



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.
EUROPEAN INTEGRATION AND ECONOMIC DEVELOPMENT OF THE CROSS-BORDER REGION OF BUKOVINA	
Dr. Prof. Diego VARELA <i>Coruna University, Spain</i>	
INSTITUTIONAL SUPPORT FOR CROSS-BORDER COOPERATION OF BORDER REGIONS OF UKRAINE	
Dr. Prof. Zakhariy VARNALIY <i>Kyiv National University, Ukraine</i>	
INFRASTRUCTURE ENSURE OF THE INTENSIFICATION OF THE INTERREGIONAL COOPERATION IN UKRAINE	
Dr. Prof. Inna ZABLODSKA <i>Lugansk branch of the Institute of Economic and Legal Researches NAS of Ukraine</i>	
GLOBALIZATION OF COMPANIES AND MARKETS: EVALUATION OF THE LEVEL AND CONSEQUENCES	
Dr. Prof. Anzhela IGNATYUK <i>Kyiv National University, Ukraine</i>	
INNOVATION AND RESEARCH IN HIGHER EDUCATION SYSTEM IN A CROSS-BORDER APPROACH	
Dr. Prof. Carmen NASTASE <i>Ștefan cel Mare University of Suceava, Romania</i>	
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	Registration of participants in front of Aula Building E, "Ștefan cel Mare" University of Suceava, Universitatii Street, No. 13
11:00-11:20	Opening greetings (remarks) and Welcoming speeches Ștefan PURICI , Vice-Rector, “Ștefan cel Mare” University of Suceava Carmen NĂSTASE , Dean, Faculty of Economic and Public Administration, “Ștefan cel Mare” University of Suceava
11:20-13:00	Plenary Session Aula Building E
<p>CASE STUDIES OF CROSS-BORDER COOPERATION IN EUROPEAN TOURISM – PERSPECTIVES AND CHALLENGES</p> <p style="text-align: right;">Dr. Heike BAHRE <i>HWTK Berlin, Germany</i></p> <p>KULINARISCHER TOURISMUS</p> <p style="text-align: right;">Gerald WETZEL <i>Fachhochschule des Mittelstandes - Baltic College Schwerin, Germany</i></p> <p>INCREASING COMPETITIVENESS OF TOURISM IN CROSS-BORDER REGION. BEST PRACTICE, LEARNED LESSONS AND PERSPECTIVES</p> <p style="text-align: right;">Dr. Associate Prof. Angela ALBU Dr. Associate Prof. Carmen CHAȘOVȘCHI “Ștefan cel Mare” University of Suceava, Romania</p> <p>EVALUATION OF CROSS BORDER COOPERATION PROGRAMME AS EFFECTIVE MECHANISM OF PROMOTION OF BORDER REGIONS OF BUKOVYNA</p> <p style="text-align: right;">Dr. Iryna BUDNYKEYVCH Tetiana TATARCHUK <i>Chernivtsi National University, Ukraine</i></p> <p>FACTORS AND WAYS OF CROSS-BORDER COOPERATION DEVELOPMENT OF BORDER REGIONS OF UKRAINE</p> <p style="text-align: right;">Dr. Prof. Zakhariy VARNALIY Dr. Prof. Taras VASYLTSIV <i>Kyiv National University, Lviv Academy of Commerce, Ukraine</i></p> <p>CROSS-BORDER COLLABORATION IN ENTREPRENEURIAL EDUCATION IN UNIVERSITIES</p> <p style="text-align: right;">Mihaela DIACONU <i>University of Pitesti, Romania</i> Amalia DUTU <i>University of Pitesti, Romania</i></p> <p>ADNOTATIONS ON THE CODE OF CONDUCT OF THE PUBLIC SERVANT IN ROMANIA</p> <p style="text-align: right;">Dr. Prof. Antonio SANDU “Ștefan cel Mare” University of Suceava, Romania</p> <p>MIGRATION - CHALLENGE OF THE NEW BEHAVIORAL ECONOMY</p> <p style="text-align: right;">Dr. Associate Prof. Mariana LUPAN “Ștefan cel Mare” University of Suceava, Romania Dr. Lecturer Marcela HURJUI “Ștefan cel Mare” University of Suceava, Romania</p>	
11:30-14:00	Papers presentations in Parallel Sessions , 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

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