

Conference Agenda

Day 1- 27th of June 2013

Location: National Bank of Romania, Mitiță Constantinescu Hall
Adress: Strada Doamnei, no. 8, sector 3, Bucharest

14:00 –16:00	Registration Welcome coffee & refreshments
16:00 –16:45	<i>Strategies in a challenging world</i> <ul style="list-style-type: none">• Mugur Isarescu, Governor of the National Bank of Romania• Remus Pricopie, Minister of National Education• Alina Bârgăoanu, Rector at the National University of Political Studies and Public Administration, Bucharest, Romania
16:45 -19:30	<ul style="list-style-type: none">• Gabor Hunya, Senior Economist, The Vienna Institute for International Economic Studies (WIIW), Austria: <i>Strategies of emerging countries in Europe</i>• Øyvind Ihlen, Professor, Department of Media and Communication, University of Oslo, Norway: <i>Being a (Corporate) Citizen: Roles and Rhetorical Strategies in Social Media</i>• Holger Sievert, Professor, Macromedia University for Media and Communication, Cologne, Germany: <i>Corporations without Boundaries? A New Strategic Approach to Internal Communication and Leadership in the Times of Social Networks</i>
19:30-21.00	Welcome cocktail for all participants Marble Hall, The Old Palace of the National Bank of Romania

Day 2 - 28th of June 2013

Location: National University of Political Sciences and Public Administration
Adress: Strada Povernei, no. 6, sector 1, Bucharest

	Business 1 Room 115 Chair: Constantin Bratianu	Economics 1 Room 111 Chair: Lucian Anghel	Communication and Public Relations 1 Room 207 Chair: Dan Stanescu
09:00-10:00	<p>Improving Internal Service Quality Perceptions in B2B <i>Daya Milcheva, Dimitrios V. Nikolaidis</i></p> <p>Developing competitive advantage in the private medical services market. The case of Romania <i>Basturescu Simona, Stylianos Kehaghias</i></p> <p>Cognitive Barriers in Learning from Crisis Situations: Towards a Conceptual Model of Sense-Making <i>Ramona Pergel, Alexandros G. Psychogios</i></p>	<p>New horizons of the economic science <i>Ion Bucur</i></p> <p>The new business model in the banking sector and its challenges <i>Nicolae Dănilă</i></p> <p>Equilibrium exchange rate and its determinants <i>Lucian Claudiu Anghel, Dorina Cobișcan</i></p>	<p>How Companies Can Help Employees to Thrive through Communication Skills Development <i>Alexandrina Vasile</i></p> <p>"Motherhood leadership" – strategies to lead the companies as their own families for Romanian women in top management positions <i>Loredana Ivan</i></p> <p>Importance of PR Education in Agriculture: Perception of the academics and the students (the case of Armenia) <i>Irina Mkrtychyan, Dimitrios V. Nikolaidis</i></p>
10:00-11:00	<p>The impact of country-of-origin, ethnocentrism and animosity on products evaluation. Evidence from Romanian consumers <i>Tana Cristina Licsandru, L.T. Szamosi, N. Papadopoulos</i></p> <p>Strategy Creation in the New Economy <i>Tanja Milić, Nemanja Milanović, Vesna Milićević, Bojan Ilić</i></p> <p>Influences of the Financial Crisis on the Development of Strategic Human Resource Management Processes in Romania <i>Carmen NOVAC</i></p>	<p>Influence of EU Funds on Sustainable Development in the Young Members of the European Union <i>Gabriela Arionesei, Andrei-Alexandru Moroșan</i></p> <p>Household indebtedness and the problem with debt repayment in the EU countries <i>Paulina Aniola</i></p>	<p>"It's better where you are!" Constructing national identity in two media campaigns on how British and Romanian people see themselves <i>Elena Negrea, Denisa Oprea</i></p> <p>Soft News, Hard News, and Framing: A Bidirectional Relation? <i>Monica-Florina Gherghel, Laura-Mariana Paraschiv</i></p> <p>Media Framing of European News in Times of Crisis: The Romanian Case <i>Nicoleta Corbu, Dumitru Cristea</i></p>
11:00-11:30	Coffee break		

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INTERNATIONAL ACADEMIC CONFERENCE
BUCHAREST, 27-28.06.2013



in partnership with



BANCA NAȚIONALĂ A ROMÂNIEI

	Business 2 Room 115 Chair: Alexandra Zbucea	Economics 2 Room 111 Chair: Lucian Anghel	Communication and Public Relations 2 Room 207 Chair: Loredana Ivan
11:30-12:30	<p>Sources of social capital creation in organizations <i>Mihaela Raluca Badea</i></p> <p>The university as a place where civic responsibility and citizenship are manifested- the case of liberal arts universities from Romania <i>Shahrazad Hadad, Ramona Cantaragiu</i></p> <p>Romanian fashion design brands achievements and trends <i>Mara Maria Mateș, Gabriela Virginia Popescu, Vlad Șuță</i></p>	<p>Some thoughts on the appropriate moment for Romania to join the euro area <i>Lucian Claudiu Anghel, Mihaela Dinu</i></p> <p>Liberalization of electricity market in Romania: Considerations on some key issues <i>Gabriela Baicu</i></p> <p>What determines Chinese outward foreign investment <i>Mihaela Ciuchină</i></p>	<p>Are counterproductive work behaviors externalizations of shame in organizations? An explorative pilot study in private versus public settings <i>Dan Stănescu, Mădălina Iorga</i></p> <p>Corporate Foundations – A Facade or a True Strategic Decision for Social Involvement? An Analysis of Corporative Foundation Online Communication <i>Camelia Crișan, Steliana Morar</i></p> <p>“Building credibility in online consumer-to-consumer commerce sites: towards a news ethics in online communication <i>Monica-Elena Mitarcă</i></p>
12:30-14:00	<p>The impact of state regulated liberalization on marketing strategies in Romania <i>Florina Pinzaru, Mihaela Dinu, Lucian Anghel</i></p> <p>Brands maintaining relevance for generation Y consumers <i>Andreea Mitan, Alexandra Vițelar</i></p> <p>Generation Y as a target for banking communication <i>Alina-Daniela Mihalcea, Rodica Săvulescu, Rareș Mocanu</i></p> <p>E-business – Real commerce in the virtual world <i>Cornelia Maxim, Cristian-Mihai Vidu</i></p> <p>Risk management in Banking <i>Anda Gheorghiu</i></p> <p>The leadership style and professional development of highly qualified employees in the knowledge-intensive services sector in our country <i>Cristina Leovaridis</i></p>	<p>The Economics of Olympic Games. Case study: London 2012 <i>Teodor Dima</i></p> <p>The contribution of education and training within multinational financial institutions <i>Elizabeth Lorena Croitor (Tcaciuc), Livia Elena Blanariu (Vranciu); Daniela Mihaela Sandu (Neamtu), Cristian Valentin Hapenciuc</i></p> <p>Multilevel models estimation in R and SPSS <i>Hritcu Roxana Otilia Sonia</i></p>	<p>The EU economic crisis – reflections in the opinions of citizens and experts <i>Nicoleta Corbu and Oana Ștefăniță</i></p> <p>In Search of a Solution for EU's Lack of Legitimacy <i>Laura-Mariana Paraschiv, Monica-Florina Gherghel</i></p> <p>The Proteus effect in the context of Facebook virtual communities <i>Mădălina Vătămănescu, Cătălina Cicei</i></p> <p>The Culture on-line, between “popular posts” and absence: a case study on Romanian blogs <i>Monica Biră</i></p> <p>Questioning Engagement Literacy: Uses and Manifestations throughout Social Networking Sites <i>Raluca-Silvia Chiochină</i></p> <p>How profitable are the social networks for the Romanian NGOs? <i>Alexandra Zbucea, Valentina Roman, Sabina Ștefănică</i></p>
14:00-15:00	Lunch break		
15:00-15:15	Closure of the conference		