

SECOND INTERNATIONAL STUDENTS AND YOUNG RESEARCHERS'  
CONFERENCE ON ECONOMICS, INTERNATIONAL BUSINESS AND CROSS-  
CULTURAL COMMUNICATION  
IAȘI, 12<sup>th</sup> – 13<sup>th</sup> May 2022, Online



**EIBC 2022**

**PROGRAMME**

**THURSDAY, May 12, 2022**

**10.00 – 11.30 OPENING AND PLENARY MEETING**

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652270083359?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

**10.00 – 10.30 OPENING**

**Professor Cristina-Teodora ROMAN, PhD**, Dean of the Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași, ROMANIA

**Professor Andreea IACOBUȚĂ-MIHĂIȚĂ, PhD Habil**, Head of the Economics and International Relations Department, Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași, ROMANIA

**10.30 – 11.30 PLENARY MEETING**

**10.30 – 11.00 Keynote Speaker**

**Professor Claire GARNIER-TARDIEU, PhD**, Université de la Sorbonne Nouvelle Paris 3, FRANCE

***Tandem Language and Culture Learning in a Globalized World***

**11.00 – 11.30 Keynote Speaker**

**Senior Lecturer, IVANA ČIZMIĆ**, University of Split, CROATIA

***Foreign Language Anxiety***

## CONCURRENT PANEL SESSIONS

**THURSDAY, MAY 12, 2022, 12.00-13.30**

### PANEL 1 | FACETS OF THE RELATIONSHIP BETWEEN FREEDOM AND DEVELOPMENT

Chair: Gabriel MURSA

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652270654740?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Mădălina Maria BREZULEANU  
SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Libertatea economică – vector al creșterii***

2. Oana Maria COZMA  
SDEAA, 1<sup>st</sup> year, UAIC Iași, Romania

***Slavery and Economic Thought. Josiah Tucker and Adam Smith***

3. Iana GANȚA, Bogdan Ștefan CERNAT  
AP, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Factorii creșterii economice. Studiu de caz: Canada***

4. Emil IFTIMIE, Marta STOLNICU  
FB, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***The Austrian School of Economics***

5. Ionela RUBLIOVSCHI  
EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***De ce sunt nivelurile prețurilor mai scăzute în țările mai sărace?***

6. Cristina SNATINSCHI  
AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Impactul libertății economice asupra corupției***

## PANEL 2 | CULTURAL LANDMARKS

Chair: Elena CIORTESCU

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652270746706?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Carolina ABAJERU, Denis ANTAL, Eduard Gabriel PAVĂL, Daniela PĂTRAȘCU  
Marketing, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Culture and Language Tradition in Spain***

2. Steliana BIGHIU-TOFAN

Faculty of Letters, LMA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Turkish Song Lyrics: A Metaphorical Dilemma***

3. Cristina CĂUTIȘANU, Iolanda VODĂ

ICI, CENERESIM, UAIC Iași, Romania

***Investigating Digital Literacy Skills in Humanities Students. A Comparative Analysis between Belgium and Romania***

4. Petrică Ionel CIOARĂ

AAI (Master), Ovidius University, Romania

***From “En rade” to the “Titanic”, between Soul, Film, Business and Reality***

5. Violeta Elena COROIU, Teodora SARSANIUC

Faculty of Letters, LMA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Difficulties and Strategies in Translating Mihai Eminescu’s Poetry***

6. Adriana DANILIU, Petronela LALAC, Diana MOLDOVANU

CIG, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***The Art of Cooking***

7. Azimjon TUKHTAMURODOV

Vilnius University, Lithuania

***Cultural Aspects of Middle-Asian Countries***

**THURSDAY, MAY 12, 2022, 13.30 - 15.00**

**PANEL 1 | CURRENT ISSUES IN ECONOMIC DEVELOPMENT I**

**Chair: Raluca CLIPA**

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652270971294?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Cristina BAGHIU

SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Financing Innovative Digital Business Models: Challenges and Best Practices***

2. Valeriu CRUCOVICI

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***The Election System in the US and France***

3. Andrei IFTIMIA

AP, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Guvernarea digitală și importanța acesteia în consolidarea transparenței decizionale și a bunelor practici administrative***

4. Teofana IORDĂCHIANU

AP, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Analiza fenomenului traficului de persoane în România***

5. Viorel MATCAȘ

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***What's Causing Rampant Inflation? A Case Study on the United States***

6. Iuliana PANTEA (UNGUREANU)

SDEAA, 3<sup>rd</sup> year, UAIC Iași, Romania

***Studierea dimensiunii fenomenului corupției în Uniunea Europeană***

## PANEL 2 | INTERNATIONAL BUSINESS PRACTICE

Chair: Oana URSU

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmIS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652271114390?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Cătălina CODIȚĂ, Casian-Teodor HORNEA  
Finance and Banking, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Adapting US Companies to China's Cultural Identity***

2. Florentina Beatrice COPCEA  
AISİ, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Corporate Social Responsibility – A Case Study of McDonald's Policy***

3. Andreea LUCHIAN, Irina ȚUGULEA  
AISİ, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Is the PC Culture Ruining the Business World?***

4. Sabrina SCRIPNIC, Romana ZMEU  
EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Why is Samsung More Popular in Europe than in the USA?***

5. Cristina SNATINSCHI  
AISİ, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Globalizarea afacerilor în domeniul sportiv***

**THURSDAY, MAY 12, 2022, 15.00 - 16.30**

**PANEL 1 | COVID 19 – IMPLICATIONS FOR BUSINESS AND EMPLOYMENT**

**Chair: Andreea IACOBUȚĂ**

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652271281754?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Victor ESIPENCO

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Employee Performance during the Pandemic***

2. Alina GRACHEVA

Financial University under the Government of the Russian Federation, Russian Federation

***Coping with Changes in Pandemic Times: An Analysis of Business' Ability to Adapt***

3. Vladislav PALADI

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***HR Motivation Factors in Multinational Companies***

4. Raluca Magdalena RUSU

EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Productivity in Remote Work and Pandemic Challenges***

5. Ionela TOFAN

SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Impactul pandemiei COVID-19 asupra ocupării forței de muncă***

## PANEL 2 | BUSINESS COMMUNICATION – MARKETING & ADVERTISING

Chair: Carina BRÂNZILĂ

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652271562764?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Laura Ștefania BOGDAN, Alexandra Elena CRIVOI, Cătălin Costel MÎȚĂ  
EAI, 3<sup>rd</sup> year, FEAA, UAIC Iași, Romania

***Fake-News***

2. Camelia COJAN  
SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***The Marketing of Children Products - Games and Toys. Perception and Impact of the Promoted Values***

3. Veronica CONDURACHI  
ECTS, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***The Impact of Influencer Marketing on Consumer Buying Behaviour***

4. Dan PATRAȘ  
Marketing, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Influencer Marketing***

5. Ioana Ștefania SANDU, Mihail Sebastian CĂLINESCU  
AP, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Copyright. Accidental or Intentional?***

6. Silvia SCARLAT, Daniela BOTUȘANU, Gabriela PERJU, Elena CRĂCIUN  
Marketing, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Marketing & Advertising***

## FRIDAY, May 13, 2022

### 9.30 – 10.45 PLENARY MEETING

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652271943628?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

### 9.30 – 10.00 Keynote Speaker

**Professor Marina LOLIĆ ČIPČIĆ, PhD**, University of Split, CROATIA

*The Influence of Oil Prices on Macroeconomic Variables*

### 10.00 – 10.30 Keynote Speaker

**Professor Ingrid MOLDEREZ, PhD**, CEDON – Research Centre for Economics and Sustainable Entrepreneurship, Brussels, BELGIUM

*The Wickedness of the Circular Economy*

## CONCURRENT PANEL SESSIONS

### FRIDAY, MAY 13, 2022, 11.00 – 12.30

#### PANEL 1 | INTERNATIONAL BUSINESS & INTERCULTURAL COMMUNICATION

Chair: Oana ALEXA

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652272172800?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Georgiana CRAINICIUC, Codruț NECULĂIȚA, Deniz ȘERBAN

EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

*Intercultural Communication between Christians and Muslims*

2. Denisa Ioana DOROFTEI, Eliza Elena MATEI

EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

*Doing Business Internationally. China vs USA*



3. Laura MELNIC

EAI, 3<sup>rd</sup> year, FEAA, UAIC Iași, Romania

***The Use of Virtual and Augmented Reality in Intercultural Communication***

4. Laurenția SLIUSARI

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***When East Meets West. Business Negotiations in China and the U.S.***

5. Alexandra Florina TITI

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Management și arta motivării în medii culturale diferite***

## **PANEL 2 | CULTURAL ASPECTS IN BUSINESS**

**Chair: Alina BRUCKNER**

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmIS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652272223770?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Alexandra CODIȚĂ

EAI, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Cultural Aspects in International Negotiations***

2. Florentina CUCOȘ

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Financial Education in Germany vs Romania. Cultural Aspects***

3. Ioana FARCAȘ

Doctoral School, 2<sup>nd</sup> year, Babeș-Bolyai University, Cluj-Napoca, Romania

***The Impact of Culture on Government Interventions in the Banking Sector***

4. Ioana JIREBIE

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Why Do Some Businesses Fail Internationally? Wal-Mart in Germany***

5. Paula Simona PĂDURARIU

SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Feminine Entrepreneurship: Challenges of the Gender Gap***

**FRIDAY, MAY 13, 2022, 12.30 – 14.00**

**PANEL 1 | CURRENT ISSUES IN ECONOMIC DEVELOPMENT II**

**Chair: Mihaela IFRIM**

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmlS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652272315478?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Clement GENARDINI

University of Bordeaux

***The Impact of Future Changes on the French Healthcare System***

2. Daria Sabina LUPAȘCU

BA, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***The Oil Market: Friend or Foe. The Case of Venezuela***

3. Luminița MARCHICI

FB, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Development Economics***

4. Eduard Alexandru OȚEL

SDEAA, 2<sup>nd</sup> year, UAIC Iași, Romania

***Human Capital and the Foreign Direct Investments' Role in Creating Economic Growth: An Assessment of Romania***

5. Ana-Maria PRICOP

International Management and Sustainability Master, 1<sup>st</sup> year, Sciences Po Paris, France

***Entrepreneurial Environment in Blockchain Ecosystems: Scarcity vs. Abundance***

6. Valentyna YAKOBAN

BA, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Dictatorship as a Failure of Russia's Transitional Economic Development***

## PANEL 2 | INTERNATIONAL ECONOMICS

Chair: Oana GURIȚĂ

<https://teams.microsoft.com/l/meetup-join/19%3a8qekQmIS5ZRHwN2VD0Ro58XWcrsGITPPDACAuORLvA1%40thead.tacv2/1652272463234?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Petrică Ionel CIOARĂ

AAI (Master), Ovidius University, Romania

***Financial Inclusion, the “Forex” Case and Global Trends***

2. Tapuarii COLOMBANI

Clermont Auvergne University, France

***Tahiti – a Diversified Economy***

3. Emmanuel DADZIE

SDEAA, 3<sup>rd</sup> year, UAIC Iași, Romania

***The Effects of Trade Openness on Financial Integration***

4. Catherine DUGUEYT

Université Grenoble Alpes, France

***Euro and Its International Role***

5. Diana IACOVIȚĂ

AISI, 1<sup>st</sup> year, FEAA, UAIC Iași, Romania

***Globalization - the Path to International Interdependence***

6. Cristina – Gabriela PETRARU

AP, 2<sup>nd</sup> year, FEAA, UAIC Iași, Romania

***Economic Globalization of the European Union***

7. Victoria VOINOVAN

EAI, 3<sup>rd</sup> year, FEAA, UAIC Iași, Romania

***Disputele comerciale în tranzacțiile internaționale: cauze și tendințe***