Thursday, November 10

**Location:** Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

9.00-9.30 – *Participants’ registration*

9.30-10.00 – *Welcome and Opening Remarks*
- Nicolae ISTUDOR, Rector of Bucharest University of Economic Studies
- Gheorghe HURDUZEU, Dean of the Faculty of International Business and Economics
- Mariana NICOLAE, Head of Department (Modern Languages and Business Communication)
- Radu MUŞETESCU, Head of Department (International Business and Economics)

10.00-12.30 – *Keynote speeches*

10.00-10.45 – *“The Best Crisis Negotiation in the European Chaotic & Challenging Reality is Crisis Prevention”*
Arik STRULOVITZ, University of Bergamo, Faculty of Law, Italy

10.45-11.30 – *“Towards Knowledge Based Europe: Challenges in Working Arrangements of R&D Employees”*
Mr. Aaro HAZAK, Tallinn School of Economics and Business Administration, Estonia

11.30-11.45 – *Coffee break*

11.45-12.30 – *“Shakespeare, Cervantes, Eminescu – from Cultural to Universal Icons. A Literary Translator’s Perspective”*
Adrian SĂHLEAN, Co-founder and President of Global Arts Inc., United States of America

12.30-13.15 – *“Between Homogeneity and Multiculturalism – Japan’s Encounters with the Other”*
Griseldis KIRSCH, University of London, SOAS (School of Oriental and African Languages), UK

13.30-14.30 – *Lunch* (Cafeteria, Bucharest University of Economic Studies)

14.30-18.30 – *Panel Sessions day 1*

19.00 – 21.00 *Conference Gala Dinner* (Bucharest University of Economic Studies, Cafeteria)
PLENARY SESSION DAY 2

Friday, November 11
Location: Bucharest University of Economic Studies (Aula Magna, Ion Angelescu building)

9.30-10.45 – "The Contemporary Educational Contexts of Islamist Activism"
Neil KETCHLEY, King's College London, Department of Middle Eastern Studies, UK

10.45-11.30 – "Lost in the Future - Who is Leading Us, to Where and in What Language?"
Mariana NICOLAE, Bucharest University of Economic Studies, Modern Languages and Business Communication, Romania

11.30-12.00 – Coffee break

Paul LANDRY, Heritage University, United States of America

13.00-14.00 – Lunch (Cafeteria, Bucharest University of Economic Studies)

14.00-16.00 – Panel Sessions day 2

CONFERENCE GALA DINNER - Thursday, 10 November, 2016

19.00 Conference Gala Dinner (Location: Bucharest University of Economic Studies, Cafeteria)
Special Guest speaker: Bogdan HRIB, Founder and Editor in Chief of Tritonic Publishing House, Romania, writer.
"Writing and selling books - as inter/national business"
PANEL SESSIONS DAY 1 (THURSDAY, November 10)

PANEL 1: SYNERGIES IN BUSINESS COMMUNICATION. TRAINING, EDUCATION AND RESEARCH
(Room: 1507)

Chairs:
Irina David, Bucharest University of Economic Studies
Viorela Valentina Dima, Bucharest University of Economic Studies

14.30 – 15.45, Thursday, November 10

A Head-start Tutoring Program for Immigrant Preschoolers: the Case of Ethiopians in Israel
Elite Olshtain, School of Education, Hebrew University, Israel

The Impact of Youtube Language Learning Videos
Irina Ana Drobot, Technical University of Civil Engineering Bucharest, Romania

Applied Linguistics Research Trends – Case Study on the Romanian Scientific Journal ‘Synergy’
Viorela Valentina Dima, Bucharest University of Economic Studies, Romania

Using Online Economic Articles for Teaching English Finance and Banking Collocations
Elena Tălmăcian, Bucharest University of Economic Studies, Romania

Diana Ioncică, Denise Dona, Marina Militaru, Bucharest University of Economic Studies

15.45 – 16.00 – Coffee break (room 1519)

16.00-18.00, Thursday, November 10

Central Europe and the “Perenial Other”
Dan Horia Popescu, Partium Christian University, Oradea, Romania

Plagiarism
Radadiana Calciu, Maria Enache, Bucharest University of Economic Studies, Romania

Assessment methods. A Study for Romania and Bulgaria
Mara Magda Maftei, Bucharest University of Economic Studies, Romania
Georgi Marinov Georgiev, The University of Economics, Varna, Bulgaria

English Influence on the Economic and Business Language in Romania
Monica Condruz-Băcescu, Bucharest University of Economic Studies, Romania

Mirroring Japanese Society through the Buzzwords of the Year
Raluca Nicolae, Bucharest University of Economic Studies, Romania

New Patterns and Approaches to Comparative Linguistics
Violeta Negrea, Bucharest University of Economic Studies, Romania
One Face of Dehumanization: Animalization

Adrian Solomon, Bucharest University of Economic Studies, Romania

Narcissist Regression and the Fascinating Monster in V. Voiculescu’s Short Stories

Raluca Șerban, Bucharest University of Economic Studies, Romania

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PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES
(Room: 1509)

Chairs:
Lucia Grosu Rădulescu, Bucharest University of Economic Studies, Romania
Roxana Marinescu, Bucharest University of Economic Studies, Romania

14.30 – 15.45, Thursday, November 10

Identity and Belonging: Insider/Outsider in Ed Husain’s The Islamist

Jillian Curr, University of Western Australia

Good Girls Gone Bad: Jeanette in Jeanette Winterson’s Oranges are not the Only Fruit and Eve in Angela Carter’s The Passion of New Eve

Irina Bocianu, University of Bucharest, Romania

Developing Cross Cultural Sensitivity: A Study of Indian Networking Etiquette

Minouti Naik, Mumbai Education Trust’s Institute of Computer Science, Mumbai, India

Ma(s)king the Woman: Culture and the Birthing of the Indian Woman

Preeti Shirodkar, MET Institute of Management, Mumbai, India

Le Freak, C'est Chic – Disco Culture in Whit Stillman’s The Last Days of Disco

Ioana Stamatescu, Bucharest University of Economic Studies, Romania

Normative Dimensions of Transnationalism in South Asian Fiction of Migration

Adriana Elena Stoican, Lumina, The University of South East Europe, Bucharest University of Economic Studies, Romania

15.45 – 16.00 – Coffee break (room 1519)

16.00-17.00, Thursday, November 10

Keep Your Balance: Work, Learn, Socialise

Roxana Marinescu, Bucharest University of Economic Studies, Romania

Teacher and Student Empowerment for Improved Learning Outcomes. Reflections on a Romanian Graduate Study Application

Mihaela Arsene, Bucharest University of Economic Studies, Romania

Reframing the European Union in French Nationalistic Discourse by Marine Le Pen

Ioana Cocuz, University of Bucharest, Romania

Understanding Marginal Identity through the Lens of Multiculturalism. A Theoretical Approach

Monica Got, Bucharest University of Economic Studies, Romania
17.00-18.15, Thursday, November 10

PANEL 2: EDUCATION THROUGH INTERCULTURAL STUDIES / SHAKESPEARE  
(Room: 1509)  
Chairs: 
Maria Dărăbanţ, Bucharest University of Economic Studies, Romania  
Dana Radler, Bucharest University of Economic Studies, Romania  

To and Fro: the Sides of Negotiation in The Merchant of Venice by William Shakespeare  
Dana Radler, Bucharest University of Economic Studies, Romania  

Shakespeare’s Sweet and Not-so-sweet Nothings: Henoses and/or Kenoses?  
Danica Igrutinović, Faculty of Media and Communications, Singidunum University, Belgrade  

Jorge Luis Borges and His Mnemonic Shakespeare  
Dan Horia Popescu, Partium Christian University, Oradea, Romania  

On Shakespeare and the Quest for Power  
Ioana Albu, Oradea University, Faculty of History, International Relations, Political Sciences and Communication Sciences, Romania  

Our ‘Daily’ Shakespeare – Modernity and Timelessness in Shakespeare with an Insight into Julius Caesar  
Maria Dărăbanţ, Bucharest University of Economic Studies, Romania  

14.30 – 15.45, Thursday, November 10  

PANEL 3: GERMAN SECTION  
(Room: 1503)  
Chairs:  
Lora Dagmar Constantinescu, Bucharest University of Economic Studies, Romania  

Herausforderungen der Zweisprachigkeit: Doppelte Halbsprachigkeit bei Jugendlichen mit Migrationshintergrund  
Miryam Diko, Universität Bukarest, Romania  

Der Mehrwert von literarischen Texten im DaF-Unterricht  
Ana Karlstedt, Universität Bukarest, Romania  

Verkaufsgesprächstypen. Ein Thema für die Linguistik  
Mihaela Parpalea, Transilvania University of Braşov, Romania  

Autowerbung. Technik und (viel) mehr - Car advertising. Technology and (much) more  
Lora Dagmar Constantinescu, Bucharest University of Economic Studies, Romania  

Die Übersetzbarkeit des Präfixoids Heiden-ins Rumänische  
Nicoleta Gabriela Gheorghe, Universität Bukarest, Romania  

15.45 – 16.00 – Coffee break (room 1519)
16.00-17.30, Thursday, November 10

PANEL 3: FRENCH SECTION
(Room: 1503)
Chairs:
Carmen Stoean, Bucharest University of Economic Studies, Romania
Rodica Capotă Stanciu, Bucharest University of Economic Studies, Romania

Les pièges du plurilinguisme
Rodica Capotă Stanciu, Bucharest University of Economic Studies, Romania

Elections et « publicité »
Ruxandra Constantinescu-Ştefănel, Bucharest University of Economic Studies, Romania

La médiation (inter)culturelle sous l’angle de l’efficacité
Nina Ivanciu, Bucharest University of Economic Studies, Romania

Les emprunts d’origine anglo-américaine dans le domaine du Marketing en roumain et en français
Corina Cilianu Lascu, Bucharest University of Economic Studies, Romania

La Dynamique De L’organisation Informationnelle Dans Le Discours Universitaire Écrit
Carmen Stoean, Bucharest University of Economic Studies, Romania

Un cas de perméabilité culturelle en-ligne : une possible réception des éléments familiaux dans le virtuel ludique roumain
Dominic Negrici, Bucharest University of Economic Studies, Romania

Pour une approche discursive de l’enseignement-apprentissage du roumain comme langue étrangère
Anca Găţă, Université « Dunărea de Jos » de Galaţi, Romania

17.30-18.15, Thursday, November 10

PANEL 3: ITALIAN/ROMANIAN SECTIONS
(Room: 1503)
Chairs:
Marina Militaru, Bucharest University of Economic Studies, Romania
Mariana Sândulescu, Bucharest University of Economic Studies, Romania

La Ricetta Della Ricetta Gastronomica Virtuale
Mariana Sândulescu, Bucharest University of Economic Studies, Romania

Antiteza ca figură retorică în reclama electorală
Marina Militaru, Bucharest University of Economic Studies, Romania

Limba română sahariană în Oedip rege de Pier Paolo Pasolini
Mihai Şerban, Bucharest University of Economic Studies, Romania

Ionela Chiru, “Alexandru Ioan Cuza” University, Iaşi, Romania
14.00 – 15.30, Friday, November 11

ROUND TABLE: LANGUAGES AND CULTURES – INTERCULTURAL COMPETENCIES AND CEFR (THE COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES)
(Room: 1503)

Chairs:
Adrian Săhlean, Co-founder and President of Global Arts Inc., United States of America
Mariana Nicolae, Bucharest University of Economic Studies, Romania
Paul Laundry, Assistant Professor of Education at Heritage University, United States of America