# Programme

## International Economic Conference

“Cross-border cooperation: key ideas and perspectives”

Chernivtsi - Suceava  
May 20 – 21, 2016

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:10-10:30</td>
<td>Arriving of participants - 2 Kotsjubynskyi Str., Chernivtsi</td>
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<tr>
<td>10:30-11:00</td>
<td>Registration and Coffee - in front of Marble hall, 2 Kotsjubynskyi Str.</td>
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<tr>
<td>11:00-11:20</td>
<td>Opening of conference, Welcome greetings - Red Hall, 2 Kotsjubynskyi Str.</td>
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<tr>
<td>11:20-14:00</td>
<td>Plenary session - Red Hall, 2 Kotsjubynskyi Str.</td>
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### 20 of May, 2016
Yuriy Fedkovych Chernivtsi National University, Chernivtsi, Ukraine

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td></td>
<td><strong>EUROPEAN INTEGRATION AND ECONOMIC DEVELOPMENT OF THE CROSS-BORDER REGION OF BUKOVINA</strong></td>
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<tr>
<td></td>
<td>Dr. Prof. Diego VARELA</td>
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<tr>
<td></td>
<td>Coruna University, Spain</td>
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<tr>
<td></td>
<td><strong>INSTITUTIONAL SUPPORT FOR CROSS-BORDER COOPERATION OF BORDER REGIONS OF UKRAINE</strong></td>
</tr>
<tr>
<td></td>
<td>Dr. Prof. Zakhariy VARNALIY</td>
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<tr>
<td></td>
<td>Kyiv National University, Ukraine</td>
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<tr>
<td></td>
<td><strong>INFRASTRUCTURE ENSURE OF THE INTENSIFICATION OF THE INTERREGIONAL COOPERATION IN UKRAINE</strong></td>
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<tr>
<td></td>
<td>Dr. Prof. Inna ZABLODSKA</td>
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<tr>
<td></td>
<td>Lugansk branch of the Institute of Economic and Legal Researches NAS of Ukraine</td>
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<td><strong>GLOBALIZATION OF COMPANIES AND MARKETS: EVALUATION OF THE LEVEL AND CONSEQUENCES</strong></td>
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<tr>
<td></td>
<td>Dr. Prof. Anzhela IGNATYUK</td>
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<td></td>
<td>Kyiv National University, Ukraine</td>
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<td></td>
<td><strong>INNOVATION AND RESEARCH IN HIGHER EDUCATION SYSTEM IN A CROSS-BORDER APPROACH</strong></td>
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<td>Dr. Prof. Carmen NASTASE</td>
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<td>Stefan cel Mare University of Suceava, Romania</td>
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<tr>
<td>14:30-15:30</td>
<td>Lunch - Restaurant “Ganok”</td>
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<tr>
<td>15:30-18:30</td>
<td>Excursion Monastery &quot;Bancheny” or Excursion in the central part of Chernivtsi - Molnitsya village</td>
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<td>19:00</td>
<td>Free time - Chernivtsi</td>
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<tr>
<td>10:45-11:00</td>
<td>Registration of participants in front of Aula Building E, &quot;Ştefan cel Mare&quot; University of Suceava, Universitatii Street, No. 13</td>
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<tr>
<td>11:00-11:20</td>
<td>Opening greetings (remarks) and Welcoming speeches</td>
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<tr>
<td></td>
<td>Ştefan PURICI, Vice-Rector, “Ştefan cel Mare” University of Suceava</td>
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<td></td>
<td>Carmen NĂSTASE, Dean, Faculty of Economic and Public Administration,</td>
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<td>“Ştefan cel Mare” University of Suceava</td>
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<tr>
<td>11:20-13:00</td>
<td>Plenary Session Aula Building E</td>
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<td></td>
<td>CASE STUDIES OF CROSS-BORDER COOPERATION IN EUROPEAN TOURISM – PERSPECTIVES AND CHALLENGES</td>
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<tr>
<td></td>
<td>Prof. Dr. Heike BAEHRE</td>
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<td></td>
<td>HWTK University of Applied Sciences, Germany</td>
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<td>KULINARISCHER TOURISMUS</td>
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<td></td>
<td>Prof. Dr. Gerald WETZEL</td>
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<td></td>
<td>Fachhochschule des Mittelstandes - Baltic College Schwerin, Germany</td>
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<td></td>
<td>INCREASING COMPETITIVENESS OF TOURISM IN CROSS-BORDER REGION. BEST PRACTICE,</td>
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<td>LEARNED LESSONS AND PERSPECTIVES</td>
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<td></td>
<td>Dr. Associate Prof. Angela ALBU</td>
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<td>Dr. Associate Prof. Carmen CHAŞOVŞCHI</td>
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<td>“Ştefan cel Mare” University of Suceava, Romania</td>
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<td></td>
<td>EVALUATION OF CROSS BORDER COOPERATION PROGRAMME AS EFFECTIVE MECHANISM OF</td>
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<td>PROMOTION OF BORDER REGIONS OF BUKOVYNA</td>
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<td>Dr. Iryna BUDNYKEVYCH</td>
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<td>Tetiana TATARCHUK</td>
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<td>Chernivtsi National University, Ukraine</td>
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<td></td>
<td>FACTORS AND WAYS OF CROSS-BORDER COOPERATION DEVELOPMENT OF BORDER REGIONS OF</td>
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<td>UKRAINE</td>
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<td></td>
<td>Dr. Prof. Zakhariy VARNALIY</td>
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<td></td>
<td>Dr. Prof. Taras VASYLTSIV</td>
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<td></td>
<td>Kyiv National University, Lviv Academy of Commerce, Ukraine</td>
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<td></td>
<td>CROSS-BORDER COLLABORATION IN ENTREPRENEURIAL EDUCATION IN UNIVERSITIES</td>
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<tr>
<td></td>
<td>Mihaela DIACONU</td>
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<td>University of Pitesti, Romania</td>
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<td>Amalia DUTU</td>
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<td>University of Pitesti, Romania</td>
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<td>ADNOTATIONS ON THE CODE OF CONDUCT OF THE PUBLIC SERVANT IN ROMANIA</td>
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<td>Dr. Prof. Antonio SANDU</td>
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<td>“Ştefan cel Mare” University of Suceava, Romania</td>
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<td>MIGRATION - CHALLENGE OF THE NEW BEHAVIORAL ECONOMY</td>
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<td>Dr. Associate Prof. Mariana LUPAN</td>
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<td>“Ştefan cel Mare” University of Suceava, Romania</td>
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<td></td>
<td>Dr. Lecturer Marcela HURJUI</td>
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<td>“Ştefan cel Mare” University of Suceava, Romania</td>
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<tr>
<td>11:30-14:00</td>
<td>Papers presentations in Parallel Sessions, Aula Building E, Rooms E005, E101</td>
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<tr>
<td>14:00-15:00</td>
<td>Lunch - Restaurant «Conacul Domnesc»</td>
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<tr>
<td>15:00-17:00</td>
<td>Excursion Dragomirna Monastery, Suceava Fortress and Village Museum</td>
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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 CHAŞOVSCHI
“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. ROŞCA
“Stefan cel Mare” University of Suceava, Romania

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. ROŞCA
“Stefan cel Mare” University of Suceava, Romania
COMMUNITY INITIATIVES AS FACTORS FOR SOCIETAL PROGRESS IN ROMANIA
Carmen CHAŞOVȘCHI
“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 ANGHELUŢĂ
Bucharest University of Economic Studies, Romania
Mihaela CRISTU
Dunarea de Jos University, Galati, Romania

EUROPEAN PARADIGMS OF CROOS-BORDER COOPERATION
Carl MOHR
“Stefan cel Mare” University of Suceava, Romania
Carmen CHAŞOVȘCHI
“Stefan cel Mare” University of Suceava, Romania
ASPECTS OF ENVIRONMENTAL QUALITY IN THE CONTEXT OF CLIMATE CHANGES
Petrică Sorin ANGHELUTĂ
Bucharest University of Economic Studies, Romania
Cristian CRISTU
Dunarea de Jos University, Galați, Romania
Mihaela CRISTU
Dunarea de Jos University, Galați, 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 TILIȘTE
“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
Dacinia Crina PETRESCU
Babes-Bolyai University, Romania

WHAT TRIGGERS A NEGOTIATION – AN ECONOMIC OR A SOCIAL GOAL?
Dacinia 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 CHAŞOVSCI
“Stefan cel Mare” University of Suceava, Romania

IMPROVING THE UNDERLYING MANAGERS TO EXERCISE EFFECTIVE STRATEGIC MANAGEMENT
Camelia BAESU
“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
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
“Irina BILOSEAC
“Stefan cel Mare” University of Suceava, Romania

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