

**THE NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION (SNSPA)  
FACULTY OF PUBLIC ADMINISTRATION**

The „Development and Urban Planning” research working group  
invites you to the

# **SMART CITIES CONFERENCE**

**December 8-9, 2016**

**4th edition**

Bucharest, 30A. Expoziției blv.  
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**NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION**

**FACULTY OF PUBLIC ADMINISTRATION**

**THE „DEVELOPMENT AND URBAN PLANNING” RESEARCH WORKING GROUP**

## **„SMART CITIES” CONFERENCE**

**4th edition**

**December 8-9, 2016**

### **PROGRAM**

#### **VENUE**

The National University of Political Studies and Public Administration (SNSPA)  
Address: 30A Expoziției Blvd., Bucharest, Romania  
The Multifunctional Room, first floor

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## SCIENTIFIC COMMITTEE

Professor PhD. **Vasile BALTAC**

National University of Political Studies and Public Administration, Bucharest

Professor PhD. **Adriana GRIGORESCU**

National University of Political Studies and Public Administration, Bucharest

Professor PhD. **Lasse BERNTZEN**

University College of Southeast Norway

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National University of Political Studies and Public Administration, Bucharest

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National University of Political Studies and Public Administration, Bucharest

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Bucharest University of Economic Studies

Associate Professor PhD. **Jacek MAŚLANKOWSKI**

University of Gdańsk, Poland

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Politehnica University, Bucharest

Dr. **Cláudia S. COSTA**

Escola Superior de Comunicação, Administração e Turismo – EsACT, Portugal

Ing. **Gabriela Dana VLAD**

Director of the Information Technologies and Electronic Services Department, Brasov City Hall, Romania

**Andrea BECCALI**

Internet Corporation for Assigned Names and Numbers (ICANN)

## ORGANIZING COMMITTEE

Associate Professor PhD. **Dragoș DINCĂ**

National University of Political Studies and Public Administration, Bucharest

Lecturer PhD. **Cătălin VRABIE**

National University of Political Studies and Public Administration, Bucharest

Lecturer PhD. **Cătălin DUMITRICĂ**

National University of Political Studies and Public Administration, Bucharest

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Thursday – December 8, 2016

9.00 - 09.30 REGISTRATION

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9.30 - 11.30

OPENING SESSION – WELCOME AND KEYNOTE SPEECH

Chair: Associate Professor PhD. Dragoș DINCĂ

Lecturer PhD. Crina RĂDULESCU, vice dean, Faculty of Public Administration, SNSPA, Bucharest

Professor PhD. Vasile BALTAC, Faculty of Public Administration, SNSPA, Bucharest

*Conceptul de Smart City și progresul tehnologic*

Alin POPESCU, Founder of AvocatNet.ro

*Cooperare sau competiție? O perspectivă juridică asupra impactului tehnologiei în viața cetățenilor dintr-un oraș inteligent*

Bogdan MANOLEA, Association for Technology and Internet – ApTI

*Cum începe cenzura privată? sau Impactul năucitor al propunerii de directivă privind drepturile de autor asupra Internetului*

Valentin NEGOIȚĂ, President of The Producers and Distributors of Information and Communication Technology Equipment Association – APDETIC

*Provocări pentru un oraș inteligent în România*

Nicolae OACĂ, PhD., MBA, Telecommunications Consultant

*România Inteligentă, un proiect de țară pe termen lung. Propunere de strategie de guvernare pentru „telecomunicații”*

11.30 - 11.45 COFFEE BREAK

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11.45 - 13.45

PLENARY SESSION

Chair: Associate Professor PhD. Diana Camelia IANCU

Associate Professor PhD. Mariana CERNICOVA, Faculty of Communication Sciences, Politehnica University, Timișoara

*Smart cities for smart tourists. The case of Timișoara*

Dr. Carmen Beatrice PĂUNA, Institute for Economic Forecasting, Romanian Academy

*Urban Networking vs. Smart city*

Dipl. Eng. Valentin-Nicolae BERCĂ, President of TC 345

*Smart City Concept Standardization*

Ing. Gabriela Dana VLAD, Director of the Information Technologies and Electronic Services Department, Brașov City Hall

*Brașovul pe harta Smart Cities. De la viziune la realitate.*

Diana Mariana POPA, Politehnica University, Bucharest

*Rediscovering the former city through digital archives. A case study of Bucharest in Dutch language newspapers*

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**Associate Professor PhD. Jacek MAŚLANKOWSKI, University of Gdańsk, Poland**

*Using sentiment analysis with Big Data tools to enrich knowledge on society in the city*

**Associate Professor PhD. Małgorzata RUNIEWICZ-WARDYN, Kozminski University, Warsaw, Poland**

*Universities, social capital formation and smart specializations of regions*

**Lilian ONESCU, Governmental inspector, Romanian Government General Secretariat**

**Daniela FLORESCU, Adviser, National Agency for Public Acquisitions**

*Parteneriatul pentru inovare – o nouă procedură de achiziție în sprijinul creșterii eco-eficiente a mediului urban*

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13.45 - 14.30 LUNCH BREAK

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14.30 - 14.45 „OLIMPIADA DE GUVERNARE” AWARDS NOMINATIONS  
&  
THE SMART CITIES CONFERENCE, FOURTH EDITION – BEST STUDENT PAPER AWARD NOMINATION

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14.45 - 16.45 PLENARY SESSION  
Chair: Lecturer PhD. Cătălin VRABIE

**Evgeny TORGASHIN, Ugra Research Institute of Information Technologies, Khanty-Mansiysk, Russia**  
*Science parks and the regional socio-economic conditions for their development in Russia*

**Lecturer PhD. Dana ALEXANDRU, Faculty of Social Sciences and Humanities, Department of International Relations, Political Science and Security Studies, Lucian Blaga University, Sibiu**  
*Bottlenecks arising from ownership in urban planning process. Lessons from Romania*

**Mr. sc. Robert KELEMEN, Varazdin county, Varazdin, Croatia**  
**Mr. sc. Robertina ZDJELAR, City Utility Company Komunalac, Koprivnica, Croatia**  
**Mišel JAKŠIĆ, Koprivnica, Croatia**  
**Maja HLEB, City Utility Company Komunalac, Koprivnica, Croatia**  
*Modeling the smart city performance, Croatian Case*

**Alina GÎRDEA, Industrial Software, Sibiu, Romania**  
*Industrial Software – Sm@rt City*

**Vlad CAZAN, Ramina DOMBROVSKI, Civic Alert Association, Bucharest**  
*Civic engagement through technology!*

**Associate Professor PhD. Radu Răzvan POPESCU, Faculty of Public Administration, SNSPA, Bucharest**  
*Evoluția formării profesionale a salariaților și a funcționarilor publici pe piața muncii*

**PhD. Researcher Andreea-Maria TÎRZIU, Faculty of Public Administration, SNSPA, Bucharest**  
*Social innovation labs – instrumente de schimbare socială*

**Tina M. MITRE, Department of Mathematics, McGill University, Canada**  
**Renee OBREGON, Université Grenoble Alpes, France**  
*Green spaces in Bucharest – present situation, current developmental programs and future aspirations*

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16.45 - 17.00 COFFEE BREAK

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17.00 - 18.30

## PLENARY SESSION

Chair: Lecturer PhD. Cătălin DUMITRICĂ

**Professor PhD. Joan BARATA MIR, Ramon Llull University, Barcelona**  
*Digital Single Market in a Smart Digital Europe*

**Associate professor PhD. Florin NEMȚANU, Politehnica University, Bucharest**  
**Associate professor PhD. Florina PÎNZARU, Faculty of Management, SNSPA, Bucharest**  
*Smart City Management based on IoT*

**Albina BORISENKO, Russian IFAP committee**  
*Electronic Democracy: Slacktivism and Real-Life Civic Engagement*

**Liviu RÂNCIOAGĂ, Bucharest-Ilfov Regional Development Agency**  
*Planul de mobilitate urbană durabilă 2016-2020 - Regiunea București-Ilfov*

**PhD. Researcher Ioan-Liviu CHIRCĂ, Faculty of Public Administration, SNSPA, Bucharest**  
*Cerințe specifice produselor informatice destinate administrației publice; sugestii*

**PhD. Researcher Cristina ȘICLOVAN, Faculty of Political Sciences, SNSPA, Bucharest**  
*Soluții smart pentru combaterea obezității*

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Friday – December 9, 2016

9.00 - 09.45

KEYNOTE SPEECH

Chair: Lecturer PhD. Crina RĂDULESCU

Professor Lasse BERNTZEN, University College of Southeast Norway  
*Size doesn't matter – Small cities can be smart too*

Dr. Ing. Dan GÂRLAȘU, Oracle Romania  
*Cyber Security Update on Threats and Trends*

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09.45 - 10.00 COFFEE BREAK

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10.00 - 12.00

PLENARY SESSION

Chair: Lecturer PhD. Crina RĂDULESCU

PhD. Researcher Timur KOGABAYEV, PhD. Researcher Antanas MAZILIAUSKAS, Aleksandras Stulginskis University, Kaunas, Lithuania  
*The definition and classification of innovation*

Professor Lasse BERNTZEN, University College of Southeast Norway  
*A Mobile Platform for Air Quality Monitoring*

Assistant Professor PhD. Milena KRUMOVA, Technical University, Sofia, Bulgaria  
*Open Data Benchmarking for Higher Education: Management and Technology Perspectives*

Associate Professor PhD. Andrei DUȚU-BUZURA, Faculty of Public Administration, SNSPA, Bucharest  
*Oportunitatea recunoașterii unui drept european al amenajării teritoriului și al urbanismului*

Anastasia CIUPERCA, Faculty of Public Administration, SNSPA, Bucharest  
*Impactul turismului internațional în dezvoltarea țării*

Lecturer PhD. Adriana-Carolina BULZ, Military Technical Academy, Bucharest  
Eliza-Cristina BULZ, Member Institute of Chartered Accountants Scotland (ICAS), UK  
Associate Professor PhD. Nicolae BULZ, National Defence College, Romania  
*What Does the 'Smart City' Construct Not Yet Contain?*

PhD. Researcher Luminița IORDACHE, Faculty of Public Administration, SNSPA, Bucharest  
*Crearea schimbării sociale prin administrația publică inovativă. Studiu de caz: Primăria Municipiului Brașov*

PhD. Researcher Burcu OZBAY, Chester University  
*Brand Placement on Turkish and British Television Soap Operas. A comparative content analysis*

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12.00 - 13.00 LUNCH BREAK

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13.00 - 15.00

## PLENARY SESSION

Chair: Associate Professor Ph.D. Mihaela CĂRĂUȘAN

**Professor Ph.D. Daniela RĂDULESCU, PhD. Researcher Bardia TALAEIAN, "Ion Mincu" University of Architecture and Urbanism, Bucharest**

*Orașele viitorului*

**Lucia MUREȘAN, The National Sanitary Veterinary and Food Safety Authority, Bucharest**

*Deontologia civilizației universal*

**Associate Professor Ph.D. Mihaela CĂRĂUȘAN, Faculty of Public Administration, SNSPA, Bucharest**

*Nomenclatorul electronic al străzilor – implicații juridice și administrative*

**Associate Professor Ph.D. Beatrice Adriana BALGIU, Politehnica University, Bucharest**

**Alina Gabriela NEGROIU, Directorate of Local Taxes, Bucharest**

*Inteligență emoțională și personalitate. Studiu asupra unui grup de funcționari fiscali din București*

**Assistant Professor Ph.D. Mimoza B. JOVANOVSKA, Daniela KOLTOVSKA, St. Clement of Ohridski University in Bitola, Republic of Macedonia**

*Smartcities: Transport Challenges of the Macedonian capital city*

**PhD. Researcher Carmen Marina GHEORGHIU, Faculty of Political Sciences, SNSPA, Bucharest**

*Integrarea socială și comunitară a beneficiarilor serviciilor sociale*

**PhD. Researcher Dragoș Gabriel ION, Bucharest University of Economic Studies**

*Solving the traffic issue*

**PhD. Researcher Joshua Olusegun FAYOMI, Kaunas University of Technology, Lithuania**

*The place of the virtual workplaces in developing smart urban centres*

**University assistant Ph.D. Alexandra IANCU, Faculty of Public Administration, SNSPA, Bucharest**

*Corpul experților electorali*

**Associate professor Ph.D. Cezar Corneliu MANDA, Lecturer Ph.D. Cristina Elena NICOLESCU, Faculty of Public Administration, SNSPA, Bucharest**

*Local Initiatives of Sustainable Development Stimulation. Case Study*

**Lecturer Ph.D. Teodora I. BIȚOIU, Lecturer Ph.D. Crina RĂDULESCU, Faculty of Public Administration, SNSPA, Bucharest**

*The real cost of forgone professional liability insurance – the case of the Romanian healthcare haze*

**Lecturer Ph.D. Irina AIRINEI-VASILE, Faculty of Public Administration, SNSPA, Bucharest**

**Sorin BORDUȘANU, Vice-president, Assigning Names Commission of Bucharest**

*Conservarea patrimoniului, punct de plecare în evoluția urbanistică a Bucureștiului*

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Lecturer PhD. Carmen SĂVULESCU, Lecturer PhD. Corina Georgiana ANTONOVICI, Faculty of Public Administration, SNSPA, Bucharest

*Fostering the digital change in a smart city*

Associate Professor PhD. Dragoș DINCĂ, Faculty of Public Administration, SNSPA, Bucharest

*Mobilitate pentru durabilitatea orașelor*

Lecturer PhD. Cătălin VRABIE, Faculty of Public Administration, SNSPA, Bucharest

*Libertatea ta începe unde se termină intimitatea mea*

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15.00 - 15.15 CLOSING SESSION

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