

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

EIBC 2021

PROGRAMME



THURSDAY, May 13, 2021

11.00 – 13.00 OPENING AND PLENARY MEETING

<https://teams.microsoft.com/l/meetup-join/19%3a9c97c9f097d84d33a9fb6f34814199dc%40thread.tacv2/1620675902151?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

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

12.00 – 12.30 Associate Professor, Silvana TOKIC, PhD, University of Split, CROATIA

CONCURRENT PANEL SESSIONS

THURSDAY, MAY 13, 2021, 14-16

PANEL 1 | BUSINESS STRATEGY AND COMPETITIVENESS

Chair: Raluca CLIPA

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1. Tatiana FURCULIȚĂ
2. Catrinel Alina GHERMAN
3. Rică Ciprian GORGOVAN
4. Diana Teodora HAPĂU
5. Iulia UNGUREANU
6. Iuliana UNGUREANU

PANEL 2 | INTERNATIONAL ECONOMICS (1)

Chair: Gabriela PASCARIU

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1. Ana Maria ARBANAȘ, Mădălina ASAVEI, Teodor BOGDAN, Adina ȘINDILARIU
2. Mihaela CAZACU
3. Teofana IORDĂCHIANU
4. Paula Simona PĂDURARIU
5. Cristina Gabriela PETRARU, Theodor Paraschiv MIHĂILĂ
6. Mădălina POPESCU
7. Liliana STOICA

PANEL 3 | BUSINESS COMMUNICATION – GLOBAL PERSPECTIVES

Chair: Elena CIORTESCU

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1. Andrei BURDUJOC, Patricia CIUBOTARU
2. Anastasia COZLOVSKI, Anca Mihaela HORCIU
3. Pavel LEVINTI
4. Andrei MOROȘANU
5. Diana Elena POPOVICI
6. Maxim REUS, Rem-Victor MOLDOVAN
7. Mircea Alexandru ROȘU

THURSDAY, MAY 13, 2021, 16-18

PANEL 1 | INTERNATIONAL BUSINESS

Chair: Mihaela IFRIM

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1. Alina Cristina GHIBA
2. Andreea MANDACHI
3. Laura MELNIC
4. Constantin SCULEAC
5. Alexandru SILION
6. Mariya VELKOVA

PANEL 2 | CURRENT ISSUES IN ECONOMIC DEVELOPMENT

Chair: Gabriel MURSA

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1. Maria AILINCĂI – ZANET
2. Mădălina ASAVEI
3. Mălina CHELARU, Adelina OARZĂ
4. George CHIRIAC
5. Ana Maria LUCA, Magda Rubina RACNEA, Ioana Roberta OBREJA, Mircea Gabriel RADU
6. Eduard Alexandru OȚEL
7. Valentyna YAKOBAN

PANEL 3 | INTERCULTURAL COMMUNICATION

Chair: Luminița COCĂRȚĂ

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1. Simona Andreea CHIPERI, Andra Georgiana GEMĂNARI
2. Iuliana DUMITRU
3. Ioana LOVIN
4. Diana NOROCEA
5. Manuel Marian PURCĂREAȚĂ
6. Adelina Paula RUGINOSU

PANEL 4 | CULTURAL LANDMARKS

Chair: Alina BRUCKNER

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1. Andreea AMOLIOAIE, Cristina CHIRA, Elena IAȚUC, Arsenia IFTIMIE, Valentina ȚIBERNEAC
2. Maria Corina DIMITRIU
3. Tonia MUNTEANU
4. Oana Diana PLEȘCA
5. Iuliana SIMON
6. Mariana SIRGHIE, Adelina TINCA, Codruța Ioana DUMITRU, Andra Maria DIMITRIU

FRIDAY, May 14, 2021

9.00 – 10.00 Workshop

Lecturer Ioana LOVIN, University of Chester, UK

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11.00 – 11.30 Keynote speaker

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

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CONCURRENT PANEL SESSIONS

FRIDAY, MAY 14, 2021, 12-14

PANEL 1 | THE MACROECONOMIC IMPACT OF COVID 19

Chair: Andreea IACOBUȚĂ

<https://teams.microsoft.com/l/meetup-join/19%3a9c97c9f097d84d33a9fb6f34814199dc%40thread.tacv2/1620674079009?context=%7b%22Tid%22%3a%22302e0245-bf49-45fe-b1f8-b645a729a737%22%2c%22Oid%22%3a%22f9f52edd-184c-404d-bcb9-2e546ff6361a%22%7d>

1. Lăcrămioara Georgeana BĂRBĂRĂSCU, Elena Adelina NECHITA
2. Mădălina Maria BREZULEANU

3. Ovidiu CUCIUC
4. Tudor IRIMIAȘ
5. Raluca Petronela MAHU
6. Camelia Elena MARIN
7. Carla WALÓ TOSCO, Paula RODRÍGUEZ HERNÁNDEZ, Jana DE GRAEVE, Diego GARCÍA, Miguel PREGO PICADO
8. Marta WIAŻOWSKA

PANEL 2 | BUSINESS COMMUNICATION – NEGOTIATIONS

Chair: Oana URSU

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1. Sibel Alexandra AKPOLAT
2. Laura Ștefania BOGDAN, Alexandra Elena CRIVOI, Constantin FLOREA, Cătălin Costel MIȚA
3. Xenia CERNEA
4. Alexandra Cristina DIMITRIU
5. Mădălina POPUȚOAI
6. Andreea STĂVĂRACHE

PANEL 3 | BUSINESS COMMUNICATION – PROMOTING NATIONAL CULTURES

Chair: Sorina CHIPER

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1. Diana Andreea ADĂSCĂLIȚEI, Alexandra Marina AITEANU, Eveline Iuliana ARITON, Valeria BERNIC, Eusebiu Traian BLAGOCI
2. Cătălina CODIȚĂ
3. Valentin CULAGHIN, Radu DONCILĂ
4. Sergiu DRAGOMIR, Elena Mădălina GOREA, Marcela MANTALUȚA, Mădălin MUNTEANU
5. Vladimir HÎRJĂU
6. Carla WALÓ TOSCO, Paula RODRÍGUEZ HERNÁNDEZ, Jana DE GRAEVE

PANEL 4 | BUSINESS COMMUNICATION: MARKETING AND ADVERTISING

Chair: Carina BRÂNZILĂ

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1. Alina CUIBUȘ, Maria Giulia SAMSON
2. Daniela GOLOVCO, Maxim PETRAȘCU
3. Dumitru LITOVSCI
4. Luminița PURICE
5. Vlăduț Andrei RADU
6. Petronela Doruța ROMILA
7. Ioana Raluca TOMA

PANEL 5 | CULTURAL ASPECTS IN BUSINESS

Chair: Oana ALEXA

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1. Magda Ștefania CHIPERESCU

2. Ana Maria IVĂNESCU
3. Valentin MOVILĂ
4. Eleni Agori PASCHALIDIS
5. Ioana Ștefania SANDU, Mihail Sebastian CĂLINESCU
6. Bianca Simona ȘTEFURĂ

FRIDAY, MAY 14, 2021, 14-16

PANEL 1 | INTERNATIONAL ECONOMICS (2)

Chair: Liviu MAHA

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1. Andreea Ștefania ALISTAR
2. Tudor Mugurel AURSULESEI
3. Teodor BOGDAN
4. Monica BUZOI
5. Cristian CARAMAN
6. Petrică Ionel CIOARĂ

PANEL 2 | CHALLENGES IN DIGITAL ECONOMY

Chair: Claudiu ȚIGĂNAȘ

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1. Sorin Gabriel ANTON
2. George BALINT

3. Romina BERNIC
4. Alin DAVID
5. Niculae Filip NISTOR
6. Ionela TOFAN
7. Emanuel ZANOSCHI

PANEL 3 | ENTREPRENEURIAL ECONOMY

Chair: Oana GURIȚĂ

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1. Sherry ASSI
2. Rand AWAMLEH
3. Sanda CALANCEA
4. Alexandra GAVRILIUC
5. Anca LUNGU
6. Ana Maria PRICOP
7. Cristina VÂRLAN, Denisa Mariana ARHIRE (VASILICĂ)