

„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY



**THE FACULTY OF TOURISM AND
COMMERCIAL MANAGEMENT**

**THE FACULTY OF INTERNATIONAL
ECONOMIC RELATIONS**

**THE FACULTY OF FINANCE,
BANKING AND ACCOUNTING**

THE FACULTY OF MARKETING

ARE ORGANIZING

**THE 2nd EDITION OF
THE INTERNATIONAL
CONFERENCE**

**“GLOBALIZATION AND
COMPETITIVENESS IN
KNOWLEDGE-BASED ECONOMY”**

**10 – 12 MAY 2012
BUCHAREST, ROMANIA**

Dear Colleagues,

On behalf of the staff of the Faculty of Tourism and Commercial Management, the Faculty of International Economic Relations, the Faculty of Finance, Banking and Accounting and the Faculty of Marketing, we have the pleasure of inviting you to attend the 2nd International Conference on „**Globalization and Competitiveness in Knowledge-Based Economy**” that will be held in the University campus from Splaiul Independenței no. 176, between 10-12 May 2012.

Hoping that you will honour us with your participation, we offer you some information of general interest about this event.

You are welcome!

CONFERENCE RELEVANCE

Nowadays specialists in various fields of activity are focusing on issues connected with globalization due to their great impact on the development of national economies.

Owing to globalization, Romania has started a number of reforms by means of which prices and markets have been liberalized, foreign trade control has been reduced, currency convertibility has been introduced and changes have started to be made in the ownership structure, all leading to increased competitiveness. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Direct foreign investments are perceived as an important and essential element for the process of changing and re-launching the economy, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21st century, the flow of direct foreign investments has greatly developed due to the massive expansion of transnational corporations – main elements of the globalization process. Last but not least, due to the great development of commercial exchanges between countries, foreign trade has become one of the key factors for economic growth.

Under these circumstances, we can consider that globalization and competitiveness represent the greatest challenge of our century, most specialists considering that Romania’s own survival depends on the way in which these concepts are put into practice.

CONFERENCE AIM AND OBJECTIVES

Benefiting from a particular scientific prestige and large national attendance, the conference that is now in its second edition aims at providing the framework for relevant scientific debates concerning the challenges that “Globalization and competitiveness in knowledge-based economy” raise for any economist or researcher in the larger field of Economics.

The conference objectives envisage:

- ◆ Developing some fundamental or applicative research guidelines in the specific fields of the participants’ expertise;
- ◆ Supporting the exchanges of specialists with other similar organizations with a view to improving the members’ documentation;
- ◆ Cooperating with other home and foreign faculties in order to develop a modern educational system and to establish connections with other universities;
- ◆ Approaching the issues related to the evolution of economic processes in the contemporary society, the empirical and analytical exchange, establishing partnerships for drafting and monitoring economic policies;
- ◆ Identifying the potential partners taking into account the activity type and the cooperation opportunities which open the path to tackle certain themes and projects;
- ◆ Developing cooperation with national and international partners - personalities, institutions, professional associations;
- ◆ Interacting with the economic, social and academic environment both at local and global level;
- ◆ Academic interaction with all interested professional and scientific environments;
- ◆ Ensuring an organizational and managerial framework for research work;
- ◆ Increasing the University’s importance and its assertion as a prestigious institution at national and international level;
- ◆ Developing the capacity of attracting and identifying national and international sources of funding;
- ◆ Establishing and developing partnerships at national and international level as an instrument for raising the performance level regarding scientific research.

SCIENTIFIC COMMITTEE

Chairs:

Professor Momcilo Luburici, PhD, President and founder of UCDC
Professor Corina Adriana Dumitrescu, PhD, Rector of UCDC

Vice Chairs:

Professor Cristina Cristureanu, PhD, Vice-rector of UCDC
Professor Ion Velcea, PhD, Vice-rector of UCDC
Professor Irinel Popescu, PhD, Vice-rector of UCDC
Elena Ianos-Schiller, Senior Lecturer, PhD, Vice-rector of UCDC
Professor Gheorghe Lepadatu, PhD, the Council for Scientific Research Coordination, UCDC

Members:

Prof. Manoela Popescu, PhD, Dean of MTC, UCDC, Bucharest
Prof. Constanta Chitiba, PhD, Dean, REI, UCDC, Bucharest
Prof. Valentina Zaharia, PhD, Dean, Marketing, UCDC, Bucharest
Senior Lecturer PhD Marinella Turdean, Dean, FBC, UCDC, Bucharest
Senior Lecturer PhD, Andreea Baltaretu, Vice Dean, MTC, UCDC, Bucharest
Senior Lecturer, PhD, Adina Musetescu, Vice Dean REI, UCDC, Bucharest
Lecturer PhD, Eugen Nicolaescu, Vice Dean, FBC, UCDC, Bucharest
Prof. Viorica Ionascu, PhD, Director of "Dimitrie Cantemir" Multidisciplinary Scientific Researches Institute "Dimitrie Cantemir"
Academician Ioan Lucian Albu, Romanian Academy
Prof. Mircea Cosea, PhD, UCDC, Bucharest
Prof. Irina Virginia Dragulanesu PhD, Universita degli Studi di Messina, Italia
Academician Prof. Hab. Grigore Belostecinic PhD, ASE, Republic of Moldavia
Prof. Dumitru Mazilu PhD, UCDC, Bucharest
Prof. Nicolae Neacsu, PhD, UCDC, Bucharest

Prof. Gabriela Tigu, PhD, ASE, Bucharest
Prof. Gheorghe Ciocanu, Hab. State University, Republic of Moldavia
Prof. Manuel Jaen Garcia PhD, University of Almeria, Spain
Prof. Sehvar Besiroglu, PhD, Istanbul Technical University Turkey
Prof. Zeynep Sozen, PhD, Istanbul Technical University Turkey
Prof. Borys Budka, PhD, Karol Adamiecki University of Economics, Katowice, Poland
Prof. Cezmi Karasu, PhD, Ankara, Turkey
Prof. Hab. Vulfs Kozlinskis, PhD, Riga International School of Economic and Business Administration, Latvia
Prof. Iona Kojelyte, PhD, Vilnius College, Lithuania
Prof. Hab. Laurențiu Calmațchi, Phd. The State University, Tiraspol, Republic of Moldavia
Prof. Novak Pasquale, PhD, Università degli Studi di Messina, Italy
Prof. Puiu Nistoreanu, PhD, The Academy of Economic Studies, Bucharest
Prof. Calabrò Grazia, PhD, Università degli Studi di Messina, Italy
Prof. Sedlețchi Iurie Nicolae, PhD, The University of European Studies, Republic of Moldavia
Prof. Yuriy Lopatynskyy, PhD, The University of State Yuriy Fedkovych Chenivtsi, Ukraine
Prof. Mihaela Beranova, PhD, Mendel University in Brno, Czech Republic
Prof. Rodica Hancu, PhD, Hab. The Academy of Economic Studies, Republic of Moldavia
Prof. Maurizio Lanfranchi, PhD. Università degli Studi di Messina, Italy
Prof. Giulio Querini, PhD., Università "La Sapienza" Roma, Italy
Prof. Michele Limosani, PhD, Università degli Studi di Messina, Italy
Senior Lecturer PhD, Herve Defalvard, Université Paris – Est Marne –la Vallée, France
Senior Lecturer PhD, Sorinel Căpușneanu, The Artifex University, Bucharest
Senior Lecturer PhD, Daviva Jureviciene, PhD., Mycolas Romeris University, Lithuania
Senior Lecturer PhD, Irmantas Rotomskis, Mycolas Romeris University, Lithuania
Senior Lecturer, Vasilis Takoudis, PhD., GSEE-AEDDY Institut, Greece

Senior Lecturer, PhD, Jose M., Merigo, Lindahl, University of Barcelona, Spain
Senior Lecturer, PhD, Andreas A. Assiotis, University of Cyprus
Senior Lecturer PhD. Arminia Cicală-Racu., The Academy of Economic Studies, Republic of Moldavia
Senior Lecturer PhD Irina Oriol, Universitatea „Eftimie Murgu”, Reșița

SCIENTIFIC REFEREES' BOARD

1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY

- Prof. Mircea Cosa, PhD;
- Prof. Constanta Chitiba, PhD;
- Prof. Cristiana Cristureanu, PhD;

2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS

- Prof. Gheorghita Caprarescu, PhD;
- Prof. Manoela Popescu, PhD;
- Prof. Valentina Zaharia, PhD;

3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT

- Prof. Ion Ionescu, PhD;
- Prof. Nicolae Neacsu, PhD;
- Prof. Irina Virginia Dragulanesu, PhD;

4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

- Prof. Iacob Catoiu, PhD;
- Prof. Viorica Ionascu, PhD;
- Prof. Ion Pargaru, PhD;

5th Section: INTERNATIONAL FINANCIAL INSTITUTION GOVERNANCE

- Prof. Maria Dimitriu, PhD;
- Prof. Minica Boaja, PhD;
- Prof. Ionel Bostan, PhD;

6th Section: ACCOUNTING AND AUDITING

- Prof. Gheorghe Lepadatu, PhD;
- Prof. Corina Gratiela Dumitru, PhD;
- Prof. Constantin Roman, PhD.

ORGANIZING COMMITTEE

Senior Lecturer PhD Cezar Militaru
Lecturer PhD Camelia Pavel
Lecturer PhD Emilia Pascu
Lecturer PhD Dragut Bogdanel
Lecturer PhD Cristian Florin Ciurlau
Lecturer PhD Dragos Radulescu

PROGRAM COMMITTEE

Prof. Gheorghe Lepadatu PhD
Prof. Valentina Zaharia PhD
Prof. Gheorghe Popescu PhD
Prof. Nicolae Neacșu PhD
Senior Lecturer PhD Cristina Balaceanu
Senior Lecturer PhD Năstase Gabriel
Senior Lecturer PhD Daniela Popa
Lecturer PhD Marinescu Gheorghe
Lecturer PhD Eugen Nicolaescu
Lecturer PhD Florin Ciurlău
Lecturer PhD Stoica Cosmin

FIELDS OF INTEREST

The Conference debates will be organized in specialized sections, as follows:

- ◆ *1st Section:* INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY
(Monica Predonu, Junior Lecturer, PhD candidate, email: monica.predonu@yahoo.com)
- ◆ *2nd Section:* BUSINESS DEVELOPMENT AND COMPETITIVENESS
(Luminița Crenicean, Junior Lecturer, PhD candidate, email lumi_cecilia@yahoo.com)
- ◆ *3rd Section:* TOURISM AND SUSTAINABLE DEVELOPMENT
(Adina Pavel, Tutor Phd candidate, email: adyna_pavel@yahoo.com);
- ◆ *4th Section:* MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

(Nicoleta Moise, Junior assistant PhD candidate, email: moise_nicoleta82@yahoo.com)

- ◆ *5th Section:* INTERNATIONAL FINANCIAL INSTITUTION GOVERNANCE
(Raluca Moscu, tutor PhD candidate, email: moscu.raluca@yahoo.com)
- ◆ *6th Section:* ACCOUNTING AND AUDITING
(Sorin Radu, lecturer PhD candidate, email: radusorin_ucdc@yahoo.com)

CONFERENCE CALENDAR

01.03.2012 – 25.03.2012 – Participants' registration (filling in the online registration form)

26.03.2012 – 20.04.2012 – Sending the papers in extenso to the email addresses of the contact persons in charge with the particular fields, mentioning in the field „subject”: “article surname_first name of the first author”

21.04.2012 – 27.04.2012 – Review of papers by the Scientific Committee of the Conference

28.04.2012 – Notification of paper acceptance.

01.05.2012 – 05.05.2012 – Paying the participation fee and sending a copy of the payment document to the email address of each section.

PAPER PUBLISHING OPPORTUNITY

The publication of the papers will be conditioned by their originality, significance and clarity as well as by the authors' contribution. The articles accepted following the assessment process, and complying with the editorial conditions and deadlines will be published in the “Annals of the University, Series “Economy, Commerce and Tourism”, with ISSN. The papers presented within the conference and selected by the Scientific Committee of the Conference will be published following a peer review assessment process carried out by the Editorial Board in the following journals:

- „**International Journal of Academic Research in Accounting, Finance and Management Sciences**” (indexed BDI);
- „**International Journal of Academic Research in Economics and Management Sciences**” (indexed BDI);
- „**Revista Română de Statistică**” (coted CNCS B);

- „**Dezbateri Social Economic**” (indexed BDI);
- „**Romanian Economic and Business Review**” (coted CNCS B);
- „**Knowledge Horizons - Economics**” (indexed BDI)

INSTRUCTIONS FOR THE AUTHORS

The articles will be written both in Romanian and English using MSWORD 2003. A maximum of three authors per article will be accepted.

The papers will contain a number of 7-10 pages, A4 format, with a letter size of 11 Times New Roman. The articles written in Romanian must contain diacritics.

The article will have the following structure:

- ◆ title of the paper;
- ◆ authors;
- ◆ authors' affiliation;
- ◆ authors' emails;
- ◆ an abstract of 100 – 200 words;
- ◆ 3-6 key words;
- ◆ JEL classification;
- ◆ introduction
- ◆ paper body
- ◆ conclusions
- ◆ bibliography

For further details concerning the paper writing, please contact the conference site: <http://GCKE2012.ucdc.ro>

PARTICIPATION FEE

The participation fee is 250 RON/paper and comprises the conference portfolio (the volume, program and the attendance certificate) as well as the paper publication in one of the journals, according to the specific field of interest.

The participation fee will be paid until 5th May 2012 in the account of “Dimitrie Cantemir” Christian University: CONT IBAN RO02BRDE410SV21859694100, BRD - Groupe Société Générale, Calderon Branch, sect. 1, Bucharest or at UCDC cash desk.

In both cases the mention CONFERINTA – GCKE2012” will be made. The payment confirmation will be made by fax at no. 021.330.87.74 or by sending a scanned copy of the payment document to the email address of each section.