

PROGRAMAREA DISERTAȚIILOR PENTRU PROGRAMUL DE MASTERAT **MANAGEMENTUL AFACERILOR INTERNAȚIONALE**

SESIUNEA IULIE 2021

Comisia Managementul Afacerilor Internaționale

NR. CRT.	FUNȚIA	NUMELE ȘI PRENUMELE	GRADUL DIDACTIC	DATE DE CONTACT COMISIE
1	Președinte	Voicu-Dorobanțu Roxana	Conf. univ. dr.	roxana.voicu@rei.ase.ro
2	Membru	Nicolescu Luminița	Prof. univ. dr.	
3	Membru	Bobircă Ana Barbara	Conf.univ. dr.	
4	Membru	Joldeș Cosmin Silviu Raul	Conf. univ. dr.	
5	Secretar	Popescu Maria Floriana	Lector univ. dr.	maria.popescu@rei.ase.ro
6	Membru cooptat	Paraschiv Mihai Dorel Cojanu Valentin Hurduzeu Gheorghe Mușetescu Radu Cristian Filip Radu Ion Cojocariu Radu Cezar Cernat-Gruici Bogdan	Prof. univ. dr. Prof. univ. dr. Prof. univ. dr. Prof. univ. dr. Conf. univ. dr. Conf. univ. dr. Lector univ. dr.	
7	Membru supleant	Cojanu Valentin	Prof. univ. dr.	
8	Secretar supleant	Drăghici Alina Gabriela	Conf. univ. dr.	

NOTA: Sunteți rugați să fiți prezenți online cu cel puțin 1 oră înainte de ora la care sunteți programați. DETALIILE CU PRIVIRE LA CONECTARE LE VEȚI PRIMI PE MAILUL INSTITUȚIONAL sau, în lipsa acestuia, MAILUL COMPLETAT ÎN FORMULARUL ONLINE.

Ora

7 IULIE			
10:00	DINCĂ T. ZENO	State - Corporation relation	Prof. univ. dr. GHEORGHE HURDUZEU
10:00	MARCOCEAN D. ANGELICA-LOREDANA	Influence of culture in motivation	Conf. univ. dr. RADU FILIP
10:00	MĂRGINEANU CARMEN ANCUTA	Human resource management in an international context: a comparative approach	Conf. univ. dr. RADU FILIP
10:00	NEACȘA M. CONSTANTIN	Economic approaches of motivation.	Conf. univ. dr. RADU FILIP
11:00	NEACȘA M. MIHAI	Methods of rewarding employees in multinational companies	Conf. univ. dr. RADU FILIP
11:00	HĂDĂRĂU C D. ADRIAN	Mergers & Acquisitions Valuation	Lect. univ. dr. BOGDAN CERNAT-GRUICI
11:00	TOMA M. DENISA	International Payments. Case Study: Mastercard	Prof. univ. dr. DOREL MIHAI PARASCHIV
11:00	OBOROCEANU C S. NATALIA-FLORINA	Fast Delivery Service Case Study	Lect. univ. dr. CEZAR COJOCARIU
12:00	SMARANDA G. ȘERBAN-COSTIN	Supply chain management; case study.	Lect. univ. dr. CEZAR COJOCARIU
12:00	TĂNASE Ș D. ALEXANDRU-EDWARD	Second party (2nd party) logistics providers	Lect. univ. dr. CEZAR COJOCARIU
12:00	ZAREEY-GOLMELI M. SHABNAM-BEATRICE	Logistics providers. Parallel between 3rd and 4th party. Case study	Lect. univ. dr. CEZAR COJOCARIU
12:00	TRONARU I. ADELINA-IONELA	Clusters, business strategy and economic development	Prof. univ. dr. VALENTIN COJANU
13:00	ANTOHE ANDREEA	Development of company`s employees	Conf. univ. dr. COSMIN JOLDEȘ
13:00	CĂLINESCU C C. TEODOR-BOGDAN	Implementation of company`s strategy: why "ONE Kingfisher" failed	Conf. univ. dr. COSMIN JOLDEȘ
13:00	CHIFOR G. VLAD	The competitive advantage of companies in the natural stones industry	Conf. univ. dr. COSMIN JOLDEȘ
13:00	COSMA M. PAUL-ALEXANDRU	Shift in Strategy in the Tech Industry: Innovating through services	Conf. univ. dr. COSMIN JOLDEȘ
14:00	MĂLĂESCU C. ANDREI-IONUȚ	Innovation and sustainability in international business for the automotive industry	Conf. univ. dr. ROXANA VOICU - DOROBANȚU
14:00	MAMLOUK FARES	Cultural challenges in the management of international projects	Conf. univ. dr. ROXANA VOICU - DOROBANȚU

Ora

7 IULIE			
14:00	MUŞAT I. IOAN - LAURENŢIU	Marketing strategies of international firms and their presence on the Romanian market	Conf. univ. dr. ROXANA VOICU - DOROBANŢU
14:00	IUGA C. CRISTIANA-ELENA	The challenges of the intangible economy. The impact of intangibles on national economic wealth	Conf. univ. dr. ANA BARBARA BOBIRCĂ
15:00	MĂNOIU D. ADELINA	The intangible economy: impact of intangibles on national economic wealth	Conf. univ. dr. ANA BARBARA BOBIRCĂ
15:00	PANĂ F. MARIA-MĂDĂLINA	International transactions with advertising services. The globalization of advertising.	Conf. univ. dr. ANA BARBARA BOBIRCĂ
15:00	PAVEL G. MARIA-MĂDĂLINA	Conceptualizing and measuring brand equity	Conf. univ. dr. ANA BARBARA BOBIRCĂ
15:00	TATU Ş. ŞTEFAN-VLAD	The emergence of the international film market. Market characteristics, trade policies.	Conf. univ. dr. ANA BARBARA BOBIRCĂ
16:00	AKCELIK M G. FATMA TUGCE	Strategic Brand Management and Internationalisation	Prof. univ. dr. LUMINIŢA NICOLESCU
16:00	BELULESCU M G. MIRUNA-OCTAVIA	'The Influence of International Environment on Marketing'	Prof. univ. dr. LUMINIŢA NICOLESCU
16:00	COTRĂU V M. ANA-MARIA	Internet Marketing	Prof. univ. dr. LUMINIŢA NICOLESCU
16:00	GHIŢĂ I. VALENTIN	Competitive advantage of firms	Prof. univ. dr. LUMINIŢA NICOLESCU
17:00	MARINESCU G. VLAD	Manipulation through internet marketing in the international context	Prof. univ. dr. LUMINIŢA NICOLESCU
17:00	OSADCI R. ANA MARIA	Culture and its influence on promotion in international marketing	Prof. univ. dr. LUMINIŢA NICOLESCU
17:00	PARASCHIV F. ADRIANA-IULIA	Strategies for business internationalization	Prof. univ. dr. LUMINIŢA NICOLESCU
17:00	POPESCU C. ŞTEFANIA	Cultural diversity and the international marketing policy of the company	Prof. univ. dr. LUMINIŢA NICOLESCU
18:00	RADA C. TEODORA-IOANA	Exploring Marketing Strategies in Architectural Services	Prof. univ. dr. LUMINIŢA NICOLESCU
18:00	STOEAN I. RALUCA-ŞTEFANIA	„Role of environment in establishing the international marketing strategy in the context of globalization.”	Prof. univ. dr. LUMINIŢA NICOLESCU