



## International Conference

# MANAGEMENT, LEADERSHIP AND INNOVATION TOWARDS A BETTER CHANGING WORLD

### AGENDA

*Mlibcw*  
2021



ROMANIAN-AMERICAN UNIVERSITY, Bucharest, Romania  
24<sup>th</sup> - 25<sup>th</sup> of November 2021

### KEY SPEAKERS

Mr. Eric  
**SCHOONDERWOERD**  
Netherlands

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Mr. Alexandru **CHIRA**  
Romania

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Mr. Mihai **CALCIU**  
France

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Mr. Ajay **KURSEJA**  
India

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Mr. Diego **CANO**  
Spain

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Mr. Adrian **CIORANU**  
Switzerland

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Mr. Dragos **MARGINEANTU**  
USA

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### ROMANIAN-AMERICAN UNIVERSITY

1B Expozitiei Blvd.,  
Sector 1, code 012101

[www.rau.ro/](http://www.rau.ro/)

<http://mlibcw.rau.ro>

## Agenda

WEDNESDAY, 24<sup>TH</sup> OF NOVEMBER

12:00 - 12:30

### OPENING REMARKS

**Costel NEGRICEA**, Rector of the Romanian-American University

**Tudor EDU**, Vice-Rector with Research, Romanian-American University

**Anca APAHIDEAN**, Area Manager Eastern Europe at International Air Transport Association

**Dorin IVAȘCU**, President Romanian Airport Services

**Stanislav IVANOV**, Vice-Rector with Research, Varna University of Management

**Ștefan IONESCU**, Dean School of Domestic and International Economy of Tourism

12:30 - 13:00

### PLENARY SESSION - KEYNOTE SPEAKERS

**Diego CANO**, Melisofi & Arts Lifestyle, Tenerife, SPAIN

TBA

Q&A Session

13:00 - 13:30

**Mihai CALCIU**, University of Lille, FRANCE

*Big Data in Marketing: Data, Data Everywhere and not a Byte to use*

Q&A Session

13:30 - 14:00

**Eric SCHOONDERWOERD**, JAA Training Organisation, NETHERLANDS

*Virtual Classroom: Part of the New Normal?*

Q&A Session

14:00 - 14:30

**Ajay KURSEJA**, International Travel and Tourism Institute, INDIA

*Reversing the Climate Change - for a Better World Tomorrow*

Q&A Session

14:30 - 15:00

**Alexandru CHIRA**, Oradea Destination Management Organization, ROMANIA

*Successful Destination Branding. Case Study - Oradea*

Q&A Session

15:00 - 15:30

**Dragoș MĂRGINEANTU**, Boeing, USA

TBA

Q&A Session

18:00 - 20:00

PARALLEL SESSIONS

Mliban  
2021

THURSDAY, 25<sup>TH</sup> OF NOVEMBER

STUDENT ACTIVITIES

10:00 - 11:00

**Adrian CIORANU, President of the Board AIMS, SWITZERLAND**

PhD Candidate, Bucharest University of Economic Studies - ASE

Workshop - The Sky's the Limit