

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



EIBC 2022

PROGRAMME

THURSDAY, May 12, 2022

10.00 – 11.30 OPENING AND PLENARY MEETING

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

1. Mădălina Maria BREZULEANU

SDEAA, 2nd year, UAIC Iași, Romania

Libertatea economică – vector al creșterii

2. Oana Maria COZMA

SDEAA, 1st year, UAIC Iași, Romania

Slavery and Economic Thought. Josiah Tucker and Adam Smith

3. Iana GANȚA, Bogdan Ștefan CERNAT

AP, 1st year, FEAA, UAIC Iași, Romania

Factorii creșterii economice. Studiu de caz: Canada

4. Emil IFTIMIE, Marta STOLNICU

FB, 2nd year, FEAA, UAIC Iași, Romania

The Austrian School of Economics

5. Ionela RUBLIOVSCHI

EAI, 2nd year, FEAA, UAIC Iași, Romania

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

6. Cristina SNATINSCHI

AISI, 1st year, FEAA, UAIC Iași, Romania

Impactul libertății economice asupra corupției

PANEL 2 | CULTURAL LANDMARKS

Chair: Elena CIORTESCU

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

Culture and Language Tradition in Spain

2. Steliana BIGHIU-TOFAN

Faculty of Letters, LMA, 2nd 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, 2nd year, UAIC Iași, Romania

Difficulties and Strategies in Translating Mihai Eminescu’s Poetry

6. Adriana DANILIUC, Petronela LALAC, Diana MOLDOVANU

CIG, 2nd 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

1. Cristina BAGHIU

SDEAA, 2nd year, UAIC Iași, Romania

Financing Innovative Digital Business Models: Challenges and Best Practices

2. Valeriu CRUCOVICI

AISI, 1st year, FEAA, UAIC Iași, Romania

The Election System in the US and France

3. Andrei IFTIMIA

AP, 2nd year, FEAA, UAIC Iași, Romania

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

4. Teofana IORDĂCHIANU

AP, 2nd year, FEAA, UAIC Iași, Romania

Analiza fenomenului traficului de persoane în România

5. Viorel MATCAȘ

AISI, 1st year, FEAA, UAIC Iași, Romania

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

6. Iuliana PANTEA (UNGUREANU)

SDEAA, 3rd year, UAIC Iași, Romania

Studierea dimensiunii fenomenului corupției în Uniunea Europeană

PANEL 2 | INTERNATIONAL BUSINESS PRACTICE

Chair: Oana URSU

1. Cătălina CODIȚĂ, Casian-Teodor HORNEA

Finance and Banking, 2nd year, FEAA, UAIC Iași, Romania

Adapting US Companies to China's Cultural Identity

2. Florentina Beatrice COPCEA

AISI, 1st year, FEAA, UAIC Iași, Romania

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

3. Andreea LUCHIAN, Irina ȚUGULEA

AISI, 1st year, FEAA, UAIC Iași, Romania

Is the PC Culture Ruining the Business World?

4. Sabrina SCRIPNIC, Romana ZMEU

EAI, 2nd year, FEAA, UAIC Iași, Romania

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

5. Cristina SNATINSCHI
AISI, 1st 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

1. Victor ESIPENCO
AISI, 1st 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, 1st year, FEAA, UAIC Iași, Romania
HR Motivation Factors in Multinational Companies

4. Raluca Magdalena RUSU
EAI, 2nd year, FEAA, UAIC Iași, Romania
Productivity in Remote Work and Pandemic Challenges

5. Ionela TOFAN
SDEAA, 2nd year, UAIC Iași, Romania
Impactul pandemiei COVID-19 asupra ocupării forței de muncă

PANEL 2 | BUSINESS COMMUNICATION – MARKETING & ADVERTISING

Chair: Carina BRÂNZILĂ

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

Fake-News

2. Camelia COJAN

SDEAA, 2nd year, UAIC Iași, Romania

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

3. Veronica CONDURACHI

ECTS, 2nd year, FEAA, UAIC Iași, Romania

The Impact of Influencer Marketing on Consumer Buying Behaviour

4. Dan PATRAȘ

Marketing, 2nd year, FEAA, UAIC Iași, Romania

Influencer Marketing

5. Ioana Ștefania SANDU, Mihail Sebastian CĂLINESCU

AP, 2nd year, FEAA, UAIC Iași, Romania

Copyright. Accidental or Intentional?

6. Silvia SCARLAT, Daniela BOTUȘANU, Gabriela PERJU, Elena CRĂCIUN

Marketing, 2nd year, FEAA, UAIC Iași, Romania

Marketing & Advertising

FRIDAY, May 13, 2022

9.30 – 10.45 PLENARY MEETING

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

1. Georgiana CRAINICIUC, Codruț NECULĂIȚA, Deniz ȘERBAN
UAIC Iași, Romania

Intercultural Communication between Christians and Muslims

2. Denisa Ioana DOROFTEI, Eliza Elena MATEI
EAI, 2nd year, FEAA, UAIC Iași, Romania

Doing Business Internationally. China vs USA

3. Laura MELNIC
EAI, 3rd year, FEAA, UAIC Iași, Romania

The Use of Virtual and Augmented Reality in Intercultural Communication

4. Laurenția SLIUSARI
AISI, 1st year, FEAA, UAIC Iași, Romania

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

5. Alexandra Florina TITI
AISI, 1st year, FEAA, UAIC Iași, Romania

Management și arta motivării în medii culturale diferite

PANEL 2 | CULTURAL ASPECTS IN BUSINESS

Chair: Alina BRUCKNER

1. Alexandra CODIȚĂ

EAI, 2nd year, FEAA, UAIC Iași, Romania

Cultural Aspects in International Negotiations

2. Florentina CUCOȘ

AISI, 1st year, FEAA, UAIC Iași, Romania

Financial Education in Germany vs Romania. Cultural Aspects

3. Ioana FARCAȘ

Doctoral School, 2nd year, Babeș-Bolyai University, Cluj-Napoca, Romania

The Impact of Culture on Government Interventions in the Banking Sector

4. Ioana JIREBIE

AISI, 1st year, FEAA, UAIC Iași, Romania

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

5. Paula Simona PĂDURARIU

SDEAA, 2nd 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

1. Clement GENARDINI

University of Bordeaux

The Impact of Future Changes on the French Healthcare System

2. Daria Sabina LUPAȘCU

BA, 1st year, FEAA, UAIC Iași, Romania

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

3. Luminița MARCHICI

FB, 2nd year, FEAA, UAIC Iași, Romania

Development Economics

4. Eduard Alexandru OȚEL

SDEAA, 2nd 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, 1st year, Sciences Po Paris, France

Entrepreneurial Environment in Blockchain Ecosystems: Scarcity vs. Abundance

6. Valentyna YAKOBAN

BA, 1st year, FEAA, UAIC Iași, Romania

Dictatorship as a Failure of Russia's Transitional Economic Development

PANEL 2 | INTERNATIONAL ECONOMICS

Chair: Oana GURIȚĂ

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, 3rd 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, 1st year, FEAA, UAIC Iași, Romania

Globalization - the Path to International Interdependence

6. Cristina – Gabriela PETRARU

AP, 2nd year, FEAA, UAIC Iași, Romania

Economic Globalization of the European Union

7. Victoria VOINOVAN

EAI, 3rd year, FEAA, UAIC Iași, Romania

Disputele comerciale în tranzacțiile internaționale: cauze și tendințe