



## CONFERENCE AGENDA

### Day 1: October 11, 2018

**Location:** National Bank of Romania, Mitiță Constantinescu Hall

**Address:** 8 Doamnei Street, sector 3, Bucharest, Romania

**14:00-14:45** *Registration. Welcome coffee & refreshments*  
*National Bank of Romania – Special visiting tour for pre-registered conference guests*

### Conference Opening

**15:00-15:30** **Mugur Isărescu** – Governor of the National Bank of Romania  
*Welcome speech*

**15:30-15:45** **Remus Pricopie** - Rector of the National University of Political Studies and Public Administration

*15:45-15:55* *Short break*

### Keynote Speakers

**15:55-16:35** **Rachel Lomax** - Economist, HSBC Holdings, Heathrow Airports Holdings, Deputy Governor of the Bank of England  
Keynote speech: *Learning from Brexit: The Story So Far*

**16:35-17:15** **Ovidiu Nicolescu** – President of the Romanian Academic Society of Management (SAMRO); Honorary President of the Romanian National Council of Small and Medium Enterprises (CNIPMMR); Professor Dr., Bucharest Business University, Romania  
Keynote speech: *Company Management at a Crossroads - Focalization on the Stakeholders*

*17:15-17:30* *Coffee break*

**17:30-18:10** **Aino Kianto** – Professor Dr., LUT School of Business and Management, Finland  
Keynote speech: *Managing Knowledge for Competitive Advantage – An International Perspective*

**18:10-18:50** **Juan Gabriel Cegarra Navarro** – Professor Dr., Universidad Politécnica de Cartagena, Spain  
Keynote speech: *Knowledge Structures and Their Relevance to Management Practice*

**18:50–19:30** **Ian Hipkin** – Professor Dr., University of Exeter Business School, United Kingdom and at Ecole Supérieure de Commerce, Pau, France  
Keynote speech: *The Manufacturing-Service-Platform Nexus in a World of Artificial Intelligence*

### Best Paper Award

*19:40-20:40* *Conference cocktail offered by the National Bank of Romania*

**Moderator:** **Florina Pînzaru**, Dean, Faculty of Management, National University of Political Studies and Public Administration and Chair of the International Conference Strategica 2018



**Day 2: October 12, 2018**

**Location:** National University of Political Studies and Public Administration (SNSPA)

**Address:** 30A Expozitiei Blvd., Sector 1, Bucharest, Romania

9:00-9:30. Registration
09:30-11:30. <b>Panel Sessions / Round Tables</b>
11:30-12:00. Coffee break
12:00-14:20. <b>Panel Sessions</b>
14:20-15:00. Lunch
15:00-16:30. <b>Round Tables</b>
16:30-16:35. Closure of the conference

**Day 2: October 12, 2017**

**Location:** National University of Political Studies and Public Administration (SNSPA)

**Panel Sessions**

**Room 419**

**Economics**

**Chair: Cristian PĂUN**

**09:30-11:30**

Key Vectors and Concerns of Small-Sized Entrepreneurship Development in the Russian Federation

*Elena Lovkova, Kashicina Tatyana, Savenkov Dmitry, Kuzmina Anastasiya*

Assessment of the Transport Infrastructure Development According to the Business Community Requirements

*Dmitry Macheret, Nadezhda Kapustina, Pavel Tsypin, Mikhail Gerasimov, Elena Stupnikova*

Economic Methods of Regulating the Equipment Configuration in Construction

*Viacheslav Soloviov, Alexander Poltava, Alexander Vlasov, Irada Rustamova*

Government Support of Small Business and the Mechanism of its Development

*Sergey Pavlenko, Elena Lovkova*

Not Only Economics: The Political Economy of Euro Adoption in Romania

*Radu Șimandan, Beatrice Leuștean, Răzvan Dobrescu*

The Global Competences. Analysis of Employers' Demand for Global Competences in Romania

*Lavinia Butum, Luminița Nicolescu*

The Economic Crisis versus the Crisis of Economics

*Patrizia Gazzola, Titus Suci*

The Role of Long Lasting Development in the World

*Elena Florentina Zota*



**Room 419**

**Economics**

**Chair: Cristian PĂUN**

**12:00-14:20**

Private Equity and Competitive Advantage in Emerging Industries: The Case of Life Sciences in the Netherlands

*Cristina Porumboiu, Valentin Cojanu*

Labor Productivity Growth and its Impact on Gross Average Earnings in the Industrial Sector

*Norina Popovici, Elena Condrea, Oana Oprisan*

The Impact of Fiscal and Monetary Policy on Inflation: An Empirical Study Related to Romania

*Ramona-Mihaela Bâzgan*

Regional Development of the Western Balkans May Not Be Essential in the EU Accession Process

*Tomasz Grodzicki*

Fostering Sustainable Industry, Innovation, and Infrastructure as a Part of Sustainable Development Agenda in the EU Countries: Spatial Analysis

*Tomasz Grodzicki*

The Circular Economy in Central and South-Eastern Europe - the Need for Action

*Anda Gheorghiu, Marek Szajczyk*

Romanian Capital Market: on the Road Toward an Emergent Market Status

*Alina Mihalcea, Lucian Claudiu Anghel*



The Romanian's Capital Market Chances of Becoming an Emerging Market  
*Simona-Maria Fleanță, Lucian Claudiu Anghel*

**Room 420 Management and Leadership**  
**Chair: Mariana NICOLAE**

**09:30-11:30** The Perspective Directions of Researches in the Field of Small and Medium Business Development

*Natalia Filimonova, Tatiana Starikova, Dina Clark*

Are INVs Really Different?

*Ana Paula Oliveira, Raquel Meneses, Nuno Moutinho*

Strategy for Ensuring the Competitiveness of High-Tech Industrial Enterprises

*Marina Fedotova, Natalia Polzunova*

Technologies and Innovation in the Management of Banking Sector

*Alina Elena Cerchia, Mădălina Oacheșu, Mihai Constantin*

Strategic Priorities of Public Institutions for Managing and Preventing the Terrorism Phenomena

*Adriana Grigorescu, Mihai Constantin*

Labor Mobility and Conflict Management on the Contemporary Economy Market

*Mădălina Oacheșu, Alina Elena Cerchia, Sorina-Geanina Stănescu, Ionuț Magdalena*

New Management and E-Marketing Practices Analysis, with Application to Holocracy

*Simona Gheorghe, Anca Alexandra Purcărea, Mirona Popescu*

**Room 420 Management and Leadership**  
**Chair: Mariana NICOLAE**

**12:00-14:20** The Concept of *Employer Branding* as a Strategic Tool for Creating the Employer's Image

*Mariusz Cielemecki, Wioletta Wereda*

Communication Style - Mirror of an Individual's Behavior

*Norina Popovici, Elena Condrea, Anca Cristina Stanciu*

Understanding the Relationship Between Technostress, Job Design and Employee Engagement from Nigerian Banking Employee's Perspective

*Deborah Okolo, Suzilawati Kamarudin, Ungku Norulkamar Ungku Ahmad*

Aligning Strategic Human Resource Management and Organizational Culture to Enhance Organizational Excellence

*Nibedita Saha, Tomas Sáha, Ales Gregar, Petr Sáha*

The Influence of Digitalization in the Recruitment and Selection Process. Present Challenges and Future Perspectives

*Carmen Novac, Raluca Silvia Ciochină*

Game-Based Assessment – the New Revolution of Candidates' Assessment

*Dan Florin Stănescu, Adrian Toșca, Cătălin Gabriel Ioniță*



Using a Fuzzy Expert System for Service Quality Improvement. The Case of a Car Wash Station

*Marius Pîslaru, Ramona Diana Leon, Adrian Vilcu*

Pay Satisfaction as Mediator of the Influence of Organizational Justice on Work Motivation: An Investigation in the Romanian Context

*Sebastian Adrian Uriesi*

**Room 427 Marketing and Consumer Behavior**  
**Chairs: Ralf WAGNER, Luminița NICOLESCU**

**09:30-11:30** Brand Associations in the Mind of the Consumer  
*Teodora Roman, Adriana Manolică, Maria Pleșca*

Trusting in Trustless Trust: Blockchain Information Storage in Product Communication

*Konstantin Goryagin, Ralf Wagner*

The Effect of Chosen Factors Differentiating Readiness to Provide Personal Data in M-Commerce

*Jacek Woźniak, Alexandra Zbucnea*

The Neglected Value: What Makes a Value Proposition Relevant to Customers

*Vincenzo Pallotta*

Building Brand Equity Through User Experience Design

*Rareș Mocanu, Andreea Mițan*

We Are What We Buy. Consumer Life and User Generated Content in the Age of Social Media

*Bianca Cheregi*

Game Theory in Strategic Management. Theoretical and Practical Examples

*Mihail Bușu*

A Romanian Radiography of Millennials' Motivational Landscape to Enter and Graduate from College

*Diana-Maria Cismaru, Monica-Elena Cotei*

**Room 427 Finance and Banking**  
**Chairs: Lucian Claudiu ANGHEL, Laurențiu-Mihai TREAPĂ**

**12:00-14:20** Gender Gap in Debt Literacy: A Cross-National Study of University Students  
*Andrzej Cwynar, Wiktor Cwynar, Przemysław Szuba*

Human Society and Financial Behavior

*Mihai Chișu, Cristian Păun*

International Comparative Studies on Fiscal Behavior

*Oana Opreșan, Elena Condrea, Norina Popovici*

The relation between the Market Cap and Enterprise Value: Case Study on the Value



of Leading Steelmakers  
*Viorica Mădălina Ion (Manu)*

Emerging and Frontier Market Interactions in a Conditional Granger Causality Framework  
*Vasile George Marica, Lucian Claudiu ANGHEL*

The Role of Bank's Innovativeness in Building Market Performance – The Case of Poland  
*Monika Klimontowicz*

Development of an Integrated Approach to the Assessment of the Mortgage Lending System Functioning Efficiency in the Russian Federation  
*Ekaterina Georgievna Zinovieva, Margarita Kuznetsova, Lilia Votchel, Natalya Ivashina, Valeriya Vikulina*

The Effect of the Crisis on the Economy of Romania  
*Oana Opreșan, Liliana Nicodim, Cosmin Tileagă*

Romanians' Tax Compliance in Comparative Perspective  
*Todor Arpad*

**Room 409** **Digital Systems, E-marketing and Organizational Dynamics**  
**Chairs: Gandolfo DOMINICI, Elena-Mădălina VĂTĂMĂNESCU**

**09:30-11:30** Cyberspace - a Challenge  
*Adriana Grigorescu, Răzvan-Ion Chițescu*

Theoretical Considerations Regarding the use of „Machine Learning” Concepts and Paradigms for Advanced Technology Organizations  
*Marian Sorin Ionescu*

Creating Relationships with Clients in the IT Environment  
*Wioletta Wereda, Piotr Zaskorski*

The Utilization of the HUFFMAN Code to Improve Managerial Performance for Economic Organizations Using Top-Level Technology  
*Marian Sorin Ionescu*

Determining the Differences Between Companies and Customers from the Perspective of Using Social Media Networks  
*Andreea Barbu, Gheorghe Militaru*

The Influence of Online Social Networks in the Decision-Making Process of Online Shopping  
*Raluca Ciochină, Diana Maria Cismaru, Alexandra Vîlcu*

A Model for Improving the Connection Between E-marketing and Customers



*Olivia Doina Negoită, Anca Alexandra Purcărea, Mirona Ana-Maria Popescu*

**Room 409** **Digital Systems, E-marketing and Organizational Dynamics**  
**Chairs: Gandolfo DOMINICI, Elena-Mădălina VĂTĂMĂNESCU**

**12:00-14:20** The Regulatory Function of Empathy, Shame and Guilt Proneness in Moral Judgement in the Organizational Life  
*Dan Florin Stănescu*

Way to Organizational Excellence of Innovative Enterprises Through the Communication with Stakeholders  
*Wioletta Wereda, Jacek Woźniak*

Key Factors that Influence the Online Communication Strategy for Romanian Brands  
*Mădălina Teodora Ion, Diana-Maria Cismaru*

The Influence of Social Media on Generation Y's Travel Choices  
*Maria-Irina Ana, Laura-Gabriela Istudor, Luminița Nicolescu*

Strategical Focus for Change Path to Digital Transformation in Romania – Study Case GIS Open E-governance Systems Applications  
*Adriana Grigorescu, Cristina Lincaru, Speranța Pîrciog, Gabriela Tudose*

How Mass Media Affects Future Specialists in Economics? Evidence from Latvia, Poland and Romania  
*Beata Kotowska, Ramona Rupeika-Apoga, Laurențiu-Mihai Treapăt*

The New Era of Personal Data in Europe: How Can Companies Comply?  
*George Cristian Ioan*

Theoretical Insights into SMEs' Opportunities and Vulnerabilities in International Settings  
*Elena-Mădălina Vătămănescu, Elena-Alexandra Gorgos, Vlad-Andrei Alexandru*

**Room 410** **Towards Sustainable Public Organizations**  
**Chair: Mauro ROMANELLI**

**09:30-11:30** Global Urbanization and the Need of Smart Cities Development  
*Cătălin Vrabie*

Intelligent Mobility in Shaping Urban Sustainability  
*Radoslaw Kornec, Wioletta Wereda*

The Importance of the New Public Management for Efficient Public Administration  
*Jadranka Denkova, Pande Lazarevski, Branka Denkova*

Understanding Public Management between Discontinuity and Uncertainty  
*Mauro Romanelli, Davide de Gennaro, Filomena Buonocore*

The Learning Organizations in the Public Sector in Romania  
*Corina-Georgiana Antonovici, Carmen Săvulescu, Cristina Sandu*

Managing the Financial Risk in Two Romanian Factories. Case Studies On Dacia Pitesti and Aro Câmpulung



*Cristina Bodoni, Liliana Glejaru Laurențiu-Mihai Treapăt*

The Challenges of Performance Assessment in Romanian State-Owned Enterprises  
*Ionela Munteanu*

**Room 410** **Towards Sustainable Public Organizations**  
**Chair: Mauro ROMANELLI**

**12:00-14:00** Government Efficiency between the Rule of Law and the Sanctions Policy  
*Cosmin Șerbănescu, Adrian Vintilescu*

Sustainable University and the Z Generation Students  
*Valeriu Frunzaru*

Sustaining E-Participation: New Technologies for Public Value Creation  
*Mauro Romanelli*

E-Participation in Russia at the Regional and Local Level: View of Government Officials  
*Olga Demushina*

The Italian Public Administration and the 2030 Agenda: A Best Practice Event  
*Chiara Di Gerio, Gloria Fiorani*

Managing Human Resources between Reform and Change within Public Administration  
*Mauro Romanelli, Eufrasia Sena*

Change Management in Financial and Human Resources in Polish Hospitals  
*Agnieszka Kister, Piotr Senkus, Adam Skrzypek*

Strategic Sustainable Management Approach to Design the Agriculture Sector in Nigeria  
*Piotr Senkus, Marzena Major, Kehinde Justus Eniola, Agnieszka Kister*

Knowledge Management of Modern Public Accounting Practice  
*Oana Chirica, Adelina Dumitrescu – Peculea*

**Room P03** **Knowledge Economy**  
**Chairs: Constantin BRĂTIANU, Alexandra ZBUCHEA**





**9:30-11:30** Universities as Learning Organizations: Challenges and Strategies  
*Constantin Brătianu*

Knowledge Management in the UK Higher Education Institutions: What Type of Outcomes do Higher Education Partnerships Attain?  
*Enis Elezi, Christopher Bamber*

The Key Processes of Knowledge Dynamics and Intellectual Capital in the Organization  
*Ruxandra Bejinaru*

Study on the Implementation of an Intellectual Property Policy in a Comprehensive University  
*Aurel Mihail Țițu, Alina Bianca Pop, Ștefan Țițu*

The Nature of Knowledge Exchange Challenges Amongst Academics Working in Higher Education Partnerships  
*Enis Elezi, Christopher Bamber*

University Agenda for Developing Students' Skills in the Knowledge Economy  
*Gabriela Prelipcean, Ruxandra Bejinaru*

**Room P03 Knowledge Economy**  
**Chairs: Constantin BRĂȚIANU, Alexandra ZBUCHEA**

**12:00-14:20** The Development of Knowledge-Based Economy: A Literature Review  
*Aziza Zhuparova, Rimma Sagiyeva, Dinara Kalmakova*

Challenges for Leadership in the Knowledge Economy  
*Camelia Băeșu*

Knowledge and Information Management and Sharing Impact on Competitive Advantage  
*Bruno Teixeira, Raquel Meneses, Nuno Moutinho*

Awareness Creation on E-banking Fraud Prevention: A Knowledge Management Perspective for E-security and Customer Relationship Building  
*Rachel Barker*

Showcasing Digitization as the Backbone of Knowledge and Sharing Economy in Romania  
*Shahrazad Hadad*

Intellectual Capital Reporting – A Longitudinal Study of Microsoft Annual Reports 1998-2017  
*Lukasz Bryl*

Knowledge Management and the Digital Era  
*Alexandra Zbucnea, Cristian Vidu*

**Room 811 Sustaining Leadership for Innovative Business**  
**Chairs: Alina Mihaela DIMA, Tănase STAMULE**

**12:00-14:20** The Development of Entrepreneurship in Romania at Regional Level: Transylvania Region



*Mădălina - Vanesa Vargas*

Between Motherhood and Entrepreneurship: Insights on Women Entrepreneurs in the Creative Industries

*Cristina Leovaridis, Monica Bahnă, Diana-Maria Cismaru*

Romanian Publishing Industry – Dead-end or Cross-road?

*Bogdan Hrib*

The Added Value of Making Music Accessible. From Service to Product and Back

*Marta-Christina Suciu, Diana Năsulea, Christian Năsulea*

Dependencies Models on Innovation and Economy Indicators in the European Union

*Alina Mihaela Dima, Maria Alexandra Maassen, Radu Petrariu*

Financial Integration in the CEE Countries

*Iulian-Cornel Lolea, Radu Petrariu*

**Room 804 Challenges of Project Management**

**Chair: Lajos SZABÓ**

**09:30-11:30** Success Criteria and Critical Success Factors of CRM Projects at Telecommunication Companies

*Lajos Szabó, Eszter Bajza*

Changes in Cooperation in Project Management

*Elvira Kuhn*

When Risk Management Is Not Enough: Project Managers' Experiences When Confronted with the Unexpected

*Andreas G.M. Nachbagauer*

Implementing Project Portfolio Management in a Commercial Bank

*István Csendes*

From Economic Growth to Economic Development: Managerial Strategies for Romanian Leaders

*Florina Pînzaru, Cristian Păun, Alexandra Vițelar*

**Room 804 Business Ethics and CSR**

**Chairs: Patrizia GAZZOLA, Andreia Gabriela ANDREI**

**12:00-14:20** Sustainability Performance of SMEs: The Approach to Non-Financial Reporting

*Elena Querci*

Dementia Tourism as an Opportunity for Destination Rejuvenation: Simply a Supply Side Offer or a Need for People with Dementia and Their Caregivers?

*Patrizia Gazzola, Enrica Pavione, Paola Ossola, Daniele Grechi*



Valorization of Historical and Cultural Heritage: A Strategy of Sustainable Growth  
*Luana La Bara, Gloria Fiorani, Irene Litardi*

Regeneration as a Development Process for Sustainable Development. Cross  
Countries Analysis: Italy, Belgium and Spain  
*Irene Litardi, Gloria Fiorani, Luana La Bara*

Disclosure Index Related to Corruption and Bribery Information in EUROS TOXX50  
Companies  
*Inmaculada Alonso Carrillo, Montserrat Núñez Chicharro, Alba María Priego De La Cruz*

Benefit Companies in Italy: Development Perspectives and Evaluation Standards  
*Patrizia Gazzola, Enrica Pavione, Paola Ossola, Daniele Grechi*

Digitally Promoting CSR activities: When Business Communication Moves Online  
*Alexandra Vițelar*

The Relationship Between Employee Perceptions of Corporate Social Responsibility  
and Organizational Citizenship Behavior  
*Živilė Stankevičiūtė, Wioletta Wereda*

Responsible Consumption and Civic Engagement as Sustainability Oriented Behaviors  
*Andreia Gabriela Andrei, Adriana Zaiț*

**4<sup>th</sup> floor**

**POSTER SESSION**

**12:00-14:20**

Managing Vehicles Used in Transport in Emergency Situations  
*Karolina Lubieniecka-Kocoń, Katarzyna Wąsowska*

The Analysis of Factors Generating Emergency Situations in Air Transport  
*Katarzyna Wąsowska, Karolina Lubieniecka-Kocoń*

What Are the Cultural Effects of the Migration Due to Migration from the Conflict  
Zones? The Importance of Human Resource Management  
*Sergiu-Dan Iurian, Mohammad Jaradat*

International Migration – Economic Impact  
*Mohammad Jaradat, Sergiu-Dan Iurian*

Managerial Challenges in the Context of Digital Economy  
*Wiesław Gonciarski, Marek Świątkowski*

Factors Influencing Customer's Choice of Internet Service Providers in Albania  
*Ana Buhajjoti*

Competitive Position of the Zara Brand in the Clothing Market  
*Larisa Kapustina, Mushfig Agababaev, Andrei Drevalev*

The Improvement of Interbudget Relations National Model as a Trend to Boost the  
Russian Federation Industrial Cities Tax Potential  
*Anastasia Vasilyeva, Natalia Ivanova, Yuliya Kiva-Khamzina, Viktoria Volkova, Nina*



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*Kuznetsova*

Spatio-Temporal Analysis of the Convergence of Consumption Expenditures in the European Union Countries

*Mateusz Jankiewicz*

The Socio-Economic Life of the Inhabitants of Stanislavov During the First World War

*Adam Adrian Ostanek*

Neurotechnology with Potential for Cognitive Enhancement: Insights into Brain Stimulation

*Andreea Melinte*

Mathematical Measurement of the Concordance between Party Doctrine and Candidate Speech - A Creative Approach to Analyzing Political Discourse

*Monica Pătruț*

Does Intellectual Capital Contribute to a Better Management of Virtual Teams?

*Georgiana Cristea*

Management of Knowledge Workers. Support for Creative Thinking and Action: The Case of Creative Industries

*Mieczysław Morawski*

Green Human Resource Management - Latest Trend or Strategic Necessity?

*Edyta Bombiak*

**Room 811**

**Round table**

**Moderators: Sorin Anagnoste, Knowledge Manager at EY Romania**

**10:30-12:00**

**Business Digitization. Is Intelligent Automation Really Here for Businesses?**

**Invited speakers:** Marius Alexandru (Manager for Special Project at Telekom), Sorin Peste (Technology Solutions Professionals, Data & AI at Microsoft), Mircea Grigore (Product Manager at UiPath), Ștefan Baciu (Country Leader, SAS Romania & Republic of Moldova)

**Insight:** At the latest World Economic Forum, the experts mentioned that between 75 and 375 million people may have to switch occupation by 2030 due to the latest advances in intelligent automation. On the other hand, there is no certainty of extreme disruption – with automation of 50% or more of the current jobs, as predicted in a study by the researchers from Oxford University. It can be seen already that the new technologies are already here and fully used by businesses across globe: robotic process automation (RPA), intelligent optical character recognition (IOCR), chat-bots, machine learning, big data analytics, cognitive platforms, anomaly detection, pattern analysis, voice recognition, data classification and many more. No matter what scenario will be in place, one aspect is clear: the future will be automated and augmented. For these new jobs new skills will be required, such as complex problem solving, critical thinking, creativity, people management.



**Room 811      Round table**  
**Moderators: Ioana Petrescu, former Minister of Finance**  
**Florina Pînzaru, Dean of the Faculty of Management**

**15:00-16:30      Financial Inclusion: Does Innovation in Technology Bring Hope to the Romanian Unbanked?**

**Invited speakers:** Cosmin Vladimirescu (General Manager Mastercard Romania), Claudiu Cercel (Deputy CEO BRD), Radu Georgescu (Founder GECAD Ventures), Augustin Jianu (Former Minister of Communications and Entrepreneur), Florin Luca (Chief Economist CEC Bank)

**Insight:** According to the latest World Bank report, Findex, only 58 percent of Romanian adults have a bank account, putting our country at similar levels as Ghana also with 58%, Bosnia and Herzegovina with 59% and Uganda with 59%, and much lower than other European neighbors such as Bulgaria with 72%, Czech Republic with 81% and Croatia with 86%. Professors, students, experts and representatives of the financial and technology sectors will discuss how the spread of mobile telephony and mobile-internet services, cheap biometric systems, cloud computing, and blockchain can bring millions of people into the formal financial system. We will also analyze what innovative solutions China, Pakistan, and Kenya found to overcome financial exclusion. How did companies such as M-Pesa, Alipay, and Easypaisa revolutionize the payment industry in these countries and what lessons we can learn from their success?

**Room 409      Round table**  
**Moderators: Ralf Wagner, University of Kassel, Germany**

**15:00-16:30      Entrepreneurship for Youth: From Cases to Success Patterns**

**Invited speakers:** Gabriel Niță, Managing Partner (Think Starter; Managing Partner – Slim Smith Grup; Founder – Youth HUB), Arpad Todor (Responsible of Public Policy at the Minister of Foreign Affairs), Sergiu Stan (SNSPA)

**Insight:** Relevant features such as entrepreneurial alertness, stress resilience and willingness to take risks are typical characteristics of young people rather than learned in academic or business-related careers. Notably, the consideration of entrepreneurial ventures by young people, their entrepreneurial ecosystems and their success differ substantially across Europe. This roundtable consolidates the specific qualifications, capabilities and added value propositions of participating universities and NGOs for an Erasmus+ application for a project tackling the entrepreneurial activities of young people.

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**16:30 – 16:35**

**Closure of the conference**