EURINT 2013
International conference

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

15 - 17 May 2013, Iaşi - ROMANIA

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This event is an action of the project
“The EU as regional player. Cooperation and integration in Eastern neighbourhood (EURINT)”
within the Jean Monnet Life Long Learning Programme - Key Activity 1

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CONFERENCE PROGRAMME

15 May 2013

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

16 May 2013

08:30-09:30  | Registration of participants  
            | Hall of the lost steps - A Building

09:30-10:00  | Opening Ceremony  
             | Senate Hall - A Building

Welcome remarks
- Gabriela Carmen PASCARIU, Head of the Centre for European Studies - Alexandru Ioan Cuza University of Iasi
- Vasile IŞAN, Rector - Alexandru Ioan Cuza University of Iasi

10:00-11:00  | 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)  
              | What is the role of Europe in the 21st Century?

11:00-11:15  | Coffee break  
              | Hall of the lost steps - A Building

11:15-13:30  | Panel I: The EU policies towards the neighbourhood. Wither Eastern Partnership?  
              | Ferdinand Room- A Building

- Laure DELCOUR* (French National School of Administration)  
  - The EU as a driving force for modernisation in the Eastern neighbourhood? Perceptions and expectations from partner countries

* 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
Panel II: Challenging the EU's competitiveness
Ferdinand Room - A Building

- Gabor HUNYA* (Vienna Institute for International Economic Studies, Austria)
  - EU Crisis and Neighbourhood Response
- Lucian DÎRDALĂ (Alexandru Ioan Cuza University of Iasi, Romania)
  - EU soft power in hard times: the political effects of the financial crisis
- Kaloyan KOLEV (University of Economics, Varna, Bulgaria)
  - FDI and regional disparities: convergence or divergence?
- Tiitu PAAS (University of Tartu, Estonia)
  - Integration of ethnically diverse societies as a source for future economic growth

Coffee break
Hall of the lost steps - A Building

Parallel sessions (The same chairs as in the first day)
A & I Buildings

Closing Session
Senate Hall - A Building

Lunch
Hall of the lost steps - A Building

Sightseeing tour of Iasi
Departure from Gaudeamus Hotel at 15:30

Dinner - Traian Restaurant
Participants who will not attend the Sightseeing tour are expected at Traian Restaurant (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 GHIMIŞ (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 (Babeș-Bolyai University, Cluj-Napoca, Romania), Aurelian-Petruș 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-Petruș PLOPEANU (Alexandru Ioan Cuza University of Iasi, Romania), Gabriela BODEA (Babeș-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, Zina 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 CORPÂDEAN (Babeș-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 BUJANCĂ (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, Zîna 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 ZEȘTU (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 HARCENCIO (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

- Nadia 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), Maili 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*

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**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, 16\textsuperscript{th}, 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 PALAŞCĂ (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 IACOBUTĂ (Alexandru Ioan Cuza University of Iasi, Romania), Victor PLOAE (Ovidius University, Constanța, Romania), Mircea ASANDULUI (Alexandru
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
- Sînziana BĂLŢĂTESCU, 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 ŢACU (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 (ŢIGĂNAŞU), 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
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- Giles POLGLASE, University of Kent, United Kingdom
- Virgil STOICA, Alexandru Ioan Cuza University of Iasi, Romania

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