



CENTRE FOR EUROPEAN STUDIES

ALEXANDRU IOAN CUZA UNIVERSITY of IAȘI



EURINT 2013
International conference

THE EU AS A MODEL OF SOFT POWER IN THE EASTERN NEIGHBOURHOOD



15 - 17 May 2013, Iași - ROMANIA

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ORGANIZER:
CENTRE FOR EUROPEAN STUDIES
„ALEXANDRU IOAN CUZA UNIVERSITY” OF IASI - ROMANIA

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(EURINT)”
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CONFERENCE PROGRAMME

15 May 2013

- Arrival of participants to Iași
- Informal meeting: the invited lecturers and the scientific committee of the conference

16 May 2013

08:30-09:30	<p>Registration of participants Hall of the lost steps - A Building</p>
09:30-10:00	<p>Opening Ceremony Senate Hall - A Building</p> <p>Welcoming remarks</p> <ul style="list-style-type: none"> ○ Gabriela Carmen PASCARIU, Head of the Centre for European Studies - Alexandru Ioan Cuza University of Iași ○ Vasile IȘAN, Rector - Alexandru Ioan Cuza University of Iași
10:00-11:00	<p>Keynote lecture Erhard BUSEK (Professor, University of Vienna, Coordinator of the South-Eastern Cooperative Initiative (SECI) and Chairman of the Institute for the Danube Region and Central Europe) <i>What is the role of Europe in the 21st Century?</i></p>
11:00-11:15	<p>Coffee break Hall of the lost steps - A Building</p>
11:15-13:30	<p>Panel I: <i>The EU policies towards the neighbourhood. Wither Eastern Partnership?</i> Ferdinand Room- A Building</p> <ul style="list-style-type: none"> ○ Laure DELCOUR* (French National School of Administration) <i>- The EU as a driving force for modernisation in the Eastern neighbourhood? Perceptions and expectations from partner countries</i>

* Professor Delcour is chairing the panel.

- **Adam EBERHARDT** (Centre for Eastern Studies, Warsaw, Poland)
- *The Eastern Partnership on the eve of the Vilnius summit: main challenges*
- **Hrant KOSTANYAN** (Centre for European Policy Studies, Brussels, Belgium)
- *Examining the discretion of the EEAS: what power to act in EU-Moldova relations?*
- **Inna MELNYKOVSKA** (Justus Liebig University Giessen, Germany)
- *The EU's transformative power in the Eastern Partnership. Challenged by Russia's smart power?*

13:30-14:30**Lunch**

Hall of the lost steps - A Building

14:30-18:00**Parallel sessions**

A & I Buildings

SESSION 1: The EU as regional and global player. Impact on the neighbourhood

SESSION 2: The EU "transformative power" in the neighbourhood

SESSION 3: The Eastern Partnership (EaP) looking forward: achievements and future

SESSION 4: The consequences of the economic crisis on EU's competitiveness

SESSION 5: Regional development and European economic governance: achievements, obstacles and incentives

16:00-16:15**Coffee break**

A & I Buildings

20:00**Dinner** - *Golden Stone Restaurant - Ciric*Departure from *Gaudeamus Hotel* at 19.30

17 May 2013

09:00-11:00	Panel II: <i>Challenging the EU's competitiveness</i> Ferdinand Room- A Building <ul style="list-style-type: none">○ Gabor HUNYA* (Vienna Institute for International Economic Studies, Austria) <i>- EU Crisis and Neighbourhood Response</i>○ Lucian DÎRDALĂ (Alexandru Ioan Cuza University of Iași, Romania) <i>- EU soft power in hard times: the political effects of the financial crisis</i>○ Kaloyan KOLEV (University of Economics, Varna, Bulgaria) <i>- FDI and regional disparities: convergence or divergence?</i>○ Tiiu PAAS (University of Tartu, Estonia) <i>- Integration of ethnically diverse societies as a source for future economic growth</i>
11:00-11:15	Coffee break Hall of the lost steps - A Building
11:15-12:30	Parallel sessions (The same chairs as in the first day) A & I Buildings
12:45-13:30	Closing Session Senate Hall - A Building
13:30-14:30	Lunch Hall of the lost steps - A Building
15:30-19:30	Sightseeing tour of Iași Departure from <i>Gaudeamus Hotel</i> at 15:30
20:30	Dinner - Traian Restaurant Participants who will not attend the Sightseeing tour are expected at <i>Traian Restaurant</i> (see map)

* Professor Hunya is chairing the panel.

PARALLEL SESSIONS

SESSION 1:

The EU as regional and global player. Impact on the neighbourhood

I Building, Room I.1

Chair: Masoud IMANI KALESAR,

Visiting Fellow at the European Union Institute for Security Studies, Paris, France and journalist at Euronews

Chair Assistant: Teodor MOGA

*Lecturer, Centre for European Studies,
Alexandru Ioan Cuza University of Iasi, Romania*

Thursday, May, 16th, 14:30-18:00

- **Masoud IMANI KALESAR** (Euronews, France) - *EU'S challenges in MENA: Arab spring as a case*
- **Elena CHERNEGA** (Odessa National Economic University, Ukraine) - *The European Union's leadership potential*
- **Mihaela CIUCHINA** (Alexandru Ioan Cuza University of Iasi, Romania) - *Political impact of Chinese foreign direct investments in the European Union*
- **Ekaterina ENTINA** (National Research University - Higher School of Economics, Moscow, Russia) - *The European Union vs. BRICS or working together? A challenge for Russia*
- **Mircea-Cristian GHENGHEA** (Alexandru Ioan Cuza University of Iasi, Romania) - *Challenges of the future - the European Union vs. the Eurasian Union?*
- **Ana - Maria GHIMIȘ** (National School of Political and Administrative Studies, Romania) - *The Eastern frontier security case study: Romania – Russia*
- **Roxana HÎNCU** (Alexandru Ioan Cuza University of Iasi, Romania) - *Euronews - a promoter of the European Union "quiet diplomacy"*
- **Fabio INDEO** (University of Camerino, Italy) - *EU neighbourhood and its "neighbours": EU geopolitical role and strategic ambitions in Caucasus and Central Asia*
- **Adrian Liviu IVAN, Ruxandra NUȚ , Claudia MERA** (Babeș-Bolyai University, Cluj-Napoca, Romania) - *The EU-Morocco relations in the framework of the European neighbourhood policy*
- **Sebastian-Andrei LABEȘ** (Alexandru Ioan Cuza University of Iasi, Romania) - *Rise of BRICS: opportunity or threat for the European Union?*

- **Elena KOROSTELEVA** (University of Kent, United Kingdom) - *Rethinking EU governance in the Eastern region: old challenges and new opportunities*
- **Vladlen MAKOUKH** (Regional Branch of National Institute for Strategic Studies in Odessa, Ukraine) - *East and South dimensions of the European neighbourhood policy: achievements, current issues and prospects*

Friday, May, 17th, 11:15-12:30

- **Gabriela BODEA** (Babeş-Bolyai University, Cluj-Napoca, Romania), **Aurelian-Petruş PLOPEANU** (Alexandru Ioan Cuza University of Iasi, Romania) - *China and India, a case study about the mentality highlights in the global equation of change*
- **Aurelian-Petruş PLOPEANU** (Alexandru Ioan Cuza University of Iasi, Romania), **Gabriela BODEA** (Babeş-Bolyai University, Cluj-Napoca, Romania) - *The change of mentality, a form of externality. The paradigm of Islamic sustainable development*
- **Valeriu MIJA, Valentina TEOSA** (Moldova State University, Republic of Moldova) - *European cooperative security system and complex interdependence*
- **Teodor Lucian MOGA, Gabriela Carmen PASCARIU** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *The Eastern Partnership - a strong incentive for reform?*
- **Ciprian ALUPULUI** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *EU Governance in Eastern Europe: between strategies and spatial contingencies*
- **Sabina ȚUCA, Zîna MARCU** (Alexandru Ioan Cuza University of Iasi, Romania) - *The European Union and the Middle East: an unusual partnership*

SESSION 2**The EU "transformative power" in the neighbourhood**

I Building, Room I.2

Chair: Mitchell BELFER,*Head of Department "International Relations & European Studies", Metropolitan University Prague, Czech Republic***Chair Assistant: Lucian DÎRDALĂ***Lecturer, Centre for European Studies,
Alexandru Ioan Cuza University of Iasi, Romania***Thursday, May, 16th, 14:30-18:00**

- **Mitchell BELFER** (Metropolitan University Prague, Czech Republic) - *The rise and fall of soft power Europe: What comes next?*
- **Natalia COLESNIC** (Moldovan State University, Faculty of International Relations, Political and Administrative Sciences, Republic of Moldova) - *The role of national parliament in Moldova's European integration: towards greater democratization*
- **Adrian-Gabriel CORPĂDEAN** (Babeş-Bolyai University, Cluj-Napoca, Romania) - *EUROPE 2020 - A "soft" agenda for Central and Eastern Europe?*
- **Ina CROITORU** (Gh. Zane University of Iasi, Romania), **Alina TROCIN** (Alexandru Ioan Cuza University of Iasi, Romania) - *Modalities of influencing the behaviour and formation of Moldavian students by the front office personnel of Iasi universities*
- **Lucian-Dumitru DÎRDALĂ** (Alexandru Ioan Cuza University of Iasi, Romania) - *Beyond Soft Power: the issue of payments and the limits of soft-power accounts of the Eastern Partnership*
- **Halil ERDEMİR** (Celal Bayar University, Manisa, Turkey), **Buğrahan Nuri ERDEMİR** (Anadolu Turizm ve Otelcilik Meslek Lisesi, Manisa, Turkey) - *The EU'S soft attraction of Eastern neighbours and its international consequences as in the example of Ukraine*
- **Roxana HÎNCU** (Alexandru Ioan Cuza University of Iasi, Romania) - *The soft power sources of the European Union: challenges and opportunities*
- **Martin MENDELSKI** (University of Luxembourg) - *Limits of the EU's transformative power: evidence from rule of law promotion in Moldova*
- **Maxim MIROSHNIKOV** (Tomsk State University, Russia) - *Soft power: case of the European Union*
- **Kristian NIELSEN** (Copenhagen Business School, Denmark) - *The importance of being earnest: Ukraine and EU soft power*

- **Agnes NICOLESCU** (European Institute of Romania) - *Eastern Partnership roadmap 2012 - 2013 and the European enlargement strategy: main challenges to the conditionality and differentiated integration*
- **Giles POLGLASE** (University of Kent, UK) - *The failure of higher education as a transformative power: the case of Belarus*

Friday, May, 17th, 11:15-12:30

- **Gimia-Virginia BUJANĂ** (Alexandru Ioan Cuza University of Iasi, Romania) - *The European soft-power dimension in the Eastern neighbourhood*
- **Sabina STRIMBOVSCHI** (National School of Political and Administrative Studies, Romania) - *The impact of the EU's public diplomacy, as an instrument of soft power, in the context of the Eastern Partnership*
- **Nicoleta VASILCOVSCHI** (Cygnus Scientific Society, Suceava, Romania) - *A new economic diplomacy towards the Eastern Partnership states*
- **Victor NEGRESCU** (Dimitrie Cantemir Christian University, Romania) - *EU development cooperation policies towards neighbouring countries*
- **Sabina ȚUCA, Zina MARCU** (Alexandru Ioan Cuza University of Iasi, Romania) - *The European Union and Russia - providers and recipients of stability and security in the European area*
- **Cristina ZEȚU** (Alexandru Ioan Cuza University of Iasi, Romania) - *European identity beyond EU borders: the case of Turkey's membership*

SESSION 3:**The Eastern Partnership (EaP) looking forward: achievements and future**

I Building, Room I.3

Chair: Inna MELNYKOVSKA,*Research Fellow at the Institute of Political Science (International Integration), Justus Liebig University Giessen, Germany***Chair Assistant: Virgil STOICA***Professor, Centre for European Studies,
Alexandru Ioan Cuza University of Iasi, Romania***Thursday, May, 16th, 14:30-18:00**

- **Grażyna WOJTKOWSKA-ŁODEJ, Ewelina SZCZECH-PIETKIEWICZ** (Institute of Foreign Trade and European Studies, Warsaw School of Economics, Warsaw, Poland) - *Consequences of the economic crisis for the European Union and Eastern Partnership development. Chosen aspects*
- **Boris CHISTRUGA, Dorina HARCENCO** (Academy of Economic Studies of Moldova, Republic of Moldova) - *Peculiarities of the Republic of Moldova trade policy within the negotiations of the association agreement with the EU*
- **Boris CHISTRUGA, Rodica CRUDU** (Academy of Economic Studies of Moldova, Republic of Moldova) - *Enhancing ICT and innovation in EU and Moldova: achievements and impact*
- **Nadiia BUREIKO** (Yurii Fedkovych Chernivtsi National University, Ukraine) - *The cooperation between the EU and Ukraine in the period of intensifying integration processes in the post-soviet area*
- **Oksana DOBRZHANSKA** (Yurii Fedkovych Chernivtsi National University, Ukraine) - *Guaranty providing by the European Union in the economy integration in the context of the Eastern Partnership implementation*
- **Lavinia DOVLEAC, Ileana TACHE** (Transilvania University of Brasov, Romania) - *Impact of Eastern Partnership on the economic development of Georgia and Ukraine*
- **Kristian NIELSEN** (Copenhagen Business School, Denmark), **Maii VILSON** (University of Tartu, Estonia) - *The Eastern Partnership - soft power strategy or policy failure?*
- **Marcela SLUSARCIUC** (Ștefan cel Mare University, Suceava, Romania) - *Challenges of the cross-border cooperation programmes at the Eastern border of the European Union*

- **Nicolae TODERAȘ, Ana-Maria STĂVARU** (National School of Political Studies and Public Administration, Romania) - *An evaluation-based approach for optimising the policy transfer from the EU towards the members of the Eastern Partnership: case study on the Republic of Moldova*
- **Virgil STOICA** (Alexandru Ioan Cuza University of Iasi, Romania) - *European Union's digital divide*

Friday, May, 17th, 11:15-12:30

- **Cristina-Maria DOGOT** (University of Oradea, Romania) - *European Union, Russia and ENP/EaP Countries*
- **Brîndușa-Nicoleta PINCU** (Babeș-Bolyai University, Cluj-Napoca, Romania) - *The EU-Ukraine relation dynamics*
- **Loredana SIMIONOV** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *The Eastern European neighbourhood - a "bridge" between Russia and the European Union*
- **Ștefana VARVARI, Marius CRISTEA** (Babeș-Bolyai University, Cluj-Napoca, Romania) - *The analysis of the convergence process of the Eastern partnership countries*
- **Dana BAKO, Ștefana VARVARI** (Babeș-Bolyai University, Cluj-Napoca, Romania) - *Foreign direct investments in the countries from the Eastern Partnership in the last decade*

SESSION 4:**The consequences of the economic crisis on EU's competitiveness**

A Building, Senate Hall

Chair: Adelaide DUARTE

Professor, University of Coimbra, Portugal

Chair Assistant: Doru BOTEZAT

*Researcher, Centre for European Studies,
Alexandru Ioan Cuza University of Iasi, Romania*

Thursday, May, 16th, 14:30-18:00

- **Roxana-Maria IACOB (GRECU)** (Alexandru Ioan Cuza University of Iasi, Romania) - *Economic crisis in EU countries. a quantitative approach*
- **Ana-Maria AMARIEI** (Alexandru Ioan Cuza University of Iasi, Romania) - *Fertility and demographic policies in Europe*
- **Livia BACIU** (Alexandru Ioan Cuza University of Iasi, Romania), **Alina BOTEZAT** (Romanian Academy, Romania) - *Entrepreneurship, innovation and public sector performance in the 27 EU countries*
- **Ludmila BORTĂ** (Alexandru Ioan Cuza University of Iasi, Romania) - *The current EU's preferences on trade agreements*
- **Doru BOTEZAT** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *Opportunities and barriers to cross border cooperation between Romania, Moldova and Ukraine*
- **Sebastian-Florian ENEA, Silvia PALAȘCĂ** (Alexandru Ioan Cuza University of Iasi, Romania) - *Business cycle synchronization channels in the European Union*
- **Andreea GRĂDINARU, Mihaela IAVORSCHI** (Alexandru Ioan Cuza University of Iasi, Romania) - *The economic crisis: incentive of the European integration or desintegration?*
- **Mihaela IFRIM** (Alexandru Ioan Cuza University of Iasi, Romania) - *Capital goods and consumer goods industries during the business cycle*
- **Olga KEREKESHA, Y. BARABASH** (Odessa National Economic University, Ukraine) - *Usage of interactive author's technology "destination" to improve the professional competence of future economists*
- **Mikhael ZVERYAKOV** (Odessa National Economic University, Ukraine) - *The development of neoliberal theory in the Ukrainian economy*
- **Andreea IACOBUȚĂ** (Alexandru Ioan Cuza University of Iasi, Romania), **Victor PLOAE** (Ovidius University, Constanța, Romania), **Mircea ASANDULUI** (Alexandru

Ioan Cuza University of Iasi, Romania) - *Comparative analysis of the performance of European healthcare systems*

Friday, May, 17th, 11:15-12:30

- **Mihaela AMARANDEI** (Alexandru Ioan Cuza University of Iasi, Romania) - *The dynamics of foreign direct investments and country risk in ENP - East countries*
- **Sinziana BĂLȚĂTESCU, Liviu-George MAHA** (Alexandru Ioan Cuza University of Iasi, Romania) - *The nexus between state and market in Central Eastern Europe*
- **Nicoleta MIHĂILĂ, Silvia Elena ISACHI** (Financial and Monetary Research Centre „Victor Slăvescu”, Bucharest, Romania) - *Dimension of firm performance on the single European market*
- **Oana-Ramona SOCOLIUC** (Alexandru Ioan Cuza University of Iasi, Romania) - *Romania in the EU: an institutionalist approach to poor economic dynamics*
- **Clara VOLINTIRU** (Bucharest Academy of Economic Studies (ASE), Romania) - *Institutions and the labour dynamics: Romania in the European context*
- **Andreea GRĂDINARU, Mihaela IAVORSCHI** (Alexandru Ioan Cuza University of Iasi, Romania) - *Euro - the main pillar of the European Economic and Monetary Union*

SESSION 5:**Regional development and European economic governance: achievements, obstacles and incentives**

A Building, Room Ferdinand

Chair: Gabor HUNYA

Senior Economist, Vienna Institute for International Economic Studies, Austria

Chair Assistant: Ramona FRUNZĂ (ȚIGĂNAȘU)

Researcher, Centre for European Studies,

Alexandru Ioan Cuza University of Iasi, Romania

Thursday, May, 16th, 14:30-18:00

- **Adelaide DUARTE** (University of Coimbra, Portugal) - *Tertiarization and human capital, does it matter for growth? - The case of Portugal*
- **Ana-Maria BERCU** (Alexandru Ioan Cuza University of Iasi, Romania) - *Social responsibility as a strategic tool for the European administrative space*
- **Oana Ancuța STÂNGACIU** (Vasile Alecsandri University of Bacău, Romania) - *The structural changes of the regional export specialization processes in Romania*
- **Lenuța CARP** (Alexandru Ioan Cuza University of Iasi, Romania) - *Challenges in the Central and Eastern European countries during the globalization and economic crisis*
- **Mădălina Ștefania DÎRZU** (Alexandru Ioan Cuza University of Iasi, Romania) - *Regional convergence and agglomeration in the European Union: a spatial approach*
- **Petronela Daniela FERARU** (Alexandru Ioan Cuza University of Iasi, Romania) - *Affective migration versus economic migration in Romania*
- **Ciprian IFTIMOAEI** (Government of Romania, Romania) - *Controversies regarding the security of Romania's Eastern border in view of joining the Schengen area*
- **Claudia Anamaria IOV, Adrian Daniel STAN, Maria Mihaela NISTOR** (Babeș-Bolyai University, Cluj-Napoca, Romania) - *Romania and the Schengen file: between immigration and human rights*
- **Daniel JURAVLE, Claudiu ȚIGĂNAȘ** (Alexandru Ioan Cuza University of Iasi, Romania) - *Liberalisation of the workforce in the EU and the impact of remittances on the Romanian labour market*
- **Andrei MAXIM** (Alexandru Ioan Cuza University of Iasi, Romania) - *The impact of transactional and relational marketing on customer retention in the Romanian economic environment*

- **Alexandru MAXIM** (Alexandru Ioan Cuza University of Iasi, Romania) - *Assessing Romania's energy policy in the context of a green Europe*
- **Mihaela TOFAN** (Alexandru Ioan Cuza University of Iasi, Romania) - *Particularities of the legal framework for the European civil service*

Friday, May, 17th, 11:15-12:30

- **Laura DIACONU (MAXIM)** (Alexandru Ioan Cuza University of Iasi, Romania) - *The impact of the demographic aspects on the Romanian social-economic environment*
- **Ada-Iuliana POPESCU** (Alexandru Ioan Cuza University of Iasi, Romania), **Christopher KELLEY** (University of Arkansas, USA) - *Fighting business corruption beyond borders: the European perspective*
- **Cătălin ȚACU** (Alexandru Ioan Cuza University of Iasi, Romania) - *Eastern „low expats”: mixing „roaming” of human resource management with host country labour standards within European Union*
- **Mara URSACHE** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *Sustainable development - a challenge for the Eastern neighbourhood states*
- **Petronela Daniela FERARU** (Alexandru Ioan Cuza University of Iasi, Romania) - *The need and efficiency of migration policies in Romania*
- **Ramona FRUNZĂ (ȚIGĂNAȘU), Gabriela Carmen PASCARIU** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *The path towards cohesion: reflections on research and development sector in the European Union*
- **Sorin MAZILU** (Centre for European Studies, Alexandru Ioan Cuza University of Iasi, Romania) - *A model for analyzing creativity as an enhancing factor over regional development*

SCIENTIFIC COMMITTEE

- **Mitchell BELFER**, Metropolitan University Prague, Czech Republic
- **Erhard BUSEK**, Institute for the Danube Region and Central Europe
- **Laure DELCOUR**, French National School of Administration
- **Lucian DÎRDALĂ**, Alexandru Ioan Cuza University of Iasi, Romania
- **Gabriela DRAGĂN**, European Institute of Romania
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- **Tiiu PAAS**, University of Tartu, Estonia
- **Gabriela Carmen PASCARIU**, Alexandru Ioan Cuza University of Iasi, Romania
- **Ioan POHOAȚĂ**, Alexandru Ioan Cuza University of Iasi, Romania
- **Giles POLGLASE**, University of Kent, United Kingdom
- **Virgil STOICA**, Alexandru Ioan Cuza University of Iasi, Romania

ORGANIZING COMMITTEE

- | | |
|---|-----------------------------|
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| • Professor Alexandru Florin PLATON | • Mihaela AMARANDEI |
| • Associate professor Ana-Maria BERCU | • Cristina JITĂREANU |
| • Associate professor Mihaela TOFAN | • Daniel MEREUȚĂ |
| • Ph.D. Teodor MOGA | • Nicoleta RUSU |
| • Ph.D. Ciprian ALUPULUI | • Loredana SIMIONOV |

SUPPORT TEAM

- | | | |
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