

FIRST INTERNATIONAL STUDENTS AND YOUNG RESEARCHERS' CONFERENCE ON  
ECONOMICS, INTERNATIONAL BUSINESS AND CROSS-CULTURAL COMMUNICATION  
IAȘI, 13<sup>th</sup> – 14<sup>th</sup> May 2021, Online

**EIBC 2021**

**PROGRAMME**

**THURSDAY, May 13, 2021**



**11.00 – 11.15 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

**11.15 – 12.30 PLENARY MEETING**

**11.15 – 11.45 Keynote speaker**

**Professor Vasile IȘAN, PhD**, “Alexandru Ioan Cuza” University of Iași, ROMANIA

**12.00 – 12.30 Keynote speaker**

**Associate Professor, Silvana TOKIC, PhD**, University of Split, CROATIA

*Intercultural Communication in a Nutshell*

**CONCURRENT PANEL SESSIONS**

**THURSDAY, MAY 13, 2021, 14-16**

**PANEL 1 | BUSINESS STRATEGY AND COMPETITIVENESS**

**Chair: Raluca CLIPA**

1. **Tatiana FURCULIȚĂ**

Academia de Administrare Publică Chișinău, Republic of Moldova

*Implementation of Quality Management in Public Administration – How to Increase Performance*

2. Catrinel Alina GHERMAN  
Management, FEAA, UAIC Iași, Romania  
***How Non-Financial Incentives Affect Motivation in the Workplace Environment***
3. Rică Ciprian GORGOVAN  
AISI, FEAA, UAIC Iași, Romania  
***Adaptarea practicilor organizaționale la mediul de afaceri***
4. Diana Teodora HAPĂU  
FB, FEAA, UAIC Iași, Romania  
***Infinite Mindset in Growing Companies***
5. Iulia UNGUREANU  
SDEAA, FEAA, UAIC Iași, Romania  
***The Impact of ERP Implementation on Performance – Perception of Romanian Companies***
6. Iuliana UNGUREANU  
SDEAA, FEAA, UAIC Iași, Romania  
***Aspecte cheie privind criminalitatea economico-financiară***

## **PANEL 2 | INTERNATIONAL ECONOMICS (1)**

**Chair: Gabriela PASCARIU**

1. Ana Maria ARBANAȘ, Mădălina ASAVEI, Teodor BOGDAN, Adina ȘINDILARIU  
EAI, FEAA, UAIC Iași, Romania  
***The Black Market in Argentina vs. Russia: a Controversial Phenomenon***
2. Mihaela CAZACU  
AISI, FEAA, UAIC Iași, Romania  
***Consumerism vs. Minimalism***
3. Teofana IORDĂCHIANU  
AP, FEAA, UAIC Iași, Romania  
***Globalizarea și liberul schimb***

4. Paula Simona PĂDURARIU  
SDEAA, FEAA, UAIC Iași, Romania  
***Comunități sustenabile prin voluntariat. Contribuții și tendințe în context European***
5. Cristina Gabriela PETRARU, Theodor Paraschiv MIHĂILĂ  
AP, FEAA, UAIC Iași, Romania  
***Causes of North and South Korea's Different Economic Performance***
6. Mădălina POPESCU  
AISI, FEAA, UAIC Iași, Romania  
***Dimensiunea și impactul economiei subterane la nivel mondial***
7. Liliana STOICA  
AISI, FEAA, UAIC Iași, Romania  
***Înțelegerile de tip cartel și efectele lor economice***

### **PANEL 3 | BUSINESS COMMUNICATION – GLOBAL PERSPECTIVES**

**Chair: Elena CIORTESCU**

1. Andrei BURDUJOC, Patricia CIUBOTARU  
EAI, FEAA, UAIC Iași, Romania  
***The Impact of Student Summer Programs***
2. Anastasia COZLOVSCHI, Anca Mihaela HORCIU  
EAI, FEAA, UAIC Iași, Romania  
***The Success Story of McDonald's***
3. Pavel LEVINTI  
AISI, FEAA, UAIC Iași, Romania  
***The Importance of Worldwide Students in the Work and Travel Program in the USA***
4. Andrei MOROȘANU  
EAI, FEAA, UAIC Iași, Romania  
***From Selling Books to Being Everywhere***

5. Diana Elena POPOVICI  
AISI, FEAA, UAIC Iași, Romania  
***Managementul parcurilor naționale. SUA vs. România***

6. Maxim REUS, Rem-Victor MOLDOVAN  
EAI, FEAA, UAIC Iași, Romania  
***Elon Musk – The Real Tony Stark***

7. Mircea Alexandru ROȘU  
SDEAA, FEAA, UAIC Iași, Romania  
***Strategies for Creating Written Content***

**THURSDAY, MAY 13, 2021, 16-18**

**PANEL 1 | INTERNATIONAL BUSINESS**

**Chair: Mihaela IFRIM**

1. Alina Cristina GHIBA  
SDEAA, FEAA, UAIC Iași, Romania  
***Challenges Related to Applying Agile Principles when Working with an International Organization***

2. Andreea MANDACHI  
EAI, FEAA, UAIC Iași, Romania  
***Cross-Cultural Differences in Google's Corporate Motivation Strategies: USA vs. India***

3. Laura MELNIC  
EAI, FEAA, UAIC Iași, Romania  
***Perspectives of Using Virtual and Augmented Reality Technologies in International Business***

4. Constantin SCULEAC  
AISI, FEAA, UAIC Iași, Romania  
***Best Practices – Women in Tech as Part of Corporate Business Diversity and Inclusion***
5. Alexandru SILION  
EAI, FEAA, UAIC Iași, Romania  
***The Rise of Robots in China***
6. Mariya VELKOVA  
Doctoral School "D.A.Tsenov" Academy of Economics Svishtov, Bulgaria  
***Conflict Management in a Multicultural Organization***

## **PANEL 2 | CURRENT ISSUES IN ECONOMIC DEVELOPMENT**

**Chair: Gabriel MURSA**

1. Maria AILINCĂI – ZANET  
SDEAA, FEAA, UAIC Iași, Romania  
***Ocuparea în sectorul serviciilor și rata de absolvire a studiilor superioare. Sunt cele două corelate și pot fi un motiv al inegalității dintre țări?***
2. Mădălina ASAVEI  
EAI, FEAA, UAIC Iași, Romania  
***Impactul salariului minim pe economie***
3. Mălina CHELARU, Adelina OARZĂ  
BA, FEAA, UAIC Iași, Romania  
***Socio-Economic Effects of the Medical Brain Drain***
4. George CHIRIAC  
Finanțe Asigurări, FEAA, UAIC Iași, Romania  
***Unemployment and Labour Market Policies: an Empirical Investigation***
5. Ana Maria LUCA, Magda Rubina RACNEA, Ioana Roberta OBREJA, Mircea Gabriel RADU  
EAI, FEAA, UAIC Iași, Romania  
***Corruption in Non-corrupt Countries: Norway vs. Singapore***

6. Eduard Alexandru OȚEL  
SDEAA, FEAA, UAIC Iași, Romania  
***Human Capital Accumulation and Earning Capacity: A Study on Labour Force Dynamics of Romania***
  
7. Valentyna YAKOBAN  
BA, FEAA, UAIC Iași, Romania  
***The Impact of Corruption on Economic Development***

### **PANEL 3 | INTERCULTURAL COMMUNICATION**

**Chair: Luminița COCÂRȚĂ**

1. Simona Andreea CHIPERI, Andra Georgiana GEMĂNARI  
AISI, FEAA, UAIC Iași, Romania  
***"Glass Ceiling". Studiu de caz: Japonia***
  
2. Iuliana DUMITRU  
AISI, FEAA, UAIC Iași, Romania  
***Geert Hofstede's and E.T. Hall's Cultural Perspectives in Russia***
  
3. Ioana LOVIN  
University of Chester, UK  
***Developing Intercultural Competence with EAP Students in UK Higher Education***
  
4. Diana NOROCEA  
AISI, FEAA, UAIC Iași, Romania  
***Attitudes towards Time Management in American and British Cultures***
  
5. Manuel Marian PURCĂREAȚĂ  
AISI, FEAA, UAIC Iași  
***Criza valorilor americane: cazul George Floyd***

6. Adelina Paula RUGINOSU  
AISI, FEAA, UAIC Iași, Romania  
***Dimensiunile culturale ale lui E.T.Hall în țările post-comuniste: România și Polonia***

#### **PANEL 4 | CULTURAL LANDMARKS**

**Chair: Alina BRUCKNER**

1. Andreea AMOLIOAIE, Cristina CHIRA, Elena IAȚUC, Arsenia IFTIMIE, Valentina ȚIBERNEAC  
EAI, FEAA, UAIC Iași, Romania  
***Examples of Good Practices in Education: the Finnish vs. the Japanese Education Systems***
2. Maria Corina DIMITRIU  
"Costache Negruzzi" National College Iași, Romania  
***In How Many Ways Can the Author Die?***
3. Tonia MUNTEANU  
AISI, FEAA, UAIC Iași, Romania  
***The Finnish Educational System as a Cultural `Landmark`***
4. Oana Diana PLEȘCA  
AISI, FEAA, UAIC Iași, Romania  
***Impactul cultural al împrumuturilor lingvistice din engleză în germană***
5. Iuliana SIMON  
AISI, FEAA, UAIC Iași, Romania  
***Cultura și importanța acesteia în definirea politicilor de sănătate și educație***
6. Mariana SIRGHIE, Adelina TINCA, Codruța Ioana DUMITRU, Andra Maria DIMITRIU  
EAI, FEAA, UAIC Iași, Romania  
***State Support before and after Birth in Denmark, USA and Romania***

## FRIDAY, May 14, 2021

**9.00 – 10.00** Workshop: Lecturer Ioana LOVIN, University of Chester, UK  
**Research Skills – Writing Critically**

**11.00 – 11.30** Keynote speaker

**Professor Rafal MATERA, PhD Habil**, Dean of the Faculty of Economics and Sociology, University of Lodz, POLAND

***Inside? Outside? Or on the Edge? Are Central Eastern European Countries in Narrow Corridor? Inspiration from Acemoglu and Robinson Works***

## CONCURRENT PANEL SESSIONS

**FRIDAY, MAY 14, 2021, 12-14**

**PANEL 1 | THE MACROECONOMIC IMPACT OF COVID 19**

**Chair: Andreea IACOBUȚĂ**

1. Lăcrămioara Georgeana BĂRBĂRĂSCU, Elena Adelina NECHITA  
ECTS, FEAA, UAIC Iași, Romania  
***Cum a afectat Coronavirus economia României***
2. Mădălina Maria BREZULEANU  
SDEAA, FEAA, UAIC Iași, Romania  
***Provocările pandemiei la adresa libertății economice***
3. Ovidiu CUCIUC  
AP, FEAA, UAIC Iași, Romania  
***A 2020 Black Swan***



4. Tudor IRIMIAȘ  
FSEGA, Babeș-Bolyai University, Cluj-Napoca, Romania  
***Let's play! Are Business Simulation Games Suited for a Bachelor Study Line in Business Administration?***
5. Raluca Petronela MAHU  
IE, FEAA, UAIC Iași, Romania  
***The Impact of the Covid19 Pandemic on Belgium's Hospitality Sector***
6. Camelia Elena MARIN  
AISI, FEAA, UAIC Iași, Romania  
***The Impact of the COVID Pandemic on the Airline Industry***
7. Carla WALÓ TOSCO, Paula RODRÍGUEZ HERNÁNDEZ, Jana DE GRAEVE, Diego GARCÍA, Miguel PREGO PICADO  
Iriarte Escuela Universitariade Turismo, Spain  
***The Covid19 Economic Impact on Tourism in Tenerife***
8. Marta WIAŻOWSKA  
International Business, Faculty of Economics and Sociology, University of Lodz, Poland  
***Foreign Direct Investments – Impact of the Coronavirus***

## **PANEL 2 | BUSINESS COMMUNICATION – NEGOTIATIONS**

**Chair: Oana URSU**

1. Sibel Alexandra AKPOLAT  
AISI, FEAA, UAIC Iași, Romania  
***The Impact of a Cultural Mismatch on Negotiations – USA and Germany***
2. Laura Ștefania BOGDAN, Alexandra Elena CRIVOI, Constantin FLOREA, Cătălin Costel MIȚA  
EAI, FEAA, UAIC Iași, Romania  
***Understanding the Path to Agreement***

3. Xenia CERNEA  
AISI, FEAA, UAIC Iași, Romania  
***Comunicarea non-verbală în negocierile de afaceri. Studiu de caz: Germania și Japonia***
4. Alexandra Cristina DIMITRIU  
"Costache Negruzzi" National College Iași, Romania  
***How Polite Would Be the Right Amount?***
5. Mădălina POPUȚOAI  
AISI, FEAA, UAIC Iași, Romania  
***Rolul factorilor culturali în alegerea strategiei de negociere***
6. Andreea STĂVĂRACHE  
AP, FEAA, UAIC Iași, Romania  
***Business Negotiations – Some Key Aspects***

### **PANEL 3 | BUSINESS COMMUNICATION – PROMOTING NATIONAL CULTURES**

**Chair: Sorina CHIPER**

1. Diana Andreea ADĂSCĂLIȚEI, Alexandra Marina AITEANU, Eveline Iuliana ARITON, Valeria BERNIC, Eusebiu Traian BLAGOCI  
EAI, FEAA, UAIC Iași, Romania  
***French vs. Moldavian Wines: Cultural and Economic Analysis***
2. Cătălina CODIȚĂ  
FB, FEAA, UAIC Iași, Romania  
***Country Branding in Moldova vs. Romania: A Cultural Analysis***
3. Valentin CULAGHIN, Radu DONCILĂ  
EAI, FEAA, UAIC Iași, Romania  
***Country Branding: the Russian Federation vs. Kazakhstan***
4. Sergiu DRAGOMIR, Elena Mădălina GOREA, Marcela MANTALUȚA, Mădălin MUNTEANU  
EAI, FEAA, UAIC Iași, Romania

***German vs. Italian Car Industry: an Economic and Cultural Analysis of Representative Brands***

5. Vladimir HÎRJĂU  
AISI, FEAA, UAIC Iași, Romania  
***Strategii de promovare a brand-ului de țară***
  
6. Carla WALÓ TOSCO, Paula RODRÍGUEZ HERNÁNDEZ, Jana DE GRAEVE  
Iriarte Escuela Universitaria de Tursimo, Spain  
***Analysis of Tourism Today. Some Cases in Point***

**PANEL 4 | BUSINESS COMMUNICATION: MARKETING AND ADVERTISING**

**Chair: Carina BRÂNZILĂ**

1. Alina CUIBUȘ, Maria Giulia SAMSON  
EAI, FEAA, UAIC Iași, Romania  
***"Together Tastes Better" – A Global Campaign during the Pandemic***
  
2. Daniela GOLOVCO, Maxim PETRAȘCU  
AISI, FEAA, UAIC Iași, Romania  
***Unsuccessful Marketing Campaigns in Culturally Diverse Environments***
  
3. Dumitru LITOVSCI  
FEAA, UAIC Iași, Romania  
***Starbucks Marketing Strategy***
  
4. Luminița PURICE  
AISI, FEAA, UAIC Iași, Romania  
***Cultura gastronomică în deciziile de marketing***
  
5. Vlăduț Andrei RADU  
EAI, FEAA, UAIC Iași, Romania  
***Cultural Aspects in Marketing on Asian Markets***
  
6. Petronela Doruța ROMILA  
EAI, FEAA, UAIC Iași, Romania

## ***The Impact of Endorsement on Brand Recognition***

7. Ioana Raluca TOMA  
AISI, FEAA, UAIC Iași, Romania  
***Aspecte culturale în campaniile de marketing. Studiu de caz: Benetton***

## **PANEL 5 | CULTURAL ASPECTS IN BUSINESS**

**Chair: Oana ALEXA**

1. Magda Ștefania CHIPERESCU  
ECTS, FEAA, UAIC Iași, Romania  
***Strategy and Competitiveness: KFC and McDonald's***
2. Ana Maria IVĂNESCU  
AISI, FEAA, UAIC Iași, Romania  
***Starbucks și Kraft Foods: Studiu de caz***
3. Valentin MOVILĂ  
EAI, FEAA, UAIC Iași, Romania  
***Company Set-up and Development***
4. Eleni Agori PASCHALIDIS  
AISI, FEAA, UAIC Iași, Romania  
***The Impact of Religion on International Business***
5. Ioana Ștefania SANDU, Mihail Sebastian CĂLINESCU  
AP, FEAA, UAIC Iași, Romania  
***The Diamond Industry – Values and Marketing***
6. Bianca Simona ȘTEFURĂ  
AISI, FEAA, UAIC Iași, Romania  
***Din America în Europa. Povestea unui brand de succes***

**FRIDAY, MAY 14, 2021, 14-16**

**PANEL 1 | INTERNATIONAL ECONOMICS (2)**

**Chair: Liviu MAHA**

1. Andreea Ștefania ALISTAR  
FEAA, UAIC Iași, Romania / Canada  
***Residential Housing Market in Canada***
  
2. Tudor Mugurel AURSULESEI  
FEAA, UAIC Iași, Romania  
***Analiza oportunității aderării României la Uniunea Monetară Europeană***
  
3. Teodor BOGDAN  
EAI, FEAA, UAIC Iași, Romania  
***Oportunități pentru tineri și evoluția e-Commerce***
  
4. Monica BUZOI  
EAI, FEAA, UAIC Iași, Romania  
***Impactul paradisurilor fiscale în economie***
  
5. Cristian CARAMAN  
SDEAA, FEAA, UAIC Iași, Romania  
***Do Cultural Similarities Affect Foreign Trade? A Case Study on the Republic of Moldova***
  
6. Petrică Ionel CIOARĂ  
Universitatea "Ovidius" Constanța, Romania  
***The Influence of the "Ovidius-Ozein" Project in the Future World Economy***

## PANEL 2 | CHALLENGES IN DIGITAL ECONOMY

Chair: Claudiu ȚIGĂNAȘ

1. Sorin Gabriel ANTON  
FEAA, UAIC Iași, Romania  
***The Effects of Digitalization on New Firm Creation: Some Empirical Evidence***
2. George BALINT  
AISI, FEAA, UAIC Iași, Romania  
***The Ecosystem in the Digital Information Era Created by the Big Five***
3. Romina BERNIC  
AISI, FEAA, UAIC Iași, Romania  
***Digitalizarea din perspectiva percepției mediului de afaceri din România***
4. Alin DAVID  
AISI, FEAA, UAIC Iași, Romania  
***Industrii noi în dezvoltare***
5. Niculae Filip NISTOR  
Marketing, FEAA, UAIC Iași, Romania  
***Big Data and its Effects on Consumer Behaviour***
6. Ionela TOFAN  
SDEAA, FEAA, UAIC Iași, Romania  
***Digitalizarea în contextul Pandemiei Covid-19***
7. Emanuel ZANOSCHI  
Școala Doctorală, Științe Politice, UAIC Iași, Romania  
***Blockchain, Virtual Currency and New Economic Prospects***

## PANEL 3 | ENTREPRENEURIAL ECONOMY

Chair: Oana GURIȚĂ

1. Sherry ASSI  
Halic University Istanbul, Turkey  
***The Influence of Leadership Models on Employees' Performance***
2. Rand AWAMLEH  
Business Administration, Halic University, Istanbul, Turkey  
***Social Media Impact on Business Growth***
3. Sanda CALANCEA  
BA, FEAA, UAIC Iași, Romania  
***The Role of Entrepreneurship in Economic Performance***
4. Alexandra GAVRILIUC  
CIG, FEAA, UAIC Iași, Romania  
***The Art of Being an Entrepreneur***
5. Anca LUNGU  
SDEAA, FEAA, UAIC Iași, Romania  
***Inovația antreprenorială: provocări și limite***
6. Ana Maria PRICOP  
Management, FEAA, UAIC Iași, Romania  
***What Motivates Young Entrepreneurs: Romania and Spain***
7. Cristina VÂRLAN, Denisa Mariana ARHIRE (VASILICĂ)  
Faculty of Law, Center of European Studies, UAIC Iași, Romania  
***Entrepreneurial Skills in a Global Crisis***