

# INTERNATIONAL CONFERENCE ON ECONOMICS, INTERNATIONAL BUSINESS AND CROSS-CULTURAL COMMUNICATION

**EIBC 2023**

## **PROGRAMME**

**THURSDAY, May 11, 2023**

**14.00 – 14.30 REGISTRATION (B1 Entrance, FEAA – B Building)**

**14.30 – WELCOME AND OPENING REMARKS (B1 Lecture Hall, FEAA – B Building)**

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

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

**OPENING PLENARY (B1 Lecture Hall, FEAA – B Building)**

Keynote Addresses:

**Valentin LAZEA**, Head Economist, National Bank of Romania

**Dragoș Paul ALIGICĂ**, Senior Research Fellow, George Mason University, USA

## **19.00 WELCOMING COCKTAIL (*Braunstein Palace*)**

### **FRIDAY, May 12, 2023**

- 9.00 – 11.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)**
- 11.00 – 11.30 COFFEE BREAK (CUI – Casa Universitarilor din Iași)**
- 11.30 – 13.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)**
- 13.00 – LUNCH (CUI – Casa Universitarilor din Iași)**
- 15.00 – 17.00 PANEL SESSIONS (FEAA – B Building)**
- 15.00 – 17.00 BOOK LAUNCH (Council Hall, FEAA – B Building)**
- 18.30 – DINNER (*Select Restaurant*)**

### **SATURDAY, May 13, 2023**

- 9.30 – 11.30 – SOCIAL PROGRAMME (city centre walking tour)**
- 12.00 – LUNCH**

## PANEL SESSIONS

Friday, May 12, 2023, 09.00 – 11.00

### SESSION 1| ECONOMICS (I) (CUI – Red Hall)

Chair: Nicoleta SÎRGHI & Grațiela NOJA (West University of Timișoara)

1. Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași), Alexandra Cristina SÎRBU (Alexandru Ioan Cuza University of Iași), Andreea Oana IACOBUTĂ-MIHĂIȚĂ (Alexandru Ioan Cuza University of Iași) - ***Subjective well-being among European Union's older adults: the influence of institutions***
2. Cristina COPĂCEANU (University of European Political and Economic Studies "Constantin Stere" Chisinau) - ***The necessity and obligation of internal managerial control in the health system***
3. Oana GURIȚĂ (Alexandru Ioan Cuza University of Iași) - ***Beveridge or Bismarck? Which European healthcare system was more resilient in front of Covid 19?***
4. Claudiu HERȚELIU (Bucharest University of Economic Studies), Ionel JIANU (Bucharest University of Economic Studies), Alexandru ISAIC-MANIU (Bucharest University of Economic Studies), Claudiu BRÂNDAȘ (Bucharest University of Economic Studies), Marius Pompiliu CRISTESCU (Bucharest University of Economic Studies), Corneliu BENȚE (Bucharest University of Economic Studies) - ***Gambling industry under Benford and Zipf's laws approach on financial statements***
5. Grațiela Georgiana NOJA (West University of Timișoara), Nicoleta SÎRGHI (West University of Timișoara), Mirela CRISTEA (University of Craiova), Ioana VĂDĂSAN (West University of Timișoara) - ***Advanced modelling of the interplay between corporate governance credentials and the financial performance of European agricultural companies***

6. Sorina-Geanina STĂNESCU (Valahia University of Târgoviște), Adriana HORAICU (Valahia University of Târgoviște), Constantin Aurelian IONESCU (Valahia University of Târgoviște), Ion CUCUI (Valahia University of Târgoviște), Victor MUNTEANU (Valahia University of Târgoviște) - ***Non-financial reporting – a key element in assessing sustainable corporation performance***

## **SESSION 2| ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS (CUI – Training Room)**

**Chair: Mihaela ROVINARU & Adina Viorica RUS (Babeș-Bolyai University)**

1. Elena Dana BAKO (Babeș-Bolyai University), Adina Viorica RUS (Babeș-Bolyai University), Leonard Artur HORVATH (Babeș-Bolyai University) - ***Tracking climate finance for sustainable development***
2. Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași), Mariana HATMANU (Alexandru Ioan Cuza University of Iași) - ***Decoupling economic growth from CO2 emissions in the EU27 countries. Evidence from national level and main economic activities***
3. Mihaela ROVINARU (Babeș-Bolyai University), Marcel PÎRVU (Babeș-Bolyai University), Flavius ROVINARU (Babeș-Bolyai University) - ***Steps towards a climate neutral city – the case of Cluj Napoca***
4. Sorina-Geanina STĂNESCU (Valahia University of Târgoviște), Marius BUMBAC (Valahia University of Târgoviște), Cristina Mihaela NICOLESCU (Valahia University of Târgoviște), Olga TIRON (National Research and Development Institute for Industrial Ecology – ECOIND), Costel BUMBAC (National Research and Development Institute for Industrial Ecology – ECOIND), Elena Elisabeta MANEA (National Research and Development Institute for Industrial Ecology – ECOIND), Radu Lucian OLTEANU (Valahia University of Târgoviște) - ***The influence of granular activated algae technology on wastewater treatment economic profile***

5. Simona – Roxana ULMAN (Alexandru Ioan Cuza University of Iași), Krisztina Melinda DOBAY (Romanian Academy Iași Branch), Costică MIHAI (Alexandru Ioan Cuza University of Iași), Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași), Camelia GAVRILESCU (Romanian Academy – Bucharest) - ***Major socio-economic factors influencing environmental concern. Study on several European Union countries***

### **SESSION 3 | BUSINESS COMMUNICATION (CUI – Seminar Room)**

**Chair: Marise LEHTO (Turku University, Finland) & Alina BRUCKNER (Alexandru Ioan Cuza University of Iași)**

1. Carina BRÂNZILĂ (Alexandru Ioan Cuza University of Iași) - ***Discourse and sentiment analysis and teaching***
2. Alina BRUCKNER (Alexandru Ioan Cuza University of Iași) - ***Linguistic stereotyping in intercultural communication***
3. Sorina CHIPER (Alexandru Ioan Cuza University of Iași) - ***Romania vs. Moldova: country branding strategies***
4. Luminița COCĂRȚĂ (Alexandru Ioan Cuza University of Iași) - ***Intercultural communication and Erasmus mobilities***
5. Marise LEHTO (Turku University, Finland) - ***On a third mission: aligning an entrepreneurial university's mission, strategy and strategic actions to a language centre context***
6. Lucia ȘCHIOPU (Ion Creangă State Pedagogical University, Chișinău) - ***Particularitățile specifice de studiere a limbii străine***
7. Larisa USATÎI (Ion Creangă State Pedagogical University, Chișinău) - ***Demersul metodologic de formare a competenței fonologice în limba engleză la studenții filologi***

**Friday, May 12, 2023, 11.30 – 13.00**

### **SESSION 4 | INTERNATIONAL ECONOMICS (CUI – Red Hall)**

**Chair: Vasile IȘAN (Alexandru Ioan Cuza University of Iași) & Liviu Daniel DECEANU (Babeș-Bolyai University)**

1. Ioana Sorina ANDREICA (Babeș-Bolyai University), Liviu Daniel DECEANU (Babeș-Bolyai University)- ***A new era for country risk: the return of old risks and the emergence of new challenges***

2. Leonard Artur HORVATH (Babeș-Bolyai University) - ***Similarities and differences in the history of economic crises in the world***
3. Vasile IȘAN (Alexandru Ioan Cuza University of Iași) - ***The crisis of the rule of law and its economic consequences – a preliminary view***
4. Cristian MANOLACHI (Babeș-Bolyai University) - ***How relevant is the neoclassical migration theory: economic versus cultural factors, individual versus collective approach, abstract analysis versus historical interpretation***
5. Ștefan Cătălin TOPLICEANU (Alexandru Ioan Cuza University of Iași) - ***The reconfiguration of the global economic powers in the context of the Brexit challenges***

## **SESSION 5| MISCELLANEOUS ISSUES IN ECONOMICS (CUI – Seminar Room)**

**Chair: Gabriela Carmen PASCARIU & Costică MIHAI (Alexandru Ioan Cuza University of Iași)**

1. Viorica CHIRILĂ (Alexandru Ioan Cuza University of Iași), Ciprian CHIRILĂ (Alexandru Ioan Cuza University of Iași) - ***Dynamic connectedness between remittances, inflation and real effective exchange rates in good and bad times: the case of Republic of Moldova***
2. Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași), Cristian POPESCU (Alexandru Ioan Cuza University of Iași) - ***Online education during COVID-19 pandemic: challenges and perspectives***
3. Alexandra Raluca JELEA (Alexandru Ioan Cuza University of Iași), Adriana MANOLICĂ (Alexandru Ioan Cuza University of Iași), Teodora ROMAN (Alexandru Ioan Cuza University of Iași), Patricia Elena BERTEA (Alexandru Ioan Cuza University of Iași) - ***Smart consumer – a first qualitative step for a scale development***
4. Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași), Alexandru BĂNICĂ (Alexandru Ioan Cuza University of Iași), Peter NIJKAMP (Open University, Heerlen, The Netherlands) - ***The resilience approaches: an increasing role in spatial planning and relevance for place-based policies***
5. Liviu-George MAHA (Alexandru Ioan Cuza University of Iași), Silviu BEJENAR (Alexandru Ioan Cuza University of Iași) - ***The role of political and military***

***resilience in assessing the economic resilience***

6. Victor MUNTEANU (Valahia University of Târgoviște), Adriana HORAICU (Valahia University of Târgoviște), Mirela ZUCA (Romanian-American University Bucharest), Ana-Maria ANDREI (Valahia University of Târgoviște), Ion CUCUI (Valahia University of Târgoviște) - ***The impact of using creative accounting techniques and methods on the financial position and performance of economic entities listed on the stock exchange market in Romania***
7. Patricea Elena BERTEA (Alexandru Ioan Cuza University of Iași), Mălina CHELARU (Alexandru Ioan Cuza University of Iași) - ***The entrepreneurial mindset - genetics, family education and acquired skills***

**SESSION 6 | YOUNG RESEARCHERS (I) (CUI – Training Room I)**

**Chair: Cristian POPESCU & Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași)**

1. Ahmed SAEED (Bucharest University of Economic Studies) - ***US-China trade war: developing economies' role***
2. Ihab JWEIDA (Bucharest University of Economic Studies) - ***The socioeconomic consequences of Libyan conflict: from economic growth decline to migration crisis associated with the violation of human rights***
3. Lidia Amelia VATAMANIUC (FRUNZĂ) (Alexandru Ioan Cuza University of Iași) - ***What consumers think about social enterprises? A literature review of social enterprise consumer's perception***
4. Teodora-Sabina GHERMAN (Alexandru Ioan Cuza University of Iași) - ***Entrepreneurship in EU: how institutions influence the entrepreneurial activity***
5. Mihaela Joly MIRCEA (West University of Timișoara) - ***The importance of financial reporting within affiliated parties***
6. Iuliana OBREJA (Alexandru Ioan Cuza University of Iași) - ***Understanding #BOOKSTAGRAM: a literature review of book influencers in social media. America vs. Romania***
7. Armand BERTEA (Alexandru Ioan Cuza University of Iași), Marin FOTACHE (Alexandru Ioan Cuza University of Iași) - ***Using AI for predicting performance in youth involved in football – economic implications***

## **SESSION 7 | YOUNG RESEARCHERS (II) (CUI – Training Room II)**

**Chair: Raluca CLIPA & Claudiu ȚIGĂNAȘ (Alexandru Ioan Cuza University of Iași)**

1. Maria AILINCĂI-ZANET (Alexandru Ioan Cuza University of Iași), Ionuț Marius CROITORU (Polytechnic University of Bucharest) - ***Replacing Labor with Capital. A cross-country comparison on the employment in service sector in the EU***
2. Felicia – Cătălina APETROI (RĂCOARE) (University of Seville) - ***The history of health services, from social protection to the present, and their importance to a country's economy***
3. Tudor Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași) - ***The link between real convergence and economic resilience at the level of the European Union***
4. Mădălina – Ioana PETREA (Alexandru Ioan Cuza University of Iași) - ***Greening the grocery stores in Romania: A look at the sustainability reports of food retailers***
5. Andrei Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași) - ***The relationship between energy consumption and economic growth in the European Union***
6. Roxana Daliana ȘCHIOP (West University of Timișoara) - ***The România banking system and the role of the National Bank in times of crisis - past, present and future***

**Friday, May 12, 2023, 15.00 – 17.00**

## **SESSION 8 | STUDENTS' PAPER PRESENTATIONS (B417, FEAA – B Building)**

**Chair: Oana ALEXA & Oana GURIȚĂ (Alexandru Ioan Cuza University of Iași)**

1. Corina BUDURIN (Alexandru Ioan Cuza University of Iași), Elena-Ecaterina GÂZA-VASILACHI (Alexandru Ioan Cuza University of Iași)- ***Business etiquette: Romania versus South Korea***
2. Daniela COJUȘNEANU (Alexandru Ioan Cuza University of Iași), Alexandrina GORDAȘ (Alexandru Ioan Cuza University of Iași), Meghi LUNGU (Alexandru Ioan Cuza University of Iași) - ***Insights into business negotiations***



3. Constantin FLOREA (Alexandru Ioan Cuza University of Iași) - ***The impact of culture on international business negotiations***
4. Anca-Emilia IOJĂ (Alexandru Ioan Cuza University of Iași) - ***The impact of franchise on the performance of the firms. A case study applied to hotel service providers***
5. Mihai LĂCĂTUȘ (Babeș-Bolyai University of Cluj Napoca) - ***The relationship between economic growth and happiness***
6. Deniza POPOV (Alexandru Ioan Cuza University of Iași), Anghelina TODERIȚĂ (Alexandru Ioan Cuza University of Iași) - ***Neuromarketing - insights and relevance***
7. Cristina SNATINSCHI (Alexandru Ioan Cuza University of Iași) - ***A critique of interventionism. Case study on the American trade protectionism***
8. Cristina SNATINSCHI (Alexandru Ioan Cuza University of Iași) - ***Woke culture: not enough or too far?***
9. Romana ZMEU (Alexandru Ioan Cuza University of Iași), Sabrina SCRIPNIC (Alexandru Ioan Cuza University of Iași)- ***The economic potential of India and Egypt. A comparative analysis***

## **SESSION 9| HISTORY OF ECONOMIC THOUGHT (B311, FEAA – B Building)**

**Chair: Claudiu Gabriel ȚIGĂNAȘ & Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)**

1. Raluca CLIPA (Alexandru Ioan Cuza University of Iași) - ***The Western industrial shell vs. the natural economy of the East***
2. Mihaela IFRIM (Alexandru Ioan Cuza University of Iași) - ***"Dependent capitalism" in Eastern Europe***
3. Gabriel MURSA (Alexandru Ioan Cuza University of Iași) - ***The intellectual origins of Romanian economic liberalism in the 19<sup>th</sup> century***
4. Claudiu Gabriel ȚIGĂNAȘ (Alexandru Ioan Cuza University of Iași) - ***Political business cycle and inflationary pressure in Romanian economy. A Cantillon effect analysis.***
5. Daniel JURAVLE (Alexandru Ioan Cuza University of Iași) - ***An analysis of the economic impact of religious tourism in Iași***

6. Dumitru FILIPEANU (Gheorghe Asachi Technical University of Iași) - *Evaluating the relationships between self-concordance motivation, motivational persistence and general self-efficacy among Technical University students*
7. Cristian POPESCU (Alexandru Ioan Cuza University of Iași), Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași) - *Successes and failures in the transition process towards a market economy. The case of the former communist states*

## **SESSION 10| BUSINESS COMMUNICATION (B611, FEAA – B Building)**

**Chair: Elena CIORTESCU & Oana URSU (Alexandru Ioan Cuza University of Iași)**

1. Oana ALEXA (Alexandru Ioan Cuza University of Iași) - *Teaching ESP with a focus on developing management skills*
2. Elena CIORTESCU (Alexandru Ioan Cuza University of Iași) - *Storytelling – a means of developing business students’ presentation skills*
3. Ana SANDULOVICIU (Alexandru Ioan Cuza University of Iași) - *Le FOS (Français pour Objectifs Spécifiques) et le développement des compétences orales*
4. Simona Elena MITOCARU-LUPU (Alexandru Ioan Cuza University of Iași) - *Business English materials – a market that needs readjustment*
5. Mădălina TVARDOCHLIB (Grigore T. Popa University of Medicine and Pharmacy Iași) - *Exploring of intercultural dynamics in Transylvania: Irina Georgescu Groza’s Exodul Mieilor*
6. Oana URSU (Alexandru Ioan Cuza University of Iași) - *Gamification in Business English Teaching*

**Friday, May 12, 2023, 15.00 – 17.00**

## **BOOK LAUNCH (Council Hall, FEAA – B Building)**

Ion Strat - *Tratat de economie politică*; Ion Ghica - *Scrieri liberale*; Carl Menger - *Erorile istoricismului*; Cristian Manolachi - *Revolverul arhanghelului*

**Speakers: Gabriel MURSA, Cristinel TRANDAFIR, Mihaela IFRIM & Cristian MANOLACHI**