



**UNIVERSITATEA  
ATHENAEUM**

**SCIENTIFIC INTERNATIONAL  
CONFERENCE**



*Challenges of the modern economy  
in the globalisation context*



**UNIVERSITATEA HYPERION DIN BUCURESTI**

**PROGRAMME**

**SECTIONS:**

- I. Economics**
- II. Law & Public Administration**

**December 4 – 5, 2014  
„Athenaeum” University of Bucharest  
Giuseppe Garibaldi Street, No. 2 A, District 2  
Bucharest**

## ***PRESIDENTS***

- Academician PhD. **Lucian - Liviu ALBU**, Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania
- PhD. **Emilia VASILE**, Rector of the “Athenaeum” University of Bucharest, Romania

## ***VICEPRESIDENTS***

- PhD. **Mariana BALAN**, “Athenaeum” University of Bucharest
- Associate PhD. **Carmen UZLAU**, Hiperyon University, Bucharest
- PhD. **Emadeldin Mahmoud ALI EID**, Al Zarka Academy for Administrative Service & Information System, Egypt

## ***INTERNATIONAL SCIENTIFIC COMMITEE***

- PhD. **Andea PETRE**, Politehnica University, Timisoara
- PhD. **Marin POPESCU**, “Athenaeum” University of Bucharest
- PhD. **Ion NITU**, “Athenaeum” University of Bucharest
- PhD. **Aron –Liviu DEAC**, “Athenaeum” University of Bucharest
- PhD. **Verginia VEDINAS**, Romanian Court of Accounts
- PhD. **Daniel ARMEANU**, Academy of Economic Studies, Bucharest
- Associate professor Associate PhD. **Daniela MITRAN**, “Athenaeum” University of Bucharest
- Associate professor PhD. **Cosmin OLTEANU**, “Athenaeum” University of Bucharest
- Associate professor PhD. **Corina ENE**, Prorector Hyperion University, Bucharest
- Associate professor PhD. **Cristina BURGHELEA**, Hiperyon University, Bucharest
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- PhD. **Anda GHEORGHIU**, Hiperyon University, Bucharest
- CSI **Marioara IORDAN**, Institute for Economic Forecasting, Romanian Academy, Bucharest
- CSI **Elena PELINESCU**, Institute for Economic Forecasting, Romanian Academy, Bucharest
- CSI **Carmen Beatrice PAUNA**, Institute for Economic Forecasting, Romanian Academy, Bucharest
- CSII **Nona CHILIAN**, Institute for Economic Forecasting, Romanian Academy, Bucharest
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- **PhD. Adel Abdelhamied ALGZAR**, Al Zarka Academy for Administrative Service & Information System, Egypt
- **PhD. Sayed Mohamed Abdelwahab EID**, Al Zarka Academy for Administrative Service & Information System, Egypt

### ***ORGANIZING COMMITTEE***

- **PhD. Danut-Octavian SIMION**, “Athenaeum” University of Bucharest
- **PhD. George CALOTA**, “Athenaeum” University of Bucharest
- **PhD. Adrian-Ducu MATEI**, “Athenaeum” University of Bucharest
- **PhD. Ion CROITORU**, “Athenaeum” University of Bucharest
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- **PhD. Luciana BEZERITA**, “Athenaeum” University of Bucharest
- **PhD. Ioana MINZU**, “Athenaeum” University of Bucharest
- **PhD. Andrei CRISTEA**, Hiperyon University, Bucharest
- **CSIII Mihaela SIMIONESCU**, Institute for Economic Forecasting, Romanian Academy, Bucharest

**December 4, 2014**

09.30 – 10.00 Registration

10.00 Opening Address – PhD. **Emilia VASILE**, Rector of the “Athenaeum”  
University of Bucharest

10.15 – 12.30 Plenary opening session

- Academician PhD. **Liviu Lucian ALBU**, Director of the Institute for Economic Forecasting, Romanian Academy, Bucharest – reserved title
- PhD. **Mariana BALAN**, “Athenaeum” University of Bucharest – *The Youth Labour Market Migration: Analyses and Forecasts*
- PhD. **Carmen UZLAU**, Hyperion University, Bucharest – reserved title
- PhD. **Emadeldin Mahmoud ALI EID**, Al Zarka Academy for Administrative Service & Information System, Egypt – reserved title

12.30 – 13.00 **Coffee break**

13.00 – 15.30 Section I – Economics

Moderators: PhD. **Emilia VASILE**  
Academician **Liviu Lucian ALBU**

Secretary: PhD. **George CALOTA**

1. PhD. Mirela Ionela ACELEANU, The Bucharest University of Economic Studies, Bucharest; PhD. Liana BADEA, The Bucharest University of Economic Studies, Bucharest; PhD. Mihaela MARCU, Hyperion University, Bucharest – *Debate on the Resolution Output of the Economic and Financial Crisis*
2. PhD. student Carmen ALBU, Romanian Academy - *What are the Limits of Financial Market Extension? Some Empirical Evidences*
3. PhD. Dalina Maria ANDREI, Institute for Economic Forecasting of the Romanian Academy, Bucharest - *Fundamentals of Cohesion in the Literature and European Studies*
4. PhD. Marina BADILEANU, The Center of Industrial and Services Economy - *The economic impact of shale gas*
5. PhD. Mariana BALAN, “Athenaeum” University of Bucharest, PhD. Raluca MAZILESCU, Institute of National Economy, Romanian Academy, Elena ZAMAN Institute of National Economy, Romanian Academy - *Globalisation Impact on Demographic Phenomena*

6. PhD. Vlad BALANESCU – “Athenaeum” University of Bucharest - *Adapting Business Process Management to Organizational Strategy*
7. PhD. student Gabriela BILEVSKY, Institute of Economic Forecasting, Romanian Academy - *The New Broad Age Group in the Framework of Societal Changes*
8. Master student Ștefania Daniela BRAN; PhD. Petre CHIPURICI – *Management of Cellulosic Bioresources with Neutral Impact on Environment*
9. PhD. Cristina BURGHELEA, Hyperion University, Bucharest; PhD. Cristiana TINDECHE, USAMVB, Bucharest - *Presentation of the impact of economic crisis and the exposure of the appropriate anti - crisis strategies for Romania*

### **15.30 – 16.00 Coffee break**

10. PhD. Eleonora Mihaela CONSTANTINESCU – “Dimitrie Cantemir” Christian University, *New trends in online marketing in the context of digital economy*
11. PhD. Anca CRISTEA - *Socio-Economic Effects of Climate Change and Eco+Eficiency*
12. PhD. Ion CROITORU, “Athenaeum” University of Bucharest; PhD. Iulia Sobolevschi – DAVID, Academy of Economic Studies Bucharest - *Internal Audit-Tool Used by Corporate Governance in Risk Management Process Assessment*
13. PhD. Alina DRAGOMIR, *“The fruits consumption in Romania”*
14. PhD. Cornelia DUMITRU, Institute of National Economy Romanian Academy - *Active Ageing: the New Type of Elderly on the Labor Market-the New Perspective of the Knowledge Society and Economy*
15. PhD. Corina – Maria ENE, Hyperion University, Bucharest - *The Costs and Benefits of Anti-Money Laundering Rules in Romania*
16. PhD. Simona FRONE, Institute of National Economy, Romanian Academy - *Importance of ICT for a Sustainable Management of WSS Networks and Services*
17. PhD. Dumitru Florin FRONE, USAMV Bucharest – *Effective Implementation of the Rural Development Measures in Romania, in the Context of the NRDP 2014 – 2020*
18. PhD. Anca GHEORGHIU, Hyperion University, Bucharest; PhD. Nicolae MIHAILESCU, Hyperion University, Bucharest; PhD. Anda GHEORGHIU, Hyperion University, Bucharest - *Conceptual and Practical Aspects of Fiscal Policy SME Sector in Romania*
19. PhD. Luminita Izabell GEORGESCU, PhD. Daniela BALEANU - *Evolution of energy consumption in Romania. Characteristics and determinants*
20. PhD. Oana Camelia IACOB, Hyperion University, Bucharest; PhD. Andrei Mihai CRISTEA, Hyperion University, Bucharest; PhD. Ana- Maria VOLINTIRU, Valahia University, Targoviste; PhD. Dan Gabriel CRISTEA, Hyperion University, Bucharest - *Unemployment - Determinant of Labor Market*
21. PhD. Marioara IORDAN; PhD. Elena PELINESCU; PhD. Nona-Mihaela CHILIAN; PhD. Mihaela SIMIONESCU, Institute of Economic Forecasting, Romanian Academy - *A three-dimensional approach of the theoretical and methodological features of competitiveness*

13.00 – 14.00 **Section II: Law & Public Administration**

Moderators: PhD. **Daniela MITRAN**  
PhD. **Carmen UZLĂU**

Secretary: PhD. **Luciana BEZERITA**

1. PhD. Antoniu Ovidiu BALINT, Bucharest University of Economic Studies - *A Research Thru a Logistic Perspective Regarding the Management of Image - Crises of Public Institutions from Romania*
2. PhD. Luciana BEZERITA, “Athenaeum” University of Bucharest - *Considerations on Constitutional Court Decision No. 106/2014 on the Objection of Unconstitutionality of Certain Provisions of the National Education Law*
3. PhD. Silviu Ciprian BUCUR, Romanian Academy - *The Impact of Innovation in the Drug Trafficking and Abuse*
4. PhD. Luminita CIOCAN, Hyperion University, Bucharest - *European Models of Social Partnerships*
5. PhD Ioana Florina MINZU, “Athenaeum” University of Bucharest - *Public Administration as Part of the European Strategy 2020*
6. PhD. Eliodor TANISLAV, “Athenaeum” University of Bucharest - *The need to eliminate risks by modifying the texts of Government Emergency Act nr.202/2002, regarding the integrated coastal management*

**December 5, 2014**

10.00 – 13.00 Section I – Economics

Moderators: **PhD. Mariana Balan**  
**PhD. Marioara Iordan**  
**PhD. Anda Gheorghiu**  
**PhD. Emadeldin Mahmoud ALI EID**

Secretary: **PhD. Ion Croitoru**

1. PhD. student Adriana Marilena LEROY, Romanian Academy - *Analysis of Trends in EURO Dynamics Against Other Major International Currencies*
2. PhD. Mihaela LUPESCU, “Athenaeum” University of Bucharest – *Europe 2020*
3. PhD. Radu LUPU, Academy of Economic Studies, Bucharest; PhD. Adrian Cantemir CALIN, Institute of Economic Forecasting, Romanian Academy, - *Measuring the Regime Shifting Tendency at the Bucharest Stock Exchange*
4. PhD. Adrian Ducu MATEI, “Athenaeum” University of Bucharest - *Tax Evasion and Underground Economy Affect the Confidence in Economy*
5. PhD. Maria MACRIS, University of Petrosani; Ph.D. Candidate Mariana GIRBACI, University of Craiova, Romania - *Comparative Aspects on Public Internal Audit and on Financial Audit*
6. PhD. Daniela MITRAN, “Athenaeum” University of Bucharest, PhD. student Adriana Marilena LEROY, Romanian Academy - *Marketing Accountability: Linking Marketing Actions to Financial Results*
7. PhD. Stefan NEDELEA, „Athenaeum” University of Bucharest - *The Intensity of Competition*
8. PhD. Dinu NICOLESCU, Universitatea Valahia din Targoviste - *Financial Control in Romanian SME's. Global Crisis Effects on Financial Domain*
9. PhD. Liliana PASCHIA, Hyperion University, Bucharest - *Cheltuieli si comportamentul costurilor in invatamantul superior din Romania*
10. PhD. Bianca PAUNA, Institute of Economic Forecasting, Romanian Academy - *Utilizarea simularii stohastice pentru verificarea proprietatilor predictive ale Macromodelului Dobrescu*
11. PhD. Carmen Beatrice PAUNA, Institute of Economic Forecasting, Romanian Academy PhD. Tiberiu DIACONESCU, Institute of Economic Forecasting, Romanian Academy, PhD. Daniel COSNITA, Institute of Economic Forecasting, Romanian Academy - *Trends in the Romanian Textile Industry – Related Clusters*

12. PhD. Elena PELINESCU, Institute for Economic Forecasting, Romanian Academy - *Measuring Human Capital - Some Theoretical and Empirical Aspects*
13. PhD. Marin POPESCU, „Athenaeum” University of Bucharest - *Internal Audit – Management Tool or a Higher Form of Internal Control?*
14. PhD. Student Brindusa Mihaela RADU, Institute for Economic Forecasting of the Romanian Academy, Bucharest – *Challenges and Risks of Demographic Aging*

### **13.00 – 14.00 - Coffee break**

15. PhD. Student Cristian Virgiliu RADU, Romgrup Development - *Strategies for Business Growth*
16. PhD. Shawki Said Mohamed Ali, Misr University for Science and Technology Egypt - *Egypt Environmental Statistics System*
17. PhD. Cristian SIMA, The Center of Industrial and Services Economy - *Nicholas Georgescu Roegen's contribution to economic science*
18. PhD. Danut-Octavian SIMION, “Athenaeum” University of Bucharest ; PhD. Cosmin OLTEANU, “Athenaeum” University of Bucharest - *Using Different Types of Data in the Open-Source Business Applications*
19. PhD Mihaela SIMIONESCU, Institute for Economic Forecasting of the Romanian Academy - *Forecasts based on Bayesian shrinkage combination*
20. PhD. Simona Maria STANESCU, Institute for Research for Quality of Live, Romanian Academy - *Regulations of the Social Assistance System in Romania During the Communist Period*
21. PhD. Diana Larisa TIMPU - Post-doctoral Researcher -The Romanian Academy, *Economic Development Between Crisis and Changes in Attitude*
22. PhD. Carmen UZLAU, Hyperion University, Bucharest; PhD. Corina Maria ENE, Hyperion University, Bucharest - *Case Study on Budgetary Developments in Romania Before the Economic Crisis*
23. PhD. Paula – Angela VIDRASCU, The Bucharest University of Economic Studies, Bucharest; PhD. Dana Mihaela NICULESCU, Hyperion University, Bucharest; PhD. Miron DUMITRESCU, National Institute of Economic Research - Romanian Academy, Bucharest; PhD. Serban TARANU, Hyperion University, Bucharest - *The Evolution of the Market Economy*
24. PhD. Marian ZAROSCHI, Universitatea Valahia din Targoviste - *Financial Audit Approach in SEM's*
25. PhD. Candidate Mrs. Chai FENG XIA, Academy of Economic Studies Bucharest - *Modern Agriculture and Farming Strategy Suggestion in Romania From Chinese Experience*
26. PhD. Emilia VASILE, „Athenaeum” University of Bucharest; PhD. Mariana MAN, University of Petrosani, PhD. student Carmen ALBU, Romanian Academy - *Financial Reporting by Fraud - An Ongoing Challenge for Internal Auditors*