

**„DIMITRIE CANTEMIR”
CHRISTIAN UNIVERSITY**

**THE FACULTY OF TOURISM
AND
COMMERCIAL MANAGEMENT**

THE FACULTY OF MARKETING



in collaboration with

**UNIVERSITÀ DEGLI STUDI DI MESSINA,
ITALY**

**and
„DIMITRIE CANTEMIR” MULTIDISCIPLINARY
SCIENTIFIC RESEARCH INSTITUTE**

are organizing

**THE 3rd EDITION OF
INTERNATIONAL CONFERENCE ON
“GLOBALIZATION AND
COMPETITIVENESS IN
KNOWLEDGE-BASED ECONOMY”**

**APRIL 18th – 20th, 2013
BUCHAREST, ROMANIA**

Dear Colleagues,

On behalf of the staff of the Faculty of Tourism and Commercial Management and the Faculty of Marketing, we have the pleasure of inviting you to attend the 3rd International Conference on **„Globalization and Competitiveness in Knowledge-Based Economy”** <http://gcke2013.ucdc.ro/>, that will be held in the University campus from Splaiul Independenței no. 176, between 18th -20th of April 2013.

Hoping that you will honour us with your participation, we offer you some information of general interest about this event.

We are looking forward to meeting you!

CONFERENCE RELEVANCE

Nowadays specialists in various fields of activity are focusing on issues connected with globalization due to their great impact on the development of national economies.

Due to globalization, Romania has started a number of reforms by means of which prices and markets have been liberalized, foreign trade control has been reduced, currency convertibility has been introduced and changes have started to be made in the ownership structure, all leading to increased competitiveness. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Direct foreign investments are perceived as an important and essential element for the process of changing and re-launching the economy, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21st century, the flow of direct foreign investments has greatly developed due to the massive expansion of transnational corporations – main elements of the globalization process. Last but not least, due to the great development of commercial exchanges between countries, foreign trade has become one of the key factors for economic growth.

Under these circumstances, we can consider that globalization and competitiveness represent the greatest challenge of our century, most specialists considering that Romania's own survival depends on the way in which these concepts are put into practice.

CONFERENCE AIMS AND OBJECTIVES

Benefiting from a particular scientific prestige and large national attendance, the conference that is now at its third edition, aims at providing the framework for relevant scientific debates concerning the challenges that “Globalization and competitiveness in knowledge-based economy” raise for any economist or researcher in the larger field of Economics.

The conference objectives envisage:

- ♦ Developing some fundamental or applicative research guidelines in the specific fields of the participants' expertise;
- ♦ Supporting the exchanges of specialists with other similar organizations with a view to improving the members' documentation;
- ♦ Cooperating with other local and foreign faculties in order to develop a modern educational system and to establish connections with other universities.
- ♦ Approaching the issues related to the evolution of economic processes in the contemporary society, the empirical and analytical exchange, establishing partnerships for drafting and monitoring economic policies.
- ♦ Identifying the potential partners taking into account the activity type and the cooperation opportunities which open the path to tackle certain themes and projects
- ♦ Developing cooperation with national and international partners - personalities, institutions, professional associations;
- ♦ Interacting with the economic, social and academic environment both at local and global level;
- ♦ Academic interaction with all interested professional and scientific environments;
- ♦ Ensuring an organizational and managerial framework for research work;
- ♦ Increasing the University's importance and its assertion as a prestigious institution at national and international level;
- ♦ Developing the capacity of attracting and identifying national and international sources of funding;

- ♦ Establishing and developing partnerships at national and international level as an instrument for raising the performance level regarding scientific research.

SCIENTIFIC COMMITTEE

Chairs:

Professor Momcilo Luburici, PhD, President and founder of UCDC
 Professor Corina Adriana Dumitrescu, PhD, Rector of UCDC

Vice Chairs:

Professor Cristiana Cristureanu, PhD, Vice-rector of UCDC
 Professor Ion Velcea, PhD, Vice-rector of UCDC
 Professor, Victor Munteanu, PhD, Vice-rector of UCDC
 Professor Gheorghe Lepadatu, PhD, Vice-rector of UCDC

Members

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 Prof. Constanta Chitiba, PhD, Dean, REI, UCDC, Bucharest
 Prof. Valentina Zaharia, PhD, Dean, Marketing, UCDC, Bucharest
 Senior Lecturer PhD Marinella Turdean, Dean, FBC, UCDC, Bucharest
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 Senior Lecturer, PhD, Cezar Militaru, UCDC, Bucharest
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 Senior Lecturer PhD, Sorinel Capsuneanu, The University of Artifex, Bucharest
 Senior Lecturer PhD, Daviva Jureviciene, PhD, Universite Mycolas Romeris, Lithuania
 Senior Lecturer, PhD, Andreas A. Assiotis, University of Cyprus
 Senior Lecturer, PhD, Irmantas Rotomskis, Mycolas Romeris University, Lithuania
 Senior Lecturer, PhD, Jose M., Merigo, Lindahl, University of Barcelona, Spain

Senior Lecturer, PhD, Gabriel Năstase, UCDC, Bucharest
 Senior Lecturer, PhD, Arminia Cicală-Racu, The Academy of Economic Studies, The Republic of Moldavia

ORGANIZING COMMITTEE

Lecturer PhD Camellia Pavel
 Lecturer PhD Emilia Pascu
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 Junior Lecturer PhD candidate Luminita Defta
 Junior Lecturer PhD candidate Ramona Stancu
 Junior Lecturer PhD candidate Cristina Mihăescu
 Junior Lecturer Irina Melinte
 Tutor Dominic Perez Danielescu

FIELDS OF INTEREST

The Conference debates will be organized in specialized sections, as follows:

- ♦ *1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY* (Lecturer PhD Daniela Stancu, email degan_daniela@yahoo.com);
- ♦ *2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS* (Junior Lecturer PhD

candidate Luminița Crenicean email
lumi.cecilia@gmail.com);

- ♦ **3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT** (Junior Lecturer PhD candidate Georgiana Aron, email georgiana_anghel1983@yahoo.com);
- ♦ **4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY** (Nicoleta Moise, Junior lecturer PhD candidate, email: moise_nicoleta82@yahoo.com);

CONFERENCE CALENDAR

10.12.2012 – 28.02.2013 – Participants' registration (filling in the online registration form)

01.03.2013 – 31.03.2013 – Sending the papers in extenso to the email addresses of the contact persons in charge with the particular fields, mentioning in the field „subject”: “article surname_first name of the first author”

01.04.2013 – 07.04.2013 – Notification of paper acceptance.

08.04.2013 – 14.04.2013 – Paying the participation fee and sending a copy of the payment document to the email address of each section.

PAPER PUBLISHING

The publication of the papers will be conditioned by their originality, significance and clarity as well as by the authors' contribution. The accepted articles as a result of the assessment process, and complying with the editorial conditions and deadlines will be published in the volume of conference, that will be a special number of „**Calitatea – acces la succes**” journal, indexed in international databases SCOPUS, EBSCO, CABELL'S Directories and PROQUEST. Author's instructions are available on http://calitatea.srac.ro/redactare_articole.html.

PARTICIPATION FEE

The participation fee is 250 RON/paper and comprises the conference portfolio (the volume, program and the attendance certificate) as well as the paper publication in „**Calitatea – acces la succes**” journal.

The participation fee will be paid until April, 14th, 2013, in the bank account of “Dimitrie Cantemir” Christian University:
CONT IBAN RO02BRDE410SV21859694100, Calderon Branch, sect. 1, Bucharest or at UCDC cash desk.

In both cases the mention CONFERENCE – GCKE2013” will be made.

Payment will be confirmed by fax no. +4021.330.87.74 or by e-mailing the scanned copy of the payment document to each section.

**We are looking forward to welcoming you
to our university in Bucharest,
176 Splaiul Unirii, sect. 4!**