PROGRAM

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In conjunction with

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21-22 September 2018 | Hradec Kralove, Czech Republic
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[4] **Daniela SIMIONOVICI** | LUMEN Research Center in Social and Humanistic Sciences, Romania | *Being a Digital Imigrant in a Digital Native World*

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[6] **Elena UNGURU (GAFTON)** | University of Oradea, Romania | **Antonio SANDU** | Stefan cel Mare University from Suceava, Romania | *Supervision in Social Work in North-East Romania, a Grounded Theory Approach*

[7] **Alexander KARPOV** | Bauman Moscow State Technical University, Russian Federation | *Ontological Basis of the Education*
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[8] Alexandra HUIDU | Doctoral School of Sociology, University of Oradea, Romania | Bioethical and Social Acceptability of the Technologies Related to Medically Assisted Human Reproduction in Romania

[9] Bogdan POPOVENIUC | Stefan cel Mare University from Suceava, Romania | Who’s Afraid of Moral Psychology?

[10] Petruţ Vladimir FRIJ | Romania | Legal Aspects concerning the International Cooperation in the Field of Human Rights.

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Application of A’WOT Analysis for the Study of Performances in Innovation of EU against its Main International Competitors

Angela ALBU¹, Gabriela PRELIPCEAN²

Abstract

Innovation represents now one of the most important pillars of the development, a source of new products, services or processes, a source for creation new jobs and, in the same time, a challenge for all types of organizations. During the last 10-15 years the competition at the international levels has become more and more stronger, EU being overtaken by USA, Japan and South Korea. In this context, at the level of EU it is elaborated annually an international benchmarking with the aim to assess the performances of European countries, of EU average and of the main international competitors. The benchmarking is highlighting the strengths and the weakness of European Union in the field of innovation and also, for its competitors. This analysis is a very good start for the elaboration and implementation of appropriate strategies to improve innovation, but it is not enough. It is necessary to rank the strengths and the weakness, in order to be able to get maximum of advantages from the strengths and to find solution for the weakness.

This paper proposes a method to assess the relative importance of the factors which influence the innovation process in global context – the A’WOT analysis. This combines the classical SWOT analysis with Analytic Hierarchy Process and into a hybrid method which gives the possibility to transform the qualitative approach of SWOT analysis into a quantitative one. With A’WOT analysis we have calculated the priority vector for each section of SWOT analysis and have formulated some suggestions for the improvement if innovation in European Union.

Keywords: innovation; international benchmarking; SWOT analysis; Analytic Hierarchy Process; A’WOT analysis;

Biodata

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Prof. PhD Gabriela PRELIPCEAN from Stefan cel Mare university of Suceava graduated the University of Economic Studies from Bucharest where she also obtained the PhD title. Currently, she is the vice-rector of the University Stefan cel Mare. She is PhD coordinator in the field of Economics and has a vast experience in managing national and international projects. She published a big number of books, studies and scientific papers and participated at national and international conferences. Her fields of interest are International Economics, Stock markets, Strategies for investments. She is member in important administrative and professional committees at national and international level.
Visual Sources as a Modality to Develop the Critical Thinking of Students in the Socio – Humanistic Field

Carmen ALEXANDRACHE

Abstract

**Problem Statement:** Generally, the education is focused on the student’s training in a specific professional domain. But this perspective of education imposes even another requirement: the school must prepare the students to get integrated in a changing reality, because human mobility, globalization and technologies increase more and more. For this reason, the students need to be lifelong learners, to be able to improve themselves their knowledge and skills that allow them to have the better results in own life and profession.

**Purpose of Study:** Our study starts from the premise that, having lifelong learning competences, the students can be autonomous beings, thinking and making decisions by themselves about what is correct and good for them and the others. The research ability is one of the important lifelong learning competences. Also, what they use the research sources is essential in their training for life. The develop of the critical thinking is a part of the lifelong learning.

**Results of Study:** The paper proposes some theoretical and methodological aspects for develop the critical thinking starting from using the visual sources. In this respect, we present some learning strategies that can be applied in the school. Also, we propose some specific topics that can be introduced in the curriculum and that develop the critic thinking of students, if they use the pictures. In this respect, we propose a analyze of the history manuals from Romania.

We hope, the paper contributes to encourage the teachers to introduce in their activities more exercises that allow to students to analyze the visual sources from a critical perspective, to think more before to use them as only an objective source.

**Keywords:** Critical thinking; education; lifelong learning; forth keyword; strategies;

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Preparation of the General Budget based on the Principles of Governance 
(Applied Study on a Sample of Government Units)

Latfe ALHUSSEINAWI

Abstract
The study aims to apply the foundations of governance in reducing the problems of the general budget in government units from a study sample in the city of Nasiriyah. The opportunity of application was assessed by using a questionnaire distributed to a sample of government units for 2018. To achieve the research objectives, the research was divided into three sections - the first section includes the framework of the research methodology, the second section covers the theoretical background on the general budget and governance and the third section includes the practical aspect of the research and analysis of the sample responses to the questionnaire.

Keywords: General budget; principles of governance;

Biodata

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Collaborative Learning - a Strategy for Social Competences Development

Gabriela Alina ANGHEL\textsuperscript{1}, Mariana DOGARU\textsuperscript{2}

Abstract
Social competence is defined as "the characteristic of people capable of producing a desirable social influence on others" (Marcus S., 1999), a type of behaviour leading to social performance (Chelcea, 2013), an empathic aptitude and the ability to develop social relationships. The following explanatory paradigm has been considered: the formation and development of social competences are conditioned by a series of intentional factors specific to each person (personality, capacity, social skills) and external factors specific to the external environment (group sentiment, group social processes). The aim of the research is to identify good educational practices in the development of social competence of pupils in primary education. For this purpose, the following research objective was formulated such as: analysis of the implications of collaborative teaching strategies in formal activities for the formation of social competences. The following working hypothesis was considered: if collaborative learning approaches are designed in the formal space, they support the formation and development of social competencies. The research is empirical. The research methods used are: qualitative (interview) and quantitative (questionnaire-based survey). The analysis unit is the group of primary school teachers who implement the pedagogical model step by step. Conclusions of the research are: learning situations based on the use of collaborative teaching strategies, contribute to the improvement of the pupils' social abilities; in the post intervention phase, compliance with the rules increased and the frequency of manifestation of prosocial behaviours increased.

Keywords: social competence, collaborative learning, empathy, attitudes, abilities, social behaviours.

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Madalina Virginia ANTONESCU

Abstract

During the XXIst century, new powerful actors will begin to dominate and influence the present international system (as inter-state classical type of system). In our opinion, together with metropolises and megalopolises (as present infra-state actors), the civilizations will be the “gladiators” of the future global political-economic scene. Nevertheless, we cannot reduce the civilizations (as complex ensembles of trans-regional and even continental identities) to the religious element, but we have to treat them as multi-dimensional actors, capable to express a distinct political wish at a global level, through a specific framework of future institutions and to respect rules of the new global order. We prefer to call that type of order, deeply influenced by civilizations, as “the global order of civilizations” (generating a future inter-civilizational law). One of the most original institution of the second half of this century, that we are proposing in this type of order, is „the Global Mediator of Civilizations/ GMC“, as situated at a superior level to the present United Nations Organization (that remains an inter-state conventional type of framework, not fit for regulating and implementing the principles of Magna Charta of Civilizations, neither to exert control over the civilizations, as trans-state mega-actors).

Keywords: Global Mediator of Civilizations (GMC), global order of civilizations, inter-civilizational system, new global gladiators, Magna Charta of Civilizations.

Biodata

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Romanian Institute of International Studies „Nicolae Titulescu” (RIIS) on international law issues; between 2005-2017, she provided expertise in international relations/international law issues for MFA/Romanian Diplomatic Institute. She worked also, as scientific researcher with the Romanian Academy of Scientists, participating at the research project „Personnallities of the 1918 Great Union of the Romanians", with the project „Miron Cristea -The Patriarch of Re-United Romania" (scientific monography, 2017). She is author of several books, as: "European Union, a modern empire? From modern empires to empires of Cold War" (Ed. Cartea Universitară, Bucharest, 2005); "The Neo-machiavelist doctrine in the framework of globalist challenges" (Ed. Lumen, Iasi, 2011); "The legal statute of the Stranger, as Physical Person, in Romania" (Ed.All Beck, Bucuresti, 2001); "European Union, Ancient and Medieval empires. Comparative study" (Ed. Lumen, Iasi, 2008); "European Union and international organizations from the perspective of international law" (Ed. Lumen, Iasi, 2009); "EU’s institutions in the post-Nice stage. A perspective of constitutional law" (Ed. Lumen, Iasi, 2009); "The XXIst Metropolis, from the Christian-Orthodox perspective" (Ed. Top Form, Bucharest, 2011). She is also, the author of the chapter “European Identity: Between the Babel Tower and the Christian-Orthodox Spirituality", within the anthology “About Europe", Ed. Lumen, Iasi, 2006, 462 pg., ISBN10: 973-1703-09-8: ISBN 13: 978-973-1703-09-1. She was also, included in the “Dictionary of the Contemporary Romanian Feminine Personalities” (Author George Marcu, Ed. Meronia, Bucharest, 2013, pp. 40-41).
The Foundation of New Serenissima. 
Institutional Political Patterns of Mega-Cities Starting from 
the Second Half of XXIst Century World

Madalina Virginia ANTONESCU¹

Abstract
Our paper proposes a brief exploration of future urban trends for the 
second half of XXIst century, with developments in the first half of XII 
century. Starting with an analysis of historical most successful patterns 
of political and institutional organization that past cities once 
embraced in order to insure hegemony over extended territories, and 
even building genuine thalassocratic and terrestrial empires, the 
paper will try to identify new modalities for future megalopolises to 
exert political power and dominance. Mega-cities of the future will 
adopt some elements and visions of past state-cities, enriching them, 
in the same time, with new urban, architectural and political 
concepts, appropriated to the new Meta-Antropocene Age. We’ll 
also make references to future transformation (once with 
augmentation of megacities political importance) of present “general 
mayor” and “municipal councils” institutions into consolidated, 
independent institutions (doge/dogessas, genuine governors of 
metropolises), meantime with recognition and adoption of 
metropolitan sovereignty, metropolitan citizenship and metropolitan 
military special forces. The future world, in this perspective, can be a 
world dominated by new actors (the state-cities, the imperial 
metropolises) that are emancipated from the state, shaping the 
future mega-urban century. 
Keywords: polis, state-cities, New Sereniissimas, Venetian urban 
pattern, Sumerian urban pattern, Greek urban pattern, imperial cities, 
New Doges/Dogessas, general mayor, municipal council

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Involving Students into Scientific Research

Renat APKIN¹

Abstract

This indeed is a problem: the involvement of contemporary students in scientific research for the sake of intellectual development – and possible discoveries.

Leaving aside all the known objective circumstances hindering this task in Russia (demographic decline, poor erudition, weak skills of abstract thinking and slow pace of logical operations, etc.), let us turn to those that contribute to us.

The main positive condition is that the state became seriously concerned with restoration of scientific potential. This is evidenced not only by projects like “Skolkovo” in Moscow and “Innopolice” in Kazan, Tatarstan, but also by the increase in the number of scholarships and grants of various levels, the resuscitation of the Students’ Olympiad movement, the encouragement of a stronger cooperation of science and production, the search for and support of intellectually gifted youth, the tight connection of the higher echelon of university professors and teachers to work in schools, etc.

Keywords: education, teaching, training, learning.

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Regional Disparities of the Youths’ Labour Market: the Case of Romania

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Abstract
The effects of the recent economic recession on economic growth at the level of the eight regions of development from Romania did not trigger significant changes in their hierarchy according to the regional disparity index. According to the Eurostat statistics, all regions from Romania have a low level of development and five out of the eight NUTS2 Romanian regions were included between the ten least developed regions of the European Union regarding GDP per capita, while the North-East region was one of the five poorest regions of EU in 2016. Even if for the last six years GDP per capita increased in all regions, still the pressures on the labour market for youths with ages between 15 and 29 years continued to exist: unemployment among youths registered slight decreases, but is maintained at much higher level than among the adults being by 3.5 times higher. The paper presents a brief characterisation of the labour force market of youths in the regions of development from Romania during the post-crisis. The evolutions of the employment, unemployment and NEET rates are analysed comparatively for the age group 15 to 29 years on genders and areas of residence under the impact of the economic-financial crisis, but also of some local factors hindering/delaying the youths’ entry on the labour market. Highlighting regional disparities of the youths’ labour market was realised by applying some descriptive statistic techniques.

Keywords: regions of development; regional disparities; youths’ unemployment rate; youths’ employment rate; NEET rate.

JEL Classification: E24; J21; J23; M51; P25

Biodata

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43 chapters published in specialized volumes at prestigious publishing houses in the country and abroad, more than 220 articles (in Romanian, English and French) and papers presented at national and international seminars/conferences mainly on macroeconomic issues economic modelling and forecast, economic policies and analysis, econometric research; As fields of interest: population and labour force mobility, labour market, demo-economy, social protection, theoretical and allocation of human resources; education market; technological progress vs. education and human resources training; wage systems and policies comparatives studies; macroeconomics; economic forecasting; econometrics and modelling; economic statistics.

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Study Regarding the Relation between the Internal Communication and the Human Resource Management

Ramona – Cristina BĂLĂNESCU

Abstract

In the ample globalization process nowadays, organizations must handle continuous changes, the modern technology assimilation, the adoption of new structures, the identification of new intelligent strategies of communication and relationship with the employees. Thus, public institutions must concentrate their efforts towards developing and upgrading the human resource skills in order to achieve the institution objectives. The human resources are the most important strategic resource of any authority or institution, either public or private. In this context, public institutions must promote a modern human resource management allowing them to best use their potential, in compliance with both the legislation in form, and the European standards. This study aims at becoming a useful tool in the analysis and research activity, while both identifying the specific aspects regarding the human resource management in public institutions, and proving the importance of the internal communication, based on the modern data and information collection and management methods in the human resource management. The central objective of this paper concerns the analysis of the internal communication and its influence on the human resource management, in order to formulate a series of action recommendations aimed at solving issues of various degrees of generality. In the managerial practice, numerous times, the organizations focus on the external communication, while neglecting the internal communication. The specialists in the field of human resource management reckon that both the internal and the external communication decisively contribute to the institutional efficiency and transparency, ensuing the institution visibility and credibility. These aspects should be taken in their line of sight by the institution managers. The research concretely aims at catching and describing the employees’ attitudes regarding the internal communication and testing the relations between the internal communication and the human resource management, between the internal communication and the organizational climate, namely, between the individual and organizational performance. From this perspective, the questions this research proposes to formulate answers to are: How does the internal communication influence the human management? How does the

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internal communication influence the employees’ professional performances? What is the relation between the internal communication and the organization performances?

**Keywords:** human resource management, organizations, internal communication, professional performance, organizational climate.

**Biodata**

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The United States of America and the Israeli-Palestinian Conflict: a New Shift in Foreign Policy

Lucian BĂLĂNUŢĂ

Abstract

It has been argued that the United States could no longer be considered a reliable mediator in a possible Israeli-Palestinian peace process after President Donald Trump’s decision to recognize Jerusalem as the eternal capital of Israel. Judging by the systemic stimuli injected in the Middle East, the optimal policy response for achieving peace between the two actors becomes frozen at least until a stable resolution on the ongoing current wars in the region. Thus, the reversal of U.S. foreign policy means a detachment of the Israeli-Palestinian problem from its top position of priorities in the Middle East. Power distribution in the Syrian civil war and foreign interests in this matter dictate the pace on solving one of the oldest conflicts in the world. American security concerns fold on the same path as the Israeli ones and are concentrated on fighting radical jihadist terrorist organizations, countering Iran’s regional hegemony aspirations and favouring alliances with Sunni regimes. This approach leaves more space for conflict management, instead of conflict resolution inside the Israeli-Palestinian variable. Using the mechanisms of neoclassical realism, I therefore set to examine the construction of an independent variable of change in the international system in order to describe the unit reporting mode to the newly emerging structure. This study underlines the American external stimuli that both the Israeli and the Palestinian actors are facing in order to identify a set of systemic and sub-systemic constrains in achieving peace as it was once build on the skeleton of the Oslo Accords.

Keywords: Israeli-Palestinian conflict; U.S. foreign policy; neoclassical realism; international system; peace process;

Biodata

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He is currently working as a news editor at Radio Iasi and news correspondent at RFI Romania. He won several media prizes, the most important of them - “European Parliament Prize for Journalism 2011” and „European reporter 2012” – all of them as national winner.
Abstract

Tortuous civil liability for environmental damages based on the existence or non-existence of a culprit must be considered in terms of its foundation as follows: subjective liability based on fault, such as the liability of the commissioners for the acts of the perpetrators, and the objective liability, regardless of fault, for the act of work, governed by the Civil Code and/or special laws, such as liability for nuclear damage, etc.

In civil law, subjective liability is based on the presumed or proven guilt, with the principle that liability can only be committed if evidence of the culpable person’s fault is proven.

For most of the environmental damage the responsibility for the act of work provided by art. 1376 Civil Code, because it is considered that the destruction of the environment is caused by things like: pollutants, hazardous waste, emissions of environmental pollutants, means of production, installations, equipment, etc.

In French and Italian legislation, liability is based mainly on guilt, but the victim is exempt from proof if the damage is caused by one thing.

In German, Swiss law is governed without fault liability for damage caused by industries and installations listed by special laws for environmental damage.

Lately, as a result of the increase in the number of accidents caused by things and the impossibility of proving the culprit, there is the doctrine and jurisprudence orientation towards the fundamental risk (ubi emolumentum, ibi onus), the theory which is the basis for the liability for damages provided by special laws.

In the field of environmental protection, the risk involves the uncertainty of the polluting or destructive effects, interfering with the random-hazard element. The objective environmental damage consists of three elements: the risk-as generator factor, the hazard-constant variable and the product warranty.

Keywords: Objective responsibility, polluting effects, nuclear damage, fault, injury;

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Abstract

As a consequence of the mixed system of actions in the criminal proceedings, the injured person who has not been a civil party in the criminal trial may introduce, in order to compensate for the damage caused by the offense, respectively by the deed which is the object of the criminal action, expressly regulated by the provisions of art. 27 par. (1) C.C.P.

Also, according to the current regulation, in case the conditions required by art. 20 par. (1) and (2) C.C.P., the reparation of the damage can no longer be carried out in the criminal proceedings, but the civil action before the civil court remains open, according to the express provisions inserted in art. 20 par. (4) C.C.P. These provisions are intended to create a partial sanction to the detriment of the injured person who has dismantled the provisions of the law which were intended to create the possibility of exercising civil action in the criminal proceeding, without penalizing it fully, thus without depriving him of the right to appeal to civil jurisdiction.

Also by sanction, art. 25 par. (6) C.C.P. provides that the claim for damages can no longer be settled by the criminal court, but only by way of a separate action at the civil court, provided that, due to passivity, the term of at most two times stipulated in art. 24 paragraph (1) and (2) C.C.P. for the exercise of civil action by or by the successor.

Keywords: sanction, civil party, damages liability, infraction, term;

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Tort Civil Liability for Own Facts about the Environment

Denisa BARBU¹, Florin Octavian BARBU²

Abstract
In order to resolve the issue of the compatibility of civil liability, in respect of ordinary law with compensation for damage under the special scheme, established by the transposition of Directive 2004/35/EC into national law, it is necessary, first of all, to identify the areas which clearly fall within the scope of application of civil liability under the common law, and then to determine the areas in which conflicts of application of the two environmental compensation regimes are likely to occur at present.³

The question is whether the tort civil liability, in the conditions of the common law, is compatible with the reparation of the damages under the special regime established by GO no. 68/2007?

From our point of view, it could be considered as a mixed regime with a complementary role, even a competitor, without, however, ever envisaging the possibilities of interaction or even the inconsistencies that might arise from the simultaneous application of these two reparation regimes of damaging the environment.⁴

Keywords: Civil liability, Conditions, environment, compensation, reparation;

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⁴ Ibidem.

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The Communicative Approach in Teaching Business German

Alina BRUCKNER¹

Abstract

This paper intends to present the way in which the communicative approach may be applied in teaching a foreign language for specific purposes, more exactly Business German. Following a brief analysis of the advantages and critiques of the communicative teaching approach, the author of the paper wishes to mention not only several theoretical aspects, but also concrete examples of the communicative teaching approach; the emphasis is thus placed on the teaching experience of the author, a comparison with other more traditional teaching methods being inherent. Therefore, the aim of this article is to show, by means of practical examples, the way in which the communicative approach may be successfully implemented in teaching Business German. Adapted to the specific needs of the group of students, as well as to the topic under consideration, this teaching approach appeals to didactic games, as well as typical classroom activities, such as role-play or group and pair-work, so as to develop not only the communicative competence of students, but also their language autonomy in authentic situations outside the classroom.

Keywords: communicative teaching approach, communicative competence, autonomy, authentic context, interaction, didactic games

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Reports about the appearance of unidentified flying objects became in the 20th century not only a constant of press texts, but also the basis for interpretations and speculations that swing between the alarmist scepticism and the ecstatic optimism. With regard to the phenomenon of the possibility of the existence of these objects, the psychoanalytical Jungian thinking does not aim at giving definitions or verdicts with a status of scientific axioms, as it did with a lot of scientific axioms. Instead, the interrogation over the justification and basis of certain considerations that tries a ranking of these phenomena has been tried. Jung considered, therefore, that it is appropriate to be reserved when you try any kind of postulation regarding such a topic, excessively submitted to theoretical probabilities. We do not know with certainty whether it is a physical or psychological phenomenon. From the perspective of Jungian analytics, people have been insisting on the thesis that implies that we are witnessing a process of projection of unconscious archetypal structures. This idea is not opposed to the possibility of existence of a physical, real basis, but it insists on the connection between such a basis and the unconscious projective collective dynamics. You can start, therefore, from a perception of a real physical phenomenon so as archetypal structures to be triggered and later designed as the image of a complex global phenomenon, a phenomenon whose image is distorted by the modern mobility of the rumour. However, Jung considers that the process may prove to be toppled, in the sense that it departs from a psychic basis to an unconscious archetype, whose symbolism is already present in the mythology of the humanity, which can generate, through projection, a general hysteria transposed via the emergence of a collective fear of extra-terrestrial invasion or of a state of ecstatic waiting, similar to the expectations in the 1st century after Christ, which were based on the imminent coming of the end of the world. Thus, in the present work, we will expose how Jung chose to respond to this issue arousing interest in post-modernity, even more so as the dilemma is not solved, the query is still lacking a clear answer and Jung, although he

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provides his own interpretative opinion, urges to a caution specific to analytical wisdom in thought and action.

**Keywords:** Archetype; archetypal projection; UFO; ufology; observation; collective emotion; press rumour; myth.

**Biodata**

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Dealing with Discourse Conventions in Business Communication

Elena CIORTESCU

Abstract
The study of English has long been based on distinctions between its varieties: British vs. American, British vs. Australian, British vs. Irish, etc. Business English, however, no longer relies on these dichotomies for its main purpose is to enable learners communicate efficiently in professional settings. Consequently, learners need to acquire the ability to adapt to the context of doing business internationally. It is under these circumstances that intercultural competence has become an essential skill within the area of Business English. Business communication relies on participants’ ability to grasp corporate typologies, to build relationships, to manage conflicts, to be polite, to deal with gender issues, to adapt to contexts, essentially to deal with discourse conventions. The term “discourse” applies to both written and spoken communication and although the focus of this paper is on spoken communication, we will also point to some trends in business written communication, aiming to identify some means of drawing learners’ attention to the key aspects which trigger effective communication in international business settings where discourse conventions awareness becomes crucial. First, we will provide an overview of the main research in the field of intercultural communication and findings in terms of degrees of formality employed in Business communication nowadays. Next, we will point to the main business discourse conventions which will be further debated in the paper. We will conclude by showing how these conventions can be incorporated and dealt with in the Business English teaching process.

Keywords: discourse conventions; intercultural communication; business; conflict management;

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The New Agora and the Virtual Citizen in the Contemporary City

Dan Ioan DASCĂLU¹

Abstract
During the age of networking society and mass auto-communication, to which Manuel Castells referred, political participation has acquired distinctive dimensions and forms of manifestation. The 2.0 communication seems to have moved the traditional agora onto the internet and has led to what some call the virtual citizen. In addition to the internet debate, the cities, especially the big ones, still know social movements that involve tens or hundreds of thousands of participants who protest or support a certain major cause for the respective community. Informing, mobilizing, and motivating the people to participate in such social movements involves the internet, the new social media. Under these conditions, militancy gains new connotations and has different characteristics. The approach to these issues used in our work is based on observations on such social movements in Romania in the recent years.

Keywords: virtual citizen, political communication, militantism.

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The Urban Space – A Sum of Meanings: Suceava City

Elena-Maria EMANDI¹

Abstract
The present paper highlights the importance of perceiving the urban space as a sum of denotative and connotative meanings transmitted by printed advertisements on the side of roads or buildings. The city is, therefore, an amount of different signs which transmit various messages about the cultural, social, economic or political nature. The article analytically explores the way in which Suceava can be translated in terms of how new printed media penetrated the structure of the city (banners, billboards, etc).

Keywords: printed advertisements; urban space; denotative and connotative meanings; communication; billboards, banners.

Biodata

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Informed Consent in Research on Human Subjects - Particularities in Social Sciences

Ana FRUNZA¹, Antonio SANDU²

Abstract
Informed Consent (IC) in research is a key element in ensuring the ethical character of any research involving human subjects, either bio-medical or psychosocial. IC involves three elements: validity, communication of information and deliberation. Obtaining IC is a dynamic process of ethical reflection in order to facilitate the expression of autonomy of the subject involved in research. The process of obtaining the IC must be accompanied by the administrative procedure for completing a consent form signed by both the participant and the researcher. If the participant cannot sign - either because he is a minor or because of the medical condition - a delegated consent signed by the legal representatives of the subject is required.

Keywords: Informed Consent, Research, Human Subjects, IC, Broad Consent.

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Biodata
Ana FRUNZA obtained a doctorate in philosophy at Al. I. Cuza University from Iasi, in 2014, with the thesis entitled "A deconstructive approach to ethical values - Ethical expertise". She received her bachelor's degree in social supervision and planning in 2011, and she has been awarded a bachelor's degree in social care since 2009. She is a Scientific Researcher at the LUMEN Research Center in Social and Humanistic Studies in Iasi. Her main areas of

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Antonio SANDU is a Professor at the "Ştefan cel Mare" University of Suceava, Romania, Associate Professor at the University of Oradea and Principal Researcher at the LUMEN Socio-Human Research Center, Iaşi, Romania. His main areas of interest include ethics, bioethics, social assistance and social philosophy. The original contributions of the author's scientific activities start from the social construction of social reality and constructivism, as seen from a semiological perspective. He analyzes the social construction of reality by developing his own version of social constructivism, that operates at the intersection of the constructivist paradigm and the theory of communicative action. He is the author of the book: Social Construction of Reality as Communicative Action, published in Cambridge Scholar Publishing House (2016), and the volumes "Social Work Practice: Techniques of Research and Models of Intervention: from Problem Solving to Appreciative Inquiry", "Appreciative Ethics: A Constructivist Version of Ethics "and" A Practical Social Practice: Research Techniques and Intervention Models: From Resolving Problems to Appraisal Surveys" Socialist-constructivist Epistemology, A Transmodern Perspective, all published by Lap Lambert between 2012 and 2013. He has written more than 20 volumes in Romanian and English.

Ana Frunză Biodata:
Strategies and Techniques of Organizational Image Building

Ionut Adrian GHIBANU

Abstract

The article deals with strategies and techniques of building the image of an organisation, because in the contemporary world image is important as it generates stability, trust and attraction or just the opposite, which brings no benefits to the organisational goals. It is important that a strategy of building the image of a company should essentially include the following elements: role and main mission of the entity, goal and objectives proposed, categories of target audiences relevant for its activity, key messages that should be released for each type of target audience, communication channels, which will be used based on the particular nature of recipients, deadlines of planned activities, necessary human, material and financial resources, public relations programmes required for the implementation of the image creation strategy. A strategy for building the organizational image must, firstly, aim at achieving and consolidating the organization’s identity in the mind of the target-groups relevant for the balance and functioning of the organization. The specialized literature, especially the one referring to marketing, shows the concern of the organizations to implement strategies that envisage the setting-up of a positive climate, marked by credibility and trust, the generation of a distinct and clear image in the relevant social environment and in the spheres of interest, increased loyal membership and supporters of the organization, determination and motivation of opinion leaders regarding the main issues of the organization, increase of the market success by drawing the public’s attention, willingness and trust.

Keywords: strategies; techniques; organizational; image; management;

Biodata

Lecturer PhD Ionuț Adrian GHIBANU. I am an university lecturer at Valahia University of Targoviște. I also work as a diocesan vicar at Archidiocese of Targoviste and I am Vicepresident of Association Dianoal Center „CHRISTIAN HOUSE” of Targoviste. I participated in scientific events and working groups, national and international. I was a member in groups of authors of specialized works: Macharian Work

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(2008-2012), Church Almanach (2000-2016), Missionary brochures. Targoviste Encyclopedia, Liturgical, Theological an Historical volumes. I am author of studies and specialized articles in various publications. The most relevant domains of interest and publication are theology, history, anthropology, sociology, philosophy, social science and politics.
The Role of Mass-Media in Triggering and Developing the Media Crisis

Ionut Adrian GHIBANU¹

Abstract
The world we live in is shaped by the mass media, which have turned into the most important institution of our society and a battlefield for the various state, organisational, personal, economic, military, religious or socio-political interests. This study aims at managing media information and communication in dealing with all moments related to the triggering and development of a media crisis. As can be seen, the contemporary communication context values the rapidity, exactness and precise direction of communication in such a way that managing a media crisis should be done with minimal loss and maximum gain. Based on the influence it has on the public, the mass-media may generate a media crisis without any real support in the organization. An accusation, a piece of news released by a credible source or by a credible media channel need not be true in order to be harmful to the organization, so much the more that it may be potentially credible. In the development of a media crisis, the press becomes the main assessor of the events. By virtue of the status assumed – the fourth power in the state – and controlling the most important communication channel for the public, the mass-media monitors and directs the audience’s perceptions, thus becoming the main opinion-former. During the crises, the organizations will be labeled according to the manner in which their answer integrates itself in the mass-media style: rapid, emotional, recognizing and assuming the mistakes.

Keywords: mass media; crisis; organizations; image; answer;

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Communication Management within the Organization

Ionut Adrian GHIBANU

Abstract

Communication is very important in any organisation, whether it is internal communication between the various organisational structures of an institution or communication with other institutions or with the media in general. Organisational success depends on the quality of communication; therefore it is one of the most significant organisational processes. That is why it should be given high-priority attention. Our article aims at presenting the effective and efficient means and strategies of organisational communication, adapted to the new contemporary context of transmission, processing and understanding of information. When an organization is in a major crisis that threatens its reputation, both the leaders and the PR structure are subject to great stress. The problems related to a massive request for information on behalf of the internal and the external publics are added to the economic, financial, legal, technological or any other nature problems.

If the organization is not able to communicate its own messages, then this function will be taken over by an external source (mass-media or other opinion leaders) that will inform the public according to its own interests and, most of the times, to the detriment of the organization in difficulty. More than under normal situations, communication during the crises gets a powerful emotional degree that meets with the public’s worries. More than under normal situations, communication during the crises gets a powerful emotional degree that meets with the public’s worries.

Keywords: communication; management; organizations; crises; imager;

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A Non-formal Education Demarche Concerning the Ocean Acidification

Gabriel GORGHIU\textsuperscript{1}, Radu Lucian OLTEANU\textsuperscript{2*}, Laura Monica GORGHIU\textsuperscript{3}

Abstract

The planetary ocean plays an essential role on maintaining the balance of the carbon in the nature. Practically, the oceans absorb a significant amount of atmospheric greenhouse gases resulted from human activities. One of the main consequences is the acidification of the oceans, which represents a process that involves the gradual increase of the ocean water acidity (more exactly, the lowering of its pH), due to the excessive absorption of carbon dioxide from the atmosphere. In the last centuries, about 50% of the amount of CO\textsubscript{2} generated from human activities has remained in the atmosphere - 20% has been absorbed by terrestrial ecosystems (especially tropical forests) and 30% has been absorbed by the planetary ocean. Those figures suggest that climate change will become very severe if the oceans are no longer able to absorb CO\textsubscript{2}, acting as a global buffer. Unfortunately, the oceans ability to absorb the carbon dioxide is limited, and the additional amount that is absorbed leads to the increasing of water acidity. The phenomenon will be a major global problem in the following period, with devastating effects on the oceans and not only. In this respect, the school is called to focus its efforts to make those issues known, with a direct impact on raising the students’ awareness related to such problematics, both in formal and non-formal education activities, especially considering the current circumstances of a small number of ecological education activities included in the secondary education curriculum.

The paper illustrates the educational demarche proposed in a non-formal activity organized with the occasion of the week dedicated to “School in Another Way: To Know More, To Be Better!”, and designed in the frame of the Seventh Framework Programme Project entitled: “IRRESISTIBLE - Including Responsible Research and Innovation in Cutting Edge Science and Inquiry-based Science Education to Improve Teacher’s Ability of Bridging Learning Environments”, related

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to the influence of the carbon dioxide emissions on the ocean acidity. In addition, the feedback offered by the students who attended the activity is presented.

**Keywords**: climate change; ocean acidification; non-formal education; science activities; “School in Another Way”; IRRESISTIBLE project.

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<th>Biodata</th>
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<tr>
<td><strong>Gabriel GORGHIU</strong> - He graduated the Polytechnic University of Bucharest, Faculty of Engineering and Management of Technological Systems, and Valahia University Targoviste, Faculty of Sciences and Arts, specialization: Mathematics-Informatics. He is Professor at Teacher Training Department, Valahia University Targoviste. The area of interest is oriented on: educational technologies - e-learning, interaction and virtual communication, web-based learning platforms, using ICT for educational purposes. He coordinated several European Socrates Comenius 2.1 and LLP Comenius / KA3 Projects, acted also as local coordinator of the FP7 projects: “PROFILES - Professional Reflection Oriented Focus on Inquiry-based Learning and Education through Science” and “IRRESISTIBLE - Including Responsible Research and Innovation in Cutting Edge Science and Inquiry-based Science Education to Improve Teacher's Ability of Bridging Learning Environments”. He is also the Director of the Centre for Scientific Research and Innovation in Educational Sciences “I.T. Radu”, within ICSTM (Scientific and Technological Institute of Multidisciplinary Research of Valahia University Targoviste).</td>
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| Radu Lucian OLTEANU - He has been involved in educational projects since 1999, as teaching assistant in the Department of Chemistry, activating in present as research assistant at Scientific and Technological Institute of Multidisciplinary Research of Valahia University Targoviste, starting with 2015. His main research field involves the nanomaterials synthesis and its applications, being a PhD Candidate in this area. At the same time, he has been involved in the implementation of national and international scientific research and educational projects. As tutor / member in several educational projects (involving inquiry-based learning, education through science, responsible research and innovation), he has been directly involved in promoting formal and non-formal interdisciplinary student-centered activities related to science education. |
Laura Monica GORGHIU - She is Associate Professor in the Sciences and Advanced Technologies Department, Faculty of Sciences and Arts of Valahia University Targoviste. She graduated the Faculty of Chemistry - University of Bucharest, and has the Ph.D. in Chemistry in 2004. She has also a Master Degree in Project Management, and is actually the Vice-rector of Valahia University Targoviste - responsible with education and quality assurance issues.

She has experience in academic management and projects management, being involved as coordinator or team member in 30 research contracts and international/national projects in the areas of ICT in education, Science and Chemistry. She has published as author/co-author a number of 30 books and more than 280 scientific papers in Web of Science journals, scientific journals indexed in international databases, proceedings of national and international conferences in the areas of Chemistry, Educational Research and Science Education.

Acknowledgements

This work was funded through the Seventh Framework Programme Project “IRRESISTIBLE - Including Responsible Research and Innovation in Cutting Edge Science and Inquiry-based Science Education to Improve Teacher’s Ability of Bridging Learning Environments” - a coordination and support action under FP7-SCIENCE-IN-SOCIETY-2013-1, ACTIVITY 5.2.2 “Young people and science” - Topic SiS.2013.2.2.1-1: Raising youth awareness to Responsible Research and Innovation through Inquiry Based Science Education.

This project has received funding from the European Union’s Seventh Framework Programme for research, technological development and demonstration, under grant agreement no 612367. The support offered by the European Commission, through the project mentioned above, is gratefully acknowledged.
The Tourist Potential of Bucovina

Liliana HÎNCU

Abstract

Today, tourism is a distinct field of activity, with an increasingly active presence in the economic and social life, with a high rhythm of evolution. As a generator of profound transformations in the social dynamics, tourism has also been asserted as a factor of progress and civilization of the international relationships and more recently as an argument of globalization and sustainable development. One of the current basic wealth in the field of tourism concerns the study of the regional elements, according to which typical tourist activities are organized in certain areas, and the possibilities of their complex arrangement are highlighted.

The tourist activity is well supported by a valuable tourist potential – natural, anthropic – differentiated from country to country, depending on which different types of tourism are organized. Tourism has recorded very high annual growth rates in arrivals and receipts in the last decades. Bucovina is recognized for the variety of its natural landscapes as well as for the national and internationally recognized monasteries, for the uniqueness of their interior and exterior paintings, some of which are included in the UNESCO heritage.

Keywords: potential, destination, tourism, Bucovina tourist area;
Social and Bioethical Acceptability of the Technologies Related to Medically Assisted Human Reproduction in Romania

Alexandra HUIDU

Abstract
Demographic studies conducted by the UN Statistical Division estimate a 15% decrease in the population of Eastern Europe, including Romania, by 2023. Qualifying human medically assisted reproduction and its associated techniques as primarily an important public health issue, secondly as an aspect of long-term national economic interest (the problem of falling birth rates being one of the key factors influencing the stability of the budget of public pension insurance) and, thirdly, an area of legislation on which it is necessary to develop a normative framework in the shortest possible time, we show that the element that connects all these desires and which is supposed to be at the heart of any action in this respect is precisely the creation of public policies.

But creating public policies that genuinely support the needs and demands of a society cannot be made without sociological studies that show the particularities of manifestation of the phenomenon in the collectivity for which social policies and predictive trends are being developed regarding its evolution in the respective society.

Keywords: human medically assisted reproduction, public policies, sociological studies, public health, population decrease.

Biodata
Alexandra HUIDU is a Researcher at the LUMEN Research Center in Social and Humanistic Sciences, Iasi, Romania. She is also a PhD Student at the Doctoral School of Sociology at University of Oradea, Romania and an Associated Researcher at the Research Laboratory for Family Sociology and Marital Couple at the Institute of Sociology of the Romanian Academy, Bucharest, Romania. Alexandra Huidu holds a bachelor's degree in law (from „Alexandru Ioan Cuza” University, Iasi, Romania) an a master's degree in criminal sciences (from „Alexandru Ioan Cuza” University, Iasi, Romania). Her

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main areas of interest include ethics in research, human medically assisted reproduction, research on human subjects, statute of the human embryo, stem cells research, genetic engineering, all of these from a combined perspective of law, sociology and bioethics. She is the author of the book: „Human Medically Assisted Reproduction. The Ethics of Incrimination versus Bioethics. A Comparative Law Study” (Lumen Publishing House, Iaşi, Romania, 2017) and of several articles on the topics abovementioned.
Work related Stress Factors in Gas Transport Industry

Raluka Maria IORDACHE¹, Viorica PETREANU²

Abstract
The paper presents some results recorded in a large ergonomic study concerning the psychosocial risk factors that could generate work related stress and effects on work behavior and health state, in a specific economic field in Romania: gas transport.

The study aimed at large to investigate the phenomenon of work load and work related risk factors in order to establish the occupational categories whose work conditions present specific and special aspects, according to Romanian legislation.

A complex ergonomic methodology was used, and one of the main instruments used to identify and assess psychosocial factors was the Romanian version of The Copenhagen Psychosocial Questionnaire (COPSOQ).

Keywords: stress; psychosocial factors; occupational risks; health state; work behavior;

Biodata

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• involved in European projects, e.g. Topic Center on OSH (2011), WE 11 – 04: Collection of case studies on implementation strategies of Women Health Promotion (motivation for employers/workers and a role of networks/partnerships); Topic Center on OSH (2010), ERO – 10-06-d: Development of a Wikipedia on OSH: Musculoskeletal Disorders (MSD); Topic Center on OSH (2010 – 2011), WE 09 – 19: Updating of online data on women, work and health; Topic Center on OSH (2009): Policy, programme and practice overview, and case studies report

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related to legionella; Topic Centre on OSH Good Practice (2004) – Candidate Countries Task 6: Psychosocial Issues;
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Responsible, co-responsible, director of projects and expert of more than 240 research studies and technical assistance, in national research programmes, as: PNCDI – Calist, Mener, Relansin, Horizon 2000, Nucleus Programmes (2 projects envisaging the management of ergonomic and psychosocial risks in the safety and health at work management at the enterprise level), PN –II – Partnerships in priority area (key person and ergonomics responsible of a project on stress influence on work productivity in organisations of Romania), contracts with economic agents; Romanian expert within bilateral Romania-France programmes, PHARE projects, POSDRU Projects (FSE), European projects Topic Center on OSH.
Author/co-author of scientific works at scientific events organised in Romania and abroad, works published abroad, articles published in foreign specialized magazines, documentary syntheses, books/booklets (of which one on stress influence on work productivity and other on preventing workers' exposure to psychosocial risks). Moderator of several workshops on psychosocial risks within the International Seminar “European Spaces - Converger dans le cadre de l’Union Europeene” (Târgoviște 2008) and the First National Safety and Health ant Work Conference (Bucharest 2010) organised together with IOSH of Great Britain.

**Acknowledgement**

We would like to thank Romanian National Gas Transport Company and its employees for participation in the study and support during the project.
Ontological Basis of the Education Phenomenon of As a Preformer of Its Social and Existential Realities

Alexander KARPOV

Abstract
This study is aimed at explication the structure of ontological basis of the education phenomenon from the standpoint of the truth of its being and reality. The methodology of the study is based on separation of existence and being concepts in the education phenomenon and identification of predetermining relationships between them. The methodology and results of the work are the author's own contribution.

As a result of the study, the ontological basis of the education phenomenon is presented as a set of the following components: ontological principles - educational universals and paradigmatic relations; ontological essence. Their relationship with the truth of being of the education phenomenon is shown. The role of the ontological essence in the formation of social and existential realities of education is revealed. The content of structural, procedural, psychic and distributive universals is defined as a pre-image of the general in teaching and learning diversity. Forms, ways, functions and generalization of the being of the education phenomenon, which determine the particular in its reality, are taken as paradigmatic relationships. In connection with performativity of the education phenomenon, a non-Kuhnian definition of the paradigm is developed, and the role of paradigms of education advancement is identified. Examples are given showing the significance of components of the ontological basis in the formation of the education reality.

The conclusion is drawn that the ontological basis predetermines the presence of the social and existential necessary in education reality, and its deficit makes problematic the ability of education to be itself.

Keywords: Education; ontology; society; truth; reality;

Biodata
In 1989 A. Karpov defended PhD dissertation in mathematical cybernetics at Moscow Institute of Physics and Technology; in 2015, he was awarded the Academic Degree of Doctor of Philosophy at the Moscow State Pedagogical University. He worked at the General Physics Institute, Russian Academy of Sciences (1982-1984); since 1984 he

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has been working at Bauman University, being now the Head of Department “Educational and Scientific Programs and Projects for Youth”. A. Karpov wrote 259 scientific articles published in Russia and abroad. Among them 231 publications in the field of social and humanitarian sciences (1996-2018), 28 articles on mathematical cybernetics (1986-1994).
Theological Ideas of Nichifor Crainic and their Relevance for his Political Activity

Iuliu-Marius MORARIU¹

Abstract

Important and, in the same time, controversial personality of interwar period, Nichifor Crainic was in the same time poet, theologian, philosopher and politician. He published many articles, book reviews, chronicles, meditation and theological studies in books and journals like Gândirea or Ramuri (the first one founded by him). In the same time, he was the first professor of mystical theology in a Romanian Faculty of Theology, the one of Bucharest. His theological ideas are still relevant today for the theological space and this make them to be analysed, referred and quoted. In the same time, some of them have influenced his political attitude, making them to become exponential for Romanian Nationalism during the interwar period, to see, as others (for example Nae Ionescu) of being Orthodox as linked with national identity, and also to be closed with far-right movement during the aforementioned period, but also during the Second World War. Using his ideas expressed, both in his books of poetry or theology or in journals like the ones already named, but also information from the books and articles dedicated to him, we will try there to see how his theological ideas and the influence of theology and Orthodox Church upon him, have influenced the Romanian writer in his political actions. We will also see how his ideas are reflected in his work as politician and writer and to analyse the influence that he had to other personalies of his time with same concerns and political orientation. The research will therefore bring again into attention the profile and work of the Romanian theologian, offering a new approach of the relationship between his ideas and works and a reevaluation of his ideas and their actuality.

Keywords: theology; interwar period; Legionary Movement; Gândirea journal; Christianity;

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articles and book reviews (8 in Web of Science, 27 in Scopus), in journals of Theology and History from Romania and abroad. He graduated Faculties of Orthodox Theology and History and Philosophy from the aforementioned University, and Ecumenical Institute from Bossey, Geneva University (2017-2018), and studied in Universities from Belgrade, Kosice and Graz.

Acknowledgement

The author gives his thanks to "Diatheke" Foundation of "Babeş-Bolyai" University, for the help offered in the preparation and publication of this research.
What Can and Must do Education in the Context of Migration Processes Increasing

Aslanbek NAZIEV

Abstract

In the context of globalization, the intensity of migration increases every year. This creates serious difficulties both for migrants themselves and for the indigenous population. The problem of minimizing migration costs arises. An important role in solving this problem is assigned to the education system. However, not every understanding of education is suitable for this purpose.

Education is traditionally understood as the process of continuous transmission from previous generations to the subsequent socially significant experience. With the naked eye is seen the unfitness of such an approach to education for solving the problems created by migration. The understanding of socially significant is different in different social groups, and the education built on this basis will inevitably emphasize these differences. It is necessary not separating definition of education, but unifying one.

Such a definition was discovered by Hegel in 1808-1811 and introduced in the work "Philosophical Propaedeutics" (published in 1840). Hegel defines education as an ascent to the universal human nature. The unifying nature of this definition is obvious.

In his report, the author proposes to consider in detail the traditional definition of education with its shortcomings, to reveal the true meaning of the Hegelian definition, to substantiate its advantages over the traditional definition, to reveal the closest relations of the so understandable education with other important aspects of the human community: spiritual culture in the sense of Albert Schweitzer, human freedom in the sense of Socrates and Rudolf Steiner, morality in the sense of A.D. Aleksandrov, and to emphasize the role of mathematics teaching as indispensable means of forming the listed qualities of a person. All this will constitute the author's response to the question posed in the title of the report.

Keywords: migration; education; spiritual culture; human freedom; morality; mathematics teaching.
Biodata

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Moscow State Pedagogical University
• Doctor of Sciences (=ScD) in Mathematics Education;
• Candidate of Sciences (=PhD) in Function Theory and Functional Analysis
• Specialist (=MS) in Mathematics and Computer Science

Achievements & Awards
• Generalized Gelfand-Kolmogorov duality from the category of all compact topological spaces to the category of all separated locally compact topological spaces.
• Generalized Tannaka-Krein duality from the category of all compact topological groups to the category of all separated locally compact topological groups.
• Formulated and comprehensively substantiated The Conception of Humanitarian Oriented Mathematics Teaching according to which to teach mathematics means to impel systematically the students to the discovering of their own proofs;
• Grant: Victor Pinchuk’s Foundation “Territory of the Future: The Open University", Ukraine;
• Award: Honorary Worker of Higher Professional Education of the Russian Federation;
• DAAD Scholarship (1996-1997, two months).

Teaching experience
• Developed and implemented in the practice of teaching at university level about ten author's courses in mathematics and mathematics teaching; in particular, “A Course in Foundations of Mathematics” for students of Pedagogical Universities (4 semesters);
• Prepared ten Ph.D. students successfully defended their thesis on the methodology of mathematics teaching.
Strategies of Professionalization of Social Workers. Good Practices in North-Eastern Romania

Roxana NECULA

Abstract

In my work I intend to define vocational training and professional development in the social field and to apply a good practice model from the North-East of Romania through the Iasi Territorial Branch of the National College of Social Workers in Romania.

Vocational training aims at developing new capabilities, including professional qualifications, training, specialization, experience training and professional information. It is a logical and systematic set of theoretical knowledge and practical skills accumulated through vocational training, subjected to the process of expansion and permanent renewal through the improvement of professional training, knowledge and skills necessary to practice a certain profession (A. Fleșeriu, 2003, p. 119).

Vocational training involves "a systematic process of changing the behaviour, knowledge and motivation of existing employees in order to improve the balance between the characteristics of the employee and the requirements of the workplace" (O. Pănișoară, 2005, p. 83).

Professional refinement aims to improve existing capacity, can be considered as a stage of training, which consists in the accumulation of knowledge about the basic profession.

Keywords: social worker; professionalization; professional training; good practice.

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The Role and Importance of Psychoeducation in Social Work

Petronela Polixenia NISTOR

Abstract

Specialist literature in recent years brings to mind psychoeducation as a new psycho-social intervention method, which supports various categories of beneficiaries, both of medical/psychological assistance and of social work. By definition, psychoeducation focuses on the educational methods of a person or his/her dependents, with various types of medical, social, psychological, familial, community, inter- and intra-personal health, etc. and has a clear purpose: improving dysfunctional states, preventing negative events, redimensioning the existential and social sense or rehabilitating the recipient of medical-social services in all possible aspects. Ultimately, psychoeducation refers to the specialized help offered through education to those with a particular health problem or social problem; it combines "empowering those affected" with "scientific treatment expertise" in as efficient a manner as possible.

In social work services, we can say that psychoeducation is addressed to any type of beneficiary, as it aims to understand the problems facing the client, rediscovering own and community resources, informing, improving communication with others, exercising the abilities and skills that can play status of the beneficiary. Psychoeducation can be performed by any multidisciplinary or multidisciplinary actor (doctors, nurses, social assistants, psychologists, psychotherapists, vocational or occupational therapists, etc.) and who uses cognitive, behavioral and supportive therapeutic elements with the specific purpose of prevent / eradicate a range of diseases or major stressors associated with some chronic illness or social suffering.

The role of psychoeducation in social services can be directed in three directions: to make the client understand that social assisted status is only a stage in his life; to support the loss of the client’s labor (any client of social services has gone through a loss at the individual, interpersonal, intrapersonal or social level): to depathologize / de-label the beneficiary of the term socially assisted or unrecoverable patient. In such a perspective, the psychoeducational paradigm is meant to transport the patient and his / her family from those feelings of helplessness, passivity or non-acceptance and revolt to the social / social problem to a position of active understanding and collaboration a realistic view of the problem, but also the ways to

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deal with them, towards a vision of various solutions, therapeutic options and possibilities and prospects for the future.

Keywords: psychoeducation, social work, therapeutic process, beneficiary, specialized help;

Biodata

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Agápē or Revelation of Divine Love in the New Testament

Liviu PETCU¹

Abstract
The New Testament and the experience of life itself teaches us that man, in general, and all of us, in particular, resemble Christ and follow His example by completely changing our lives and mentality, when we are not reprimanded, warned, reproved, frightened, punished, but in the moment when, even we realise how sinful we are, we understand that God considers us worthy of appreciation and that we are loved with a sacrificial love that goes beyond time and space. The transformation of man, as the Patristic literature shows, begins with the trembling of love. Talking about love is talking about God and this is without limits, as God is infinite. Christianity considers love as having its roots in God’s nature. For these reasons I considered it necessary to underline and reveal, as completely as possible, God’s love for us starting with the Greek word that designates this love in the New Testament: agápē. Before approaching and revealing the meanings of this word, I considered it necessary to mention the other terms used, especially in the New Testament, when the holy authors refer to love: erōs, philía, storgē. Regarding the word agápē, we will first offer a general definition. It is a type of love that is so different from any other that everyone undoubtedly recognizes it the very moment it asserts itself in the world because it is unique, special, original and it cannot be reduced to something that is strictly human.

Keywords: Agápē, revelation, divine, love, New Testament;

Biodata
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Perception of Urban Development in Coastal Tourist Areas

Andreea POPA

Abstract
The article presents the results of several studies concerning population perception and needs, as well perception of tourist resources conducted for two tourist cities located at Romanian coastal area. The study outlines that the natural and architectural/urban tourist resource is object of different perception from tourists to residents. One of the conclusions of the survey is that the landscape is one of the most important existent resources, but despite that is the most transformed element due to urban development pressures. Due to its architectural value and evolution the tourist resource is modified in time (landscape development) and influences the landscape perception for coastal tourist destinations. The urban planning for tourist destinations at Romanian seashore that took place in ‘30es and ‘70es established their value and commercial quality even for present times. These features were deeply modified by the economical and property changes that took place in latest decades. In accordance with present development trends, the study outlines the main transformation that affected Romanian seashore destinations in latest years as well the importance of the landscape for the perception and attractiveness of tourist resource and quality. Also the study outlines main development principles that should be included in urban development policies in order to preserve the main landscape and architectural features of these coastal destinations.

Keywords: coastal tourist destination, urban development, seashores landscape.

Biodata

Andreea POPA - Large-scale project and urban planning, with sustained activity in the field of urban design and development, spatial planning, landscape planning, research and education; Participation at international and national conferences and symposiums with research projects presentations on various themes: urban development and management issues, landscape design and planning and urban planning education. International workshops participation on

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landscape, cultural landscape, territorial development and urban planning topics; coordination on behalf of UAUIM of scientific and research projects
Publication of articles, studies on prestigious national and international publishers and international conference proceedings.
2012, Prize for Junior Researchers Vilnius Gediminas Technical University- Faculty of Architecture.
Who’s Afraid of Moral Psychology?

Bogdan POPOVENIUC¹

Abstract

Starting with the Enlightenment spirit sunset Ethics metamorphosed slowly from an ethics of moral character to an Ethics as moral decision making, becoming an functional quandary ethics (Pincoffs, 1971). The moral philosophers focus mainly on finding the universal rule of moral conduct and the best rational procedure for taking moral decision and reasoning. A naturalistic perspective reveals that was a normal evolution of rational thinking which follows the evolution of human consciousness. The moral content, values, virtues, and norms are the result of biological and cultural processes. Social progress of societies create the suitable conditions for the development of individualism. The modern man can „afford“ to be individualistic because his ties with the rest of society are not so obvious and direct, being mediated by the impersonal systems of the Law, Market, Education, or Election. The community left place for society, personal relationships to mediated and virtual interactions, shame for guilt, whereas the individuals' responsibility is not straight toward its fellow human beings anymore, but only indirect through mediatory role of legal institutions. (And, pity, the redeem to the State seems more vital than the blame for the harm made to the victims, as principles of modern penal codes prove).

So is not a surprise that the new ethics orients toward the problems of rational individual decisions. Meanwhile, the advances in the psychology of morality seems to threat the very project of Ethics as the rational assessment and justification of universal rules of conduct. Virtue ethics is too cultural-related and hence relativist, while Deontologism has powerful affective roots. What was more scaring was the contend that virtue ethics, deontology and consequentialism could be only psychological natural kinds. (Green, 2014, Haidt, 2001) The most damaged was the virtue ethics which was dissolved together with concept of character that was questioned until its almost fully disappearance. The character's allegedly fixed and predetermined feature conjugated with its cultural ideal dimension made it incompatible with both the political ideology of democracy and the individual free will. The unconscious drives toward a rational base of Ethics made thinkers to abandon the too human virtues and the too relative and tradition-bound deontological ethics, for the utilitarian consequentialist reasoning. But moral understanding is and

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should be more than rational calculus. The discoveries of evolutionary psychology, anthropology and psychology of biological and adaptative origin of moral conduct and responses doesn’t compromise the philosophical project of ethics. On the contrary, too much rationality is not suited for human being which is a bio-socio-cultural triunity. As countless studies on the homo economicus revealed that there is no such creature among men, homo moralis is an inhuman creature, as well. The moral consciousness is a feature of moral character. Without considering the human person in its entirety the big issues of quandary ethics, as discordancy between truth, right and justice or the problem moral luck, remain unsolvable.

**Keywords:** Quandary ethics; virtue ethics; moral psychology; deontological ethics; consequentialist ethics;

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<td><strong>Bogdan POPOVENIUC</strong> is associate professor at the University „Stefan cel Mare“ Suceava. Doctor of Philosophy (Philosophy of Science domain), with thesis the „Antinomies mathematical and transcendent and their destiny in the contemporary Philosophy and Science“, he is also licensed in Psychology and has a master in Psychology and Psychosocial Intervention and Psychotherapy. He teaches courses like Introduction to Philosophy, Introduction to Psychology, Social and Cultural Anthropology, Philosophical Anthropology or Political Anthropology. Bogdan Popoveniuc has authored two books and two undergraduate courses and published more than 100 scientific articles mostly from an inter-disciplinary and trans-disciplinary perspective in the areas of Philosophy, Anthropology and Psychology.</td>
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Being a Digital Immigrant in a Digital Native World

Daniela SIMIONOVICI¹

Abstract

It is true that there are few moments in the history of mankind that deserve the merit of marking the beginning of a period with such an impact on the development of society like the development of computers, internet and social networks.

According to Palfrey and Gasser (2008)², the digital natives would be those born after the year 1980, when the online communication systems / platforms (Usenet and BBS) appeared, people who use applications for any aspect of life, that serenely and nonchalantly cling the adjective "intuitive" to the noun "application", and digital immigrants would be those born before that year and who, no matter how hard they try, remain aliens, some left-handers at best regarding the use of novel computer technologies. While this classification has the merit to classify certain psychological categories of technology users, the age-related criteria seems to be ultra-simplistic in order to describe a group of people who have a certain attitude towards digital technology. Our paper focuses on the subtle differences between digital natives and digital immigrants, beyond the age criteria.

Keywords: digital natives, digital immigrants, computer technology.

Biodata

Daniela SIMIONOVICI is a researcher at LUMEN Research Center for Social and Humanistic Sciences. She graduated from the Faculty of History and Geography of West University of Timişoara, Romania, specializing in social assistance. She has a masters degree in Counseling and Human Resource Management, awarded by the Faculty of History and Geography of the Stefan cel Mare University of Suceava. At present, Daniela Simionovici is in charge of personal data protection within the Federation of Non-Governmental Organizations for Social Services.

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Alcohol Consumption and Health Problems

Ľubica TRNKOVÁ¹

Abstract
Terminus a quo: Alcohol is one of the oldest consumed addictive substances. Its overconsumption is considered one of the priority factors that leads to damage to health worldwide. It contributes to the commencement of 60 types of illnesses and health damages and it holds true the higher alcohol consumption the higher risk of health damage in an individual (WHO, 2011, Valková, 2013). According to WHO, the alcohol overconsumption causes more than 3.3 million death cases and 5.1% emerged illnesses annually worldwide. Complications connected with alcohol overconsumption worsen life quality and life expectations of an individual.

Aim: Analyse the problem of alcohol consumption, ascertain respondents’ awareness and opinions about alcohol consumption, and map the most common diseases in people with alcohol consumption history.

Methodology: The own form questionnaire was used for data collection. The questions were set with regard to the respondents’ cognitive abilities. The survey was carried out in the period from March to April 2017 in pubs, beer houses and restaurants in Zvolen. The survey sample was chosen on purpose. The main criteria: willingness to cooperate, over 18 years old, no sex distinction, alcohol consumption. We have processed collected data statistically using the Chi-square test of independence and using absolute and relative frequency of descriptive statistics. We used programs MS Excel and Štatistika SPSS 22.0.

Results: The research consisted of 131 respondents; 102 male respondents and 29 female respondents over 18 consuming alcohol that filled in the questionnaire directly.

Respondents believe in the large extent the alcohol consumption does not affect their health, alcoholism is not an illness, and their health issues are not linked with alcohol consumption. It is alarming that 70.23% respondents say their health issues are not connected to alcohol consumption. They only know a few illnesses connected with alcohol consumption, such as cirrhosis of the liver and high blood pressure. More than three-quarters of respondents do not consider alcohol a drug. The overall awareness of alcohol and connected health issues is rather low and distorted.

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Conclusion: People who consume alcohol suffer from various health issues. They do not realise the connection between alcohol consumption and the occurrence of many diseases and they underestimate the alcohol consumption as a risk factor.

Keywords: alcohol, alcohol consumption, the occurrence of diseases, risk factors.
Preliminary Data Regarding Research in "Social Construction of Supervision in Social Assistance. Research in Child Protection Institutions in the N-E Region of Romania"

Elena UNGURU (GAFTON)¹, Antonio SANDU²

Abstract

In order to elaborate this study, we chose to present a series of primary data collected by the semistructured interview method, according to which we performed the open coding, while proceeding to the onset of axial and selective coding. As new interviews will be coded, the supervision model will be outlined as a paradigm of supervision in Iași County, Romania. Supervision is seen as a form of coaching, providing methodological guidance on how to solve cases. The supervision process has the role of stimulate the professional resources of the social assistant, especially the beginner. The relationship created between the supervisor and the supervised, when the supervision process is maximally effective and based on an informal relationship of collaboration, can turn into professional friendship and can last long after the formal relationship has ceased. Trust is considered fundamental for the establishment of an ethical relationship between the supervisor and the supervised, and this is born out of the exercise of professional responsibility, coupled with profound and continuous professional training, which creates both professional and communication skills. Professional relations with the other institutions in the sphere of social protection are mutual cooperation and support, and these relations also include the representatives of private institutions.

Keywords: supervision, social services, open coding, axial coding, selective coding.

Acknowledgement


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**Antonio SANDU** is a Professor at the “Ştefan cel Mare” University of Suceava, Romania, Associate Professor at the University of Oradea and Principal Researcher at the LUMEN Socio-Human Research Center, Iaşi, Romania. His main areas of interest include ethics, bioethics, social assistance and social philosophy. The original contributions of the author’s scientific activities start from the social construction of social reality and constructivism, as seen from a semiological perspective. He analyzes the social construction of reality by developing his own version of social constructivism, that operates at the intersection of the constructivist paradigm and the theory of communicative action. He is the author of the book: Social Construction of Reality as Communicative Action, published in Cambridge Scholar Publishing House (2016), and the volumes "Social Work Practice: Techniques of Research and Models of Intervention: from Problem Solving to Appreciative Inquiry", " Appreciative Ethics: A Constructivist Version of Ethics" an"A Practical Social Practice: Research Techniques and Intervention Models: From Resolving Problems to Appraisal Surveys" Socialist-constructivist Epistemology, A Transmodern Perspective, all published by Lap Lambert between 2012 and 2013. He has written more than 20 volumes in Romanian and English.
Theoretical Perspectives about Regulatory and Institutional Framework for the Functioning of Supervision in Social Work

Elena UNGURU (GAFTON)¹, Antonio SANDU²

Abstract
We aim to review in this paper a series of regulatory frameworks based on which the process of supervision of social services in countries such as Singapore, New Zealand, Australia, Canada, USA, Great Britain and Romania. By comparatively analyzing these frameworks, we noticed that generally, there are two models formulated – the first one which regards the supervisor as a professional with experience in social work, and the other model sees supervision as a distinct profession with transdisciplinary nature, but with access limited by the need for an initial training and previous experience in the field of social work. The regulatory institutional frameworks for functioning of supervision in social work are relatively uniform throughout the world, reflecting the evolution of the profession of social worker.

Keywords: social work; supervision in social work; supervision framework; process of supervision; transdisciplinarity.

Acknowledgement

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How Does the Media Contribute to Acquiring Intercultural Competence? A Business English Teaching Perspective

Oana URSU

Abstract

As posited by Barber, “the true tutors of our children are no longer the school teachers and university professors, but the filmmakers, advertising executives and pop culture purveyors” (1995). Thus, we could infer that in order to get the best results in their classes, teachers continuously have to find new ways to stir the interest of students and get them actively involved in activities. Starting from this perspective, this paper purports to explore the influential role of the media in acquiring global awareness and in promoting intercultural understanding in a business English context. In so doing, I conducted a research on a sample of 150 business English learners, students in the first and second year at the Faculty of Economics and Business Administration from the “Alexandru Ioan Cuza” University of Iasi (Romania). Therefore, after having identified the intercultural competencies that have to be developed in students within the present-day global environment, I set out to investigate the students’ level of intercultural understanding through a variety of (new) media-based activities. As such, throughout the duration of the study (one semester), the students were presented a selection of scenes taken from films/documentaries/commercials dealing with intercultural topics and asked to complete a number of pre-, while- and post-watching activities aimed at developing their intercultural skills. The qualitative analysis of the student’s productions, as well as of their notes and their reactions to the materials presented in class have shown that students were able to connect the content of the materials to the cultural concepts and theories used in teaching intercultural competence.

Keywords: (new) media, education, business English, intercultural competence/ awareness.

Biodata

Oana URSU is a Lecturer PhD at the Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iasi, Romania, teaching general and Business English to undergraduate students. Her interests include Business English, Business Communication, Cultural Studies, Translation Studies, and English

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Language and Literature. She has published articles and attended a number of national and international conferences in the fields of Translation and Cultural Studies, ELT, or English Language and Literature.
Volunteering Advantages and Difficulties in Romania

Corina-Iulia VOICU

Abstract
Besides the highlights of the volunteering advantages and difficulties, from the previous studies and from the Romanian legislative framework, we tried to understand, through a quality-study based on a focus group with volunteers, what their perspective is about benefits, motives, obstacles involved in carrying out volunteering activities and the opportunities for improvement that they see in order to increase engagement of young people in these activities. The results show that most often personal values are the motivational leverage for volunteering and that the projection of dysfunctions and hindrance are largely oriented towards host organizations for volunteers who are not prepared to value and organize this human resource.

Keywords: volunteering, host organization, motivation, difficulties, solutions.

Biodata
Corina VOICU is a lecturer PhD at the Department of Social Work, Babes-Bolyai University and President of the Alternative Umanitare Association. She graduated Social Work and has a doctoral degree in Sociology. She has worked at the Child Protection Department of Cluj County. Currently she is involved in national and international research projects in the field of child abuse and transition from adolescence to adulthood. Her interests are in the field of child abuse and neglect, community development, volunteering and organizational management, in which she completed her PhD work. She is author and co-author of publications in the fields mentioned.

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Perioperative Ethics and Patient Safety

Jana WICHSOVÁ¹, Andrea HORÁKOVÁ²

Abstract

Perioperative teams are focused on professional and safe patient care. The most important tool throughout the perioperative process is just health care workers, and quality of their care, despite of facts that they use a number of tools: construction arrangement of operating rooms, modern equipment and instruments, new materials, drugs and sophisticated diagnostic methods and practices based on scientific evidence,. Research demonstrates that poor quality care is also unethical.

This study was conducted to describe practices that affect patient safety:
• identify breaches of security and hygienic procedure of perioperative care
• identify persons who commit these breaches
• articulate the reasons for which the breaches occur
• staff behaviour in relation to ethics

The utilised methodology is an ethnographic research. The research has been undertaken as an observation of perioperative team in Teaching Hospital in Prague and University Hospital in Stockholm. The results were also compared with recommendation and standards of WHO, CDC and other institutions related to perioperative care and with ethical codes of nurses and physicians.

The most common violation of patient safety was missing of WHO Surgical Checklist during the surgery. The shortening the time of hand hygiene, the unnecessary opening the operating room doors, the problems with wearing surgical caps, masks and jewellery were the most frequent breaches of hygiene which have been observed.

If the health care professionals break safety and hygienic policy, they also break the ethics of health care workers. Because they have an adequate knowledge about safe and hygienic patient care in operating room.

Keywords: Nursing ethic; medical ethics; patient safety; perioperative care; safety.

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University Organizational Culture – the Comparative Study

Ludmila ZMUNCILA

Abstract
Studies on the various aspects of the organizational culture of the university are widely spread as organizational culture serves as a basis for developing managerial activity in higher education institutions because: a) ensures the integrity of the organizational structure of the university; b) is a condition and a mechanism for introducing innovations in the activities of organizations. In the study, there were questioned academics from universities with different status - state / private, who train specialists in the fields of social sciences and education. Through the OCAI questionnaire, six basic dimensions of organizational culture was measured: 1) the basic characteristics of the organization, 2) the leadership style, 3) the general principles of leadership, 4) the values and ideas that strengthen the organization, 5) strategic goals and objectives, 6) academic excellence criteria, geared towards those universities. Identified types of existing organizational culture and preferred organizational culture at universities. The "Organizational Culture Level" test reveals the following characteristics: attitude towards work; communications; management, motivation and morality. The results of the tests indicate a positive dynamics of the organizational culture of the university. The study concluded that measuring and analyzing the organizational culture of the university can lead to valuable results on the performance of the institution.

Keywords: organizational culture, OCAI questionnaire, organizational culture level.

Biodata

Ludmila ZMUNCILA, PhD student, MA, university lecturer
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publications on domestic violence problem: Guide on intervention in domestic violence cases: multidisciplinary team, Multidisciplinary approach in domestic violence cases solving: analytical programs for master level, *Domestic violence: prevention and control strategies*, Psychological assistance in domestic violence cases: diagnostic and rehabilitation programs for victims and abusers, etc. Was involved in number of projects at national and international scale. Research interests: social psychology, gender psychology, organizational culture, etc.
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