies, Romania
7. ***The strategic use of social media by public administrations Case study: statistics' popularity on social platforms,*** Iulia Alexandra NICOLESCU, The Bucharest University of Economic Studies, Romania
8. ***Smart specialization policy-is it a viable solution for the economic development of the regions of the European Union,*** Mariana Cristina SMARANDACHE PĂSĂTOIU, University of Craiova, Doctoral School of Economic Sciences, Faculty of Economics and Business Administration



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9. ***The advantages and disadvantages of the Start-Up Nation program from Romania***, Mihaela BUCATARIU, Ioana Cristina FLORESCU, The Bucharest University of Economic Studies, Romania
10. ***The methodology of positive economics***, Grigore Ioan PIROȘCĂ, The Bucharest University of Economic Studies, Romania
11. ***Literature review in portfolio management, with a focus on the IT environment***, Cezara NITIGUS, The Bucharest University of Economic Studies, Romania
12. ***Food production and agricultural resources within the sustainable development***, BRAN Violeta, The Bucharest University of Economic Studies, Romania
13. ***Student's perception regarding Bitcoin and its influence on the romanian digital economy***, Raluca-Giorgiana CHIVU, Cristina NICULESCU-CIOCAN, Romanian American University in Bucharest, Maria-Cristina MITRICĂ
14. ***Controversial views in analyzes of classical economists***, Cezar VASILESCU, Liceul "Ion Ghica" Târgoviște
15. ***A couple of historical landmarks regarding value theory and their relevance for the present***, Iustin Emanuel ALEXANDRU, The Bucharest University of Economic Studies, Romania
16. ***GDPR – "A new era" for the data protection legislation***, Aurora Elena DINA (MANOLACHE), The Bucharest University of Economic Studies, Romania
17. ***The Chocolate market at global level***, Alina CREȚU, Roxana MIHAI, The Bucharest University of Economic Studies, Romania
18. ***Crypto-currency – going on a digital society***, Andra-Victoria RADU University of Medicine and Pharmacy "Carol Davila", Raluca-Giorgiana CHIVU Bucharest University of Economic Studies, Emilia PASCU "Dimitrie Cantemir" Christian University, Oana REZEANU "Dimitrie Cantemir" Christian University
19. ***Mobility and professional expectations – integration of future ETA graduates on the labor market***, Irina Florentina MOULIN, Laurențiu Gabriel FRÂNCU, The Bucharest University of Economic Studies, Romania
20. ***ANALYSIS THE IMPACT OF THE BANKING CRISIS ON THE ROMANIAN CONSUMER BEHAVIOR***, Maria-Mădălina Răileanu (Mihalache), Bucharest University of Economic Studies, Gheorghe Orzan, Bucharest University of Economic Studies, Alexandra Pricop, Bucharest University of Economic Studies, Ivona Stoica, "Dimitrie Cantemir" Christian University