

Abstracts

The French-speaking Degree Courses in Economics. Trends in the Evolution of French Language in Romania and Other Central and Eastern European Countries

Dorel PARASCHIV

Abstract

My presentation plans to address the issue of higher education internationalisation taking into consideration the mobility needs of the researchers and students as well as of the companies and the new start-ups of the Central and Eastern European region.

First of all, we briefly report on some trends in the evolution of French language with respect to other international languages such as English and German in secondary education.

Then, we explore the four components of the SWOT analysis in order to spot the elements suitable for the reinforcement of the Francophonie in Romania.

Within today's turbulent economic and social context, the dialogue between various communities, namely between academic and entrepreneurial communities, national public entities and international institutions contributes to the reinforcement of not only economic exchanges, but also scientific and educational exchanges.

The third part of our presentation includes some remarks about the way the French-speaking degree courses in economics contribute, within this turbulent environment, to the development of the Francophonie as well as to the enhancement of teacher-researcher interdisciplinary team capacities to improve and harmonize the teaching methodology with the view to consolidate the regional dimension and the attractiveness of the present French-speaking degree courses and programmes.

The Agence universitaire de la Francophonie (AUF) has always been committed to support the widening of the Francophone high-education programme network through the development of these courses at bachelor and/or master level in order to increase the international visibility of the Francophone programmes and research of the region.

The project "The networking and the development of the French-speaking degree courses in economics that are to meet the labour market requirements through training, scientific cooperation and interdisciplinary and cross-sector dialogue", for which we analyse the outcomes, represents an eloquent proof of the international collaboration between universities from the Central and Eastern European region.

Keywords: *French-speaking degree courses, mobilities, exchanges, interdisciplinary teams, international collaboration*

FSP, FAP and FUC: Thoughts and Perspectives

Jan GOES

Abstract

In this article, we try to establish the relation between three major concepts of the project that has led to this colloquium: French for specific purposes, French for academic purposes, and French University courses. We apply these concepts to the situation which concerns us today: French University courses (in economics) in Central and Oriental Europe.

Keywords: French for Specific Purposes (FSP), French for Academic Purposes (FAP), French University courses (FUC), needs analysis, FSP approach.

The French Section in the Bucharest University of Economic Studies – Progress towards the Internationalization of the Romanian Higher Education

Alexandrina DEACONU

Abstract

With the internationalization process that the Bucharest University of Economic Studies has triggered in the recent years, the largest Romanian university in the economic field is already in the line with the trends shown by the great European universities. Over the last few years, we have been witness to the creation and consolidation of many study programs in foreign languages in different areas of academic specialization: economics, finance, accounting, management, business administration, marketing or economic cybernetics. In our study, we will summarize the analyses and the results of the French section of the Faculty of Business Administration in Foreign Languages – FABIZ, which organizes bachelor and master programs in French for Romanian and foreign students.

Keywords: higher education, internationalization, students, business administration.

Quality Control in Education and Development of Francophone Programmes

Natalia V. BUROVA

Abstract

The quality of the education in international programmes is ensured by the experience gathered throughout collaboration. The setting up of the French university study programs has experienced a long process of adapting to national educational regulations, to local labour markets from the perspective of the choice of specialization and the specific competitiveness of the partner universities for the division of responsibilities and the implementation of the teaching methods and tools. The business world also makes its contribution by organizing different types of projects and internships for students, including field studies. Programme partners are also involved in the content of the curriculum by creating the case studies that reflect the reality of work.

Keywords: *quality, education, labour market, professional competences.*

Mobilization and Perception in Training of Professional Skills in Higher Education as a Factor for Success in Innovative Growth

Nadejda N. POKROVSKAIA

Abstract

With the evolution of the information society, knowledge management and cognitive economics face the new reality of the oversupply of data and the decision-makers have to cope with plenty of information. The role of teaching in this context is deeply reoriented from giving facts to motivating to create and to act.

The technologies of information processing and robotic equipment demonstrate the exclusive human role in economy and the specific skills to form for successful career opportunities. These skills refer to the competences of understanding and contribution of meaning to the Universe of data and knowledge.

The activity at the heart of the education profession is to demonstrate the model of learning and analyzing developments and complicated questions, of the effective ways to communicate and to create new visions and ways, to engage the inspiration and daring. The teacher is supposed to draw the boundaries of thought and action and, at the same time, to point out ways to transform the map of the social reality.

Keywords: *motivation, action, cognitive package, involvement*

Cultural Diversity and Beliefs as Formal Action Space in Economics and Human Resources Management

Alexandre L. SLOBODSKOI
Wei FENG

Abstract

The expansion of the control of European civilization in relation to natural and human resources of the local territories is based on the Cartesian rational ideology and geopolitical interests of European nation states with their values and priorities. But the unilateral process, when the perception of the world has been imposed with the conquest of the territory, has been replaced by the interest in the study of the way of apprehension, subject to the investigation of consciousness universes.

Governance of peoples and organizations is based on the same basic principles, which include the creation of a single platform, which is understandable and accepted, for people of different backgrounds that can coordinate their interactions. These interpretation and interaction spaces can be based on 1) common beliefs from religion, faith, ideology, or instant iterations situations and experiences; 2) the system of conscious or semi-conscious values, dominant motivations shared by members of a community; 3) contracts and agreements concluded between agents, the market of open negotiations and arrangements.

Keywords: *diversity, beliefs, management, human resources.*

Comparative Analysis of The Administrating Processes in Doctorate Research in Russia and in France

Yakov A. MARGULYAN
Roman A. KOSTIN

Abstract

Globalization and the creation of the global labor market raise the issue of the competitiveness of graduate students, which produced a number of eventual solutions, including the strategic choice of the approximation of the vocational training systems in developed countries. The skills of the students of the world's universities will be comparable, which is required by the world of work and by the trans-national corporations as employers.

The legislative and administrative burdens are important, but the key factor that determines the degree of development of co-directed doctoral research, is the political will to promote the opening of the research activity for universities to be involved in projects as complicated and long that they are for the co-directed doctoral degrees.

Keywords: *Research, co-directed doctorate studies, administration*

3D-Management for Anticipation and Training of Advanced Professional Skills of Economic Agents

Serguei I. KAPITSA
Dmitry V. GOLOHVASTOV

Abstract

The competitiveness of the individual on the labour market, of a company in its sector and of a country in the world system, is based on the strategic vision and prediction, which are sometimes intuitive and creative, of the evolution of the environment regarding the agent. The 3D-Management approach directs the actors of the economy to the need to act rather than to re-act. To achieve success at the individual, corporate or national level, it is better to become agent instead of "re-agent".

The training activity in the global economic environment requires sophisticated analysis of many factors and facets of social dynamics, it cannot be limited to a linear and bounded logic. To control several aspects of any decision, it is necessary to calculate, but to acquire the skills of seeing reality from different angles, to express in different languages and words, is even more important and crucial. Innovative growth is built on the basis of a particular organisational and economic culture, within the cultural context a company should act with the purpose of forestalling the market needs. Mechanism of advanced training is aimed at anticipating the new skills and knowledge to be formed for the human resource and managers of the company.

Keywords: 3D-management, agents, anticipation, competences.

Migration of Young Intellectuals: Risks and Opportunities

Natalia BRANASCO

Abstract

The labor market in Moldova has a relatively young population of working age and, in the same time; she is affected by a negative phenomenon - youth unemployment. In such situation, for surviving, young people are forced to resort to labor migration strategy. Often, young migrants have a higher level of education, which is an irreplaceable loss for the country's demographic potential and a direct threat to economic security. In our opinion, Republic of Moldova has a human potential which can ensure the future growth, that is why we consider that, at the present, it is necessary to focus efforts on creating jobs for today young people and those that soon will be in the category of the working age population. In order to realize this goal, the Ministry of Education should provide a policy of correlation between supply and demand in the labor market. Another solution would be to educate entrepreneurship among young people by informing them and by funding projects. In the last time, there have been already implemented actions of this type: job fairs have been organized for young people in cooperation with National Agency for Labor Employment, business incubators and career centers have been created for youth.

We consider that migration is, in the context of national security, one of the most actual problems of state policy in most countries. Indeed there are different reasons for this issue, from the excess of migrants till the necessity of solving the demographic imbalance through migrations flows. In this context, the state should ensure the migration security, which, in the narrow sense, means migration capacity to ensure effective satisfaction of social needs in human resources and their effective regional redistribution. This supposes, on the one hand, protection of national interests, and on the other hand, the capacity of relevant institutions to create mechanisms for regulating migration processes. And, in a wide sense, migration security ensures the sustainable functioning of beneficiary society, of its individuals, including migrants, supported by an institutional environment. So, migration security is a type of security of the individual, society and state.

Keywords: *labor migration, intellectual migration, human capital, migrant security, migration policy.*

About the Experience within the Joint Franco-Russian Program (traineeship report, dissertation, their viva)

Tatiana VITMAN

Abstract

This article is devoted to my personal experience within a joint program related to the award of a double degree, between Saint Petersburg State University of Economics and Finance and the University Paris Dauphin (Paris Dauphine). The experience acquired during training students for writing and defending their traineeship reports and dissertations allows me to reveal some weak points and issues which are involved in the organization of teaching/learning process in accordance with the western educational models. There have been identified various differences concerning the French and Russian cultures and mentalities, the process of training and the didactic systems, the ways of information processing. The use of appropriate language means, the correct structuring of the written text and oral statement demand special competences.

It is necessary to teach students to argue and express in French in accordance with the French approach (à la française) realizing thus that they cannot stop being Russians. It is necessary to train them in the "rules of the game" of the other culture (language, educational, professional culture), relying on their own culture and creating a synthesis of cultures. New conditions and calls demand new forms of behaviour both from the teacher and from the student.

Keywords: *personal experience, joint French-Russian program, traineeship report, dissertation, viva, problems*

Methods of Analysis of Strategic Marketing Planning on the Insurance Market in Romania

**Eva-Cristina PETRESCU
Diana IONCICĂ**

Abstract

Strategic marketing planning is a process that aims to adapt the actions of a company to the changes in the environment. The process involves the development of a coherent portfolio of activities and marketing strategies, starting with the strategic context and the analysis of the situation of the company.

In the insurance sector the important strategic goals are: to maximize the benefits of the insurance company, to increase the number of insured and to optimize the quality of the relationship with the insured in order to determine the customers to remain loyal.

In order to achieve their strategic objectives, to identify the best target markets and to develop coherent marketing strategies, the insurance companies must analyze the situation on the market and their portfolio.

In this scientific paper there is a study of the characteristics of the insurance market in Romania.

Keywords: *strategic marketing planning, insurance market.*

The Motivation – a Factor Facilitating Academic and Professional Knowledge Acquisition

**Larisa DODU-GUGEA
Valentina DAMIAN**

Abstract

The purpose of this article is to study and analyze the role of the students' motivation in the vocational economic education.

In this article, we consider the communicational skills in French as a foreign language and the motivation as basic factors that influence the acquisition of academic knowledge. We consider language competences as one of the main conditions of direct access to the foreign professional culture as well as to the specialization, training and strengthening of communication skills in the business professional field.

As a trigger factor influencing the performance of learners, the motivation plays an important role, being a necessary condition for the effectiveness of the acquisition process.

The role of economic disciplines and French language classes in the education of students will be studied in our article through the prism of Abraham Maslow, Frederick Herzberg and other researchers' theories on motivation, examined in general and applied in the particular economic field.

According to these theories, the key to the success of the activity of an organization or a company is the motivation of the individual. In an increasingly competitive world, the need in loyal, fulfilled and, especially, motivated employees is obvious. A motivated person is characterized by high productivity, high quality work, and sense of urgency that allows him/her to manage frequent stress situations and to be more personally involved in his/her work.

Keywords: *motivation, acquisition, academic knowledge, performance, globalization.*

The Importance of Learning Foreign Languages as a Means of Education in Economics

Natalia LOBANOV

Abstract

The process of European integration of the Republic of Moldova, as well as its cooperation with other countries in various fields (economic, social, cultural) highlight the need and importance of specialists who master foreign languages in combination with high-quality economic education, to know the cultural characteristics of the partner countries and take them into account while communicating and conducting business.

An enterprise's ability of active communication in a foreign language becomes an important indicator of the degree of professionalism of its management because it depends largely on the success in negotiations and business contacts with foreign partners. Therefore, the education of future economists and managers through foreign languages becomes an integral and important part of their work and a success factor in the current conditions.

Keywords: *communication, negotiation, business development, partnerships, international cooperation.*

Sociocultural Education in Economics and Management: Instilling Requirements and Competitive Habits by Training

**Tatiana A. TEREKOVA
Nadejda N. POKROVSKAIA**

Abstract

To ensure the global and regional competitiveness, the community and the company build their activity on the bases of human capital investment. To increase the productivity ratio, the employer is looking for a trained professional individual, who will offer him better governance, transfer of knowledge, expertise and ability to bear risk and take responsibility. The socio-cultural dynamics is based on the diversity of choices, the propensity of the creative person to improve the universe, the effectiveness of the action on the basis of the discovery of reality and managing the time dimension. The system of education is to cultivate the habits and stereotypes of constant change, when learning is open to innovation. The teacher plays, in this logic, the role of the agent provocateur in the new world, including the world from a country with a specific civilization such France is where the Cartesian logic resided in the consciousness and the organization of the French language and reasoning.

Keywords: technologies, dynamics, socio-cultural, diversity, civilizations.

Learning Styles and Training Techniques

**Alexandrina DEACONU
Tatiana SEGAL**

Abstract

Since the dawn of humanity to the present day, the teaching process has often been and still to be discussed. In our paper, we try to clarify some aspects of the teaching process and various styles of study appropriate to age, experience and personality of the students. Therefore, we highlight the relationship between the teaching process on the one hand and the intelligence and the human brain on the other hand. Some explanation concerning the anatomy and the physiology are indispensable to understand and project the mechanisms governing the operation of various types of memory (sensorial memory, emotional memory, cognitive memory, etc.) in order to optimize the relationship between internal memory and external memory and to grasp the relationship between intelligence and study.

Some theories of teaching, as the innate ability theory, the theory based on the influence of the environment, genetic epistemology or differentiated psychology have a key role in planning and successful training activities. These theories are completed by analyzes of teaching methods such as the synthetic method, the analytical method, the creative method, METICOM, METINPROB or RICAR and by a detailed description of assimilation styles, classified according to different criteria by some of most known specialists.

Keywords: learning styles, training process, teaching theories, teaching methods.