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## Interactive Ideas

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### Abstract

*We are going to continue with the presentation of an international competing project entitled “Development of Academic International Relations through Master Courses” coordinated by associate professor PhD Irina Gabriela Radulescu from the Petroleum-Gas University of Ploiești. We have included an international event that took place in May: “15<sup>ème</sup> Assemblée générale de l’Agence universitaire de la francophonie” organized by l’Agence universitaire de la Francophonie. The editorial event presents the reviews of two books. The first one entitled “Re-spiritualization – Learn to be human” was written by Constantin Popescu and Alexandru Tasnadi and the second book entitled „Commodity and Stock Exchanges” was written by a group of authors: Mirela Matei (coordinator), Adrian Stancu, George Enescu and Corina Geambașu.*

**Key words:** *project, international conference, editorial event*

### Competing Project

#### Project Identification

**Project name:** Development of Academic International Relations through Master Courses

**Project type:** Tempus IV – Joint Project

**Period:** 2009-2012

**Project manager:** Associate Professor PhD Irina Gabriela Radulescu, Petroleum-Gas University of Ploiești

#### Project Description

The Tempus programme is being continued for a new phase from 2007 to 2013. University cooperation under the Tempus programme has contributed to institution building in higher education in the partner countries and to sustainable university partnerships.

Universities are key players in a knowledge-based economy and society and they play a crucial role in the reform agenda of both EU Member States and the partner countries. The main objective of the Tempus programme is to contribute to an area of cooperation in the field of higher education.

The Petroleum-Gas University of Ploiesti organizes the Master Programme entitled “International Strategies and Businesses” (ISB) and complementary courses in French and English language will be provided by partner universities. This Master Programme length is 2 years, first year at UPG Ploiesti and EU universities with Romanian and foreign teachers. The second year will be hold in a partner university chosen by the postgraduates. The curriculum of the Master Programme will be established by all the partners, teachers will be nominated by the universities and the universities will elaborate the courses and didactic materials needed. At the end of the Master Programme two diplomas will be delivered, the first from the UPG Ploiesti and the second by the partner university.

The management of the project will be implemented with the help of each manager designed by partners involved. The management structure of the partnership is the following:

1. *General manager* - main responsibilities:
  - Coordination activities;
  - Communication activities;
  - Quality control of the project;
  - Resolve possible litigates;
2. *EU universities managers and PC universities managers* - main responsibilities:
  - Coordination activities at regional level;
  - Communication activities with national managers and general manager;
  - Resolve possible litigates
  - Quality control of the project;
3. *EU national managers and PC national managers* - main responsibilities:
  - Coordination activities at national level;
  - Communication activities with regional managers and technical and informational responsible;
  - Resolve possible litigates;
  - Quality control of the project;
  - Reporting activities;
4. *Technical responsible and informational responsible* - main responsibilities:
  - Implement decisions at local level;
  - Operational activities;
  - Communication activities with national managers.

Here are some practical steps we foresee in order to ensure the sustainability of our project:

- *Academic support*: The Petroleum-Gas University of Ploiesti Chancellor and the Dean of the Faculty of Economics are involved in the project; the project is in line with the university strategy; there are many faculties involved in the project; given its modern and international dimension the project is a source of pride for the university; “university leaders” will be active involved in the project’s life via conferences, workshop, interviews.
- *National support*: The Petroleum-Gas University of Ploiesti is a well-known university at national level and as such there are strong links between the university leaders involved in the project and members of the Ministry of Education; individual members of the Ministry of Education will be invited to participate at all the meetings held in Ploiesti (initial star-up meeting and workshop).
- *Socio-economic support*: The project corresponds to a very important socio-economic need, respectively to prepare specialists able to develop and apply international strategies in order to improve economic performances; active lobby by means of inviting individuals from private and public sector to participate at conferences, workshop and meetings held in partner countries.

- *Quality of project design:* The project match the real needs of students, academic staff, socio-economic actors and the labor market; the target groups needs will be assessed periodically and measures will be taken accordingly.
- *Involvement of partners:* The team involves only dedicated staff and there is a strong link between their work to the project and their career; the involvement of each partner is well-balanced; the management is participative with clear decision-making procedures and regular reporting.
- *Effective management and leadership:* The project leaders have previous experience in international cooperation; most of the members from Partner universities, especially the managers, have influence; the roles and responsibilities of each member are clear; the involvement of project leaders is compatible with their other tasks and overall workload; the quality procedures are in line with Western academic practices.
- *Active participation of the audience:* The students are involved in some of the project activities (as for example building a website, dissemination of promotional materials); the best students (4 out of 30 from each Partner university) will be partially financed to come to an EU University; symbolic rewards will be organized during the summer schools.
- *Capacity for securing adequate resources for continuation:* Students will be asked for tuition fees; E-learning courses will be developed; the private companies from Partner countries will be motivated, through specific means (as for example the contractual obligation for a limited period of time) to finance, at least partially, the best students.

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## International Events

### 15<sup>ème</sup> Assemblée générale de l'Agence universitaire de la francophonie

La 15<sup>ème</sup> Assemblée générale s'est réunie à Bordeaux du 17 au 18 mai 2009, quatre ans après l'Assemblée générale de mai 2005, tenue à Phnom Penh, au Cambodge.

La réunion du Conseil d'administration a eu lieu samedi 16 mai, dans le but de préparer les travaux d'ouverture de l'Assemblée générale. Monsieur le Recteur, Bernard Cerquiglini, a profité de cette opportunité pour présenter son rapport d'activité, accepté par le CA.

La 15<sup>ème</sup> Assemblée générale a ouvert ses activités le 17 mai à la Cité Mondiale en présence de plus de 560 représentants des membres titulaires et associés de l'Agence universitaire de la Francophonie. La finalité de l'Assemblée générale a été de présenter l'état des activités de l'institution et de procéder à l'élection du nouveau président et des nouvelles instances.

L'ouverture de l'AG a constitué l'opportunité de confirmer et de réitérer plusieurs engagements au nom de la francophonie qui représente « l'engagement déterminé de la France », selon Monsieur Jérôme Peyrat, directeur de cabinet du Secrétaire d'État chargé de la Coopération et de la Francophonie. Par conséquent, l'accent a été mis sur le rôle de l'AUF et des Universités. Dans le même ordre d'idées, dans son intervention, Monsieur le Recteur a évoqué les actions entreprises depuis décembre 2007 qui ont suivi trois directions prioritaires : la gouvernance universitaire de l'Agence, les programmes et la mise en valeur des actions de l'Agence. De même, Monsieur le Recteur a profité de cette occasion pour rendre hommage au Président Charles Gombé Mbalawa qui vient d'achever son mandat.

L'Assemblée Générale a accueilli, en outre, l'événement de la remise des *Prix El Fasi*, décernés à Monsieur Souleymane Bachir DIAGNE, professeur à l'Université Columbia, et à Monsieur Dapa Aly DIALLO, professeur à l'Université de Bamako, aussi que des *Prix Jeunes Chercheurs*, attribués à Monsieur Farid DAHDOUH-GUEBAS, chercheur à l'Université Libre de Bruxelles et à Monsieur Bachir MAZOUZ, Professeur à l'Ecole Nationale d'Administration Publique.

Les représentants des établissements membres titulaires de l'AUF ont procédé par la suite à l'élection du Président de l'AUF, au nom de Monsieur Yvon Fontaine, Recteur de l'Université de Moncton, suivie par l'élection de quatorze membres universitaires du Conseil d'administration et de douze suppléants. Au Conseil d'administration se sont rejoints également les représentants de 11 Etats et gouvernements, désignés par l'OIF.

Suite à cette élection, notre région sera représentée dans les nouvelles instances à travers quatre membres, issus de Roumanie (2), Bulgarie (1) et Moldova (1):

- M. Marius Traian BOJITA de l'Université de médecine et pharmacie « Iuliu Hatieganu » - *membre effectif du Conseil d'administration*
- M. Viorel LEFTER de l'Académie d'études économiques et M. Ivan Momtchilov MOMTCHEV de l'Université Technique de Sofia - *membres complémentaires du Conseil d'Administration*
- Mme Ana GUTU de l'Université Libre Internationale de Moldova - *membre du Conseil Associatif.*

La première intervention du Président Fontaine, la conférence présentée par Souleymane Bachur Diagne sur « des langues et de leur rencontre en traduction », le débat animé par Yves Amar, la table ronde portant sur les programmes, les outils et les partenariats, aussi que le salut du professionnalisme du personnel de l'AUF ont constitué les autres événements qui se sont déroulés au cours de la 15<sup>ème</sup> Assemblée générale de l'AUF.

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## Editorial Event

### **Re-Spiritualization – Learn How to be Human**

by Constantin Popescu and Alexandru Tasnadi

It is my pleasure to confess that I had the honor of meeting the authors of this beautiful piece of work, during my PhD studies in ASE, Bucharest. On this occasion, I came to discover two professors of Economics not only well-known and famous, but a lot more, two true humanists, two souls animated and enlightened by the idea of re-humanization, of Re-spiritualization, a concept I came into contact with on our first meetings.

Constantin Popescu and Alexandru Taşnadi's paper "Re-spiritualization – Learn to be human", ASE Publishing House, Bucharest 2009, represents a summum of the two authors' preoccupations in the recent years. It shows, under the form of dialogues, a dialogue between the two wise men (the authors) who are in search of answers for the questions that have been haunting them for a lifetime and that are (or should be) haunting us too.

The thoughts are rooted in the belief of the two professors in the viability of a new paradigm, that of the “common living whole”. Here is such a dialogue: *Sandu, which should be the very first statement to open the window of our dialogues? Costică, I believe we should remember how our dialogues would start, where they would stop and which was the issue around which they would finalize, in our hundreds of hours of debates together with so many enlightened minds, at the Deanery of the Faculty of Economics. In the Academy of Economic Studies in Bucharest and not only. Let us start from what Platon used to say: “To be known and understood, things must be perceived as a whole”. Sandu, what about the need of a new paradigm, which we called “the common living whole”? Indeed, Costică*



There is a consensus of contemporary scientists as regards natural phenomena, life in general and man and community in a systemic, integrating perspective. The world is a sum of interdependencies. The philosophical and historical principles of the universal interconnections and interdependency – an expression of the world’s material unity in time and space – of the unity and fight of contraries have been and are fully and multiply confirmed by contemporary sciences.

The authors maintain the thesis according to which, from an integrating systemic perspective, life is in close connection with extraterrestrial factors and, consequently, it is part of the Cosmos whose influence it feels. The terrestrial dynamics is correlated with the influences of the Universe upon life on Earth. Human life was dependant, for a very long time, upon the day-night succession, upon the weather-climatic conditions, upon the periodical shift of seasons that represented his fundamental temporal reserves. Life on Earth and its preservation require multidiscipline research studies, as well as the ecological consciousness, that of the natural-human life belonging to and dependent on nature as such, of our responsibility towards natural resources, that is towards life resources, because, as Bertrand de Jouvenel said “... the proudest society is nothing but a parasite of its environment, but it is an intelligent parasite that varies its methods”. If development is understood in terms of short-term, strict economic efficiency and productivity and the essential criterion called life and its intrinsic quality – health – falls second best, then the ecological exigencies seem to contradict the economic growth and paces of development. However, these paces must be adjusted with and subordinated to the ecological criteria, because man, by his genesis and structure, by life and death, belongs to the living world. That is why life must be granted first place in the political decision-making circles as well as in the economic organizations. The rigid system of restrictions it imposes must be very carefully observed.

The understanding, the analysis and the settlement of the society-man-nature relationships represents the most important issue, because it is the very issue of the roots and spreading of life. It has ramifications and outcomes in all walks of life, social activities and relations, therefore in all fields of the spiritual life, philosophy, science and art.

I believe it is high time, the best moment that we should talk about re-spiritualization. Currently, we are going through an economic crisis (whose effects we are all experiencing, more or less acutely), but this economic crisis is nothing but the result of a moral crisis humanity has had to face for a very long time. This moral crisis manifests itself now, as expected, in the economic field as well. It is about a crisis of moral points of reference, of meanings, of the fundamental options, not of the means. This crisis is equivalent to the loss of the primordial truths, by breaking up traditions, by losing identity, by alienation.

The answer to all these consists in RE-SPIRITUALIZATION, understood as the recovery of the values and principles which are essential for life, of the truths that are simple and, at the same time, creative and dynamic.

Therefore, it is the very moment we start, by reading this book, to search for the self (as the title of a subchapter, “The change starts with you” tells us), in the attempt to look for the latent positive forces, which undoubtedly live within each of us and, once we discover the good ... we should by all means spread it. This is the only way the children of today will grow up in a mature Romania, in a re-spiritualized human society.

Lecturer PhD Jianu Daniel Mureșan  
Petroleum-Gas University of Ploiești

## Commodity and Stock Exchanges

by Mirela Matei (coordinator), Adrian Stancu, George Enescu and Corina Geambașu

The book „Commodity and Stock Exchanges” was written by a group of authors\* and was published in the Petroleum-Gas University of Ploiești Publishing House. It represents a helpful study for a wide group of persons involved in research and practical market economy in Romania, from the financial and capital market point of view.



The book stands out through its particularities regarding the research act on which we will advert in the following, outlining the scientific and practical features about knowing and using the methods of reliance decision in the field of exchange activities, especially for Bucharest Stock Exchange, EURONEXT and EUREX.

From theoretical point of view, the research includes a wide analysis of main doctrine tackling, concepts and categories of commodity and stock exchanges which are specific to the economy based on competition market principles, embodying the classification and basic notions part with precise analysis of the evolution of some significant exchange markets in national and international level. In this context, the tendencies of international exchanges market evolution are described, i.e. the globalization and expansion of market activities processes, regional economic integration and exchange innovation processes, in the context of informational society and digitalization of economy.

The book represents a useful reference hardback for a wide group of readers which want to be in charge of commodity and stock exchange filed both theoretical-methodological level of research and direct practical level.

The briefly, expressly and closeness style of book represents undoubted quality which offers the satisfaction of a good understanding of the theme. Also, the authors manage to incite the reader through the tackling and interpretation approach to new thinking and opening of research domains concerning the function mechanism of exchange activities, affected by numerous influence factors, by capitalization and volatility whose valorization on short, medium and long term, through achievement of economic and financial performances, represents the test for each agent

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\* Mirela Matei (coordinator), Adrian Stancu, George Enescu, Corina Geambașu

We underline that through its theme, tackling approach and large documentation, the book proves both the authors' unchallenged capacity in the economic research field and practical knowledge. Precisely this reason, the book can be very useful to a large number of experts both from exchange activity and related domains, because the exchange involves the theory of "subjective"-rational expectations and of hazard, in a similar way with any other domain of economy, society and political.

Prof. PhD Gheorghe Zaman  
Associate Member of Romanian Academy

## Opinii interactive

### Rezumat

*Continuăm cu prezentarea unui proiect internațional aflat în competiție, intitulat "Dezvoltarea relațiilor internaționale academice prin cursuri de masterat", coordonat de conferențiar universitar Irina Gabriela Rădulescu de la Universitatea Petrol-Gaze din Ploiești. Am inclus un eveniment internațional care a avut loc în luna mai: "A 15-a Adunare Generală a Agenției Universităților Francofone" organizată de această organizație. Evenimentul editorial prezintă recenziile a două cărți. Prima carte, intitulată "Respiritualizarea. Învață să fii om", este scrisă de Constantin Popescu și Alexandru Tașnadi, iar cea de a doua, intitulată „Burse de mărfuri și de valori”, este scrisă de un grup de autori: Mirela Matei (coordonator), Adrian Stancu, George Enescu și Corina Geambașu.*