

PROGRAMAREA DISERTAȚIILOR PENTRU PROGRAMUL DE MASTERAT MANAGEMENTUL AFACERILOR INTERNAȚIONALE

SESIUNEA IULIE 2024

Comisia Managementul Afacerilor Internationale

| NR. CRT. | FUNCȚIA | NUMELE ȘI PRENUMELE | GRADUL DIDACTIC | DATE DE CONTACT COMISIE |
|----------|-------------------|--|--|--|
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| 6 | Membru cooptat | Cojanu Valentin Horobeț Alexandra Lavinia Mușetescu Radu Cristian Filip Radu Ion Cojocariu Radu Cezar Cernat-Gruici Bogdan Drăghici Alina-Gabriela Paul Andreea Maria | Prof. univ. dr. Prof. univ. dr. Prof. univ. dr. Conf. univ. dr. Conf. univ. dr. Conf. univ. dr. Conf. univ. dr. Conf. univ. dr. | valentin.cojanu@rei.ase.ro alexandra.horobet@rei.ase.ro radu.musetescu@rei.ase.ro radu.filip@rei.ase.ro cezar.cojocariu@rei.ase.ro bogdan.cernat@rei.ase.ro alina.draghici@rei.ase.ro andreea.paul@rei.ase.ro |
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Sala: 0329 (Clădirea Ion Angelescu)

*NOTA: Sunteți rugați să fiți prezenți **CU CEL PUȚIN 2 ORE** înainte de ora la care sunteți programați. Candidații programați pentru susținere la ora 7.30 sunt rugați să fie prezenți în sală la ora 7.00.*

| 4 IULIE | | | |
|---------|------------------------------|--|--|
| 7:30 | ELGENDY NADER SHELBY WHABA | Health tourism as a tool of Economic Diplomacy with focus on Egypt | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 7:30 | SIMONSEN SS. STEPHANIE | CSR | Conf. univ. dr. RADU FILIP |
| 7:30 | ANDREI P C. ALINA-NICOLETA | International dimension of human resources management | Conf. univ. dr. RADU FILIP |
| 7:30 | BOAJE I S. ANDREI - CRISTIAN | International dimension of human resources management | Conf. univ. dr. RADU FILIP |
| 8:30 | BUCUR R. ALEXANDRU | Methods of rewarding employees in multinational companies | Conf. univ. dr. RADU FILIP |
| 8:30 | GHEȚU D. VLAD-MIHAIL | The impact of economic sanctions of doing business internationally | Prof. univ. dr. RADU CRISTIAN MUȘETESCU |
| 8:30 | MAFTEI C. IUSTINA-ELENA | Local, regional and global factors for financial markets performance | Prof. univ. dr. ALEXANDRA HOROBET |
| 8:30 | GALANOPOULUS DIONYSIOS | Utilizing Digital Marketing and Social Media Channels to Drive sales Growth: A case study of Mondelez Hellas | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 9:30 | HAMCERENCU D. MARIA | The role of Data Analytics in Political Marketing: Voter profiling and how campaigns leverage data to influence voters | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 9:30 | IONAȘCU I V. LILIANA-FLORINA | Cultural influences on international marketing activities | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 9:30 | MARIN M. ȘTEFĂNUȚA | The influence of culture on international marketing | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 9:30 | POPESCU G L. ANISIA-MARIA | Culture and its influence on promotion in international marketing | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 10:30 | PSEINITINA SANDA | Culture and its influence on promotion in international marketing | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 10:30 | TEODORESCU S M. ANA-MARIA | Promotional Policy at International Level | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 10:30 | TOMA D F. DIANA | Social media marketing across cultures | Prof. univ. dr. LUMINIȚA NICOLESCU |

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| 10:30 | ZELDEA N. ADELINA-IOANA | Brand policy in Sport Industry: marketing strategy of FIFA, sponsorship and open innovation | Prof. univ. dr. LUMINIȚA NICOLESCU |
| 11:30 | ZĂINESCU A I. DRAGOȘ-IOAN | European Business Environment: Opportunities and Struggles in the Digital Global Framework | Conf.univ. dr. ANDREEA PAUL |
| 11:30 | BREAZĂ A. MĂDĂLINA ANEMONA | Clusters, business strategy and economic development | Prof. univ. dr. VALENTIN COJANU |
| 11:30 | PASHEVA E E. ELITSA | Importance of the Bulgarian ports of Varna and Burgas and their impact on the economy of the country | Conf. univ. dr. CEZAR COJOCARIU |
| 11:30 | PRUNDEANU D C. BOGDAN - MIRCEA | Pan European Corridors: Opportunities for Romania to become the East European turntable in logistics activities through Softronic S.A. | Conf. univ. dr. CEZAR COJOCARIU |
| 12:30 | CROITORU B A. ALEXANDRA - MARIA | “Cultural Diversity Challenges in M&A Transactions“ | Conf. univ. dr. BOGDAN CERNAT-GRUICI |
| 12:30 | MANDEA M. ANDREI - LUCIAN | “Managing Teleworking as a Driver Innovation” | Conf. univ. dr. BOGDAN CERNAT-GRUICI |
| 12:30 | ROMAN P. ANA - MARIA | Adapting to Change: The Dynamic Landscape of Challenges for International Service Providers | Conf. univ. dr. BOGDAN CERNAT-GRUICI |
| 12:30 | STANCU V. BOGDAN-MIHAIL | Blockchain in International Business | Conf. univ. dr. BOGDAN CERNAT-GRUICI |
| 13:30 | FAHS MAYSAA | Offshoring and Outsourcing: Implications for Productivity of Business Services | Conf. univ. dr. ANA BARBARA BOBIRCĂ |
| 13:30 | POPOVICI C I. ANDREEA-DIANA | Audit Intern | Conf. univ. dr. ANA BARBARA BOBIRCĂ |
| 13:30 | RADU D G. ALINA - CRISTINA | Intellectual capital and corporate performance | Conf. univ. dr. ANA BARBARA BOBIRCĂ |
| 13:30 | ALWAHEEB .. ABDULLAH FAHAD N | LEADER VS. MANAGEMENT A CULTURAL EXPLORATION IN THE CASE OF KSA | Conf. univ. dr. COSMIN JOLDEȘ |
| 14:30 | BADIROV KAMRAN | Win-win negotiation strategies | Conf. univ. dr. COSMIN JOLDEȘ |
| 14:30 | Ene Cosmin | Managers role in developing employees | Conf. univ. dr. COSMIN JOLDEȘ |

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| 14:30 | Apascaritei (Paun) Adrian Cristian | Industry 4.0 | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 14:30 | CACALETE M. CRISTIAN-MIHAI | Innovation in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 15:30 | COSTEA O M. ANDREEA-DANIELA | Success factors for Romanian companies in Middle East | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 15:30 | CURPĂN G. SEBASTIAN ALIN | The major audit and evaluation companies in the turbulences of the contemporary global economy | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 15:30 | DIMA V. ALEXANDRU | Digital transformation in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 15:30 | HODIVOIANU G M. TEODORA-MARIA | Innovation in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 16:30 | HORȚEA V. ȘTEFAN | Macro and micro trends in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 16:30 | MARIN R. IRINA | Innovation in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 16:30 | MUNTEANU V. NARCISA-ELENA | Digital Transformation in International Business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 16:30 | PAȘCU C. ANA-MARIA | Digital Transformation in International Business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 17:30 | POPA V A. VLAD-MIHAI | Ethics and Risk Management in International Business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 17:30 | ROMAN BIANCA ELENA | Digital transformation in International business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 17:30 | ȘERBAN N. RUXANDRA | Operational risk management in national or multinational companies | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 17:30 | UȚU V. ADRIAN-DANIEL | Cultural challenges in the management of international projects | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 18:30 | YOUSSEF MOHAMAD SAID | Protecting intellectual property in global innovation | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |
| 18:30 | ZARIF R C. ALEXANDRA-ILEANA | Innovation in international business | Conf. univ. dr. ROXANA VOICU - DOROBANȚU |