

Program

International Student Symposium

EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES

8th Edition

***“Contemporary world and geopolitical
challenges:
between the great reset and conservatism”***

**December 11th, 2024
Bucharest, Romania**



Note:
**The symposium is organized in hybrid format, with a
video-conference component.**

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Welcoming message

Prof. Alexandru Manole PhD., “ARTIFEX” University of Bucharest

Messages from partner institutions and guests

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Affiliation	<i>Student “ARTIFEX” University of Bucharest, Romania</i>
Coordinator	Cătălin DEATCU-GAVRIL , Assoc. prof. PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<i>OBJECTIVE PERFORMANCE OF THE COMPANY IN A MODERN ECONOMY</i>
Abstract	<i>The contemporary economy is a modern economy whose development depends on the use of advanced technologies, complex financial markets and interdependence between nations. Modern economics involves the study of a complex interplay of international trade, technological innovation, sustainable development, and the impact of economic policies on the society. The modern economy is also facing challenges such as economic inequality, climate change and financial crises. The author starts the research from the idea that the purpose of the company, translated into mission and objectives, can include elements such as the maximization of the profit, satisfaction of the customers, innovation and social responsibility. Achieving the purpose means acting based on decisions. The administration and management of company’s activity is a vital factor for reaching the objective.</i>

Author(s)	Sorinel Alexandru DUMITRU, Andrei Paul IONIȚĂ
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Coordinator	Anca-Sorina POPESCU-CRUCERU, Assoc. prof. PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE SPA CONTRACT
Abstract	<i>The authors start by describing the characteristics of the contract and then focus on the Sales and Purchase Agreement – SPA. This contract is a crucial legal document in any business transaction, because it outlines the terms and conditions under which a seller agrees to sell, and a buyer agrees to purchase a particular asset, such as movable and immovable goods. The paper outlines the main elements of the studied contract: parties involved, assets, purchase price, payment terms, representations and warranties, covenants, conditions precedent, closing and possession, termination.</i>

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Title of the paper	ANALYSIS AND PERSPECTIVES OF RURAL TOURISM IN THE REPUBLIC OF MOLDOVA
Abstract	<i>Rural tourism, a growing sector in Moldova, is vital for revitalizing rural areas. With its picturesque landscapes, vineyards, rich cultural heritage, and traditional villages, Moldova offers an ideal setting for tourism development. This sector not only highlights the country’s national beauty, but also boosts the economy, preserves rural culture, and enhances the living conditions of rural communities.</i>

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Coordinator	Anca-Sorina POPESCU-CRUCERU, Assoc. prof. PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ASSIGNMENT OF RECEIVABLE
Abstract	<i>The assignment of receivable is an agreement by which the assigning creditor transmits to the assignee a claim against a third party. Therefore, this type of contract is a synallagmatic one, whose specific object is the claim. The debtor is not mandatory to be notified, and the consent is not required for the assignment. The contract must comply with all formal conditions established by the law. While the object of this contract is the transmission of the claim, the subrogation involves that the creditor changes, having right to collect the receivable from the third party.</i>

Author(s)	Anca Silvia DORIN, Adi NEGREANU, Valentina Liliana IANCU,
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Coordinator	Alina GHEORGHE, Lecturer PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ANALIZA SWOT, INSTRUMENT DE EFICIENTIZARE MANAGERIALĂ, APLICAT SOCIETĂȚII COOPERATIVE COMART SWOT ANALYSIS, A MANAGEMENT EFFICIENCY TOOL, APPLIED TO THE COMART COOPERATIVE SOCIETY
Abstract	<i>In this paper, the authors apply the SWOT analysis instrument to the COMART cooperative society, and they subsequently identify the strong and weak points, the opportunities and threats that characterize the company, from the perspective of an internal party. The study covers the specifics of the company's activity, the sales network, the product line, the argumentation on why to use SWOT analysis for this specific company, techniques to promote the business in the cooperative field, the improvement associated</i>

with these techniques (the authors insist on social media instruments, authentic branding through the design of a visual identity etc.). The conclusions identify the specificities of marketing in cooperative companies (to focus on the creation of the sustainable relationship with its members and the local community), and the set of values that the marketing must promote for the company approached in the paper.

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Coordinator **Anca-Sorina CRUCERU, Assoc. prof. PhD**
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Title of the paper **ASSIGNMENT OF CLAIM**

Abstract *In the paper, the authors first define the concept, that is the assignment of a claim, and also define the claim, the definitions cover the parties involved and the object of the transfer. The next part is dedicated to the analysis of the legal framework of the claim assignment, the key components of the legal form and the causes and effects of the assignment of claims. The authors refer the steps of the process of assigning a receivable, the types of receivable assignments, and also discuss the receivables that cannot be assigned. The conclusions outline the key advantage for creditors: quick access to cash. However, the reduction of risk and preoccupation of the creditor for the claim is also emphasized in the paper.*

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Coordinator **Adina PRIOTEASA, Lecturer PhD**
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Title of the paper **FARAWAY AVON PRODUCT LIFECYCLE**

Abstract	<i>The author defines the lifecycle and analyzes the phases of the lifecycle of marketed products. As the study is focused on a company, the specificities of the profile (multi-level marketing company) is presented together with the product categories, and the structure of the market in Romania, the success of the marketing brochure in the beauty business (justified by the awards granted over the years). The case study analyzes the lifecycle for a specific perfume, with special attention paid to the details related to marketing, and the measures taken to slow down the decline. The conclusion details the success of the product taken into consideration, the factors for a prolonged lifespan and persistent customer engagement.</i>
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Coordinator	Cătălin DEATCU, Assoc. prof. PhD “ARTIFEX” University of Bucharest, Romania
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Title of the paper	ROMANIA’S MACROECONOMIC POSITION IN THE EUROPEAN CONTEXT
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Abstract	<i>The authors evaluate the macroeconomic position of Romania in the European context by analyzing the following dimensions: economic performances, challenges, and opportunities for growth. The challenges refer to disparities when compared to other EU countries, the position of the GDP per capita in the EU hierarchy, but opportunities like the automotive and IT sectors must be considered carefully in each analysis of this type. Another challenge is from the area of human resources/labor (unemployment, low productivity jobs in rural areas and, more important, the productivity indicators.</i>
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Author(s)	Miruna ANDRICA
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Coordinator	Elena – Cibela NEAGU , Assoc. prof. PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE RELATIONSHIP BETWEEN LEADERSHIP STYLES AND MOTIVATION
Abstract	<i>The definition of the motivation reveals a complex system of connections with the leadership style. Leadership styles have their peculiar complexity; the author outlines the most defining characteristics of each leadership style. By using a cause-effect approach, the author emphasizes the mode in which the leadership style challenges and affects motivation, discussed in convergence with the key factors that influence motivation (starting from the employee needs, according to the Maslow’s hierarchy of needs and shaping the path towards providing recognition, and boosting employee’s morale). The case studies are relevant for the topic of paper, as the subjects are companies and individuals that, are still putting a major fingerprint on the evolution of the society and business environment. The conclusions outline the challenges and benefits of a proper leadership.</i>

Author(s)	Alina PISICĂ
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Coordinator	Alexandru - Ioan MANEA , Lecturer PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ETHICAL BOUNDARIES IN THE DISTRIBUTION OF ACADEMIC MATERIALS WITHOUT THE EXPLICIT CONSENT OF THE AUTHORS
Abstract	<i>The paper aims to analyze the ethical boundaries involved in distributing academic materials without permission, to discuss plagiarism and copyright issues, and to explore potential solutions to address them. The literature review section covers the approaches to plagiarism, intellectual property, patents, and the</i>

topic of the paper (the author describes the ethical and professional risks). The cases studies chosen to be presented are significant, because of the implications and effects associated. The conclusion states clearly the fact that distribution of academic materials without the explicit consent of the authors is a serious violation of ethical standards and copyright laws.

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Coordinator	Cătălin DEATCU , Assoc. prof. PhD “ARTIFEX” University of Bucharest, Romania
Title of the paper	SOCIAL ECONOMY – PERSPECTIVES AND CHALLENGES
Abstract	<i>The author acknowledges the increasing importance of the concept of the social economy in contemporary world, the core values of such economy (solidarity, equity and sustainability) are put forth as core argument. The paper discusses the framework and the organizations engaged in social economy, the objectives, the principles, the types of activity specific to this economic field. The analysis of this sector in Romania reveals the dimension of the sector – number of companies, number of employees, focus on people with less opportunities or disadvantages. As Romania is a member of the EU, the paper presents the situation in some major countries (France, Germany, Italy, Spain), with relevant cases from North America and East Asia discussed.</i>

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Coordinator	Cătălin DEATCU, Assoc. prof. PhD <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE SOCIAL ECONOMY: A FORCE FOR CHANGE IN THE MODERN WORLD
Abstract	<i>The paper focuses on the social economy, its impact on the global economy, and the potential to create a more equitable and sustainable future. The social economy is a vital component of contemporary economic systems, functioning as a catalyst for sustainable and inclusive development. It encompasses a wide range of organizations whose primary objectives extend beyond profit maximization, to include social cohesion, community empowerment, and environmental responsibility. In the modern world, the social economy acts as a transformative force, addressing systemic inequalities and fostering participatory forms of economic governance. By reinvesting surpluses into social innovation and local development, social economy actors contribute to the creation of resilient communities and to the redefinition of economic success in terms of social value and collective well-being.</i>