



BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
ADMINISTRATION AND PUBLIC MANAGEMENT FACULTY
22-24, Șerban Vodă Street, 4th Sector, Bucharest
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The eighth Administration and Public Management International Conference: "CITY MANAGEMENT AND URBAN POLICY IN TIME OF TURMOIL"

Bucharest University of Economic Studies
6, Romană Square, 1st Sector, Bucharest
Robert Schuman Room
18th-19th of June 2012

CONFERENCE PROGRAM

1st Day, 18th of June 2012

08:30 – 09:00	Registration
09:00 – 09:10	Professor Ph.D. PROFIROIU Constantin-Marius , Dean of Administration and Public Management Faculty, Bucharest University of Economic Studies <i>Welcoming remarks</i>
09:10 – 09:25	<i>"Bucharest Year 2020: An Ex-patriate perspective"</i> Expert UK CLARK Alan
09:25 – 09:40	Questions and answers
09:40 – 09:55	<i>"Intercommunity cooperation and local economic development in France"</i> Professor Ph.D. NELIDOFF Philippe and Professor Ph.D. DARREON Jean Louis
09:55 – 10:10	Questions and answers
10:10 – 10:25	<i>"How to make new public spaces: High Line – New York"</i> Architect Ph.D NĂSTASE Petre
10:25 – 10:40	Questions and answers
10:40 – 10:55	<i>"Transparency of the Decision-Making Process at the Urban Level – Case of Bucharest Sectors"</i> Professor PH.D. ANDRONICEANU Armenia
10:55 – 11:10	Questions and answers
11:10 – 11:25	<i>"Public Authority – As a Initiator of the Urban Regeneration Process in Romania"</i> Urb. MUREȘAN-IUGA Alina
11:25 – 11:40	Questions and answers



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11:40 – 11:55	"City Managers in Romania" Professor Ph.D. PROFIROIU Constantin-Marius and Associate Professor Ph.D. PROFIROIU Alina-Georgiana
11:55 – 12:10	Questions and answers
12:10 – 11:25	"The Strategy of Development and Modernization of Heat Distribution Urban System in Bucharest" Associate Professor Ph.D. ALPOPI Cristina
12:25 – 12:40	Questions and answers
12:40 – 12:55	"The Role of Creative Industries in Raising Urban Competitiveness" Lecturer Ph.D. POPESCU Ruxandra-Irina
12:55 – 13:10	Questions and answers
13:10 – 13:25	"Steps Toward Measuring Urban Sustainability in Romania" Lecturer Ph.D. NEAMȚU Bogdana
13:25 – 13:40	Questions and answers
14:00 – 15:00	<i>Lunch Break</i>
15:00 – 17:00	Paper presentations in separate sections

Robert Schuman Room: 15:00 – 17:00

Section 1: "Crisis challenges to the current urban development models and policies and effects on rural areas". Panel session organized as part of the "Regional development" thematic area within the *Sectorial Operational Programme Human Resources Development "Performance and excellence in postdoctoral research in Romanian economics science domain"*

Subsection: Sustainable Urban Development in the Global Economic Crisis Conditions

Chair: Professor Ph.D. Daniela-Luminița CONSTANTIN, Professor Ph.D. Florina BRAN

CONSTANTIN Daniela-Luminița	<i>The Regional State Aid Schemes as a Support to Sustainable Urban Development</i>
BRAN Florina, RĂDULESCU Carmen- Valentina, IOAN Ildiko	<i>Sustainable Urban Development: Policies and Programs</i>
BOTĂGAN (POCATILU) Lorena	<i>Scenarios and Mechanisms for Local Development</i>



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MOGA Liliana-Mihaela	<i>Value Based Government Information Systems</i>
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DISCUSSANTS:

Associate Professor Ph.D. HERȚELIU Claudiu

Lecturer Ph.D. HERMAN Emilia-Doina

Lecturer Ph.D. POPESCU Ruxandra-Irina

DISCUSSIONS

Council Room: 15:00 – 17:00

Section 3: "Public Management and Administration from Urban to European Level"

Subsection: *Creative Cities and Urban Promotion*

Chair: Professor Ph.D. Armenia ANDRONICEANU, Professor Ph.D. Margareta-Stela FLORESCU

SUCIU Marta-Christina, FLORESCU Margareta-Stela	<i>Creative Communities and Urban Policies</i>
ANDRONICEANU Armenia, IVAN Mihaela	<i>„Smart City” - A Challenge for the Development of the Cooperation Mechanism between European Cities</i>
ALEXE Florin-Alexandru, ȚAPARDEL Ana-Claudia, GHINEA Lucian	<i>The Impact of Organizing 2012 UEFA Europe League Final upon City Branding and International Promotion of Bucharest City</i>

DISCUSSANTS:

PH.D. Candidate MINA Laura

PH.D. Candidate POTCOVARU Ana-Mădălina

PH.D. Candidate ANTONIE Raluca

DISCUSSIONS

17:00 – 17:15

Coffee Break



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17:15 – 19:15 **Paper presentations in separate sections**

Robert Schuman Room: 17:15 – 19:15

Section 1: "Crisis challenges to the current urban development models and policies and effects on rural areas". Panel session organized as part of the "Regional development" thematic area within the *Sectorial Operational Programme Human Resources Development "Performance and excellence in postdoctoral research in Romanian economics science domain"*

Subsection: *Regional Development through Education Services*

Chair: Professor Ph.D. Gabriela DRĂGAN, Professor Ph.D. Dorel AILENEI

DAN Mihaela-Cornelia	<i>The Contribution of Higher Education Institutions in Regional Development</i>
ȘERBĂNICĂ Cristina-Maria	<i>University-Industry Links in Romania's Major University Cities. A Comparative Approach</i>
POPESCU Irina-Alina	<i>Continuing Education and Urban Development: Review of Professional Training Programs in Romania in the Context of European Integration</i>

DISCUSSANTS:

Lecturer Ph.D. JIANU Iulia

Lecturer Ph.D. BURLACU Sorin

Senior Teaching Assistant Ph.D. CEPTUREANU Eduard

DISCUSSIONS

Council Room: 17:15 – 19:15

Section 2: Institutional resilience in city management

Subsection: *Human Capital and Urban Development*

Chair: Associate Professor Ph.D. Alina-Georgiana PROFIROIU, Lecturer Ph.D. Elvira NICA

MANOLE Cristina	<i>Human Resources Development and the Situation of Labour Market in the Context of Sustainable Local Development</i>
NICA Elvira, POPESCU Gheorghe	<i>Strategic Trained HRS for Sustainable Integrated Urban Development Plans</i>



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MARINAȘ Marius-Corneliu	<i>The Analysis of the Labour Market Flexibility. Romanian Case</i>
BURCEA Ștefan-Gabriel	<i>Urban Waste Management Specialist. Caprice or Need for the Romanian Occupational System</i>

DISCUSSANTS:

Associate Professor Ph.D. IOAN Ildiko

Lecturer Ph.D. SABIE Oana-Matilda

Senior Teaching Assistant Ph.D. CEPTUREANU Sebastian

DISCUSSIONS

2nd Day, 19th of June 2012

08:00 – 10:00 **Paper presentations in separate sections**

Robert Schuman Room: 08:00 – 10:00

Section 1: "Crisis challenges to the current urban development models and policies and effects on rural areas". Panel session organized as part of the "Regional development" thematic area within the *Sectorial Operational Programme Human Resources Development "Performance and excellence in postdoctoral research in Romanian economics science domain"*

Subsection: Current Issues in Rural Development

Chair: Professor Ph.D. Daniela-Luminița CONSTANTIN, Professor Ph.D. Andrei TUDOREL

HERMAN Emilia-Doina	<i>Romanian Employment in the Urban and Rural Areas</i>
HERȚELIU Claudiu	<i>The Villages' Development Level from Vaslui County - a GIS Approach</i>
MOSORA Liviu-Cosmin	<i>Rural Development from the Perspective of Recent History</i>
IOAN Ildiko, BRAN Florina, RĂDULESCU Carmen-Valentina	<i>Traditional Ecological Knowledge – Part of Sustainable Urban Development</i>

DISCUSSANTS:

Associate Professor Ph.D. MOGA Liliana-Mihaela

Lecturer Ph.D. BOTĂGAN (POTCALIU) Lorena



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Lecturer Ph.D. POPESCU Irina-Alina

DISCUSSIONS

Council Room: 08:00 – 10:00

Section 3: "Public Management and Administration from Urban to European Level"

Subsection: *Urban Development and Public-Private Partnership*

Chair: Professor Ph.D. *Armenia* ANDRONICEANU, Associate Professor Ph.D. *Ildiko* IOAN

ANDRONICEANU Armenia, RISTEA Bianca	<i>Public-Private Partnership Projects, a Viable Option for the Development of the European Cities</i>
MINA Laura	<i>Public-Private Partnership for Urban Development</i>
POTCOVARU Ana-Madalina, BLEJOIU Alexandru	<i>The Importance of the Private Extension over the Urban Economic Development</i>
POPESCU Dan-Cristian	<i>Corporations, Entrepreneurs and Urban Development</i>

DISCUSSANTS:

Professor Ph.D. FLORESCU Margareta-Stela

Professor Ph.D. SUCIU Marta-Cristina

Associate Professor Ph.D. PROFIROIU Alina-Georgiana

DISCUSSIONS

10:00 – 10:15 *Coffee break*

10:15 – 12:45 **Paper presentations in separate sections**

Robert Schuman Room: 10:15 – 12:45

Section 1: "Crisis challenges to the current urban development models and policies and effects on rural areas". Panel session organized as part of the "Regional development" thematic area within the *Sectorial Operational Programme Human Resources Development "Performance and excellence in postdoctoral research in Romanian economics science domain"*

Subsection: *Public Services and Regional Development*



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Chair: Professor Ph.D. Gabriela DRĂGAN, Associate Professor Ph.D. Cristina ALPOPI

JIANU Iulia	<i>Investors' Perception Regarding the Role of the Economic Entity in Regional Development</i>
SABIE (ABĂLUȚĂ) Oana-Matilda	<i>Study on Service Quality Delivered by "Telega Water Public Service Department"</i>
ZAMFIR Andreea	<i>Role of the Local Authorities in the Regional Development of Renewable Energy</i>
REVEIU (DÂRDALĂ) Adriana	<i>A Spatial Based Analysis of Romania's High-Tech Industry</i>

DISCUSSANTS:

Professor Ph.D. BRAN Florina

Associate Professor Ph.D. DAN Mihaela-Cornelia

Lecturer Ph.D. MANOLE Cristina

DISCUSSIONS

Council Room: 10:15 – 12:45

Section 2: "Institutional resilience in city management"

Subsection: Competitiveness Sources in Urban Management

Chair: Lecturer Ph.D. Ruxandra-Irina POPESCU, Lecturer Ph.D. Răzvan-Andrei CORBOȘ

CORBOȘ Răzvan-Andrei	<i>The Role of Competitive Environment Strategic Diagnosis in Raising Cultural Organizations' Competitiveness. Case Study: The National Operetta Theatre "Ion Dacian"</i>
ȚAPARDEL Ana-Claudia, ALEXE Florin-Alexandru	<i>The City Management and Competitiveness – Elements of the Urban Development of Bucharest City</i>
CEPTUREANU Sebastian-Ion, CEPTUREANU Eduard-Gabriel	<i>KM Paradox on City Management</i>

DISCUSSANTS:

Lecturer Ph.D. NICA Elvira

Lecturer Ph.D. PĂCEȘILĂ Mihaela

Lecturer Ph.D. ȘERBĂNICĂ Cristina-Maria

DISCUSSIONS



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12:45 – 13:30 *Lunch Break*

13:30 – 15:45 **Paper presentations in separate sections**

Robert Schuman Room: 13:30 – 15:45

Section 2: "Institutional resilience in city management"

Subsection: *New Managerial Instruments in Crisis Conditions*

Chair: Professor Ph.D. Jean Louis DARREON, Lecturer Ph.D. Oana SABIE

Ceptureanu Eduard-Gabriel, Ceptureanu Sebastian-Ion	<i>Change Management Model Applicable to Romanian Organizations in the Global Economic Crisis Conditions</i>
ANTONIE Raluca	<i>New Evaluation Models Used in Public Administration-Tools for Institutional Resilience Process in City Management</i>
BURLACU Sorin	<i>E-Faculty - Management Software Solution for Public Administration and Management Faculty</i>

DISCUSSANTS:

Associate Professor Ph.D. RĂDULESCU Carmen-Valentina

Lecturer Ph.D. CORBOȘ Răzvan-Andrei

PH.D. Candidate ALEXE Florin-Alexandru

DISCUSSIONS

Council Room: 13:30 – 15:45

Section 3: "Public Management and Administration from Urban to European Level"

Subsection: *Public Policy on European Level*

Chair: Professor Ph.D. Constantin-Marius PROFIROIU, Professor Ph.D. Philippe NELIDOFF

FLORESCU Margareta-Stela, SUCIU Marta-Christina	<i>Urban Policy in Europe</i>
PĂCEȘILĂ Mihaela	<i>Impact Assessment of Public Policy in Romania</i>
DRĂGAN Gabriela	<i>An EU Budget under Construction for an EU under Development. EC Proposals for 2014-2020</i>



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Senior Teaching Assistant Ph.D. BURCEA Ștefan-Gabriel

Ph.D. Candidate IVAN Mihaela

DISCUSSIONS

15:45 – 16:00 *Coffee Break*

16:00 – 18:00 **Workshops**

Robert Schuman Room: **"Crisis challenges to the current urban development models and policies and effects on rural areas".**

Council Room: **"Institutional resilience in city management"**

18:00– 19:00 **Conclusions and closure of the scientific session works**



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