



Ștefan cel Mare
University
of Suceava

Faculty of Economics
and
Public Administration

Programme

**The 15th Economic International
Conference**

**VISION AND FORESIGHT IN SUSTAINABLE
ECONOMIC POLICIES IN THE 21st CENTURY**

Ștefan cel Mare University of Suceava

May 9th-10th, 2019



May 10th

Room AULA Building E – USV

09:30-10:00

Registration and Opening conference

10:00-11:30

Opening remarks and Welcoming speeches

Gabriela PRELIPCEAN, *Vice-Rector, “Ștefan cel Mare” University of Suceava*
Carmen NĂSTASE, *Dean, Faculty of Economics and Public Administration*
Ioana PETRESCU, *former Minister of Finance (2014)*

Plenary Session

CULTURAL HERITAGE ENTREPRENEURSHIP IN ROMANIA. FROM BEST PRACTICES TO FUTURE CHALLENGES TO BOOST LOCAL RURAL DEVELOPMENT

Valentina VASILE

Institute of National Economy-Romanian Academy, Romania

THE CONTRIBUTION OF RURAL TOURISM INVESTMENTS TO REGIONAL DEVELOPMENT

Smaranda Adina COSMA

Babeș-Bolyai University of Cluj-Napoca, Romania

Ionut Calin CĂZAN

Babeș-Bolyai University of Cluj-Napoca, Romania

11:30–13:00

Papers presentations

Moderators:

Carmen NĂSTASE, Ștefan cel Mare University of Suceava, Romania

THE SPECIFICITY OF THE RURAL AREAS REFLECTED IN CULTURAL TOURISM CONSUMPTION MODELS

Marius SURUGIU

Institute of National Economy-Romanian Academy, Romania

Gheorghe ZAMAN

Institute of National Economy-Romanian Academy, Romania

Valentina VASILE

Institute of National Economy-Romanian Academy, Romania

Anca CRISTEA

Institute of National Economy-Romanian Academy, Romania

Raluca MAZILESCU

Institute of National Economy-Romanian Academy, Romania

**EVALUATION OF SIGNAL INDICATORS OF THE DIGITAL
TRANSFORMATION OF THE ECONOMY OF THE RUSSIAN FEDERATION**

Maria KLEVTSOVA

Southwest State University, Russian Federation

Yulia POLOZHENTSEVA

Southwest State University, Russian Federation

Lucia MOROȘAN-DĂNILĂ

Ștefan cel Mare University of Suceava, Romania

**STRATEGIC OPTIONS FOR THE DEVELOPMENT OF ECOTURISM IN THE
COUNTRY OF DORN**

Mihaela Diana NEGESCU OANCEA

The Bucharest University of Economic Studies

Sorin BURLACU

The Bucharest University of Economic Studies

Ovidiu Andrei Cristian BUZOIANU

National College "Ion Luca Caragiale"

Marcela MITRITA

The Bucharest University of Economic Studies

Amelia DIACONU

Artifex University

GREEN CARS MARKET AFTER DIESELGATE

Florina BRAN

The Bucharest University of Economic Studies, Romania

Maria-Loredana POPESCU

The Bucharest University of Economic Studies, Romania

Valentina RADULESCU

The Bucharest University of Economic Studies, Romania

Dumitru Alexandru BODISLAV

The Bucharest University of Economic Studies, Romania

**CROSS-BORDER REGIONS - INSTITUTIONAL COMPARATIVE
ASSESSMENT FRAMEWORK. STUDY CASE ROMANIA-UKRAINE**

Marcela SLUSARCIUC

Ștefan cel Mare University of Suceava, Romania

**THE POPULATION EMPLOYED IN TOURISM IN ROMANIA'S REGIONAL
ECONOMIC RECOVERY**

Rodica-Manuela GOGONEA

Academy of Economic Studies, Bucharest, Romania

Marian ZAHARIA

ADER (Asociatia pentru Democratie, Educatie, Resperct), Targu Jiu, Romania

13:00–14:30

Lunch – USV Restaurant



14:30–16:00

Room AULA / E233, Building E – USV

Moderators:

Mariana LUPAN, Ștefan cel Mare University of Suceava, Romania

Rina TURCAN, Tehnical University of Moldova, Republic of Moldova

MANAGING TOURISM IN WORLD CITIES – OPPORTUNITIES AND CHALLENGES

Cristina MAXIM

West London University, UK

MEDIA AND SOCIAL MEDIA IMPACTING THE MARKETS

Ștefan SFICHI

Ștefan cel Mare University of Suceava, Romania

THE DEVELOPMENT INTENSITY OF SME IN THE REPUBLIC OF MOLDOVA THROUGH THE COMPARATIVE STATISTICAL ANALYSIS WITH THE EUROPEAN UNION COUNTRIES

Rina TURCAN

Tehnical University of Moldova, Republic of Moldova

Iuliu TURCAN

Tehnical University of Moldova, Republic of Moldova

INFLUENCES OF NEW IFRS ON CONSOLIDATED FINANCIAL REPORTING

Veronica GROSU

Ștefan cel Mare University of Suceava, Romania

Cristina Gabriela COSMULESE

Ștefan cel Mare University of Suceava, Romania

INTEGRATED REPORTING - A DIACRONIC APPROACH

Cristina Gabriela COSMULESE

Ștefan cel Mare University of Suceava, Romania

Svetlana MIHAILA

Academy of Economic Studies of Moldova, Republic of Moldova

NEW APPROACHES TO TESTING ECONOMIC VULNERABILITIES BY THE ECONOMETRICAL MODELING OF THE REPORTED FINANCIAL ELEMENTS

Marius CIUBOTARIU

Ștefan cel Mare University of Suceava, Romania

Monica-Laura ZLATI

Ștefan cel Mare University of Suceava

Dumitrița NUCĂ

Ștefan cel Mare University of Suceava, Romania

**THE EFFICIENCY OF APPLYING THE ZERO BASIS BUDGET - ADVANTAGE
FOR THE AUTOCHTHONOUS ENTITIES**

Svetlana MIHAILA

Academy of Economic Studies of Moldova, Republic of Moldova

Veronica GROSU

Ştefan cel Mare University of Suceava, Romania

**IFRS ELEMENTS FOUND IN THE ACCOUNTING REGULATIONS OF THE
REPUBLIC OF MOLDOVA**

Lilia GRIGOROI

Academy of Economic Studies of Moldova, Republic of Moldova

**THE ECONOMIC VECTOR OF THE REPUBLIC OF MOLDOVA TOWARDS
SUSTAINABLE DEVELOPMENT**

Cornelia CRUCERESCU

Technical University of Moldova, Republic of Moldova

THE ROLE OF INDUSTRIAL MANAGEMENT IN ENGINEERING EDUCATION

Larisa BUGAIAN

Technical University of Moldova, Republic of Moldova

**IMPROVING THE MONITORING PROCESS AND THE EXTERNAL AND
INTERNAL COMMUNICATION PROCESS OF AN ORGANIZATION
PERFORMANCE**

Camelia Catalina MIHALCIUC

Ştefan cel Mare University of Suceava, Romania

Maria GROSU

Alexandru Ioan Cuza University of Iaşi, Romania

**OPTIMIZING THE LINK BETWEEN MANAGEMENT ACCOUNTING AND
BUSINESS MANAGEMENT**

Camelia Catalina MIHALCIUC

Ştefan cel Mare University of Suceava, Romania

**THE BANKING UNION - AN ELEMENT OF THE EUROPEAN UNION'S
ECONOMIC GOVERNANCE FRAMEWORK**

Anisoara Niculina APETRI

Ştefan cel Mare University of Suceava, Romania

**CORPORATE GOVERNANCE AND RISK MANAGEMENT - ESSENTIAL
PRACTICE IN PERFORMANCE OBJECTION**

Florin BOGHEAN

Ştefan cel Mare University of Suceava, Romania

**COMPARATIVE ANALYSIS OF START-UP FINANCING PROGRAMS FOR
SMEs**

Mihai POPESCU

Ștefan cel Mare University of Suceava, Romania

MEASURING TAX EVASION. CONCEPTUAL APPROACHES

Cristina TIMOFTE (COCA)

Ștefan cel Mare University of Suceava, Romania

Marian SOCOLIUC

Ștefan cel Mare University of Suceava, Romania

Veronica GROSU

Ștefan cel Mare University of Suceava, Romania

ENTREPRENEURIAL OPPORTUNITIES FOR MODERN RURAL ECONOMIES

Carmen NASTASE

Ștefan cel Mare University of Suceava, Romania

**THE ROLE OF INVESTMENTS IN THE SUSTAINABLE DEVELOPMENT OF
RURAL COMMUNITIES WITH TOURISM POTENTIAL IN BUKOVINA**

Mariana LUPAN

Ștefan cel Mare University of Suceava, Romania

Gabriela PRELIPCEAN

Ștefan cel Mare University of Suceava, Romania

ENTREPRENEURIAL INITIATIVES FOR RURAL DEVELOPMENT

Angela ALBU

Ștefan cel Mare University of Suceava, Romania

**BERLIN AS TOURISM DESTINATION FOR CHINESE MARKET. TOURISTS
NEEDS AND EXPECTATIONS**

Carmen CHAȘOVSCI

Ștefan cel Mare University of Suceava, Romania

Heike BÄHRE

Fachhochschule des Mittelstandes, Germany

**TRANSFER OF KNOWLEDGE TO IMPROVE CULTURAL HERITAGE
REVITALIZATION**

Aniko Noemi TURI

Catholic Institute, Faculty of Business Studies, Slovenia

**THE CONTRIBUTION OF SMEs TO EMPLOYMENT CHANGES IN
EUROPEAN REGIONS**

Carmen BOGHEAN

Ștefan cel Mare University of Suceava, Romania

Mihaela STATE

Ștefan cel Mare University of Suceava, Romania

**ROMANIA'S ABILITY TO ATTRACT FOREIGN TOURISTS: EVOLUTION AT
REGIONAL LEVEL**

Adrian-Liviu SCUTARIU

Ștefan cel Mare University of Suceava, Romania

**A COMPLEX GOVERNMENT POLICY IN NUTRITION - KEY TO HEALTHY
PEOPLE IN 21ST CENTURY**

Adrian STANCU

Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences, Romania

**TAX AND INCOME TAX ON LAND-OWN FINANCIAL RESOURCE OF THE
LOCAL BUDGETS**

Cristinel ICHIM

Ștefan cel Mare University of Suceava, Romania

**THE PERCEPTION OF THE IMPORTANCE OF THE GOVERNANCE ON THE
WELFARE OF CITIZENS. THE EXPERIENCE OF THE EUROPEAN UNION
FOUNDING STATES**

Petronela SCUTARIU

Ștefan cel Mare University of Suceava, Romania

Anca-Gabriela ȘPAIUC

Ștefan cel Mare University of Suceava, Romania

TRENDS IN ECONOMIC DIPLOMACY

Marilena-Oana NEDELEA

Ștefan cel Mare University of Suceava, Romania

POSITION OF UKRAINE IN THE INTERNATIONAL ECONOMY

Valentyna PIDHIRNA

Yuriy Fedkovych Chernivtsi National University, Ukraine

16:00–16:30

Coffee-break



16:30–18:00

Room AULA, Building E – USV

Moderators:

Simona BUTA, Ștefan cel Mare University of Suceava, Romania

Loredana POPESCU, The Bucharest University of Economic Studies, Romania

PhD Candidates Session

**MEASURING THE IMPACT OF FISCAL POLICY OF POSTING FROM
ROMANIA TO EUROPEAN UNION**

Daniel RATA

Ștefan cel Mare University of Suceava, Romania

Elena HLACIUC

Ștefan cel Mare University of Suceava, Romania

**HOW DOES WIFI4EU INITIATIVE FIT INTO THE DIGITAL ECONOMY OF
SMART CITIES AND AGILE COMPANIES?**

Procopie Florin GUSUL

Ștefan cel Mare University of Suceava, Romania

Alina Ramona BUTNARIU

Ștefan cel Mare University of Suceava, Romania

PUBLIC GOVERNANCE AND THE UNDERGROUND ECONOMY

Constantin STRAPUC

Ștefan cel Mare University of Suceava, Romania

Elena HLACIUC

Ștefan cel Mare University of Suceava, Romania

**INDUSTRIAL REVOLUTION IN THE 21ST CENTURY. THE IMPACT OF THE
GIG ECONOMY**

Alexandra-Veronica CLIM (UNGUREANU)

Ștefan cel Mare University of Suceava, Romania

**CURRENT APPROACHES TO BANKING RISKS, THEIR REGULATION,
POLICIES AND PRACTICES ON BANK RISK MANAGEMENT**

Andreea ANTON

Ștefan cel Mare University of Suceava, Romania

Elena HLACIUC

Ștefan cel Mare University of Suceava, Romania

**YOUNG PEOPLE ON THE LABOUR MARKET IN THE CONTEXT OF THE EU
CONTEMPORARY ECONOMY**

Ancuța LUCACI

Ștefan cel Mare University of Suceava, Romania



**REGIONAL POLICY AND ECONOMIC GROWTH - A CHALLENGE FOR
SUSTAINABLE DEVELOPMENT OF ROMANIA**

Mihaela-Claudia ENACHI

Ștefan cel Mare University of Suceava, Romania

Cristian- Mihai ENACHI

Ștefan cel Mare University of Suceava, Romania

**THE DYNAMICS OF ONLINE SOCIAL ENVIRONMENT IN ENHANCING THE
COMPETITIVENESS OF SERVICES**

Cristian- Mihai ENACHI

Ștefan cel Mare University of Suceava, Romania

Mihaela-Claudia ENACHI

Ștefan cel Mare University of Suceava, Romania

18:30

Festive dinner - SAGRA Restaurant