THE PROGRAM OF THE INTERNATIONAL SCIENTIFIC SYMPOSIUM

“Economy, Society, Civilization”

BUCHAREST

6-7 iulie 2007
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Academy of Economic Studies

1st year student, Faculty of Economics, Sorin Deta
Academy of Economic Studies
Friday 6th of July 2007

Room: Aula ASE
9.00-9.30-Registration

9.30-10.00- The Scientific Conference Opening Ceremony

- Opening Speech of the Academy of Economic Studies’ Rector
  Rosca Ion, Professor PhD.
  Academy of Economic Studies, Bucharest

- The second modernization of Romania: 2007-2020
  Varujan Vosganian, PhD., Minister of Economy and Finance

- OPENING SPEECHES FROM PARTNERS

10.00-11.30 Plenary session

- “Do Financial Markets Discipline Firms for Illegal Corporate Behaviour?”
  Arnold Monique, Professor PhD.
  Engelen Peter-Jan, Professor PhD.
  Utrecht University, Netherlands

- Complexity of investment in agriculture, effects in economic growth culture and society
  Angelescu Coralia, Professor PhD.
  Huru Dragos, Lecturer PhD.
  Academy of Economic Studies, Bucharest

- Elitism, democracy and public policy
  Ramazzotti Paolo, Professor PhD.
  Dipartimento di Istituzioni Economiche e Finanziarie, Università di Macerata

- The Health of the Academic Organization
  Popescu Constantin, Professor PhD.
  Tasnadi Alexandru, Professor PhD.
  Academy of Economic Studies, Bucharest

- Institutional structures as Benard Taylor processes
  Purica Ionut, PhD.
  Institute of Economic Forecasting, Romanian Academy

- Corruption and trade in general equilibrium
  Sugata Marjit, Centre for Studies in Social Science, Calcutta, India
  Biswajit Mandal, Visva Bharati University, Santiniketan, India

- Reflecting human codes related to the new economy and to the knowledge society
  Dobrota Nita, Professor PhD.
  Academy of Economic Studies, Bucharest
11.30-12.00 Coffee Breaks;

12.00-13.30 Plenary session

- **Business policy and reputation risk**
  Cornescu Viorel, Professor PhD.
  Druică Elena, Associate Professor PhD.
  University of Bucharest

- **Economics theory and economy dynamics**
  Elena Ciucur, Professor PhD.
  Ciucur Dumitru, Professor PhD.
  Academy of Economic Studies, Bucharest

- **Globalization as a project of modernity**
  Dinu Marin, Professor PhD.
  Academy of Economic Studies, Bucharest

- **Consumption as a new religion**
  Costea Carmen, Professor PhD.
  Academy of Economic Studies, Bucharest

- **Supporting business agility through service-oriented architectures**
  Zaharie Dorin, Professor PhD.
  Oancea Mirela, Senior Lecturer PhD.
  Rădulescu Maria Cristina, Assistant PhD. candidate
  Academy of Economic Studies, Bucharest

- **Why Do We Need a New Reform in higher Education**
  Korka Mihai, Professor PhD.
  Faculty of International Business and Economics
  Academy of Economic Studies, Bucharest

13.30-14.30 Lunch break

14.30-16.30 Plenary session

- **The rationality of small and medium size enterprises: an economic, social and human point of view**
  Gavrila Tatiana, Professor PhD.
  Gavrila Ilie, Professor PhD.
  Academy of Economic Studies Bucharest

- **Romania’s economic development horizon 2013**
  Plumb Ion, Professor PhD.
  Academy of Economic Studies, Bucharest

- **External marketing communication in the educational sector – condition of the success of the organization on the market**
  Olteanu Valerica, Professor PhD.
  Moise Daniel, PhD. candidate
Bounded rationality, efficiency and effectiveness. Ethics & moral communities in a creative economy
Suciu Marta-Christina, Professor PhD.
Academy of Economic Studies, Bucharest

The Health of the Education – between Limits and Perspectives
Platis Magdalena, Professor PhD.
University of Bucharest

The significance of corruption in a democratic society
Rogojanu Angela, Professor PhD.
Academy of Economic Studies, Bucharest

Economic regional integration of Romanian areas: dilemmas and perspectives
Catarau Lilia, PhD.
Chisinau, Republic of Moldavia

The European Union between Nominal and Real Convergence
Ignat Ion, Professor PhD.
Zaharia Cezara - Oana
Al. I. Cuza University of Iasi

16.30-17.00 Coffee Breaks;

17.00-18.30 Plenary session

Economic decoding issue of the concept of culture: what economists don’t understand and how they are not assisted by sociologists
Fudulu Paul, Professor PhD.
University of Bucharest

Rules and fluctuations on the labour market
Ghiță Paul Tănase, Professor PhD.
Academy of Economic Studies, Bucharest

Credit rating for corporations, a global culture
Dudian Monica, Associate Professor PhD.
Stefanescu Aurelia, Lecturer PhD.
Gherghina Rodica, Lecturer
Ioana Duca, Assistant
Academy of Economic Studies, Bucharest

Data consolidation strategy for Business Intelligence implementation
Radu Ioan, Professor PhD.
Ioniță Florin, Lecturer PhD.
Academy of Economic Studies, Bucharest

About wealth and power in knowledge based society
Gheorghe Răboacă, Professor PhD.
From Georgescu-Roegen to Manoilescu. And further to Sen
Jivan Alexandru, Professor PhD.
West University, Timișoara

Professional assessment in the universities - scientific study or democratic act?
Simion Doina Maria, Professor PhD.
Lucian Blaga University, Sibiu

18.30-19.00 The sound of music
19.00- Official Dinner
Section 1: Economics and Society

Moderators: Ailenei Dorel, Professor PhD
Sarbovan Marina Luminita, Associate Professor PhD
Room : 0319

1. E.U. agricultural market as a network of integrated markets
Ailenei Dorel, Professor PhD.
Academy of Economic Studies, Bucharest

2. General correlations between foreign trade, balance of payments and rate of exchange analyses by taking into account the criteria of person, Sperman and Kendall correlation coefficients
Bălăcescu Aniela, Assistant professor PhD. Candidate
Ciurlău Loredana, Assistant professor PhD. Candidate
Constantin Brancusi University, Targu Jiu

3. Predicting business failure within the new economy: theoretical and practical approach
Brezeanu Petre, Professor PhD.
Academy of Economic Studies, Bucharest
Triandafil Cristina Maria, PhD. Candidate
Finance Doctoral School, Academy of Economic Studies, Bucharest

4. Romanian SME Finance Decision under the constraint of corporate rating: Are they becoming important players for the banking system?
Brezeanu Petre, Professor PhD.
Academy of Economic Studies, Bucharest
Triandafil Cristina Maria, PhD. Candidate
Finance Doctoral School, Academy of Economic Studies, Bucharest

5. The capital – production factor, content, indicators, overall operating mechanism on profitability
Căruntu Constantin
Lăpădușă Mihaela Loredana
Constantin Brâncuși University, Faculty of Economic Sciences, Targu Jiu

6. Cost and benefits of integration in the European Union
Craciun Liliana, Lecturer Ph.D.
Academy of Economic Studies, Bucharest

7. The role and structure of the financial safety net
Dan Cătălin, PhD candidate
Deposit Guarantee Fund in the Banking System

8. An industry analysis of capital structure determinants. empirical results for Romanian listed companies
Dragotă Mihaela, Lecturer PhD.
Semenescu Andreea, Assistant professor PhD. Candidate
Academy of Economic Studies, Bucharest

9. Capital structure and performance: an analysis for the Romanian listed companies
10. “PEST” Analysis of the Romanian Capital Market
Georgescu Adriana, PhD. Candidate
Economic Doctoral School, Academy of Economic Studies

11. Manipulation rumors in Romanian futures market
Gogoneata Basarab, Lecturer PhD.
Academy of Economic Studies, Bucharest

12. Beyond the Solow model
Mosora Cosmin, Assistant PhD candidate
Academy of Economic Studies, Bucharest

Negrea Bogdan, Lecturer PhD.
ţăţu Lucian, Lecturer PhD.
ţăţu Delia, assistant professor PhD. Candidate
Academy of Economic Studies, Bucharest

14. The Impact of Trade Volume on Stock Prices. An Econometric Investigation
Negrea Bogdan, Lecturer PhD.
Bojesteana Elena, Assistant professor PhD. Candidate
Grigore Alina, Assistant professor PhD. Candidate
Academy of Economic Studies, Bucharest

15. Institutions, entrepreneurial activity and prosperity
Pana Marius-Cristian, Assistant PhD.
Academy of Economic Studies, Faculty of Economics, Bucharest

16. Contributions at the analysis of the European outsourcing
Sarbovan Marina Luminita, Associate professor Ph.D.
Tibiscus University, Timisoara

17. Games theory and market efficiency
Sirghi Nicoleta, Associate professor Ph.D.
The West University of Timisoara

18. On market reform in Education Policy
Staicu Gabriel, Assistant Ph.D.
Academy of Economic Studies, Faculty of Economics, Bucharest
Staicu Adriana, Assistant professor PhD. Candidate
Bucharest Polytechnic University

19. Requirements from new member states & Copenhagen criteria
Stanef Roberta, Assistant professor Ph.D. Candidate
Creţu Alina Ştefania, Assistant professor Ph.D. Candidate
Academy of Economic Studies, Faculty of Economics, Bucharest
Section 2: Economics and Complexity

Moderators: Angelescu Coralia, Professor PhD
Jivan Alexandru, Professor PhD

Room: 0320

1. An insight into the discount rate policy in Romania in the 20th century
Dobrescu M. Emilian, Professor PhD.
The Romanian Academy, Bucharest
Tarţă Monica, Lecturer PhD.
Academy of Economic Studies, Bucharest

2. Some considerations on the NAIRU hypothesis
Dobrescu M. Emilian, Professor PhD.
The Romanian Academy, Bucharest
Tarţă Monica, Lecturer PhD.
Nuţu Liana, Assistant PhD. candidate
Academy of Economic Studies, Bucharest

3. Workforce Occupancy – Essential Indicator within the Analysis of the Country Economic Development
Dobrotă Gabriela, Professor PhD.
Buşan Gabriela, Lecturer PhD.
Chirculescu Felicia, Assistant PhD. candidate
Brâncuşi Constantin, University, Târgu Jiu

4. The Romania’s EU integration from formal convergence through real convergence
Ionescu Cornel, Associate Professor PhD.
Ionescu Adrian, Msc.
Spiru Haret University

5. Long Hard Road to Welfare
Ivanovici Mina, Assistant PhD. candidate
Buşoi Simona, PhD candidate
Academy of Economic Studies, Bucharest

6. A Few Remarks on Methodological Aspects Related to Sustainable Development
Minica Mirela, Deputy Professor Dr.
Frant Florin, Assistant
University Eftimie Murgu, Resita

7. Competitiveness and sustainable development in European Union
Plumb Ion, Professor Ph.D.
Zamfir Andreea, Lecturer Ph.D.
Academy of Economic Studies, Bucharest

8. Romania’s competitiveness growth at all levels – the perspective of interculturality and european integration
Popescu Gheorghe, Professor PhD.
9. Institutional design and the state aid policy  
   Popescu Anisia, Lecturer PhD.  
   Papuc Marilena, Lecturer PhD.  
   Academy of Economic Studies, Bucharest

10. Romanian high-skilled migration to the EU and its consequences for the state of origin  
    Prelipceanu Raluca, PhD. Candidate, EUREQUA  
    University of Paris1

11. Types of strategies in field of quality  
    Todoruș Amalia Venera, Lecturer PhD.  
    Constantin Brancusi University, Tg-Jiu
Section 3: Economics and Communication

Moderators: Rogojanu Angela, Professor PhD
            Simion Doina Maria, Professor PhD

Room: 0321

1. Advanced training systems through electronic communication techniques and it contains
   Burlacu Sorin, Assistant PhD. candidate
   Academy of Economic Studies, Bucharest

2. Morality in economy
   Frăsineanu Corina, Lecturer PhD.
   Crețu Alina, Senior Lecturer PhD.
   Academy of Economic Studies, Bucharest

3. Internal marketing communication – a necessary tool of modern management system
   Olteanu Valerica, Professor Ph.D.
   Moise D, Ph.D. candidate
   Academy of Economic Studies, Bucharest

4. The Importance of Electronic Messages in Marketing Communication
   Popescu Alina Irina, Assistant Lecturer Ph.D.
   Academy of Economic Studies, Bucharest

5. The online dimension of Romanian businesses
   Pînzaru Florina, Lecturer PhD. Candidate
   Faculty of Communication and Public Relations
   National School of Political and Administrative Studies, Bucharest

6. The institutional – cultural origin of economic performances
   Popescu Cristina Raluca, PhD. Candidate
   The University of Bucharest

7. The institutional component of the competitiveness in the business environment nowadays
   Popescu Cristina Raluca, PhD. Candidate
   The University of Bucharest

8. The role of communication in an organization. The importance of the “management of change”
   Popescu Veronica Adriana, Lecturer PhD.
   Academy of Economic Studies, Bucharest

9. Advertising and competition
   Rogojanu Angela, Professor PhD.
   Nuțu Liana, Assistant PhD. candidate,
   Tarța Monica, Lecturer PhD.
   Academy of Economic Studies, Bucharest
10. Information Technology - Ways to ensure adequate communication between economic partners

Vasilescu Corina Gabriela, PhD. Candidate
Academy of Economic Studies, Bucharest
Section 4: The Health of the Living Common Whole

Moderators: Popescu Constantin, Professor PhD.
            Tasnadi Alexandru, Professor PhD.

Room: Robert Schumann

1. **Models of the intrafamily behavior**
   Bărbulescu Răzvan, Assistant PhD. candidate
   Țățu Delia, Assistant PhD. candidate
   Academy of Economic Studies, Bucharest

2. **Underground Economy, social and economic phenomenon**
   Covaci Cristina, Assistant PhD. candidate
   Academy of Economic Studies, Bucharest

3. **Biofuels and sustainable development in the European Union**
   Dachin Anca, Professor PhD.
   Academy of Economic Studies, Bucharest

4. **Signaling theory on the labor market**
   Dobre Mihaela, Assistant PhD.
   Academy of Economic Studies, Bucharest

5. **Tradition and innovation in the European consumer’s culture**
   Mariana Ioșițu, Professor PhD.
   Academy of Economic Studies, Bucharest

6. **The paradigm inflation-unemployment in a new approach (Edmund Phelps and Phillips curve)**
   Mariana Ioșițu, Professor PhD.
   Academy of Economic Studies, Bucharest

7. **Industrial biotechnology and international trade: opportunities for developing countries**
   Frăsineanu Ion, Professor PhD.
   Peptan Elena, Assistant PhD. candidate
   Academy of Economic Studies, Bucharest

8. **Intellectual capital & competitive advantage**
   Papuc Răzvan Mihail, Lecturer PhD
   Ionescu Vladimir Codrin, Lecturer PhD
   University of Bucharest, Faculty of Business and Administration

9. **Putting in practice the “economic amplifier” model on various Romanian manufacturers**
   Gheorghiu Anca
   Spânulescu Ion
   Gheorghiu Anda
   Hyperion University of Bucharest, Bucharest
10. Sustainable development through structural funds
   Istrate Madalina, PhD. candidate
   Radu Luiza, PhD. candidate
   Topoleanu Iuliana, PhD. candidate
   Academy of Economic Studies, Bucharest

11. From Ethics to Economics: What is wrong with the Coase Theorem?
   Marinescu Cosmin, Lecturer PhD.
   Academy of Economic Studies, Bucharest

12. Lasting development – compromise or necessity?
   Mazilu Mirela, Lecturer Ph D.
   Severineanu Roxana, Assistant
   Ispas Roxana, Lecturer Ph D.
   Drobeta Turnu Severin University, Craiova

13. Would a national defined contribution scheme make a better public pillar in the
    Romanian pension system?
   Mihaita Eugen Iulian, Lecturer Ph D.
   The Derbyshire Business School
   University of Derby

14. The man and the environment: an economic perspective
   Mursa Gabriel, Lecturer PhD.
   “Al. I. Cuza” University of Iasi

15. Conventional Energy versus Renewable Energy
   Părean Mihai
   Faculty of Economic Studies
   West University, Timișoara

16. Some aspects about european forest sector
   Pociovălîșteanu Diana-Mihaela, Lecturer PhD.
   Faculty of Economics, „Constantin Brâncuși” University, Tg-Jiu

17. Projet AUF pour la promotion des relations internationales de l’Union Européenne
    par la francophonie
   Rădulescu Irina Gabriela, PhD. (economics)
   Dumitrașcu Liviu, PhD. (engineering)

18. The organizational Health as a premise of human development
   Stanciu Miltiade, Ph.D. candidate
   Faculty of Economics

19. Entrepreneurial Education and Entrepreneurial Networks
   Tantau Adrian Dumitru, Professor PhD.
   Hincu Daniela, Lecturer PhD.
   Fratila Laurentiu, Lecturer PhD.
   Academy of Economic Studies Bucharest
20. Economic growth – ongoing target?!
Virjan Daniela, Lecturer PhD.
Academy of Economic Studies

21. Economic education into knowledge-based society
Zamfir Andreea, Lecturer PhD.
Academy of Economic Studies Bucharest