



Yuriy Fedkovych  
Chernivtsi National  
University



Universitatea  
Ștefan cel Mare  
Suceava



Chernivtsi Schumpeter Centre

## P r o g r a m m e

### International Economic Conference

### “Cross-border cooperation: key ideas and perspectives”

Chernivtsi -Suceava

May 20 – 21, 2016

20 of May, 2016 Yuriy Fedkovich Chernivtsi National University, Chernivtsi, Ukraine	
07:10-10:30	Arriving of participants - 2 Kotsjubynskiy Str., Chernivtsi
10:30-11:00	Registration and Coffee - in front of Marble hall, 2 Kotsjubynskiy Str.
11:00-11:20	Opening of conference. Welcome greetings - Red Hall, 2 Kotsjubynskiy Str.
11:20-14:00	Plenary session - Red Hall, 2 Kotsjubynskiy Str.
<b>EUROPEAN INTEGRATION AND ECONOMIC DEVELOPMENT OF THE CROSS-BORDER REGION OF BUKOVINA</b> <p style="text-align: right;"><b>Dr. Prof. Diego VARELA</b> <i>Coruna University, Spain</i></p>	
<b>INSTITUTIONAL SUPPORT FOR CROSS-BORDER COOPERATION OF BORDER REGIONS OF UKRAINE</b> <p style="text-align: right;"><b>Dr. Prof. Zakhariy VARNALIY</b> <i>Kyiv National University, Ukraine</i></p>	
<b>INFRASTRUCTURE ENSURE OF THE INTENSIFICATION OF THE INTERREGIONAL COOPERATION IN UKRAINE</b> <p style="text-align: right;"><b>Dr. Prof. Inna ZABLODSKA</b> <i>Lugansk branch of the Institute of Economic and Legal Researches NAS of Ukraine</i></p>	
<b>GLOBALIZATION OF COMPANIES AND MARKETS: EVALUATION OF THE LEVEL AND CONSEQUENCES</b> <p style="text-align: right;"><b>Dr. Prof. Anzhela IGNATYUK</b> <i>Kyiv National University, Ukraine</i></p>	
<b>INNOVATION AND RESEARCH IN HIGHER EDUCATION SYSTEM IN A CROSS-BORDER APPROACH</b> <p style="text-align: right;"><b>Dr. Prof. Carmen NASTASE</b> <i>Ștefan cel Mare University of Suceava, Romania</i></p>	
14:30-15:30	Lunch - Restaurant “Ganok”
15:30-18:30	Excursion Monastery "Bancheny" or Excursion in the central part of Chernivtsi - Molnitsya village
19:00	Free time - Chernivtsi

**21 of May 2016**  
**“Ștefan cel Mare” University of Suceava, Romania**

10:45-11:00	<b>Registration of participants</b> in front of Aula Building E, "Ștefan cel Mare" University of Suceava, Universitatii Street, No. 13
11:00-11:20	<b>Opening greetings (remarks) and Welcoming speeches</b> <b>Ștefan PURICI</b> , Vice-Rector, “Ștefan cel Mare” University of Suceava <b>Carmen NĂSTASE</b> , Dean, Faculty of Economic and Public Administration, “Ștefan cel Mare” University of Suceava
11:20-13:00	<b>Plenary Session</b> Aula Building E
<p><b>CASE STUDIES OF CROSS-BORDER COOPERATION IN EUROPEAN TOURISM – PERSPECTIVES AND CHALLENGES</b></p> <p style="text-align: right;"><b>Prof. Dr. Heike BAEHRE</b>  <i>HWTK University of Applied Sciences, Germany</i></p> <p><b>KULINARISCHER TOURISMUS</b></p> <p style="text-align: right;"><b>Prof. Dr. Gerald WETZEL</b>  <i>Fachhochschule des Mittelstandes - Baltic College Schwerin, Germany</i></p> <p><b>INCREASING COMPETITIVENESS OF TOURISM IN CROSS-BORDER REGION. BEST PRACTICE, LEARNED LESSONS AND PERSPECTIVES</b></p> <p style="text-align: right;"><b>Dr. Associate Prof. Angela ALBU</b>  <b>Dr. Associate Prof. Carmen CHAȘOVȘCHI</b>  <i>“Ștefan cel Mare” University of Suceava, Romania</i></p> <p><b>EVALUATION OF CROSS BORDER COOPERATION PROGRAMME AS EFFECTIVE MECHANISM OF PROMOTION OF BORDER REGIONS OF BUKOVYNA</b></p> <p style="text-align: right;"><b>Dr. Iryna BUDNYKEVYCH</b>  <b>Tetiana TATARCHUK</b>  <i>Chernivtsi National University, Ukraine</i></p> <p><b>FACTORS AND WAYS OF CROSS-BORDER COOPERATION DEVELOPMENT OF BORDER REGIONS OF UKRAINE</b></p> <p style="text-align: right;"><b>Dr. Prof. Zakhariy VARNALIY</b>  <b>Dr. Prof. Taras VASYLTSIV</b>  <i>Kyiv National University, Lviv Academy of Commerce, Ukraine</i></p> <p><b>CROSS-BORDER COLLABORATION IN ENTREPRENEURIAL EDUCATION IN UNIVERSITIES</b></p> <p style="text-align: right;"><b>Mihaela DIACONU</b>  <i>University of Pitesti, Romania</i>  <b>Amalia DUTU</b>  <i>University of Pitesti, Romania</i></p> <p><b>ADNOTATIONS ON THE CODE OF CONDUCT OF THE PUBLIC SERVANT IN ROMANIA</b></p> <p style="text-align: right;"><b>Dr. Prof. Antonio SANDU</b>  <i>“Ștefan cel Mare” University of Suceava, Romania</i></p> <p><b>MIGRATION - CHALLENGE OF THE NEW BEHAVIORAL ECONOMY</b></p> <p style="text-align: right;"><b>Dr. Associate Prof. Mariana LUPAN</b>  <i>“Ștefan cel Mare” University of Suceava, Romania</i>  <b>Dr. Lecturer Marcela HURJUI</b>  <i>“Ștefan cel Mare” University of Suceava, Romania</i></p>	
11:30-14:00	<b>Papers presentations in Parallel Sessions</b> , Aula Building E, Rooms E005, E101
14:00-15:00	Lunch - Restaurant «Conacul Domnesc»
15:00-17:00	Excursion Dragomirna Monastery, Suceava Fortress and Village Museum

**10:00-10:45**  
**Students sections – E101**

**CAREER DEVELOPMENT IN TOURISM THROUGH INTERNATIONAL PLACEMENTS; GASTRONOMIC TOURISM: GERMAN STUDY CASES**

Moderators:  
**Gerald WETZEL**  
*Fachhochschule des Mittelstandes - Baltic College Schwerin, Germany*  
**Carmen CHAȘOVȘCHI**  
*“Stefan cel Mare” University of Suceava, Romania*

**13:00-14:00**  
**Papers presentations in Parallel Sessions - Aula Building E, Rooms E005, E101**

***Section I - Competitiveness, innovation and collaboration in the cross-border economic relationship***

**TRADE CREATION AND TRADE DIVERSION IN THE EU PERIPHERY: THE CASE OF THE NORTH-EAST REGION OF ROMANIA**

**Adrian BODEA**  
*University "Alexandru Ioan Cuza" of Iasi, Romania*

**SOME STATISTICAL ASPECTS ON THE TOURISTIC DEMAND AND SUPPLY IN THE HOTELS FROM SUCEAVA DISTRICT**

**Elisabeta R. ROȘCA**  
*“Stefan cel Mare” University of Suceava, Romania*

**THE MANAGEMENT OF THE 2015 EU REFUGEE CRISIS FROM THE PERSPECTIVE OF THE HARRIS-TODARO MODEL**

**Iuliana MIHAI**  
*“Alexandru Ioan Cuza” University of Iași, Romania*

**COMPETITIVENESS OF SMALL AND MEDIUM ENTERPRISES IN THE CONTEXT OF GLOBALIZATION**

**Ovidiu BUZOIANU**  
*Bucharest University of Economic Studies, Romania*  
**Petronela Evelina BALU**  
*Bucharest University of Economic Studies, Romania*  
**Bogdan PASCU**  
*Bucharest University of Economic Studies, Romania*

**STRUCTURAL FUNDING FOR SUSTAINABLE DEVELOPMENT IN EUROPE 2020 ACTION FRAME**

**Anca COSTEA-DUNARINTU**  
*“Dimitrie Cantemir” Christian University Bucharest, Romania*  
**Dan BOBOC**  
*Bucharest University of Economic Studies, Romania*

**PLACE AND IMPORTANCE OF JUDICIAL STATISTICS WITHIN THE STATISTICAL DISCIPLINES, IN OUR COUNTRY**

**Elisabeta R. ROȘCA**  
*“Stefan cel Mare” University of Suceava, Romania*

## COMMUNITY INITIATIVES AS FACTORS FOR SOCIETAL PROGRESS IN ROMANIA

**Carmen CHAȘOVSCI**

*“Stefan cel Mare” University of Suceava, Romania*

**Carmen NĂSTASE**

*“Stefan cel Mare” University of Suceava, Romania*

**Angela ALBU**

*“Stefan cel Mare” University of Suceava, Romania*

**Carl MOHR**

*“Stefan cel Mare” University of Suceava, Romania*

## VALUE OF ECOLOGIC COMPONENT IN FOREST MANAGEMENT DECISION MAKING. CASE STUDY: FORESTS ADJACENT TO BUCHAREST, ROMANIA

**Carmen Valentina RADULESCU**

*Bucharest University of Economic Studies, Romania*

**Maria Loredana POPESCU**

*Bucharest University of Economic Studies, Romania*

**Amelia DIACONU**

*Bucharest University of Economic Studies, Romania*

## THE MANAGERIAL DIMENSION OF NATURE CONSERVATION BY ECONOMIC APPROACHES

**Ildiko IOAN**

*Bucharest University of Economic Studies, Romania*

**Mariana IOVITU**

*Bucharest University of Economic Studies, Romania*

**Carmen Valentina RADULESCU**

*Bucharest University of Economic Studies, Romania*

## NON-FORMAL EDUCATION FOR SUSTAINABLE DEVELOPMENT

**Florina BRAN**

*Bucharest University of Economic Studies, Romania*

**Daniela POPA**

*“Dimitrie Cantemir” Christian University Bucharest, Romania*

**Ildiko IOAN**

*Bucharest University of Economic Studies, Romania*

## DYNAMICS IN LABOUR MARKET IN ROMANIA IN POST-CRISIS PERIOD

**Petronela Evelina BALU**

*Bucharest University of Economic Studies, Romania*

**Ovidiu BUZOIANU**

*Bucharest University of Economic Studies, Romania*

**Bogdan PASCU**

*Bucharest University of Economic Studies, Romania*

## AN OVERVIEW OF SUSTAINABLE DEVELOPMENT INDICATORS

**Cristian CRISTU,**

*Dunarea de Jos University, Galati, Romania*

**Petrică Sorin ANGHELUȚĂ**

*Bucharest University of Economic Studies, Romania*

**Mihaela CRISTU**

*Dunarea de Jos University, Galati, Romania*

## EUROPEAN PARADIGMS OF CROSS-BORDER COOPERATION

**Carl MOHR**

*“Stefan cel Mare” University of Suceava, Romania*

**Carmen CHAȘOVSCI**

*“Stefan cel Mare” University of Suceava, Romania*

## ASPECTS OF ENVIRONMENTAL QUALITY IN THE CONTEXT OF CLIMATE CHANGES

**Petrică Sorin ANGHELUȚĂ**

*Bucharest University of Economic Studies, Romania*

**Cristian CRISTU**

*Dunarea de Jos University, Galati, Romania*

**Mihaela CRISTU**

*Dunarea de Jos University, Galati, Romania*

## ENVIRONMENTAL MANAGEMENT SYSTEMS-THE APPROACH FOR ENVIRONMENTAL RESPONSIBILITY OF COMPANIES

**Ecaterina Madalina POPESCU**

*Bucharest University of Economic Studies, Romania*

**Eugen ALBU**

*Bucharest University of Economic Studies, Romania*

**Ionica Loredana STAN**

*Bucharest University of Economic Studies, Romania*

## THE ECONOMIC IMPORTANCE OF NON-ENERGETIC EXTRACTIVE INDUSTRY FOR THE SUSTAINABLE DEVELOPMENT OF ROMANIA AND EUROPE

**Gabriel I. NASTASE**

*„Dimitrie Cantemir” Christian University Bucharest, Romania*

**Carmen Georgiana BADEA**

*Bucharest University of Economic Studies, Romania*

**Aurelia Gabriela ANTONESCU**

*Bucharest University of Economic Studies, Romania*

## FOREIGN DIRECT INVESTMENT (FDI) A TOOL OF GLOBALIZATION. CASE STUDY – COUNTRY RISK STUDY OF ROMANIA

**Florina BRAN**

*Bucharest University of Economic Studies, Romania*

**Mariana IOVITU**

*Bucharest University of Economic Studies, Romania*

**Maria Loredana POPESCU**

*Bucharest University of Economic Studies, Romania*

## TOURISM MARKET SEGMENTATION IN NORTHERN DOBROGEA

**Maria Roxana COSMA**

*Bucharest University of Economic Studies, Romania*

## SUSTAINABLE DEVELOPMENT AND TOURISM

**Marin ANDREICA**

*Bucharest University of Economic Studies, Romania*

**Catalin Alexandru BARBU**

*Bucharest University of Economic Studies, Romania*

**Ion Petru POPESCU**

*Bucharest University of Economic Studies, Romania*

## A 360 DEGREE OVERVIEW ON GOVERNANCE

**Dumitru Alexandru BODISLAV**

*Bucharest University of Economic Studies, Romania*

**Amelia DIACONU**

*Bucharest University of Economic Studies, Romania*

**Marcela MITRITA**

*ECOIND, Romania*

## ANALYZING AND EVALUATING RISK AT COMPANY LEVEL

**Gabriel I. NASTASE**

*„Dimitrie Cantemir” Christian University Bucharest, Romania*

**Carmen Georgiana BADEA**

*Bucharest University of Economic Studies, Romania*

**Aurelia Gabriela ANTONESCU**

*Bucharest University of Economic Studies, Romania*

**FINANCIAL EVOLUTION OF THE EUROPEAN UNION**

**Marcela MITRITA**  
*ECOIND, Romania*  
**Dumitru Alexandru BODISLAV**  
*Bucharest University of Economic Studies, Romania*  
**Maria Roxana COSMA**  
*Bucharest University of Economic Studies, Romania*

**FACTORS AND IMPLICATIONS OF THE OLYMPICS IN WORLD'S TOURISM**

**Pavel STANCIU**  
*"Stefan cel Mare" University of Suceava, Romania*

**THE E.U. REGIONAL POLICY AND THE ECONOMIC DEVELOPMENT**

**Adrian Liviu SCUTARIU**  
*"Stefan cel Mare" University of Suceava, Romania*

**Section II - Through a harmonization of financial reporting systems**

**INDICATORS CONCERNING THE PERFORMANCE MEASUREMENT IN THE INTERNAL AUDIT ACTIVITY**

**Florin BOGHEAN**  
*"Stefan cel Mare" University of Suceava, Romania*

**Section III - Security of IT systems in the cybernetic war era**

**DIGITAL OBJECT IDENTIFIER FOR A BETTER IMAGE OF SCHOLAR JOURNALS**

**Doru TILIUȚE**  
*"Stefan cel Mare" University of Suceava, Romania*

**Section IV - Economic and Financial mechanisms in the cross-border cooperation**

**THE PHENOMENON OF MIGRATION. OPPORTUNITIES AND CHALLENGES**

**Carmen BOGHEAN**  
*"Stefan cel Mare" University of Suceava, Romania*

**TRENDS IN THE EVOLUTION OF THE ROMANIAN CAPITAL MARKET IN LOCAL AND INTERNATIONAL CONTEXT**

**Angela Nicoleta COZORICI**  
*"Stefan cel Mare" University of Suceava, Romania*

**THE EFFECTS OF TERRORIST ATTACKS IN BRUSSELS ON STOCK PRICES OF AIRLINES AND TOUR OPERATORS**

**Gabriela PRELIPCEAN**  
*"Stefan cel Mare" University of Suceava, Romania*  
**Angela Nicoleta COZORICI**  
*"Stefan cel Mare" University of Suceava, Romania*

**THE RELATIONSHIP BETWEEN EXPORTS AND ECONOMIC GROWTH IN ROMANIA AND UKRAINE**

**Mihaela STATE**  
*"Stefan cel Mare" University of Suceava, Romania*

**THE INFLUENCES OF DEMOGRAPHIC TRENDS AND EDUCATION SYSTEM ON YOUTH UNEMPLOYMENT IN NORTH EAST REGION - ROMANIA**

**Iulian Alexandru CONDRATOV**  
*"Stefan cel Mare" University of Suceava, Romania*  
**Cristian Valentin HAPENCIUC**  
*"Stefan cel Mare" University of Suceava, Romania*

**Section V - Management, marketing and logistics for the growth of commercial exchange**

**NEGOTIATING PECUNIARY GAINS AND ENVIRONMENT PROTECTION**

**Dacina Crina PETRESCU**  
*Babes-Bolyai University, Romania*

**WHAT TRIGGERS A NEGOTIATION – AN ECONOMIC OR A SOCIAL GOAL?**

**Dacina Crina PETRESCU**  
*Babes-Bolyai University, Romania*

**ROMANIAN CONSUMERS' PERSPECTIVES OVER THE PRIVACY, DATA PROTECTION AND DIRECT MARKETING LEGAL FRAMEWORK**

**Calin VEGHES**  
*Academy of Economic Studies in Bucharest, Romania*  
**Ioana Cecilia POPESCU**  
*Academy of Economic Studies in Bucharest, Romania*  
**Laurențiu Florentin STOENICĂ**  
*Academy of Economic Studies in Bucharest, Romania*

**ORGANIZATIONAL LEADERSHIP IN A MULTICULTURAL CONTEXT**

**Camelia BAESU**  
*“Stefan cel Mare” University of Suceava, Romania*  
**Ruxandra BEJINARU**  
*“Stefan cel Mare” University of Suceava, Romania*

**INTERDEPENDENCIES OF KNOWLEDGE MANAGEMENT PRINCIPLES AND ORGANIZATIONAL CULTURE**

**Ruxandra BEJINARU**  
*“Stefan cel Mare” University of Suceava, Romania*  
**Elena TONU**  
*“Stefan cel Mare” University of Suceava, Romania*

**ASPECTS REGARDING THE DEVELOPMENT OF ORGANIZATIONS IN TERMS OF GLOBAL ECONOMY**

**Mihai POPESCU**  
*“Stefan cel Mare” University of Suceava, Romania*

**WORK ETHIC IN A MULTICULTURAL APPROACH**

**Carmen CHAȘOVȘCHI**  
*“Stefan cel Mare” University of Suceava, Romania*

**IMPROVING THE UNDERLYING MANAGERS TO EXERCISE EFFECTIVE STRATEGIC MANAGEMENT**

**Camelia BĂEȘU**  
*“Stefan cel Mare” University of Suceava, Romania*

**Section VI - Advances in mathematical methods and models in economic planning**

**MODELLING CHAOTIC TIME SERIES USING HYBRID APPROACHES**

**Sorin VLAD**  
*“Stefan cel Mare” University of Suceava, Romania*  
**Mariana VLAD**  
*“Stefan cel Mare” University of Suceava, Romania*

***Section VII - Public administration support for the development of cross-border business***

**THE GENERAL PRINCIPLES OF EUROPEAN UNION ADMINISTRATIVE LAW AND THE EUROPEAN ECONOMY**

**Liana Teodora PASCARIU**

*“Stefan cel Mare” University of Suceava, Romania*

**MANAGEMENT OF BUDGETARY FUNDS REDISTRIBUTION FROM THE CENTRAL LEVEL TOWARDS THE BENEFIT OF THE LOCAL COMMUNITY**

**Alunica MORARIU**

*“Stefan cel Mare” University of Suceava, Romania*

**CREATING COMPANIES WITH LOCAL COUNCILS INCLUDED AS SHAREHOLDERS**

**Alunica MORARIU**

*“Stefan cel Mare” University of Suceava, Romania*

**THEORETICAL AND PRACTICAL CONSIDERATIONS ON THE QUALITY OF LOCAL PUBLIC SERVICES**

**Petronela SCUTARIU**

*“Stefan cel Mare” University of Suceava, Romania*

**Irina BILOUSEAC**

*“Stefan cel Mare” University of Suceava, Romania*

***Section VIII - Application of international trade law in crossborder economic cooperation***

**CONSUMER PROTECTION THROUGH THE INTERVENTION OF PUBLIC AUTHORITIES**

**Ruxandra Malina PETRESCU-MAG**

*Babeş-Bolyai University, Cluj-Napoca, Romania*

**THE FUTURE OF EUROPEAN FEDERALISM**

**Ovidiu Horia MAICAN**

*Bucharest University of Economic Studies, Romania*