



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
ADMINISTRATION AND PUBLIC MANAGEMENT FACULTY
22-24, Șerban Vodă Street, 4th Sector, Bucharest
Telephone: +4 021.335.46.53, Fax +4 021.335.02.53
www.amp.ase.ro

The 9th Administration and Public Management International Conference "Governance and management in a globalized context"

The Bucharest University of Economic Studies
6, Romană Square, 1st Sector, Bucharest
Aula Magna
17th-18th of June 2013

CONFERENCE PROGRAM

1st Day, 17th of June 2013

- 09:00 – 09:30 **Registration**
- 09:30 – 09:35 **Professor Ph.D. Constantin-Marius PROFIROIU**, *Dean of Administration and Public Management Faculty, the Bucharest University of Economic Studies*
Welcoming remarks from the organizers
- 09:35 – 09:45 **Professor Ph.D. Pavel NĂSTASE**, *Rector of the Bucharest University of Economic Studies*
Welcoming remarks
- 09:45 – 10:15 **His Excellency Michael STERNBERG**, *Ambassador of the Kingdom of Denmark in Romania:*
"Governance and management in a globalized way"
- 10:15 – 10:30 **Henrik HAUBRO**, *CEO, European Training Centre Copenhagen - Guest Speaker: "The Regionalization Trend in the Nordic Countries Coinciding with European Integration"*
- 10:30 – 10:40 Questions and answers
- 10:40 – 10:55 **Professor PH.D. Daniela-Luminița CONSTANTIN**, *President of the Romanian Regional Science Association, Administration and Public Management Faculty, the Bucharest University of Economic Studies: "Regional Disparities in Romania. Implications for Regional Policy"*
- 10:55 – 11:05 Questions and answers
- 11:05 – 11:15 *Coffee Break*
- 11:15 – 11:30 **Professor Ph.D. Călin-Emilian HINȚEA**, *Dean of Political, Administrative and Communication Sciences Faculty, Babeș-Bolyai University, Cluj-Napoca: "Public administrations schools in Romania: strategic choices for the future"*
- 11:30 – 11:40 Questions and answers



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- 11:40 – 11:55 **Professor Ph.D. Robert ȘOVA**, Vice-Rector of the Bucharest University of Economic Studies: *"Public Policies for Entrepreneurship at Local Government Level"*
- 11:55 – 12:05 Questions and answers
- 12:05 – 12:20 **Gabriel VÎRTOPEANU**, Regional Director, Senior Expert and EU Trainer, Training Centre Copenhagen: *"Public Administration pro Regional Development in Denmark"*
- 12:20 – 12:30 Questions and answers
- 12:30 – 12:45 **Professor Ph.D. Armenia ANDRONICEANU**: *"The Impact of Globalization and Governance on Local Economic Development"*
- 12:45 – 12:55 Questions and answers
- 12:55 – 13:05 **Associate Professor Ph.D. Ruxandra-Irina POPESCU**: *"Globalization effects on management and marketing applied to cities"*
- 13:05 – 13:15 Questions and answers
- 13:15 – 13:30 **Professor Ph.D. Constantin-Marius PROFIROIU and Associate Professor Ph.D. Georgiana-Alina PROFIROIU**: *"Recommendations for Strengthening Regional Governance in Romania"*
- 13:30 – 13:40 Questions and answers
- 13:40 – 13:50 **Conclusions**
- 14:00 – 15:30 *Lunch Break*
- 15:30 – 16:45 **The Signing of the Cooperation Agreement** between *Political, Administrative and Communication Sciences Faculty, Babeș-Bolyai University, Cluj-Napoca, Administration and Public Management Faculty, the Bucharest University of Economic Studies, Faculty of Public Administration, National School of Political and Administrative Studies and Faculty of Economics and Business Administration, Department of Finance, Currency and Public Administration, "Alexandru Ioan Cuza" University of Iași, (Robert Schuman Room)*



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16:45 – 17:00 *Coffee Break*

17:00 – 19:00 **Paper presentations in separate sections**

Robert Schuman Room: 17:00 – 19:00

Section 1: "Governance and Modern Administration"

Subsection: *Ethics and leadership in public administration*

Chair: Professor Ph.D. *Constantin-Marius PROFIROIU*, Professor Ph.D. *Călin-Emilian HINȚEA*

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|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| FLORESCU Margareta, CREȚU Alina, GHEORGHÎĂ Andreea Roxana | <i>Corruption and the Prevention of Corruption. Comparative Analysis of Spain and Mexico</i> |
| BERCU Ana-Maria, DUMITRACHE Cătălina | <i>Incremental Model of Communication Strategies in Public Organization</i> |
| BOSTAN Ionel | <i>The Constitutional Protection of the Supreme Audit Institution</i> |

DISCUSSANTS:

Associate Professor Ph.D. POPESCU Ruxandra-Irina

Lecturer Ph.D. BURLACU Sorin

PH.D. Candidate ȚAPARDEL Claudia

DISCUSSIONS

Virgil Madgearu Room: 17:00 – 19:00

Section 2: "Public Management"

Subsection: *Public administration reform from the human resources perspective*

Chair: Lecturer Ph.D. *Elvira NICA*, Lecturer Ph.D. *Gheorghe H. POPESCU*

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|---------------------------------------------|-------------------------------------------------------------------------------------------------|
| NICA Elvira, POPESCU H. Gheorghe | <i>Gender Differences in Strategy and Human Resource Management</i> |
| HRISTEA Anca Maria | <i>Corporate Social Responsibility - Diamonds or a Mill Stone for the Business Environment?</i> |



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|---------------------------------------------|-------------------------------------------------------------------------------|
| POPESCU H. Gheorghe, NICA Elvira | <i>Gender Equality and Global Economic Governance</i> |
| IOVIȚU Mariana, MATEIU Oana | <i>Ethics and Discrimination of Human Resources within Project Management</i> |

DISCUSSANTS:

Associate Professor Ph.D. IOAN Ildiko
 Lecturer Ph.D. MANOLE Cristina
 Ph.D. Candidate DEMETER Christine

DISCUSSIONS

Council Room: 17:00 – 19:00

Section 3: "Regionalization and Regional Development Policy"

Subsection: *Public Policy on European Level*

Chair: Professor Ph.D. **Daniela Luminita CONSTANTIN**, Associate Professor Ph.D. **Georgiana-Alina PROFIROIU**

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| CONSTANTIN Daniela Luminita, ANDREI Tudorel, GROSU Raluca Mariana, PROFIROIU Alina | <i>Users' Accessibility to SGI in the North-East Region of Romania. The Case of Sewage Systems and Sewage Treatment Facilities</i> |
| ZAMFIR Andreea | <i>Reconsidering and Intensifying the Role of the State in the Field of Renewable Energy</i> |
| PĂCEȘILĂ Mihaela | <i>Renewable Energy Policy in the Western Balkans: Albania, Bosnia Herzegovina, Kosovo and Serbia</i> |
| POTCOVARU Mădălina | <i>The Economic Consequences of Shale Gas Development in Central and Eastern Europe in Regional Context</i> |
| POPESCU Maria-Loredana, COLESCA Sofia-Elena | <i>Legislation and Waste Electrical and Electronic Equipment Management System in Europe</i> |

DISCUSSANTS:

Associate Professor Ph.D. ALPOPI Cristina
 Associate Professor Ph.D. NEAMȚU Bogdana
 Ph.D. Student IVAN Valentina

DISCUSSIONS



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2nd Day, 18th of June 2013

08:00 – 10:00 Paper presentations in separate sections

Robert Schuman Room: 08:00 – 10:00

Section 1: "Governance and Modern Administration"

Subsection: *Macro and Micro Perspectives in Context of Globalization*

Chair: Professor Ph.D. *Margareta FLORESCU*, Associate Professor Ph.D. *Cristina ALPOPI*

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|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| ALPOPI Cristina | <i>Investments in the Romanian Economy in the Context of Globalization</i> |
| CHENIC (CREȚU) Alina Ștefania, GODEANU Teodor Narcis, FLORESCU Margareta | <i>A New Characteristic of the Modern Concept of Corporate Governance in the Context of Globalization and the Economic-Financial Crisis</i> |
| ZAI Paul Vasile, INCEU Adrian Mihai, MARA Ramona | <i>Study Regarding Taxation in the EU</i> |
| PENDIUC Tudor | <i>Corporate Governance at the Local Government Level</i> |

DISCUSSANTS:

Associate Professor Ph.D. ZAMFIR Andreea

Lecturer Ph.D. PĂCEȘILĂ Mihaela

Ph.D. Student POTCOVARU Mădălina

DISCUSSIONS

Virgil Madgearu Room: 08:00 – 10:00

Section 2: "Public Management"

Subsection: *Public services and public-private partnerships*

Chair: Professor Ph.D. *Armenia ANDRONICEANU*, Lecturer Ph.D. *Sorin BURLACU*



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| BURLACU Sorin, STOICA Adrian, GEORGESCU Bogdan Cristian STOICA Sonia Andreea | <i>Basarab Overpass Influence on Road Traffic in the Central Area of Bucharest. Closing the Main Ring is a Reality or Utopia?</i> |
| IANCU Alexandra | <i>Cleaning Public Service. Case Study</i> |
| TUDOSE (IORGA) Elena | <i>Benchmarking - Management Approach for Public Services Based on Performance Criteria</i> |
| Bogdana NEAMȚU | <i>Public-Private Partnerships for Stimulating the Eco-Efficiency and Environmental Responsibility Of SMEs</i> |

DISCUSSANTS:

Associate Professor Ph.D. PROFIROIU Alina

Associate Professor Ph.D. BERCU Ana-Maria

Lecturer Ph.D. NICA Elvira

DISCUSSIONS

Council Room: 08:00 – 10:00

Section 3: "Regionalization and Regional Development Policy"

Subsection: *Regional development and environmental policies*

Chair: Professor Ph.D. ANDREI Tudorel, Associate Professor Ph.D. Bogdana NEAMȚU

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|----------------------------------------------------|--------------------------------------------------------------------------------------|
| DOCIU Mădălina, POPA Daniela, DUNARINȚU Anca | <i>Environmental Management Systems in the Context of Sustainable Development</i> |
| ȚAPARDEL Claudia | <i>It is Strategic Management Model Possible for the Romanian Local Communities?</i> |
| MARGINA Oleg, PARTAL Cristina Maria | <i>Iron and Steel Industry's Perspective for Wind Power 20</i> |

DISCUSSANTS:

Professor Ph.D. CONSTANTIN Daniela Luminita

Assist Ph.D. GROSU Raluca Mariana

Student GHEORGHIȚĂ Andreea Roxana

DISCUSSIONS



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10:00 – 10:15 *Coffee break*

10:15 – 12:45 **Paper presentations in separate sections**

Virgil Madgearu Room: 10:15 – 12:45

Section 2: "Public Management"

Subsection: *Education and Social Services and Public Management*

Chair: Professor Ph.D. Armenia ANDRONICEANU, Lecturer Ph.D. Cristina MANOLE

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|----------------------------------------------------------|----------------------------------------------------------------------------------------------|
| MANOLE Cristina | <i>Education and Lifelong Learning in the Context of Globalization</i> |
| MAFTEI Mihaela, MARGINA Oleg, MATEIU Oana | <i>Evaluation of Performance in Education</i> |
| POPESCU Luminița Gabriela | <i>New Imperatives for Local Governance: Innovative Network Structure and Social Capital</i> |

DISCUSSANTS:

Professor Ph.D. FLORESCU Margareta

Associate Professor Ph.D. CHENIC (CREȚU) Alina Ștefania

Lecturer Ph.D. POPESCU H. Gheorghe

DISCUSSIONS

Council Room: 10:15 – 12:45

Section 3: "Regionalization and Regional Development Policy"

Subsection: *Sustainable Urban Development in Romania in the Global Economic Crisis Conditions*

Chair: Professor Ph.D. Florina BRAN, Associate Professor Ph.D. Ildiko IOAN

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| IOAN Ildiko, BRAN Florina, RĂDULESCU Carmen Valentina | <i>Administration of Protected Areas in Romania: Institutional Capacity and European Integration</i> |
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| DUNĂRIŢU Anca, ANTONESCU Gabriela Aurelia, ANDREICA Cristina | <i>Adaptive Management - a Priority for the Local Authorities in Danube Delta Biosphere Reserve</i> |
| POPA Florin Marius | <i>Administrative Regionalization - A New Challenge for Romanian Public Administration</i> |

DISCUSSANTS:

*Professor Ph.D. ANDREI Tudorel
 Professor Ph.D. BOSTAN Ionel
 Student DUMITRACHE Cătălina*

DISCUSSIONS

12:45 – 13:30 *Lunch Break*

13:30 – 15:45 **Paper presentations in separate sections**

Robert Schuman Room: 13:30 – 15:45

Section 1: "Governance and Modern Administration"

Subsection: *European Governance in Context of Globalization*

Chair: Professor Ph.D. Constantin-Marius PROFIROIU, Professor Ph.D. Călin-Emilian HINȚEA

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|------------------------------|-----------------------------------------------------------------------------------------------------|
| RAIU Cătălin | <i>European Governance. A political science approach</i> |
| IVAN Valentina | <i>European Governance on the Shale Gas Debate: the Need for an Environmental Impact Assessment</i> |
| SZABO Septimiu-Rareș | <i>Decentralisation in the Context of Multi-Level Governance: Study Case – Romania</i> |
| MANEA Gheorghe Cosmin | <i>Modern Governance and Administration into a Globalized Context</i> |

DISCUSSANTS:

*Professor Ph.D. IOVIȚU Mariana
 Associate Professor Ph.D. HRISTEA Anca Maria
 Lecturer Ph.D. ZAI Paul Vasile*

DISCUSSIONS



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Council Room: 13:30 – 15:45

Section 3: "Regionalization and Regional Development Policy"

Subsection: *Regional development through tourism*

Chair: Associate Professor Ph.D. *Ruxandra-Irina POPESCU*, Associate Professor Ph.D. *Răzvan-Andrei CORBOȘ*

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|-------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| POPESCU Ruxandra-Irina, CORBOȘ Răzvan-Andrei | <i>"Amazing Thailand" – Its Contribution to Growing the Country's Competitiveness</i> |
| ANDREICA Angela, MOGOȘ Liliana Paula, PARTAL Cristina Maria | <i>Rural Tourism Approaches. Case Study: Maramureș</i> |
| BRAN Florina, RĂDULESCU Carmen Valentina, IOAN Ildiko | <i>Globalization's Progress in EU: Territorial and Structural Changes</i> |

DISCUSSANTS:

Assistant Professor Ph.D. *IANCU Alexandra*
Ph.D. Student *TUDOSE (IORGA) Elena*
Ph.D. Student *DOCIU Mădălina*

DISCUSSIONS

15:45 – 16:00 *Coffee Break*

16:00 – 18:00 **Workshops**

Robert Schuman Room: "**Administrative Capacity Building of Public Administration by using Project Management**"

Council Room: "**Public administrations schools in Romania: strategic choices for the future**"

19:00– 20:00 **Conclusions and closure of the scientific session works**