

PROGRAMME

MAY 17, 2018

14.00 - 18.00

Section: Innovation and Information Technology - Hall 002

Moderators:

Prof. Krasimir Shishmanov, PhD - D.A. Tsenov Academy of Economics, Svishtov, Bulgaria

Prof. Gabriel Gorghiu, PhD - Valahia University of Târgoviște

Assoc. Prof. Laura Monica Gorghiu, PhD - Valahia University of Târgoviște, Romania

Assoc. Prof. Dragos Panagoret, PhD - Valahia University of Târgoviște, Romania

1.Digital Transformation

Professor Krasimir Shishmanov Ph.D.

D.A.Tsenov Academy of Economics, Svishtov, Bulgaria

Key words: digital transformation, digital economy, digitization .

Abstract:

A characteristic feature of modern business is that it functions in a new digital reality. It is progressively and irrevocably, as it changes not only our lives, but also, in the first place, forces the business to adapt to the new conditions, to innovate, to transform their business strategies according to the requirements and specifics of the digital economy.

The idea is not to destroy the traditional business but to develop, improve and become more competitive with the help of digitization

The digital economy opens up a great deal of possibilities but also requires a deep understanding of what it is, what its specifics and principles of functioning, its negative sides, how to use the opportunities provided to enable it realize and have a positive effect on the digital transformation of the business. In addition to this, important questions such as: What are the main areas of digital transformation? How to build the business strategy of digital transformation? What are its tools and methods, what should be done in its individual stages? What are the main challenges and difficulties that need to be recognized and overcome? What knowledge and skills do the professionals have to be adaptable to the requirements of the digital economy?

The use of new technologies and the transformation to the digital economy are linked to serious changes that force companies and sometimes industries to reconsider the value of their products and services to customers

2. Promoting Responsible Research and Innovation Specific Keys in Formal and Non-formal Education

Gabriel Gorghiu
Laura Monica Gorghiu
Ana-Maria Aurelia Petrescu

Valahia University Targoviste

Keywords: Responsible Research and Innovation, science, formal education, non-formal education, IRRESISTIBLE project, ENGAGE Project;

Abstract

Responsible Research and Innovation (RRI) represents one of the main key actions proposed by the EU “*Science with and for Society*” programs (FP7, Horizon 2020). Practically, *RRI* asked for a closer cooperation between research and society, with particular orientation on strengthening the involvement of the societal actors in the larger dimensions of science, research and innovation, in contexts defined by activities which play important roles on: (a) promoting the rebirth of the economic sector; (b) increasing the competitiveness and growth; (c) rethinking the education - also by introducing special characteristic keys of RRI.

In the frame of the EU 7th Framework Programme, Valahia University Targoviste took part in two project consortiums which targeted on promoting RRI in the educational area: (a) “*IRRESISTIBLE - Including Responsible Research and Innovation in Cutting Edge Science and Inquiry-based Science Education to Improve Teacher's Learning Ability of Bridging Environments*” - having as objective to raise the awareness about the relation between research and society among young people, with a special focus on school students and their teachers as intermediates; (b) “*ENGAGE - Equipping the Next Generation for Active Engagement in Science Project*” - having in view to train the next generation of students, by changing the way of teaching and learning Science, through introducing in classrooms different interactive-participatory teaching strategies, based on involvement and investigation of reality, identifying and testing alternative solutions which allow students to make responsible decisions.

The paper illustrates the main results obtained in both projects related to the achieved levels on implementing RRI in educational issues in the Romanian secondary school.

Keywords: Responsible Research and Innovation, science, formal education, non-formal education, IRRESISTIBLE project, ENGAGE Project;

3. Information and communication technologies and education

Drd.PETER LILIANA

Valahia University of Târgoviște

Keywords: technologies, communicating, information, education.

Abstract: The main goal of this article is the way of implementing the new technologies of informing and communicating in education. The advantages of using the new technologies in education are multiple: the reduction of time consumption, the possibility of adapting personal

education programs, the possibility of fast accommodation with the changes and the new knowledge from various fields, extended interdisciplinary education opportunities.

The didactic means have evolved and diversified over time from printed course support to learning programs with direct transmission or video recording on TV, to interactive multimedia information in real time with the help of the internet.

In the educational field, the necessity for information and communication is realized through the registered progress that creates new opportunities and advantages in the training process.

The informational and communicational technology impact over education is remarkable and it seems that this development will lead to positive effects, but will also lead additional issues. The process of replacing the real life with components, the aspects brought by the media can be called virtualization. In education, this phenomenon is manifesting when computers are used to substitute the learning experiences that were previously made in contact with the teacher or to give the chance to learn what in the past wouldn't have been available to anyone.

The specificity of the management of these structures emerges from the particularities brought by the new realities: moving the focus of the broadcasting institution from the savoir determination to the educator's autonomy to conquer and build, through new technologies of communicating and informing.

After some analysts, the introduction of new informational technologies in education has in subsidiary hidden ideologies, designed to position the social actors to the actual world. "The valorization of NTIC in the educational field dreams less of modernizing the school, than producing of a new conception of an institution where the finalities would not consist in the social emancipation of subjects, but in their incorporation in the technical, economical and capitalist complex." (Thellen, 2002). Through the codification and standardization systems, through the promotion policies and the advertising strategies, through the fair competition, through the subsequent legal frameworks, the NTIC promoters are creating bridges for access to benefits, which, far from being accessible to anyone, are creating and deepening inequalities. Because of that, one of the preconditions of virtualization of training is to reduce gaps in creating the premises of equal access to such instruments.

4.PROMOTING CREATIVITY AND INNOVATION IN THE LEARNING PROCESS THROUGH INTEGRATING ADVANCED LEARNING TOOLS

Veronica ȘTEFAN
Mircea Constantin DUICĂ
mircea_duica@yahoo.com
Liliana CONDRAȚCHI

Key words: *Web Platforms, Information and Communication Technology, eLearning, Management Information Systems, Business Strategy Games*

Abstract

Throughout the history of evolution of humanity, knowledge, creativity and innovation have been the decisive factors in the intellectual as well as the economic development. However, lately, the tools necessary to create, share and apply knowledge have cardinally changed. As a result, the economy is transformed into an economy which has knowledge and creativity at its foundation, as a cornerstone, and the production process generates an

innovation-based production, which involves the use of knowledge applied in technology, know-how, new organizational structures and management.

The current generation has little and a fairly fragile experience in the development and evolution of the capitalist state and, thus, it is not prepared to deal with the economic crisis and the stages of recession. For this purpose, a philosophy of change, flexibility and intelligent survival is welcome. Under such conditions, it becomes absolutely necessary for the citizens of a country to be trained towards the development of flexible and adaptable behavior by cultivating creative skills and innovative spirit.

5.The Impact of School Infrastructure on Student Performance

Hamburda (Bauer) Ramona Oana

Doctoral School of Economics and Humanities, Management, “
Valahia” University of Targoviste, Romania

Ion (Stroe) Cristina Elena

Doctoral School of Economics and Humanities, Management,
“Valahia” University of Targoviste, Romania

Key words: *performance, pupils, educational units.*

Abstract

The performance of educational establishments, irrespective of the level of training, is given by the quality of the teaching staff but also of the students. This article has assumed that material resources in educational establishments have a significant influence on pupils' performance, and in this respect we have used: investigation of secondary sources and correlation. The most important conclusions of the article show that the school infrastructure (the number of computers and laboratories) in the educational units has a direct and strong impact on the promotion of primary and secondary education.

6. PROFESSOR - EDUCATIONAL MANAGER-FACTOR OF DECISION IN THE PREPARATION OF A PROFESSIONAL

Sorinel MIHALCEA, PhD, Valahia University of Târgoviște

Delia-Iuliana BĂNICĂ, PhD, Valahia University of Târgoviște

Marius ANDRA, PhD, Valahia University of Târgoviște

Keywords: teacher, educational manager, decision maker, professional, mission, educational activity.

Abstract

This paper summarizes the importance and role of the teacher as an educational manager in the training of a professional.

The teacher occupies an important place in the educational activity, as it contributes to the formation of the personality of the students, to their professional training in the educational institutions, closely related to the life, to the socio-professional, moral and civic activity. Being an educator is not just a job, it means doing a job.

The personality of the teacher under the conditions of the current education implies a whole range of qualities, determined by the specificity and complexity of the work he carries out. The teacher thus assumes a multitude of roles whose exertion is dependent on his personality.

In the literature, it is appreciated that the didactic profession can not be confined to the simple source of knowledge. However, the leading role of the teacher in teaching remains one of the basic coordinates of his mission.