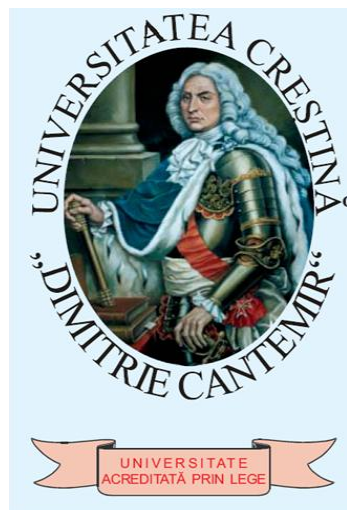


**„DIMITRIE CANTEMIR”
CHRISTIAN UNIVERSITY**



**THE FACULTY OF TOURISM
AND COMMERCIAL MANAGEMENT**

in collaboration with

**FREE INTERNATIONAL UNIVERSITY
OF MOLDOVA**

are organizing

**THE 4th EDITION OF
INTERNATIONAL CONFERENCE ON
“GLOBALIZATION AND
COMPETITIVENESS IN
KNOWLEDGE-BASED ECONOMY”**

**MAY 8th – 10th, 2014
BUCHAREST, ROMANIA**

Dear Colleagues,

On behalf of the staff of the Faculty of Tourism and Commercial Management, we have the pleasure of inviting you to attend the 4th International Conference on **„Globalization and Competitiveness in Knowledge-Based Economy”** (<http://gcke2014.ucdc.ro>), that will be held in the University campus from Splaiul Unirii no. 176, between 8th -10th of May 2014.

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 second 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

Senior Lecturer, PhD, Emilia Gogu, Coordinator of CCCS

Professor, PhD, Viorica Ionașcu, Vice-coordinator of CCCS

Members

Prof. Manoela Popescu, PhD, Dean, MTC, UCDC, Bucharest

Prof. Constanța Chițiba, PhD, Dean, REI, UCDC, Bucharest

Prof. Valentina Zaharia, PhD, Dean, Marketing, UCDC, Bucharest

Senior Lecturer PhD Marinella Turdean, Dean, FBC, UCDC, Bucharest

Senior Lecturer PhD, Andreea Băltărețu, Vice Dean, MTC, UCDC, Bucharest

Senior Lecturer, PhD, Cezar Militaru, President of CEAC, UCDC

Senior Lecturer, PhD Anca Cristea, Department Director, MTC, UCDC, Bucharest

Academician Prof. Hab. Grigore Belostecinic, Rector of ASEM, The Republic of Moldova

Academician Ion Bostan, Rector of UTM, The Republic of Moldova

Academician Andrei Galben, Rector of ULIM, The Republic of Moldova

Senior Lecturer, PhD, Moldovan-Bătrânc Viorelia, Vice-rector of ULIM, The Republic of Moldova

Prof. Ion Pârțachi, PhD, ASEM, The Republic of Moldova

Academician Ioan Lucian Albu, Romanian Academy

Prof. Antonino Perna, PhD, University of Messina, Italy

Prof. Mircea Cosea, PhD, UCDC, Bucharest

Prof. Dumitru Mazilu PhD, UCDC, Bucharest

Prof. Nicolae Neacsu, PhD, UCDC, Bucharest

Prof. Gabriela Tigu, PhD, ASE, Bucharest

Prof. Gheorghe Ciocanu, PhD, The State University, The Republic of Moldova

Prof. Gheorghe Popa, Alecu Russo State University from Bălți, The Republic of Moldova

Prof. Laurențiu Calmațchi, PhD, The State University, Tiraspol, The Republic of Moldova

Prof. Puiu Nistoreanu, PhD, ASE, Bucharest

Prof. Ion Stanciu, PhD, UCDC, Bucharest

Prof. Sedlețchi Iurie Nicolae, PhD, The University of European Studies, The Republic of Moldova

Prof. Gheorghița Căprărescu, PhD, UCDC, Bucharest

Prof. Georgeta Ilie, UCDC, Bucharest

Professor Gheorghe Lepădatu, PhD, UCDC, Bucharest

Senior Lecturer, PhD, Gabriel Năstase, The Academy of Romanian Scientists

Senior Lecturer, Sorinel Căpușneanu, PhD, UCDC, Bucharest

Senior Lecturer, Arminia Cicală-Racu, PhD, ASEM, The Republic of Moldova

Lecturer, PhD, Viorel Gogu, Dublin Institute of Technology, Ireland

PhD Ștefan Popescu, Paris Sorbonne University, France

ORGANIZING COMMITTEE

Senior Lecturer PhD Bogdănel Drăguț

Senior Lecturer PhD Daniela Stancu

Senior Lecturer PhD Emilia Pascu

Senior Lecturer PhD Ivona Stoica

Senior Lecturer PhD Oana Milea

Senior Lecturer PhD Roxana Ionescu

Lecturer PhD Alexandru Burda

Lecturer PhD Bogdan Toader

Lecturer PhD Luminița Jalbă

Lecturer PhD Mihaela Mocanu

Lecturer PhD Oana Duță

Lecturer PhD Petronela Nedeia

Lecturer PhD c. Diana Coconoiu

Junior Lecturer PhD c. Adina Pavel

Junior Lecturer PhD c. Cristina Mihăescu

Junior Lecturer PhD c. Georgiana Aron

Junior Lecturer PhD Luminița Crenicean

Junior Lecturer PhD c. Luminița Defta

Junior Lecturer PhD c. Oana Orheian

Tutor PhD c. Dominic Perez Danielescu

FIELDS OF INTEREST

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

- ♦ *1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY*
Senior Lecturer PhD Daniela Stancu
Email: degan_daniela@yahoo.com
- ♦ *2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS*
Junior Lecturer PhD Luminița Crenicean
Email: lumi.cecilia@gmail.com
- ♦ *3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT*
Junior Lecturer PhD c. Georgiana Aron
Email: georgiana_angel1983@yahoo.com
- ♦ *4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY*
Senior Lecturer PhD Ivona Stoica
Email: ivona.stoica@mk.ase.ro

CONFERENCE CALENDAR

10.03.2014 – 30.03.2014 – Participants' registration (filling in the online registration form: <http://gcke2014.ucdc.ro/registration.html>)

10.03.2014 – 30.03.2014 – 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”

31.03.2014 – 15.04.2014 – Notification of paper acceptance

10.04.2014 – 30.04.2014 – Payment of 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**” (QUALITY - ACCESS TO SUCCESS) 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 30th of April 2014, 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 – GCKE2014” 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 !**