



HYPERION UNIVERSITY OF BUCHAREST
FACULTY OF ECONOMIC SCIENCES

PROGRAM

The 4th Edition of the International Conference

**TRENDS IN THE CURRENT
ECONOMIC ENVIRONMENT**

5-6 December, 2019

**Place: “Hyperion” University
Calea Călărașilor no. 169, Bucharest, Sector 2**

"Hyperion" University from Bucharest, Romania
International Conference
“TRENDS IN THE CURRENT ECONOMIC ENVIRONMENT”

5-6 December 2019

SCIENTIFIC COMMITTEE:

Prof. Mariana Bălan, Phd. (Romania)
Assoc. Victoria Blyzniuk, Phd. (Ukraine)
Assoc. Cezar Braicu, Phd. (Romania)
Assoc. Brîndușa Radu, Phd. (Romania)
Assoc. Corina Maria Ene, Phd. (Romania)
Prof. Anca Gheorghiu, Phd. (Romania)
Lecturer Ismail Nilgun, Phd. (Turkey)
Assoc. Iulian Panait, Phd. (Romania)
Assoc.hab. Rodica Perciun, Phd. (Republic of Moldova)
Assoc. Carmen Uzlău, Phd. (Romania)
Lecturer, Maria Viarenich, Phd. (Belarus)

ORGANIZING COMMITTEE:


Lecturer Anca Cristea, Phd.
Assoc. Georgeta Bărbulescu, Phd.
Lecturer Luminița Boboc, Phd.
Lecturer Tiberiu Diaconescu, Phd.
Lecturer Suzana Popa, Phd.

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December 5, 2019

9³⁰ – 10⁰⁰ Registration

10⁰⁰ - 12³⁰ Plenary opening session

 Opening Address

- PhD Associate Prof. *Corina-Maria ENE* – Pro Rector of “Hyperion” University of Bucharest

 Plenary lecture 1

- PhD Associate Prof. *Corina-Maria ENE* – “Hyperion” University of Bucharest

Analysis and forecast the foreign trade of Southeast European countries by fuzzy methods

 Plenary lecture 2

- PhD Associate Prof. *Carmen UZLĂU* - “Hyperion” University of Bucharest

The effects of migration policies on migration flows

 Plenary lecture 3

- PhD Associate Prof *Cezar BRAICU* - “Hyperion” University of Bucharest

Particularities of human resource management in SMEs

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 Plenary lecture 4


- PhD Prof. *Mariana BĂLAN* - “Hyperion” University of Bucharest
- PhD. *Maria VIARENICH*, Center for Socio Cultural Cooperation, Institute of Sociology, National Academy of Sciences of Belarus, Minsk, Belarus

The economic and social effects of migrants in Romania and Belarus

 Plenary lecture 5

- PhD Associate Prof. *Galina SAVELIEVA* - National Institute for Economic Research (NIER), Republic of Moldova, Chişinău
- PhD. *Svetlana ZAHAROV* - National Institute for Economic Research (NIER), Republic of Moldova, Chişinău

Moldova's labour market in the context of demographic changes,

 Concluding Speech

- PhD Associate Prof. *Corina-Maria ENE* – “Hyperion” University of Bucharest

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Section 1
ECONOMICS

Thursday, December 5, 2019
Conference room, floor 6, 13³⁰-18³⁰

Chairman: PhD Associate Prof. Carmen UZLĂU

Moderator: PhD Prof. Mariana BĂLAN

**1. CONSIDERATIONS ON THE IMPACT OF THE BUDGET DEFICIT
ON THE ECONOMY OF REPUBLIC OF MOLDOVA AND
ROMANIA**

Rodica PERCIUN

National Institute for Economic Research (NIER), Republic of Moldova, Chişinău,

Mariana BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy

**2. EUROPEAN ECONOMIC INTEGRATION IN THE CONTEXT OF
SUSTAINABLE DEVELOPMENT**

Mihaela SIMIONESCU

Institute for Economic Forecasting - NIER, Romanian Academy

Nisa-Elena ROTARU (Dună)

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

**3. CONDITIONS FOR SUSTAINABLE ECONOMIC GROWTH UNDER
THE IMPACT OF RISK FACTORS**

Alina-Petronela HALLER

Institute for Economic and Social Research "Gh. Zane", Iasi Branch of the Romanian Academy–
ICES

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4. DIGITAL SOCIETY: A COMPARISON BETWEEN ROMANIA AND OTHER EAST EUROPEAN COUNTRIES

Elena PELINESCU

Institute for Economic Forecasting - NIER, Romanian Academy

5. ECONOMIC ENTITIES BEHAVIOUR IN ROMANIA - WITHIN INTEGRATION INTO THE EUROPEAN UNION CONTEXT. EVOLUTIONS AND TRENDS

Dalina ANDREI

Institute for Economic Forecasting - NIER, Romanian Academy

6. STRUCTURAL CHANGES OF THE POPULATION IN ROMANIAN REGIONS

Geo-Alexandru SPÂNULESCU

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

7. BUDGETING, BETWEEN BUDGETARY CREDITS AND COMMITMENT APPROPRIATIONS

Doina PÂRCĂLABU

“Hyperion” University, Bucharest

8. THE ANALYSIS OF THE INTERDEPENDENCE OF THE PROPORTION OF TOTAL TAX RECEIPTS AND SOCIAL CONTRIBUTIONS IN GDP WITH GDP/CAPITA IN EU-28 COUNTRIES

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

Nicolae MIHĂILESCU,

“Hyperion” University, Bucharest

9. THE ROLE OF THE EUROPEAN UNION IN THE FUTURE EUROPEAN FINANCIAL ARCHITECTURE FOR DEVELOPMENT

Maria-Anca CRAIU

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

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**10. IMPACT OF REGIONAL DISPARITIES ON THE HEALTH OF THE
POPULATION OF THE REPUBLIC OF MOLDOVA**

Valentina COTELNIC,
Ana TOMCEAC

National Institute for Economic Research (NIER), Republic of Moldova, Chişinău,

Coffee Break - 15:30 – 15:45

**11. MIGRATION AND SOCIAL INCLUSION: CHALLENGES AND
OPPORTUNITIES**

Mariana BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy

12. THE FISCAL IMPACT OF MIGRATION

Brînduşa RADU

Institute for Economic Forecasting - NIER, Romanian Academy

13. MIGRATION AS DRIVER OF ECONOMIC DEVELOPMENT

Ruxandra NOICA

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

**14. THEORETICAL APPROACHES TO INTERNATIONAL LABOR
MIGRATION**

Brînduşa RADU

Institute for Economic Forecasting - NIER, Romanian Academy

**15. THE RECENT HISTORY OF GLOBAL MIGRATION
GOVERNANCE**

Mariana BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy

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16. CURRENT TRENDS AND ISSUES OF THE ROMANIAN LABOR MARKET FOR GRADUATES AND EMPLOYEES WITH HIGHER EDUCATION

Jesica BRUMAR

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

17. RDI'S CONTRIBUTION TO SUSTAINABLE ECONOMIC GROWTH

Oana CHINDRIȘ-VĂSIOIU

The Institute of National Economy, Romanian Academy

Mădălina TOCAN

The Institute of National Economy, Romanian Academy

Anca CRISTEA

The Institute of National Economy, Romanian Academy

Ileana MĂRGINEAN

The Institute of National Economy, Romanian Academy

18. HOUSEHOLDS' INCOME IN ROMANIA AFTER MORE THAN 13 YEARS SINCE THE EUROPEAN UNION'S ACCESSION

Marioara IORDAN

Institute for Economic Forecasting - NIER, Romanian Academy

Dana Ioana ȚAPU

Institute for Economic Forecasting - NIER, Romanian Academy

19. STUDY ON THE INTERDEPENDENCE OF THE PROPORTION OF TOTAL REVENUE FROM TAXES AND SOCIAL CONTRIBUTIONS IN THE GROSS DOMESTIC PRODUCT WITH THE GROSS DOMESTIC PRODUCT PER CAPITA OF THE 28 STATES OF THE EUROPEAN UNION

Carmen UZLĂU,

"Hyperion" University, Bucharest

Corina Maria ENE,

"Hyperion" University, Bucharest

Nicolae MIHĂILESCU,

"Hyperion" University, Bucharest

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20.THE EFFECT OF IMPLEMENTING SOLVENCY II PRUDENTIAL INDICATORS ON THE INSURANCE COMPANIES IN ROMANIA

Gabriela BILEVSKY

Institute for Economic Forecasting - NIER, Romanian Academy

21.TOURISM ACCOMMODATION INFRASTRUCTURE: TERRITORIAL PROFILE DISPARITIES IN ROMANIA

Camelia SURUGIU

Faculty of Administration and Business, University of Bucharest

Marius SURUGIU

The Institute of National Economy, Romanian Academy

Raluca Mazilescu

The Institute of National Economy, Romanian Academy

Cristi FRENȚ

The Institute of National Economy, Romanian Academy

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Section 2

MANAGEMENT & INTERNATIONAL AFFAIRS

Friday, December 6, 2019

Conference room, floor 6, 9³⁰-15⁰⁰

Chairman: PhD Associate Prof. Cezar BRAICU

Moderator: PhD Associate Prof. Rodica PERCIUN

**1. DESTINATIONS MARKETING STRATEGIES: USING NEW TOOLS
IN FINDING THE MOTIVATIONS**

Camelia SURUGIU

Faculty of Administration and Business, University of Bucharest

Marius SURUGIU

The Institute of National Economy, Romanian Academy

Raluca Mazilescu

The Institute of National Economy, Romanian Academy

**2. PERFORMANCE EVALUATION IN THE BAKERY INDUSTRY -
MANAGEMENT SYSTEMS AND APPRECIATION INDICATORS**

Andrei - Mihai CRISTEA

“Hyperion” University, Bucharest

**3. GENERAL ASPECTS OF MANAGEMENT ASSESSMENT AS
INTANGIBLE ASSET**

Paula-Angela CHIRCĂ

“Hyperion” University, Bucharest

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4. THE KNOWLEDGE ECONOMY – ENGINE OF COMPETITIVENESS

Marioara IORDAN

Institute for Economic Forecasting - NIER, Romanian Academy

Mihaela-Nona CHILIAN

Institute for Economic Forecasting - NIER, Romanian Academy

5. SMALL AND MEDIUM SIZE ENTERPRISES (SMSE). SYNTHESIS OF SMSE'S BEHAVIOUR IN ROMANIA

Dalina ANDREI

Institute for Economic Forecasting - NIER, Romanian Academy

6. ROMANIA'S RANKING IN GLOBAL COMPETITIVENESS REPORT

Mihaela Daniela NICULESCU

“Hyperion” University, Bucharest

7. FOREIGN DIRECT INVESTMENTS' TENDENCIES IN ROMANIA AFTER ACCESSION INTO EUROPEAN UNION

Dan-Marius VOICILAS

“Hyperion” University of Bucharest and Institute of Agricultural Economics- Romanian Academy

8. ROLE OF CORPORATE SOCIAL RESPONSABILITY IN SUPPORTING SUSTAINABLE DEVELOPMENT

Daniela VÎRJAN

Academy of Economic Studies

Simona Maria STĂNESCU

Research Institute for Quality of Life- NIER, Romanian Academy

9. SOCIAL ECONOMY POTENTIAL IN DEALING WITH EX-ADDICTED: THE OXYGEN CASE STUDY

Simona STĂNESCU

Research Institute for Quality of Life - NIER, Romanian Academy

Radu NEFORNIȚĂ

“George Bacovia” University of Bacău

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**10.TRENDS IN BUDGETARY ALLOCATIONS IN THE FIELD OF
EDUCATION AND TRAINING**

Adriana STURZOIU

Institute for Economic Forecasting - NIER, Romanian Academy

**11.STAGES IN THE PREPARATION AND DEVELOPMENT OF THE
NEGOTIATION**

Silviu BUCUR

"Oil and Gas" University of Ploiesti

**12.THE IMPACT OF INTERNATIONAL MIGRATION ON SOCIAL
AND ECONOMIC DEVELOPMENT IN DEVELOPMENT
COUNTRIES**

Mariana BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy

Simona STĂNESCU

Research Institute for Quality of Life - NIER, Romanian Academy

Coffee Break - 11:45 – 12:00

**13.CHANGES IN THE OCCUPATIONAL-QUALIFICATION
STRUCTURE OF THE LABOUR FORCE IN THE FIRST DECADES
OF THE 21ST CENTURY**

Adriana STURZOIU

Institute for Economic Forecasting - NIER, Romanian Academy

Carmen UZLĂU

Institute for Economic Forecasting - NIER, Romanian Academy

**14.TRANSFORMATIONS IN THE STRUCTURE AND FUNCTIONS OF
THE CONTEMPORARY ROMANIAN FAMILY**

Mariana BĂLAN

Institute for Economic Forecasting - NIER, Romanian Academy *and* "Hyperion" University of Bucharest

Radu NEFORNIȚĂ

"George Bacovia" University of Bacău

"Hyperion" University from Bucharest, Romania
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15. INTEGRATED POLLUTION PREVENTION AND CONTROL IN URBAN AREAS

Anca CRISTEA,

The Institute of National Economy, Romanian Academy

“Hyperion” University of Bucharest

16. GREEN ECONOMY - PILLAR OF SUSTAINABLE DEVELOPMENT IN ROMANIA

Mădălina TOCAN

The Institute of National Economy, Romanian Academy

Oana CHINDRIȘ-VĂȘIOIU

The Institute of National Economy, Romanian Academy

Anca CRISTEA

The Institute of National Economy, Romanian Academy

Ileana MĂRGINEAN

The Institute of National Economy, Romanian Academy

17. THE ROLE OF INTERNAL AUDIT IN THE CONTEXT OF CORPORATE GOVERNANCE

Cristian Virgiliu RADU,

Doctoral school “Valahia” University

18. STRENGTHENING EUROPEAN POLICIES ON THE PHENOMENON OF MIGRATION

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

19. CULTURAL HERITAGE AND MUSEUMS: THE IMPACT OF DIGITALISATION

Marius SURUGIU

The Institute of National Economy, Romanian Academy

Raluca Mazilescu

The Institute of National Economy, Romanian Academy

Camelia SURUGIU

Faculty of Administration and Business, University of Bucharest

"Hyperion" University from Bucharest, Romania
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20. THE USE OF ITC IN MUSEUMS GUIDED TOURS

Raluca Mazilescu

The Institute of National Economy, Romanian Academy

Marius SURUGIU

The Institute of National Economy, Romanian Academy

Camelia SURUGIU

Faculty of Administration and Business, University of Bucharest

21. TOURISM AND CRISES: A RETROSPECTIVE VIEW

Camelia SURUGIU

Faculty of Administration and Business, University of Bucharest

Marius SURUGIU

The Institute of National Economy, Romanian Academy

Raluca Mazilescu

The Institute of National Economy, Romanian Academy