

ACADEMIA DE STUDII ECONOMICE DIN MOLDOVA
FACULTATEA RELAȚII ECONOMICE INTERNAȚIONALE
DEPARTAMENTUL LIMBI MODERNE

MASA ROTUNDĂ

**Viziuni globale asupra afacerilor: explorând viitorul din perspectiva rezilienței
economice într-o lume multilingvă**

**Global Business Perspectives: Exploring the Future Through Economic Resilience
in a Multilingual World**

**Globale Geschäfts Perspektiven: Erforschung der Zukunft durch wirtschaftliche
Widerstandsfähigkeit in einer mehrsprachigen Welt**

**Visions mon
diales des affaires : explorer l'avenir du point de vue de la résilience économique dans un
monde multilingue**

AGENDA

13:00-17:15

March, 14th, 2024

VENUE	ASEM, Block B, STUDENT HUB, 59 Bănulescu Bodoni str.
HOST	Department of Modern Languages
13:00-13:15	Registration
13:15- 13:30	Welcome messages Larisa DODU-GUGEA , DEAN IER, dr., associate professor, ASEM Liliana STAYER , SCIENCE DEPARTMENT Head of Service, ASEM Angela PÎRLOG , HEAD of Modern Languages Department, dr., associate professor, ASEM Carolina ANDRONIC , university lecturer, MA, PhD Student, ASEM, HEAD of Event
13:30 - 14:15	PLENARY SESSION
13:15 - 13:30	Vasile DONICA- CEO, Banca Comercială Română, Chișinău S.A. <i>Analyzing Communication Strategies: A Case Study on Banca Transilvania versus Victoriabank</i>

13:30 - 13:45	Mariana RUFA - CEO, European Business Association <i>Unlocking Opportunities: Multilingual Mastery in EU Integration for Business Success</i>
14:00 - 14:15	Inga TRUBCA , HR manager <i>Connecting Talent with Opportunity in a Multilingual World towards Economic Resilience</i>
14:15 - 14:20	Domnița URSU, BA-235 ENGLEZ <i>The Role of Technology in Reshaping Business Communication in a Multilingual World</i>
14:20 - 14:25	Adriana VASILAȘCU, FB -232 <i>Democratising Finance or how can 25€ Strengthen the Economic Resilience</i>
14:25- 14:30	Livia DOMBROVSCHI, EMREI-232 <i>Tendencies of 21st century: Globalization and Localization</i>
14:30-14:45	COFFEE BREAK
14:45- 14:50	Maxim VRABIE, FB -232 <i>Multilingual Bridges to Success: Exploring the Globalized and Glocalized Business World</i>
14:50- 14:55	Ksenia GUDUMAC, EMREI-231 <i>Unlocking the Potential of Multilingualism for Business Growth</i>
14:55- 15:00	Ana PORCESCU, BA-235 ENGLEZ <i>A way Forward to Sustainable Development in the Business Environment</i>
15:00- 15:05	Adrian CORNIȚĂ, EMREI-231 <i>Semnificația Mediilor de Afaceri Globale, Inclusiv Macromediul, Industria și Concurenții</i>
15:05- 15:10	Adriana REBEJA, FB-232 <i>Financial Innovation and Sustainable Growth: Approaches for Banks in a Multilingual Economy</i>
15:10- 15:15	Victor CĂRBUNE, EMREI-231 <i>The Importance of Cross-Cultural Concepts in Global Business Environments</i>
15:15- 15:20	Alina CIJEVSCH, MKL-233 <i>Adapting to Change - Remote Work and Future Trends</i>
15:20- 15:25	Ionuț URSU, FB-231 <i>The Importance of Proper Research and Analysis of Markets and Products for Successful Global Expansion</i>
15:25- 15:30	Marcela BĂȚ, D-232 <i>Les changements technologiques - le moteur de la mondialisation dans l'avenir multilingue</i>
15:30- 15:35	Chiril TOCARCIUC, FB-233 <i>International Trade Agreements and Multilingual Negotiations</i>
15:35- 15:40	Alisa ȘCERBAN, Irina DICUSAR, EMREI-232

	<i>Education et Competences Linguistiques dans le Business International</i>
15:40- 15:45	Mihaela MIHALACHI, FB-233 <i>Unlocking Economic Resilience: Leveraging Linguistic Diversity through Education and Language Skills</i>
15:45- 15:50	Ana IOSOB, EMREI-231 <i>The Role of Diversity and Inclusion in the Age of Globalization</i>
15:50 - 15:55	Zlatoslava IURAȘCU, SHT- 233 <i>Инновации, которые ведут к развитию экономики Китая</i>
15:55- 16:00	Mihaela RENIȚĂ, EMREI-221 <i>L'intelligence Artificielle: Opportunités et Risques pour le Monde des Affaires.</i>
16:00-16:05	Valeria LUCHIAN, CON-231 <i>The Role of Artificial Intelligence in the Realm of Education.</i>
16:05-16:10	Sofia GAIDAMPAS, EMREI- 231 <i>The Impact of Technological Advancement on Global Business Environment</i>
16:10-16:15	Radu STROIU, BA-234 <i>Linguistic Diversity and Innovation in Business: Exploring the Impact of Multilingualism on the Global Economy</i>
16:15-16:20	Alina AYDIN ; Alexandra FLOREAC, EMREI-232 <i>Un avenir économique grâce à l'harmonie linguistique</i>
16:20-16:25	Ecaterina SCHIȚA, CON- 231 <i>Overcoming Linguistic Barriers: Strategies for Skill Development</i>
16:25-16:30	Adelina ALEXA, EMREI -221 <i>Globalization through the Glocalization</i>
16:30-16:35	Ecaterina STOICEV, D -232 <i>Stratégies de leadership dans les équipes multilingues pour accroître la résilience économique</i>
16:35-16:40	Anastasia STRATAN, BA-234 <i>The Innovation of Technology in a Student's Life</i>
16:40-16:45	Daniela SCUTELNIC, Lorina CANTEMIR, D-222 <i>Digitalizarea în sectorul justiției - prioritate și sarcină actuală a actorilor implicați în procesul de reformă a justiției în Republica Moldova</i>
16:45-16:50	Alexandrina POSTOLACHE, BA-233 <i>Empowering Economy: Diversity and Glocalization</i>
16:50-16:55	Anastasia ROȘU, CON-231 <i>Global Reach, Local Touch: Exploring the Intersections of Globalization and Glocalization in Moldova</i>
16:55-17:00	Daniela LOGHIN, CON <i>ISD în Republica Moldova</i>
17:00-17:15	FINAL REMARKS, HANDING IN CERTIFICATES, GROUP PICTURE

Organizing committee:

Larisa DODU-GUGEA, DEAN IER, dr., associate professor, ASEM

Liliana STAVER, SCIENCE DEPARTMENT Head of Service, ASEM

Angela PÎRLOG, HEAD of ML Department, dr., associate professor, ASEM

Carolina ANDRONIC, university lecturer, MA, ML Department

Ana PORCESCU, student, BA-235 engl

Alina CIJEVSCHI, student, MKL-233 rom