Dear Colleagues,

It is our pleasure to inform you of a forthcoming international conference which is to be held in the Faculty of Accounting and Financial Management, Spiru Haret University of Constantza. The conference topic of interest is based on management, business, and economic matters.

The conference is to be held in Constantza over two days: 11th and 12th November 2010 and will cover 4 thematic areas: Management and Marketing, Economics and Regional Development, Accounting and Finance, Social Sciences and Humanities.

The objectives of this conference are to encourage the sharing of expertise among the participants and to foster a climate favorable to future collaborations and partnerships on economic projects.

On behalf of the Organizing Committee,

Prof. PhD Ion Lungu,
Dean of Faculty of Accounting and Financial Management,
Spiru Haret University of Constantza
ORGANIZERS
Spiru Haret University
Faculty of Accounting and Financial Management
Constantza

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The Addleton Dialogues project (coordinated by Professor Michael A. Peters – University of Illinois at Urbana-Champaign) is a series of topical meetings to engage a range of scholars in discussion on key topics.

Li Zhi-min Guangzhou University (RCP 9, 2010)
Linda Herrera University of Illinois at Urbana-Champaign (GHIR 2(2), 2010)

Linguistic and Philosophical Investigations
Peer-reviewers & contributors associated with Oxford University, Stanford University, University of California, Columbia University, Yale University, etc.

Review of Contemporary Philosophy
Peer-reviewers & contributors associated with Princeton University, University of Pittsburgh, University of Connecticut, University of Maryland, Tufts University, etc.
**Analysis and Metaphysics**
Peer-reviewers & contributors associated with City University of New York, University of Iowa, University of Wisconsin, University of New Jersey, Pennsylvania State University, etc.

**Economics, Management, and Financial Markets**
Peer-reviewers & contributors associated with Cornell University, Rutgers University, University of Manchester, University of Miami, University of Colorado, etc.

**Geopolitics, History, and International Relations**
Peer-reviewers & contributors associated with University of Illinois at Urbana-Champaign, University of Oregon, Manchester Metropolitan University, University of Sheffield, University of Birmingham, etc.

**Contemporary Readings in Law and Social Justice**
Peer-reviewers & contributors associated with George Washington University, Harvard University, University of Denver, Chapman University, Brandeis University, etc.
Outstanding Research Fellows

Vinoj Abraham (Centre for Development Studies, Trivandrum)
Bouchra Benbella (University Mohamed I, Oujda)
Keshab Das (Gujarat Institute of Development Research, Ahmedabad)
Mihaela Moldovan (University of Pennsylvania)
Efstratia Oktapoda (Universite Paris IV-Sorbonne)
Julieta Paulesc (University of Arizona)
Jaya Prakash Pradhan (Sardar Patel Institute of Economic & Social Research)
Sanjeevaiah Puttaswamaiah (Bangalore University, Bengaluru)
Tripati Rao (Indian Institute of Management, Lucknow)
Najib Redouane (California State University)
Rabia Redouane (Montclair State University)
Chris Stringham (University of Arizona)
Eniko Stringham (University of Arizona)
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Camelia Boarcas, Spiru Haret University
Alexandra Mitu, Spiru Haret University
Georgiana Alexandru, Spiru Haret University
# CONFERENCE PROGRAM

Section A Management and Marketing  
Section B Economy and Regional Development  
Section C Accounting and Finance  
Section D Social Sciences and Humanities

### First Day: November 11, 2010

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Opening Plenary Session

9.00-10.00

“Panoramic” Conference Room

Chair: Prof. PhD Ion Lungu,
Dean of Faculty Accounting and Financial Management,
Spiru Haret University of Constantza

Official Opening of International Conference
Business and Economy 2010
by
Dragoș Mihai Ipate, PhD, Pro-Dean of Faculty Accounting
and Financial Management, Spiru Haret University of Constantza
Ștefan Mihu, PhD, President of the Organizing Committee of
ICBE 2010, Faculty Accounting and Financial Management,
Spiru Haret University of Constantza

Also in attendance:
Prof. PhD Ion Anghel, Academy of Economic Studies Bucharest,
Romania
Prof. PhD Alexandru Gribincea, Free International University of
Moldova, Republic of Moldova
Prof. PhD Svetlana Gorobievski, Free International University of
Moldova, Republic of Moldova

Keynote speakers:
Prof. PhD Ion Anghel,
Academy of Economic Studies Bucharest, Romania
Prof. PhD Svetlana Gorobievski, Free International University of
Moldova, Republic of Moldova
**Section A**
Topics: Management and Marketing
11.30-14.00, November 11, 2010
"Panoramic" Conference Room

**Chair:** IULIANA PARVU, *Spiru Haret University of Constantza*

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### Section A

**Topics:** Management and Marketing  
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**Chair:** DRAGOS MIHAI IPATE, *Spiru Haret University of Constantza*

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"I. L. Caragiale" Conference Room

**Chair:** IZABELLA GILDA GRAMA, Spiru Haret University of Constantza

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Section D
Topics: Social Sciences and Humanities
09.00-10.30, November 12, 2010
“Panoramic” Conference Room

**Chair:** OLGA DUTU, *Spiru Haret University of Constantza*

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