



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI



Fondul Social European
POSDRU 2007-2013



Instrumente Structurale
2007-2013



CIPOSDRU



Scoala Nationala de
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Investește în oameni !

FONDUL SOCIAL EUROPEAN

Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007 – 2013

Axa prioritară 1 **“Educația și formarea profesională în sprijinul creșterii și dezvoltării societății bazate pe cunoaștere”**

Domeniul major de intervenție 1.2. **“Calitate în învățământul superior”**

Titlul proiectului: **“EUROANTREPRENORIAT - calificări universitare pentru europenizarea societății românești”**

Contract nr. **POSDRU/156/1.2/G/140578**

International Conference Communication and entrepreneurship in the European context

**National University of Political Studies and Public Administration
Bucharest, June 8-9, 2015**

Conference Program

Conference venue: SNSPA’s New Building, 30A Expozitiei Bvd., Bucharest

MONDAY, JUNE 8

13.30-14.00 **Conference registration** (Multifunctional Room, ground floor)

14.00-14.30 **Welcome addresses** (Multifunctional Room, ground floor)

Alina BÂRGĂOANU, Vice-Rector for Academic Affairs, National University of Political Studies and Public Administration, Bucharest, Romania

Nicoleta CORBU, Dean of the College of Communication and Public Relations & Project Manager of the “Euroentrepreneurship” project, National University of Political Studies and Public Administration, Bucharest, Romania

14.30- 16.00 **Keynote addresses** (Multifunctional Room, ground floor)

Zofija MAZEJ KUKOVIC, Former MEP, Slovenia,
Impact of European policies on Euroentrepreneurship

Loredana RADU, Director, Centre for EU Communication Studies
EU Communication - Illustrating the Interdisciplinarity of Social Sciences

Anthony ANTOINE, Executive Director, Institute for European Studies, Vrije Universiteit Brussels, *Title TBA*



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16.00-16.15 Coffee break

16.15-18.30 Round table (Multifunctional Room)

Public opinion in the EU

Presenters:

Flavia DURACH, Nicoleta CORBU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Towards a Fragmented Euroscepticism: Particularities of the Public Opinion towards the EU in the Light of the Economic Crisis

Flavia DURACH, Mirela PIRVAN, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Public Opinion Towards the EU in CEE Member States: Striking Particularities and a Change of Perspective

Bianca-Simina ROBESCU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

This time will be different – shaping a more powerful Parliament in the 2014 European Elections

Liliana LUPESCU, Raluca BUTUROIU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

What is the price of EU citizenship?

TUESDAY, JUNE 9

08.30-09.00 Conference registration (Multifunctional Room, ground floor)

09.00-11.00 Panel 1 (Multifunctional Room)

Assessing entrepreneurship

Catalina ANTONIE, College of Public Administration, National University of Political Studies and Public Administration, Romania

Fostering entrepreneurship in complex adaptive systems

Oana-Maria FOTEA, University of Economic Studies, Bucharest, Romania

The Value of Social Entrepreneurship in the Private Sector

Diana-Maria CISMARU, Cristina LEOVARIDIS, Gabriela POPESCU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

An insight into the entrepreneurship situation in Romania, compared to other European countries – opportunities and barriers



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Carmen NOVAC, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Human Resources Recruitment and Selection Process in the European Institutions

11.00-11.15 Coffee break

11.15-13.15 Panel 2 (Multifunctional Room) Entrepreneurship & education

Alexandra MIHAI, Institute for European Studies, Vrije Universiteit Brussel

Opening up Education: the Entrepreneurial University

Andreea Roxana RĂCEANU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

University entrepreneurship and social responsibility – towards a model of strategic public relations in universities in the current European context

Valeriu FRUNZARU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Anti-intellectualism and employability among Romanian students

Georgiana UDREA, Denisa-Adriana OPREA, College of Communication & PR, National University of Political Studies and Public Administration, Romania

European identity and European elections: a research among Romanian students

13.15-14.30 Lunch

14.30 -15.30 Panel 2 (Multifunctional Room) Entrepreneurship & education (cont.)

Ion CHICIUDEAN, Corina DABA-BUZOIANU, Monica BÎRĂ, Valeriu FRUNZARU, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Seeing the EU through Romanian students' eye: analysing student perception towards European politics

Serena D'AGOSTINO, Institute for European Studies, Vrije Universiteit Brussel

When ethnicity meets gender and class: what about Roma women in EU Roma Integration Policies?



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15.30 -17.00 Panel 4 (Multifunctional Room)

Entrepreneurship & organizational development

Denisa Andreea TUDOR, College of Communication & PR, National University of Political Studies and Public Administration, Romania

Linking innovative organizational approach to digital competence in Europe (DIGCOMP). A case study on PR organizations in Romania

Andreea-Maria TÎRZIU, College of Public Administration, National University of Political Studies and Public Administration, Romania

Stimulating youth entrepreneurship in the public sector’s organizations – opportunities and constraints

Cătălin VRABIE, College of Public Administration, National University of Political Studies and Public Administration, Romania

Romanian models of e-government implementation. Brasov case study

17.00-17.30 Coffee break

17.30 -19.00 Round table (Multifunctional Room)

Communication and entrepreneurship in the EU. A view from Brussels

Participants: Project manager, Experts and Master’s students, beneficiaries of the project