

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE RELAȚII ECONOMICE INTERNAȚIONALE

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

SESIUNEA IULIE 2025

Comisia Managementul Afacerilor Internaționale

SALA: 8107

NR. CRT.	FUNCȚIA	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.	luminita.nicolescu@rei.ase.ro
3	Membru	Bobircă Ana Barbara	Conf.univ. dr.	ana.bobirca@rei.ase.ro
4	Membru	Joldeș Cosmin Silviu Raul	Conf. univ. dr.	cosmin.joldes@rei.ase.ro
5	Secretar	Ciubăncan Magdalena	Lector univ. dr.	magdalena.ciubancan@rei.ase.ro
6	Membru cooptat	Cojanu Valentin Horobet Alexandra Lavinia Filip Radu Ion Cojocariu Radu Cezar Cernat-Gruici Bogdan Drăghici Alina-Gabriela	Prof. univ. dr. Prof. 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.filip@rei.ase.ro cezar.cojocariu@rei.ase.ro bogdan.cernat@rei.ase.ro alina.draghici@rei.ase.ro
7	Membru supleant	Popescu Maria-Floriana	Conf. univ. dr.	bogdan.cernat@rei.ase.ro
8	Secretar supleant	Popovici Oana-Cristina	Conf. univ. dr.	oana.popovici@rei.ase.ro

*NOTA: Sunteți rugați să fiți prezenți **CU CEL PUȚIN 2 ORE** înainte de ora la care sunteți programați, dar nu mai devreme de ora 11.00.*

9 IULIE 2025, SALA 8107			
11:30	TUDOSE M R. GEORGE-MARIAN	Assessing the Drivers of Economic Performance in EU Regions	Prof. univ. dr. Horobeț Alexandra Lavinia
11:30	NIȚU TEODORA - an supl.	Opportunities and sources of risk for international firms	Conf. univ. dr. Drăghici Alina Gabriela
11:30	BOARTĂ F G. ELENA-GABRIELA	Recruitment and selection process for international assignments	Conf. univ. dr. Filip Radu Ion
11:30	TONGUC MUHAMMET FATIH	Recruitment and Selection	Conf. univ. dr. Filip Radu Ion
12:30	BURDUCEA V. MARIA-CĂTĂLINA	The competitive advantage of locations	Prof. univ. dr. Cojanu Valentin
12:30	CIORA M I. ANAMARIA-MARGARETA	Clusters, Business Strategy and Economic Development	Prof. univ. dr. Cojanu Valentin
12:30	MĂNĂILĂ ALEXANDRA GABRIELA - 2022	Clusters, Business Strategy and Economic Development	Prof. univ. dr. Cojanu Valentin
12:30	MIERLIȚĂ ILIE IULIAN - 2020	The competitive advantage of locations	Prof. univ. dr. Cojanu Valentin
13:30	MARCU N. ROBERT-GABRIEL	Video Game Industry Consolidation: The Post-Pandemic Acceleration	Conf. univ. dr. Cernat-Gruici Bogdan
13:30	CREȚESCU I C. IONUȚ-ADRIAN	Leadership vs management	Conf. univ. dr. Joldeș Cosmin Silviu Raul
13:30	GHIȚĂ V. ANDREI	Digital transformation of businesses and its impact on global value chains	Conf. univ. dr. Bobircă Ana Barbara
13:30	IONESCU S. SERGIU-CRISTIAN	The internationalisation of services: trends and barriers	Conf. univ. dr. Bobircă Ana Barbara
14:30	SĂPUN-CUCU A. ANGELA-ELENA	The impact of private equity and venture capital investments on job creation across Europe: a case study	Conf. univ. dr. Bobircă Ana Barbara
14:30	ȘCHIOPU E. CRISTIAN	Sustainability reporting and its impact on investor perceptions of intangible value	Conf. univ. dr. Bobircă Ana Barbara
14:30	SOARE A. ANDREEA-IRINA	The international music industry: specificities, transactions, regulations	Conf. univ. dr. Bobircă Ana Barbara
14:30	VIERU CRISTIAN - 2024	The creative economy: creative industries, market organization, international transactions	Conf. univ. dr. Bobircă Ana Barbara

15:30	YORDANOVA Y. TSVETA	European Funded Project Management in Romania and Bulgaria - Cases of Good Practices	Conf. univ. dr. Bobircă Ana Barbara
15:30	ZAHARIA A. IRINA-MARIA	The transnational corporation on the tourism market: the international hotel chain	Conf. univ. dr. Bobircă Ana Barbara
15:30	ZAHARIOIU D. ȘTEFAN	Brand value as a strategic asset in international business	Conf. univ. dr. Bobircă Ana Barbara
15:30	ARIZAN S. THEODOR-IOAN	The Evolution of Mercedes-Benz: A Case Study on Innovating in Interior Design in Automotive	Conf. univ. dr. Voicu-Dorobanțu Roxana
16:30	BOBARU F R. RALUCA-ANDREEA	Engaging Consumers in the Digital Age: The Role of Loyalty Programs and Social Media in Enhancing Customer Experience	Conf. univ. dr. Voicu-Dorobanțu Roxana
16:30	BUTCĂ D. MARIA-DIANA	Cross-cultural Implications in the Management of International Business	Conf. univ. dr. Voicu-Dorobanțu Roxana
16:30	DÎRNEA G. VLAD-ȘERBAN	Managing Risk in Formula 1: Strategic Approaches to Competitive, Financial and Operational Challenges in a High-Stakes Industry	Conf. univ. dr. Voicu-Dorobanțu Roxana
16:30	DOCHIA A. VLAD-ȘTEFAN	Sustainability in international business - A case study on Ikea's circular economy initiatives	Conf. univ. dr. Voicu-Dorobanțu Roxana
17:30	DRĂGHICI I. ANDREI-CIPRIAN	PQM - Project Quality Management in International Projects	Conf. univ. dr. Voicu-Dorobanțu Roxana
17:30	FLORESCU M R. ALEXANDRU	Cultural challenges in the management of international projects	Conf. univ. dr. Voicu-Dorobanțu Roxana
17:30	GĂGEANU G. MARA-ANDREEA	The evolution of business risks in the automotive industry from Germany - From BMW 3/15 to BMW XM	Conf. univ. dr. Voicu-Dorobanțu Roxana
17:30	GRECI C. IOAN-LUCIAN	Business Ecosystems with a Global Reach: Case Study - Dubai, UAE	Conf. univ. dr. Voicu-Dorobanțu Roxana
18:30	MANOLE V. BOGDAN-ANDREI	Sustainability in international business	Conf. univ. dr. Voicu-Dorobanțu Roxana
18:30	MOROȘANU R M. ILINCA-SILVIA	International management strategies for leveraging the tourist and cultural potential of Iași municipality	Conf. univ. dr. Voicu-Dorobanțu Roxana

18:30	PĂUN ALEXANDRA-ADINA - 2024	Women in Leadership	Conf. univ. dr. Voicu-Dorobanțu Roxana
18:30	STANCA M. EMILIA	Business Risks and Brand Dominance in a World of Influencer Marketing	Conf. univ. dr. Voicu-Dorobanțu Roxana
19:30	ȘTEFAN G M L. ANDREEA	The Impact of the UIT Code on the Supply Chain	Conf. univ. dr. Voicu-Dorobanțu Roxana Cotutelă: Conf. univ.dr Cojocariu Radu Cezar
19:30	ANDRONESCU G F. MARILENA-TATIANA	Coca-Cola's Marketing Strategy: From Global Brand to Local Presence	Prof. univ. dr. Nicolescu Luminița
19:30	CHIRILOIU A. LAURA-IRINA	Culture and its influence on promotion in international marketing	Prof. univ. dr. Nicolescu Luminița
19:30	DUMITRU M. ANDREEA-LAURA	The influence of culture on international marketing strategies	Prof. univ. dr. Nicolescu Luminița
20:30	DUNEAU G. ALAIN	Culture and its influence on promotion in international marketing	Prof. univ. dr. Nicolescu Luminița
20:30	ROTARU B. IOANA-ALICE	Culture and its influence on promotion in international marketing	Prof. univ. dr. Nicolescu Luminița
20:30	TĂNASE I D. MARIUS-IONEL	Global Advertising: Strategies and Their Impact on International Marketing Communication	Prof. univ. dr. Nicolescu Luminița