



**„DIMITRIE CANTEMIR”
CHRISTIAN UNIVERSITY**

**THE FACULTY OF
TOURISM AND COMMERCIAL
MANAGEMENT**

in collaboration with

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



**ROMANIAN ASSOCIATION FOR
CONSUMERS' PROTECTION**

**THE RESEARCH CENTER “MANAGEMENT,
BUSINESS ADMINISTRATION AND MARKETING”**

are organizing

**THE INTERNATIONAL CONFERENCE
“Globalization and Competitiveness in
Knowledge-Based Economy”**

- 7TH EDITION -

**APRIL 10-12, 2017
BUCHAREST, ROMANIA**

MEDIA PARTNERS



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 6th International Conference on **„Globalization and Competitiveness in Knowledge-Based Economy”** <http://gcke.ucdc.ro/>, that will be held in the University campus from Splaiul Unirii no. 176, between 10th -12th of April 2017.

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 7th 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, President of the UCDC Senate

Co- Chairs:

Professor Cristina Cristureanu, PhD, Rector of UCDC
Professor Georgeta Ilie, Vice-rector of UCDC
Senior Lecturer Marinella Turdean, PhD, Vice-rector of UCDC
Senior Lecturer GrațIELA Ghic, PhD, Vice-rector of UCDC
Professor Ramona Mihăilă, Vice-rector of UCDC
Senior Lecturer Emilia Pascu, PhD, Dean of MTC, UCDC, Bucharest
Professor Gheorghe Lepadatu, PhD, Director of "Dimitrie Cantemir" Multidisciplinary Scientific Research Institute

Members

Professor Valentina Zaharia, PhD, Vice-president of the UCDC Senate
Professor Viorica Ionascu, PhD, Vice-Director of "Dimitrie Cantemir" Multidisciplinary Scientific Research Institute
Professor Nicolae Neacsu, PhD, Vice-Director of "Dimitrie Cantemir" Multidisciplinary Scientific Research Institute
Professor Eugen Nicolaescu, PhD, Dean of FBC, UCDC, Bucharest
Professor Giulio Querini, PhD, "La Sapienza" University Rome, Italy
Professor Ion Pârțachi, PhD, Academy of Economic Studies, The Republic of Moldavia
Professor Borys Budka, PhD, Karol Adamiecki Economic University, Katowice, Poland
Senior Lecturer Cezar Militaru, PhD, UCDC, Bucharest
Senior Lecturer Costel Stanciu, APC, Bucharest
Senior Lecturer Andreea Baltaretu, PhD, MTC, UCDC, Bucharest
Senior Lecturer Viorelia Moldovan-Bătrânac, PhD, Vice-rector of ULIM, Republic of Moldavia
Senior Lecturer Emilia Gogu, PhD, ASE, Bucharest
Senior Lecturer Oana Milea, PhD, Vice-dean of MTC

Senior Lecturer, Jose M., Merigo, PhD, Lindahl, University of Barcelona, Spain
Senior Lecturer Herve Defalvard, PhD, Paris –Est Marne –la Vallee University, France
Senior Lecturer Andreas A. Assiotis, PhD, University of Cyprus
Senior Lecturer Daviva Jureviciene PhD, Mycolas Romeris University, Lithuania
Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies, The Republic of Moldavia
Senior Lecturer Anca Cristea, PhD, UCDC, Bucharest
Senior Lecturer Camelia Pavel, PhD, UCDC, Bucharest
Senior Lecturer Sorinel Căpușneanu, PhD, UCDC, Bucharest
Senior Lecturer Daniela Nenciu, PhD, UCDC, Constanța
Senior Lecturer Stefan Daniel, PhD, UCDC, Bucharest
Lecturer Dana (Oprea) Constantin, PhD, Faculty of Geography, University of Bucharest
Lecturer Adina Petruța Pavel, PhD, UCDC, Bucharest
Mădălina Deaconu, Inria Research Center Nancy - Grand Est & Élie Cartan Institute of Lorraine

ORGANIZING COMMITTEE

Senior Lecturer Camelia Pavel, PhD
Senior Lecturer Roxana-Liliana Ionescu, PhD
Lecturer Adina-Petruța Pavel, PhD
Lecturer Alexandru Burda, PhD
Lecturer Anca Costea-Dunarinițu, PhD
Lecturer Petronela-Sonia Nedeia, PhD

FIELDS OF INTEREST

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

- ◆ *1st Section: INTERNATIONAL AFFAIRS AND EUROPEAN ECONOMY* (Lecturer Anca Costea-Dunarinițu, PhD, email: anca.dunarintu@gmail.com);
- ◆ *2nd Section: BUSINESS DEVELOPMENT AND COMPETITIVENESS* (Senior Lecturer Roxana Ionescu, PhD, email: roxy.ionescu@yahoo.ro);
- ◆ *3rd Section: TOURISM AND SUSTAINABLE DEVELOPMENT* (Lecturer Petronela Sonia Nedeia, PhD, email: petronela844@mail.com);
- ◆ *4th Section: MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY* (Lecturer Alexandru Burda, PhD, email: alex.burda@mail.com).

CONFERENCE CALENDAR

February 20th – February 28th, 2017 – Participants' registration (filling in the online registration form)
March 1st – March 19th, 2017 – 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”
March 20th – March 26th, 2017 – Notification of paper acceptance/rejection
March 27th – April 4th, 2017 – 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 „**Quality-Access to Success**” journal, indexed in international databases **SCOPUS, EBSCO, CABELL'S Directories and PROQUEST**. Author's instructions are available on http://management.ucdc.ro/revista/pdf/Guidelines_for_authors.pdf

PARTICIPATION FEE

The participation fee is 250 RON/paper and comprises the conference portfolio (program and the attendance certificate) as well as the paper publication in Supplement of „**Quality - Access to Success**” journal.
The participation fee will be paid until April, 4th, 2017, 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 – GCKE2017**” 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.