



THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
The Faculty of Administration and Public Management

6 Piata Romana, sector 1, Bucharest, postal code 010374, Romania

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CONFERENCE PROGRAM

15th ADMINISTRATION AND PUBLIC MANAGEMENT INTERNATIONAL CONFERENCE

INNOVATION IN PUBLIC SECTOR

Romania, Bucharest, 18-19 October 2019



Scientific Committee

Conference Chair: Professor **Constantin-Marius PROFIROIU**, Ph.D., Vice-Rector with International Relations, Bucharest University of Economic Studies

Conference Chair: Professor **Elvira NICA**, Ph.D., Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies

Keynote speaker: Professor **Jean-Michel EYMERI-DOUZANS**, PhD, President of EGPA, Vice-Rector of Sciences Po Toulouse in charge of Strategic and international development Director of the Master Degree "Consultancy & Expertise in Public Policies" (Toulouse-Sofia-Libreville), IEP Toulouse

Keynote speaker: Professor **José Manuel Ruano de la FUENTE**, Ph.D., Coordinator of the "Government and Public Administration" Program, Faculty of Political Science and Sociology, University of Complutense, Madrid, Spain

Keynote speaker: Professor **Giuseppe BETTONI**, PhD, "Tor Vergata" University of Rome, Dipartimenti di Scienze Storiche, Filosofico Sociali, Dei Beni Culturali E Del Territorio.

Keynote speaker: Professor **Călin HINȚEA**, Ph.D., Dean of Political, Administrative and Communication Sciences Faculty, Babeș-Bolyai University, Cluj-Napoca

Keynote speaker: Professor **Mimi KORNAZHEVA**, PhD D'ment of European Studies and International Relations, Director of Bulgarian-Romanian Interuniversity Europe Center (BRIE) University of Ruse

Members:

Professor **Cristina ALPOPI**, Ph.D., Head of the Administration and Public Management Department, Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **Armenia ANDRONICEANU**, Ph.D., Director of the International Center for Public Management, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Professor **Florina BRAN**, Ph.D., Faculty of Agri-Food and Environmental Economics, Bucharest University of Economic Studies

Lecturer **Ștefan Gabriel BURCEA**, Ph.D., Deputy Dean of the Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **André CABANIS**, Ph.D., Vice-President of the University of Toulouse – Capitole, France

Professor **Sofia COLESCA**, Ph.D., Director of the Center for Research in Administration and Public Services, Faculty of Administration and Public Management, Bucharest University of Economic Studies

Professor **Daniela-Luminița CONSTANTIN**, Ph.D., Faculty of Administration and Public Management, the Bucharest University of Economic Studies, President of the Romanian Regional Science Association

Professor **Margareta-Stela FLORESCU**, Ph.D., Faculty of Administration and Public Management, the Bucharest University of Economic Studies

Emeritus Professor **Michael A. PETERS**, University of Illinois at Urbana-Champaign, USA Professor, University of Waikato, New Zealand

Professor **Gheorghe H. POPESCU**, Ph.D., Christian University "Dimitrie Cantemir", Bucharest, Center for Applied Macroeconomic Analysis at AAER, New York



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Professor **Ruxandra-Irina POPESCU**, Ph.D., Deputy Dean of Administration and Public Management Faculty, Bucharest University of Economic Studies

Professor **Alina-Georgiana PROFIROIU**, Ph.D., Faculty of Administration and Public Management, the Bucharest University of Economic Studies

Lecturer **Oana Matilda SABIE**, Ph.D., Deputy Dean of Administration and Public Management Faculty, Bucharest University of Economic Studies

Organizing Committee

Professor **Ruxandra-Irina POPESCU**, Ph.D., Deputy Dean of Administration and Public Management Faculty, Bucharest University of Economic Studies

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Associate Professor **Mihaela PĂCEȘILĂ**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

Lecturer **Laura MINA RAIU**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

Assistant **Ana Mădălina POTCOVARU**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

Assistant **Cătălin PÎRVU**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic

Assistant **Roxana BRIȘCARIU**, Ph.D., Faculty of Administration and Public Management, Bucharest University of Economic Studies

Economist **Lucica-Aurora NELEAPCĂ**, Faculty of Administration and Public Management, Bucharest University of Economic Studies



1st Day - October 18th, 2019

Virgil Madgearu, Ion Angelescu Building, 6 Piața Romană

- 09:00 – 09:30 **Participants registration**
- 09:30 – 09:45 **Welcome Remarks**
Professor Constantin-Marius PROFIROIU, Ph.D., Vice-Rector with International Relations, Conference Chair
Professor Elvira NICA, Ph.D., Dean of the Faculty of Administration and Public Management, Conference Chair
- 09:45 – 13:00 **Plenary Session, Keynote Speakers, Virgil Madgearu room**
- 09:45-10:00 **Keynote Speaker:** Professor **Jean-Michel EYMERI-DOUZANS**, PhD, President of EGPA, Vice-Rector of Sciences Po Toulouse in charge of Strategic and international development Director of the Master Degree "Consultancy & Expertise in Public Policies" (Toulouse-Sofia-Libreville), IEP Toulouse: **Introductory Remarks: Why do we need Innovation in the Public Sector?**
- 10:00-10:30 **Keynote speaker:** Professor **José Manuel Ruano de la FUENTE**, Ph.D., Coordinator of the "Government and Public Administration" Program, Faculty of Political Science and Sociology, University of Complutense, Madrid, Spain: **The Challenges of Public Management in the 21st Century: Towards a Citizen-Oriented Public Service**
- 10:30 – 11:00 **Keynote speaker:** Professor **Giuseppe BETTONI**, PhD, "Tor Vergata" University of Rome, Dipartimenti di Scienze Storiche, Filosofico Sociali, Dei Beni Culturali E Del Territorio: **Innovation in Local PA in Italy means digital transition: is it enough?**
- 11.00 – 11.15 **Keynote speaker:** Professor **Călin HINȚEA**, PhD, Dean of Political, Administrative and Communication Sciences Faculty, Professor PhD **Nicolae URS**, Professor PhD **Bogdana NEAMTU**, Babeș-Bolyai University, Cluj-Napoca: **Digital Transformation Strategy of Cluj Napoca. An overview.**
- 11.15 – 11.30 **Keynote speaker:** Professor PhD **Cătălin BABA**, Babeș-Bolyai University, Cluj-Napoca: **Innovation and education in Romania**
- 11.30 – 11.45 **Keynote speaker:** Professor **Mimi KORNAZHEVA**, PhD D'ment of European Studies and International Relations, Director of Bulgarian-Romanian Interuniversity Europe Center(BRIE) University of Ruse: **Enhancing the Public Sector at Subnational Level: Innovative Approach to Campaigning for Local Elections**
- 11:45 – 12:15 **Debate. Questions and Answers. Moderators:** Professor PhD **Marius PROFIROIU**, Professor PhD **Elvira NICA**
- 12.15 – 12.30 **Charbel EI AMMAR**, PhD Candidate, Bucharest University of Economic Studies,



Analysis of Corporate Governance in Relation to the Governance of Public Institutions from the Perspective of the Public Economy

12.30 – 12.45 **Elena TUDOSE**, PhD Candidate, Bucharest University of Economic Studies, ***Why is benchmarking critical for re-setting the local public services delivery in Romania?***

12.45 – 13.00 **DISCUSSIONS**

13:15 – 14:30 LUNCH

15:00-18:00: Paper presentations in parallel sections

Section 1: Governance and Public Management

Virgil Madgearu Room

**Chairs: Professor Ph.D. Armenia ANDRONICEANU,
Professor Ph.D. Alina PROFIROIU**

Anca-Mariana PEGULESCU, Armenia ANDRONICEANU	From Theory to Practice: Is it Possible to Foster Public Sector Innovation in Romania
Razvan BALABAN, Cosmin BOARE	Digitalising the Romanian Tax Authority
Laurentiu Dumitru ANDREI	Impact of the State Treasury operations on the safety of the business community
Andreea-Ligia DRUGAU- CONSTANTIN, Andra-Karla ANGHEL-SIENERTH	The Constitutional Limits of Administrative and Territorial Reform in Romania
Alina PROFIROIU, Corina NASTACĂ	The impact of gender on the resilience of public servants
Mihaela PĂCEȘILĂ	Motivation of volunteers in nongovernmental organizations: perceptions and trends
Anca Georgeta LUȚAN (PETRE), Catalina Oana MIRICĂ (DUMITRESCU)	Mentoring, a way to efficiency of human resource management towards enhancing public system organizations' performance
Ioan RADU, Philippe DUEZ, Mihai Ludovic DEMETER, Alexandra BADEA (PĂDUREAN) Irina	Public administration digitalization, an imperative for the evolution towards smart cities
Ana-Madalina POTCOVARU	The opportunities and threatens of the Romanian health care system, a theoretical perspective



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Elvira NICA, George LĂZĂROIU, Jana KLIESTIKOVA	Digital Governance Networks and Data-driven Smart Urban Infrastructures in Sustainable Cities
Cătălin PÎRVU	Emotional intelligence and the assimilation of innovation in the public sector
Alina TĂNASE, Georgiana Florina POPA (ILIE)	Innovation of Public Administration Throught New Human Resources Techniques and Employee Motivation
Armenia ANDRONICEANU, Oana Matilda SABIE, Anca PEGULESCU	An integrated approach of the human resources motivation and the quality of health services

DISCUSSIONS

Section 2: Regional Development

0034 Room

Chairs: Professor Ph.D. Daniela Luminița CONSTANTIN

Lecturer Ph.D. Oana SABIE

Cristian Florin CIURLĂU, Pavol DURANA, Boris KOLLAR	Connections of regional development with public finances
Luiza-Nicoleta RADU, Daniela- Luminita CONSTANTIN	Funding Mechanisms for the Growth Poles in Romania via Cohesion Policy
Cristina ALPOPI, Margareta Stela FLORESCU, Cristina MANOLE	Aspects regarding the real estate market in Romania. Comparison with other European states
Gheorghe H. POPESCU, Mária KOVÁČOVÁ, Mihaela MUȘAT	The welfare of social policies at European level
Marius Constantin PROFIROIU, Carmen Valentina RADULESCU, Sorin BURLACU	Aspects of Quality of Life in Urban Areas of the European Union
Catalin Razvan DOBREA, Evelina Petronela BALU, Ghenadie CIOBANU, Olivia Florentina BALU	Investments and financing schemes in the local durable development and creation of new jobs
Mihaela Diana OANCEA NEGESCU, Iulian GOLE, Ghenadie CIOBANU, Victor DUMITRACHE	Local sustainable development and impact on the local market

DISCUSSIONS



Section 3: *Urban Management*

Constantin Bărbulescu Room

Chairs: Professor Ph.D. Sofia Elena COLESCA
Professor Ph.D Cristina ALPOPI

Amelia DIACONU, Svetlana PLATAGEA GOMBOS, Evelina Petronela BALU	Strategies on optimizing the sales system of the Romanian Commercial Bank
Florina BRAN Dumitru Alexandru BODISLAV Sorin Petrica ANGHELUTA	Indicators of Work-Life Balance from the Perspective of Quality of Employment
Sorin Petrica ANGHELUTA Marcela Antoneta MITRITA Raluca Iuliana GEORGESCU Cristina DIMA	Characteristics of Education and Employment in European Urban Areas
Sorin BURLACU Sorin Petrica ANGHELUTA Marcela Antoneta MITRITA Oana Matilda SABIE	Involving NGOs in nature conservation
Dumitru Alexandru BODISLAV Carmen Valentina RADULESCU Florina BRAN	Sustainable development and the effects of globalization
Victor Adrian TROACA Raluca Iuliana GEORGESCU Svetlana PLATAGEA GOMBOS	Innovative solutions to reduce pollution in European urban space
Svetlana PLATAGEA GOMBOS, Mihaela Diana OANCEA NEGESCU, Victor DUMITRACHE, Ioana Maria POPESCU	Functional zoning of urban space
Ghenadie CIOBANU, Iulian GOLE, Olivia Florentina BALU, Ioana Maria POPESCU	Digital networks in support of local public administration for the development of the green economy and the creation of green jobs
Cristina DIMA, Ovidiu BUZOIANU, Gabriel NASTASE	Analysis of impact factors in the management career
Ovidiu BUZOIANU, Amelia DIACONU, Victor Adrian TROACA	Analysis of relations between Romania and IMF in the context of globalization

DISCUSSIONS



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2nd Day - October 19th, 2019

Section 1: Governance and Public Management

10.30 – 13.30, Constantin Bărbulescu Room

Chairs: Professor Ph.D. Armenia ANDRONICEANU

Lecturer Ph.D. Oana SABIE

Gheorghe H. POPESCU, Tomas KLIESTIK, Maria KOVACOVA, Katarina VALASKOVA	Networked Digital Technologies and Sustainable Urban Development in Data-driven Smart Citi
Oana Matilda SABIE, Androniceanu ARMENIA, Simona APOSTOL	How public managers can use leadership and emotional intelligence to raise their employees' performance
Ruxandra Irina POPESCU, Laura MINA RAIU, Roxana Maria BRISCARIU, Mihaela COMANESCU, Ovidiu Iulian BUNEA	Study on the perception of young people regarding the importance of Romanian historical cities in promoting the country brand
Elvira NICA, Tomáš KLIEŠTIK, Adina Teodora PAȘA	Economic education in human resources development

DISCUSSIONS

13:30-14:00 (Constantin Bărbulescu Room): CLOSING REMARKS

Professor Ph.D. Constantin-Marius PROFIROIU and Professor Ph.D. Elvira NICA