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ETHICS OF INSTITUTIONAL COMMUNICATION

1. DIGITAL AGE COMPLIANCE: ETHICAL DILEMMA

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Abstract

In today's rapidly changing digital landscape, maintaining regulatory compliance has become a difficult undertaking for businesses in all sectors. The advent of cutting-edge technologies like big data analytics, blockchain, and artificial intelligence has compelled the development of original solutions to ensure regulatory compliance. All organisations subject to regulations now have to have a robust programme for ethics and corporate compliance. Apart from guaranteeing adherence to diverse legislation, this kind of programme aids businesses in anticipating hazards, enhancing moral conduct within the organisation, and preparing for audits. A "risk appetite statement," which is the organization's agreement on the acceptable levels of risk to achieve the company's strategic objectives, is used to incorporate this into the compliance framework of the business. Our presentation will illustrate what problems are faced when the business growth outweighs the proper adherence to AML, thus the ethical dilemma.

Keywords: *AML, security, regulations, business growth, ethics.*

2. FEDERAL AND ITS APPLIED PROBLEMS IN THE CONTEMPORARY WORLD

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Abstract

Federalism is one of the principles that regulate the relations between the central authority and the local authority exercised on the territory of the state in which the federal system is applied. Federalism is not only a form of organizing the relationship between the center and its regions, but also a comprehensive vision based on the ability to discover the development potential of the state, in its various fields, and in its various regions. Through its negotiations, the federation seeks to find acceptable solutions between the parties, in their sharing of responsibility, in rights and in duties. What makes federalism in our modern world the basis for social stability.

Keywords: *Federalism, contemporary world, social stability.*

3. MENTORS IN THE PREPARATION OF EXCELLENCE

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Abstract

The paper presents the role of mentors as important models in educating and training personalities to achieve results in the various fields of activity, cultural, arts, literature, science. Applying the principles of the association's activities program, we can present a series of its achievements which consist of: promoting protection actions, preservation of the cultural heritage of the Târgu Bujor area, collaborations with the Haiku Society of Constanța and the Constanța County Cultural Center

"Teodor T. Burada", Monumentum Associations, Facts, not words, both from Chişinău.

Keywords: *mentors, models, education.*

4. ABOUT NATIONAL IDENTITY

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Abstract

Through my eyes, Romania today does not look very good. Maybe through other people's eyes it looks better. First of all, it does not look good that it is being de-Romanized and, secondly, it does not look good because the patriotic feeling, Romanianism, is no longer cultivated. We suddenly became European and global, without taking into account that we actually have an origin to which we must always return, in order not to lose our identity.

Keywords: *national identity, Romania, patriotism.*

5. FORGIVENESS AND WELL-BEING IN CLOSE RELATIONSHIPS

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Abstract

Forgiveness represents the victim's own decision to let go of anger, feelings of hatred and the desire to punish the party responsible for the harm caused (apud. Shrive, 1995). Through forgiveness, the injured person overcomes the feelings of anger and revenge (apud. Freedman & Enright, 1996). Forgiveness is a liberation from negative affections and resentment towards the source of an unjust act (apud. Thompson et al., 2005). Subjective well-being, or happiness, is defined as a person's current, cognitive, and affective assessments of their own existence. These assessments include the emotional reactions to events, as well as various cognition-based judgments regarding personal satisfaction and fulfilment.

Keywords: *forgiveness, close relationships, conflicts in relationships, well-being.*

6. THE (ULTRA)ELITIST FRENCH NAPOLEONIC HIGHER EDUCATION SYSTEM

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Abstract

The French Higher Schools of Higher Studies (Les Grandes Ecoles), of much smaller „dimensions” than the universities (schooling, in principle, only a few hundred students) are higher education institutions of high academic level, (ultra)elitist, particularly selective (accessible only to a percentage of about 6-7% of graduates with a baccalaureate diploma) and performing, being considered in France, as the „traditional” and „royal” school (educational) chain towards a high-level professional career in the field fundamental sciences, in the field of engineering and technology (leading edge), of the national economy, of justice, of national security, of culture and civilization, in the field of medicine and pharmaceuticals, in the literary and artistic field or in the field of the military and the armaments industry, as well as in the field of administration central public or state premises. Access to these schools, constituted in a national consortium (cluster) „La Conférence des Granders Ecoles CGC”, an association created in 1973 (according to the association law of 1901), generally takes place after graduating from a CPGE preparatory school (Classes Préparatoires aux Grandes Ecoles) with

a duration of 2/3 years (post bac) equivalent to the first university cycle (Bachelor). The system of the French Higher Schools (Les Grandes Ecoles), according to the way in which they are accessible, as well as according to the way they function as educational (higher education) and research institutions, is unique in the world. By tradition, obtaining a „Grande Ecole” diploma is one of the greatest achievements of a young person French and as a result, a „sine qua non” condition for him to be considered an „intellectual”, according to the modern definition of the term from a sociological point of view (a person with a high academic level who carries out, essentially, a spiritual activity creative in one or more areas of life, due to his capacity for synthesis and abstraction; deeply engaged in critical thinking, in research and self-reflection; author of works intended for the general public, which contribute to the progress of society, to its spiritual and material prosperity).

Keywords: *French Higher Schools, universities, education.*

7. FORAY INTO THE HISTORY OF THE GREAT BELGIAN CRIME OF THE „YEARS OF LEAD”. BRABANT IN CHAOS AND UNDER TERROR

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Abstract

As a result of a new „track” proposed to the Belgian authorities (under study) for one of the the largest and most spectacular diamond robberies (worth 21M€) committed in Belgium (at ABN Amro in Antwerp Diamond Center on March 2, 2007, without a gun, without violence, in a possible connection with the vast Belgian beef traffic cattle contaminated with Bovine Spongiform Encephalopathy 12 years ago, I was contacted to carry out a private investigation related to the identification of members of an organized crime criminal group specialized in armed robberies (the Nivelles gang), which in the first half of the eighth decade of the last century (1982-1985) committed a series of robberies (armed robberies), mainly in large commercial spaces (Delhaize Mega Image) in the Belgian province of Walloon Brabant, causing 28 victims (or possibly 29), including 3 children. The Belgian authorities believe that the „Brabant terror” case, which is due to expire in 2025 and in which the killers have not yet been identified, is the bloodiest criminal case in the entire post-war history of the kingdom. As part of my extensive investigation (over 2,000 pages), as a press attaché (for two decades) of the Capital Police and the Organization for the Defense of Human Rights (United Nations), whose secondment I am also to the Courts with Jury of the judicial courts in France, in which I analyze in detail all large-scale crimes in the history of post-war Belgium (as operational mode, deployment, social economic and political context, socio-judicial, etc.) and especially from the „lead years”, I launch a new track for the identification of the killers, in which I make a series of connections between the criminal events that marked, in this period, the history of the 5th French Republic (from 1958). In which are present, among others, those during the War (of independence) in Algeria, from the period of decolonization, of the OAS (Armed Organization French clandestine political military group considered terrorist, opposed to the decolonization policy of Charles de Gaulle)), i.e., partisan of French Algeria, of the SAC (Civic Action Service, founded on January 4, 1960), body „independent” of the Gaulle Party ist RPF Rassemblement du Peuple Français, legally between 1960 and 1981 created in the form of an association, according to the specific law NGOs since 1901) in the service of General Charles de Gaulle.

Keywords: *great Belgian crime, „brabant terror” case, investigation.*

8. THE ROBBERY OF THE CENTURY” FROM THE SOCIÉTÉ GÉNÉRALE BANK IN NICE

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Abstract

In principle, an escapee (from a penitentiary, tribune, psychiatric hospital, socio-judicial counseling unit, etc.) does not last long in release considering the difficulties he has to face, first of all, from on the part of the judicial and police authorities who "harass" him and search him "non-stop" with all their means at their disposal (more or less legal, and which are not few!) and then, due to the difficulties he has to face in all aspects of daily life, especially in those that have direct or indirect social and financial connections. In about 93% of the cases, fugitives are interpellated (arrested) in less than half a year from the date of their escape (and only in a few months, in the vast majority of cases), but there are also situations (and not very rare) in which the period of imprisonment is extended by a considerable (and even impressive) spatio-temporal interval, and in some of them, it even becomes "indeterminate" ("unbounded" in space and time), which will have the effect of the escapee's freedom (convicted or prevented), somewhat "conditional", until, in fact, he gives up and surrenders, "of his own free will and not forced by anyone" or, in the happy case, even until his death (natural or premeditated). A famous case of escape with an "endless" horse that I worked on (for a long time) is that of the Franco-Italian Albert Spaggiari (1932-1989, photographer and writer, former soldier in the Indochina War between 1946-1954, and partisan of the OAS Organization Secret Army in the Algerian War, a legendary French villain of Italian origin), considered the "mastermind" of the famous heist of the century ("no gun, no violence and no hatred") at a branch of the Société Générale bank in Nice (on Av. Jean Médecin Place Masséna, Nice Côte d'Azur Métropole), in 1976, with a financial loss of approx. 50 MFFr (estimated today, at approx. 41 M€PPA/Purchasing Power).

Keywords: *robbery, bank, Albert Spaggiari.*

9. MATHEMATICAL PSYCHOSOCIOLOGY AND ARTIFICIAL INTELLIGENCE, THE FOUNDATIONS OF THE NEW WORLD ORDER

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Abstract

Starting already with this century (millennium), hyper(post)industrialization, inter --, pluri and transdisciplinarity make a series of jobs, in a series of fields (more or less vital) disappear (more or less forced), which, if we consider the continuous growth of the world's population, leads us to the obligation to rethink the socio-economic and political principles that underlie the consumer societies (more or less diversified) to which we belong according to our different "generalized coordinates", terrestrial. In the development of new societies governed by the new world order (with new internal "laws of composition"), a more than important contribution will be made by social networks (as one of the results of hyperdevelopment), which will in turn generate a "matrix of personal needs" built empirically, specific to each of their members, along with other contributors such as the tax authorities, telephone operators, electricity & gas suppliers, banks, insurances, criminal records, medical records, etc., in principle, a set of "the independent variables" that will generate a "space", the nature of which can be defined (theoretically) in such a way that it is compatible with the empirically defined "matrices" (through observables). In other words, theoretically (in the framework of a mathematical model specific to mathematical sociology), each member of society (or a subset of it) in the new world order will be monitored in the space attached to it, through his personal matrix (with the "spectrum of values" of it, to which a code can also be associated). Practically, this could be achieved (in the not too distant future) by implanting a chip in the human body (in various places) which could allow it to be (geo)located, typically through the GPS global positioning system (Global Positioning System) and other related technologies, among which artificial intelligence would play the most important role. In such a context, we are already talking about an "electronic surveillance" of the human (man), or more of a "freedom under electronic seizure" (limited), which

will automatically prohibit the commission of crimes in relation to the new "legislation" order world (regardless of whether it is democratic or dictatorial), so the lifting (cancellation) of "penal responsibility".

Keywords: *mathematics, psychosociology, artificial intelligence.*

10. CURRENT TRENDS IN THE PROFESSIONAL ETHICS OF COMMUNICATORS

Prof. PhD Dumitru Popa¹

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Abstract

Public relations professionals depend on journalists to convey messages to the public and generally have to go to great lengths to gain access to the media. They are responsible for the negative image of their profession, synonymous with lying, manipulation, deception and unscrupulousness, thus making difficult any attempt to establish the role of ethics in this field. But, just like in other areas of communication, public relations specialists need an assumption of ethics at the level of the entire professional community, through the development and implementation of ethical codes, through adequate training, through the establishment of trusting relationships and mutual respect with the main categories of audiences.

Keywords: *ethics, journalism, communication.*

11. THE ROLE OF ETHICAL CODES IN THE REGULATION OF PUBLIC RELATIONS ACTIVITY

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Abstract

One of the biggest challenges of public relations ethics is the establishment of unique professional ethical standards. Although in theory there should not be deep disagreements about what public relations professionals should and should not do, in reality it is difficult to apply a single global professional standard in this field, and the provisions of the codes deontological codes vary from one professional organization to another, in the sense that some are educational, developed in the form of professional, practical guides, others are aspirational, emphasizing the establishment of fundamental ethical principles that should be the basis of the profession, and others are punitive, establishing clear rules of behavior and applicable sanctions in case of deviations from these rules.

Keywords: *ethical codes, regulation, public relations.*

12. CONCEPTS IN THE EVOLUTION OF HUMAN RESOURCE MANAGEMENT

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Abstract

The current status of contemporary society with the changes and profound transformations of the development of information technology requires a perfect adaptation of the managerial act, simultaneously with the acquisition of new models of labour organization and, of course, of human resources and the initiation of practical procedures that as a whole ensure the efficient functioning of the organizational ensemble. Our emphasis on human resource stems from the central place that it occupies in the organizational structure. This aspect has focused the attention of many specialists so that today we can talk about a historical evolution of the concept of human resource management, to the configuration of which generations of researchers have contributed.

Keywords: *human resource management, concept, evolution.*

13. SOCIAL HISTORIES OF VILLAGES IN THE REPUBLIC OF MOLDOVA: RETURN TO THE SOURCES IN EXTREME CONDITIONS

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Abstract

In the Republic of Moldova, 3-5 thousand fewer children are born every year than adult people die. Thus, a village of medium or large proportions disappears, irrevocably. The society that escaped the tutelage of the Soviet Union seeks truth and justice by reconstructing historical and social history paintings, sequences of village monographic research undertaken by the Bucharest Sociological School, the Romanian Social Institute and the „Prince Carol” Royal Cultural Foundation - social institutions run by the teacher, academician Dimitrie Gusti. Although many authors of today’s history and local social history works do not know the principles of rural space research elaborated by the Bucharest Sociological School, set forth in the treatise „Guidelines for sociological monographs”, published in 1940 under the patronage of D. Gusti, because they have not how to know them. Thus, works dedicated to local history appeared and continue to be published in the Republic of Moldova. We tried to briefly present the reference work „Guidelines for sociological monographs”, to analyze and present in short annotations a systematization of some representative works, corresponding to our classification in: monographic studies and essays popularizing the history and culture of localities; documentary-publicistic itineraries; history sheets or timelines for the history of the village

Keywords: *village, sociology, monography.*

14. ETHICS OF COMMUNICATION IN THE ACADEMIC ENVIRONMENT

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Abstract

Technical-scientific progress and modern technologies that have emerged in recent decades have succeeded in revolutionizing the traditional forms and methods of information transmission, which has contributed to the deformation and even to the change of the communication circuit. Essential changes were registered not only at the level of mass communication, but also at that of institutional communication, including in the academic environment. Along with this, among the factors that generated changes in institutional communication in the modern academic environment, there are the globalization of values, principles, traditions and teaching methodologies; the digitization of scientific and didactic processes, the acute economic crises in some areas, the increase in competition between higher education institutions not only at the local level, but also at the international level, etc. In this new socio-economic and cultural framework, the ethics of institutional communication and the transmitted contents are manifested as one of the principle conditions of the success of the higher education institution, its functions and roles become much more complex.

Keywords: *ethics, communication, academic.*

15. ACCESS TO INFORMATION OF PUBLIC INTEREST IN THE REPUBLIC OF MOLDOVA IN THE 21ST CENTURY: DELAYS AND SUCCESSES

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Abstract

In a century in which information technologies dictate the new trends in the process of accessing and processing information by journalists, we find that public institutions are still reluctant to deal with media representatives for providing information of public interest outside those that the

institution presents daily through press releases on the institutional websites. Not always, however, press releases can be considered relevant and useful to be taken over by representatives of the press and transformed into informative materials, or investigative journalists, for example, are perhaps the least interested in the information of an advertising nature that appears from those several times in these press releases. In the Republic of Moldova, in 2023, the new law on access to information was approved, 23 years after the first approval of such a law in our country and which entered into force on January 1, 2024. The most important the success of this law consists in reducing the term for examining requests for information of public interest from 15 working days, as provided for in the old law, to 10 calendar days, according to the new legal regulations.

Keywords: *information, public interest, technologies.*

16. THE ROLE OF INSTITUTIONAL COMMUNICATION IN IMAGE MANAGEMENT OF LOCAL PUBLIC ADMINISTRATION

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Abstract

Without a positive image in the public space we cannot talk about a future of local public administration. However, in order to be functional, the image of the local public administration must correspond to several criteria, it must be distinct, have a good reputation, be „present” in the mass media, susceptible to the requests of the local press, edifying new norms, forms and methods of activity. In the present scientific approach, we are going to investigate the tools and particularities of institutional communication management, in order to strengthen the public image of town halls in the local area, promote decision-making transparency and intensify cooperation and collaboration relations between the local public administration and citizens.

Keywords: *institutional communication, public administration, management.*

17. MEDIA CONSUMPTION OF THE MOLDOVAN DIASPORA

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Abstract

The results of the survey reflect the particularities of the media consumption of the Moldovan diaspora. The responses of respondents from different countries, collected during November 2023, provide insight into how members of the diaspora connect with information about their country of origin. Sociological analysis reflects a significant diversity in the media sources used to inform oneself. The majority indicates accessing the websites of some Moldovan portals, highlighting a preference for traditional news sources and journalistic analysis. The importance of social media platforms such as Facebook, Instagram, and YouTube is evident, suggesting that diaspora members shape their news sources online and from social media. This variety reflects respondents' adaptability to different ways of accessing information. The fact that the diaspora uses various sources, from news sites, TV stations, to social networks and video sharing platforms, shows a complex and diversified approach to information consumption. The conclusion reveals that the Moldovan diaspora has access to a wide range of media sources, thus reflecting the diversity of the ways in which they stay informed about events in the Republic of Moldova. The results of the survey underline the strong commitment of the Moldovan diaspora in maintaining the connection with the news and culture of the Republic of Moldova, highlighting the importance of this connection for their national identity and to understand the context in which social, economic and political life unfolds in the country of origin. The results show that the impact of media consumption on the perception of the

Republic of Moldova can vary depending on the individual approach to information and the degree of discernment in the selection of sources. The respondents came up with valuable suggestions regarding improving access to information for the Moldovan diaspora.

Keywords: *Moldovan diaspora, media, survey.*

18. WAYS TO PROMOTE THE INSTITUTIONAL IMAGE ON INSTAGRAM

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Abstract

The online environment today represents an effective platform for the promotion and mediatization of the institutional image; in the digital age the online presence of institutions/organizations is imposed as an imperative. Moreover, online promotion has also become a tool of communication strategies „both the intensification of local and global competition, as well as the development that the Internet has seen worldwide, have led many organizations to see the presence in the environment as a necessity online”. The virtual space is used strategically in order to promote the philosophy, values, mission, human capital, services, products provided by an institution/organization, thus it penetrates the social tissue much faster, due to the impact that the Internet produces on the individual in particular and on society in general assembly. Social networks are tools for online communication and interaction, involving the sharing of content of various types and forms. Instagram is an effective platform to promote the institutional image, that’s why it’s worth doing some analysis, which I propose to do in this article.

Keywords: *communication, institutional image, Instagram.*

19. DIGITAL ADAPTATION IN NEWSROOMS: INTERNAL COMMUNICATION STRATEGIES FOR STREAMLINING JOURNALISTIC ACTIVITY

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Abstract

The subject under research comes to explore the process of digital adaptation in newsrooms, focusing entirely on internal communication strategies to optimize journalistic activity. In an ever-evolving digital age, newsrooms face unique challenges and opportunities around information management and internal collaboration. As part of the scientific approach, we design and analyze innovative strategies to improve communication aspects within digitalized newsrooms, including the adoption of collaborative platforms, the implementation of advanced technologies and the development of a digital culture, as a whole, for all employees. Through these strategies, newsrooms can streamline the processes of collection, production and distribution of news/broadcasts/multimedia products, successfully adapting to the new realities of the digital environment.

Keywords: *communication, strategies, journalism.*

20. STRATEGIC COMMUNICATION FOR NATIONAL SECURITY AND DEFENSE

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Abstract

Recent military actions have provided clear examples of the growing power of communications in the public and governmental arena regarding the role that direct actors play in disputes characterized as conflicts of interest. These examples also showed how communications can directly

influence perceptions within the international system and among those who enjoy freedom of action, who are always tracked by an arsenal of immediate media technology. However, in a conflict of interests, nation-states act along political lines and use the tools of the fields of action (internal, external, economic and defense) to execute their national strategies, with the aim of maintaining or pursue political and strategic objectives. Thus, there is a need to develop defense capabilities that involve communication strategies or their use for the benefit of one's own interests.

Keywords: *communication, security, defense.*

21. THE COPY-PASTE PHENOMENON IN ONLINE JOURNALISTIC ACTIVITY

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Abstract

The migration of journalistic activity to the online environment has increased the risk of unauthorized taking of content, and the identification of authors involved in such practices becomes difficult. This is because on online platforms, journalists publish articles and information on behalf of their newsroom without providing personal details about themselves. In addition to the plagiarism of texts, the taking of photographs without asking or receiving the author's permission occurs on a high scale in the press. Despite the efforts to combat plagiarism in the digital age, the phenomenon persists, and it is essential to implement effective preventive measures and continue awareness and education efforts among the community of journalists and media institutions.

Keywords: *journalistic, online, plagiarism.*

22. ETHICAL ASPECTS IN THE CONTEXT OF ELECTRONIC COMMERCE

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Abstract

Ethics in the field of electronic commerce refers to their use according to the standards of social conduct. Most ethical debates arise in the context of issues of ownership, accessibility, accuracy and private use of information. Ethical behavior involves respecting the right to ownership of information, ensuring the confidentiality, integrity and accessibility of information, as well as respecting the right to privacy.

Keywords: *ethics, electronic commerce, information.*

23. EDUCATION 3.0: ETHICS, EVOLUTION AND INNOVATION IN ROMANIAN EDUCATION

Prof. Irina-Paula Merluşcă¹

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Abstract

In a constantly changing world, adaptation and innovation are becoming key words in the development of our education system. Our intention is to explore the transition to a modern educational paradigm, focused on personalized methods, advanced technologies and approaches based on the development of practical skills in the educational system in Romania. However, beyond the undeniable benefits, the integration of digital tools, online platforms and interactive methods raises ethical dilemmas related to privacy, security and excessive reliance on technology. Artificial intelligence has opened the way to a new type of adaptive, collaborative and analytical education and made us pay attention not only to how we educate, but also in which direction and with which principles. By connecting ethics with innovation, we support an integrated

framework that promotes critical thinking, creativity, empathy and social responsibility. We propose the implementation of a dynamic and fluid educational model that constitutes a vector for sustainable development at the national level. In the face of persistent systemic issues facing the field, the implementation of sound policies, ongoing staff training, and increased student awareness are imperative to reducing vulnerabilities and ensuring a dynamic, effective, and equitable educational experience. The developed analysis framework includes concrete solutions for the transparent use of advanced technology in the didactic act that proactively involves both teachers and students, parents and decision-makers in the field of education and that supports a natural evolution of the Romanian education system towards an adaptable environment, ethical and forward-looking.

Keywords: *digitization, education 3.0, ethics, innovation, social responsibility.*

24. ETHICS IN INSTITUTIONAL COMMUNICATION - BETWEEN REGULATION AND IMPLEMENTATION

Prof. PhD Mihail Orzeată¹

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Abstract

Ethics in institutional communication is regulated according to national and international norms – laws, regulations, instructions, dispositions, orders, strategies, etc. Problems arise in the process of implementing these regulations because some leaders of institutions and some officials in institutions have strong moral and professional which materialize in acts of corruption, abuses and other different types of violations of the regulations. The situation is quite alarming, both at the national and international level because, in recent years, there have been acts of violation of ethical norms at the EU level, of the leadership of some states and of some very important institutions of the states.

Keywords: *ethics, institutional communication, laws.*

25. MANAGING REPUTATION CRISES IN INSTITUTIONAL COMMUNICATION

Assoc. Prof. PhD Vasile Roman¹

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Abstract

In the last thirty years, the Romanian society is in a permanent search for a way to adopt the values of Western democracy, but its identification appears to be difficult. The lack of transparency of political and administrative institutions, determined by the frequent „reputation” crises of their leaders, makes it difficult for society to identify which values are worth defending and which are better to be „adapted” to the Romanian collective mind. Aware of the fact that the collective mentality in each of the historical-geographical regions is influenced by the shared history with the neighboring peoples, Romanian society places itself in different positions regarding the condemnation or defense of some people whose reputation is questionable. Both the representatives of the state institutions and the public relations bodies behave like the population, delivering the messages as they think are accepted by the public, from the phrase „he stole but he did it” to the expression „we can’t be more Catholic than the Pope „. Regardless of what we inherited, it is necessary that, in order to stop corruption and especially to promote meritocracy, the staff in state institutions, paid from public money, have the duty to be transparent in institutional communication and above all to be in the camp of truth and not of people of questionable reputation, even if they are their employers.

Keywords: *crisis, institutional, communication.*

26. WHEN CHAT MEETS CHEAT: AN IN-DEPTH EXPLORATION OF ACADEMIA CONFRONTING AI-GIARISM CHALLENGES

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Abstract

As artificial intelligence continues to permeate various facets of our lives, academia finds itself contending with the ethical implications of integrating AI into research, teaching, and learning. While generative AI tools bring forth transformative opportunities, the complexities associated with its potential misuse in academic settings must be addressed proactively. The dual nature of AI chatbots as both an impactful research tool and a potential catalyst for academic misconduct prompts a reevaluation of traditional notions of plagiarism and academic dishonesty. As students abuse the prompt input feature of ChatGPT to generate completed works for submission, educational institutions expand ethical boundaries to match pace with technological innovation, by embracing responsible use, fostering transparency, and developing clearer guidelines, ultimately advancing research while maintaining the foundational principles of academic integrity.

Keywords: *Artificial Intelligence, AI-giarism, Chatbots, Ethics, Misconduct.*

27. ETHICAL ASPECTS OF INSTITUTIONAL COMMUNICATION IN HEALTHCARE

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Abstract

The third decade of the millennium consecrates communication as a decisive actor of society as a result of its placement at the center of all social phenomena and mechanisms. Against this background, institutional communication occupies an essential place. The ability to communicate attitudes, decisions and ethical practices will favor an institutional communication engaged in the service of society with honest, truthful, and transparent information and will strengthen a positive relationship with the participants in the public health act. It will ensure public visibility of its good governance and project an image and reputation consistent with its ethical choices, Ethics is therefore an essential part of institutions but also of corporations in the field of health and their good governance including the application it in institutional communication.

Keywords: *ethics, institutional communication, healthcare.*

28. NOETIC DOBROGEA. FROM ANCESTORS TO DESCENDANTS

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Abstract

Tradition must not only be inherited, but conquered and defended. When I started the Interartes magazine and allocated a column to cultural Dobrogea, dedicating then, in 2012-2013, special issues to noetic Dobrogea, I did not anticipate that I would complete the volume Noetic Dobrogea in 2023. Spiritual and (inter)cultural landmarks, Quantic Publishing House, Bucharest, book included in the „Dobrogea Cultural Landmarks” project, being financed by the Constanța County Council through the Constanța County Cultural Center „Teodor T. Burada”. The exploration of the noetic Dobrogea was and is a constant of my concerns because from the current problems we can only find the way through spirituality, education, culture, by returning to traditions, to identity landmarks and by creating places for communication in the inter spirit. After the annexation of Dobrogea to the motherland and the construction of the bridge over the Danube at Cernavodă, this territory was

increasingly researched. Teodor Burada wrote the monograph *A trip to Dobrogea*, Hasdeu and Densușianu applied their Questionnaires to the people of Dobrogea to find out their beliefs and customs, history and language. Many researchers came to the land between the Danube and the sea to understand the ethnic mosaic of this land that had been under Ottoman rule. Eminescu wrote about „this Orient in miniature, with all its mixture of people”, which proved that we are fair enough and frugal enough to keep the most diverse elements in balance and in good peace.”

Keywords: *tradition, Dobrogea, ancestors.*

29. INSTITUTIONAL COMMUNICATION VS PUBLIC RELATIONS

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Abstract

Relations with the Public as stipulated in law 544/2001 and Institutional Communication are different actions and results, considering the obligation to communicate on the one hand and the one collaborating on the principle of loyalty regarding the organization and functioning of state institutions and authorities. Relations with the public have registered a setback due to the rigidity of some laws that restrict access to information as well as the superficial treatment of the requesters.

Keywords: *institutional communication, public relations, information.*

30. SOCIAL RESPONSIBILITY AS A PARADIGM OF PUBLIC INSTITUTIONS

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Abstract

As a member country of the European Union, involved in the realization of the European dream and in this broad process of globalization, Romania must face extremely many challenges, meaning that the institutions of the Romanian state must be brought, first of all, closer to the citizens. It is important for citizens to support the strategic objectives of Romania and the European Union, but for this they must always observe and feel the connection between these objectives and the day-to-day actions of the state’s public institutions, which must act only in the general interest of all citizens. For this, citizens want flexible and well-structured institutions and, above all, more efficient and transparent in solving the problems they face directly. All the democratic institutions of the Romanian state must fully respect the expectations of the citizens. It is known that, together with the consolidation and improvement of justice, safety and actions against crime, Romanian citizens want to increase their standard of living, they want better results in terms of salary policies, the active fight against poverty and social exclusion.

Keywords: *communication, social responsibility, public institutions.*

31. THE NEED FOR ETHICS IN THE CONTEMPORARY WORLD; ETHICAL CONDUCT, A MEANS OF LEGITIMATION IN THE PUBLIC SPACE. CASE STUDY: SOCIAL RESPONSIBILITY POLICY OF A COMPANY

Lecturer PhD Alexandra Violeta Gheorghiu¹, Carmen Liliana Andronic (Cidu)¹

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Abstract

In a post-truth world, is there an ethics of truth? The impact of the consumption of information, of fake news versus properly verified sources, the distribution of information about the products of some companies, the perception of the truth in the digital age, on the portable of a social media that is difficult to control, especially from an ethical point of view, reflects the means of legitimization

in the public space of companies. Is there an ethics of social dialogue in a post-truth world? Is there a need for ethics in the contemporary world? Is social dialogue used as a tool to combat disinformation within the social responsibility policy of companies?

Keywords: *ethics, information, contemporary world.*

32. DRUG USE IN THE SCHOOL ENVIRONMENT

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Abstract

The effects, the extent, the social challenges of drug use in the school environment are a serious challenge to individual and national security. It is crucial that the young generations understand from an early age the dangers and dramatic consequences of the consumption of drugs. It is obvious that the trafficking and distribution of high-risk substances has become a real national problem for several reasons.

Keywords: *drugs, school, high-risk substances.*

33. DEONTOLOGICAL ETHICS VERSUS TELEOLOGICAL ETHICS IN CORPORATE-TYPE INSTITUTIONAL COMMUNICATION

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Abstract

The presentation will address guidelines on the ethical challenges involved in corporate institutional communication, arguing for the need for ethical foundations for the corporate communication practitioner, critically examining the two broad ethical theories - deontology and teleology - and their place in ethical judgment.

Keywords: *ethics, institutional communication, deontology.*

34. METAETHICS AND THE REGULATIONS OF THE NATIONAL AUDIOVISUAL COUNCIL FOR TELEVISION PRODUCTION

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Abstract

The codes that structure the televisual language are closer to those of speech than to those of writing. In addition to signs and codes, television is characterized by discursive modes, the construction and reception of the message does not particularly follow the formal logic, typical of written culture, but, rather, the oral logic. The nature of the televisual discourse is neither immutable (permanent) nor impersonal, the message being able to be validated by the context, by the opposition of the audio-script-visual elements. The axiomatic statement of the representatives of the Palo Alto School, according to which any act of communication presents two aspects: the content and the relationship, the second encompassing the first and thus becoming a metacommunication, has in televisual communication, as the main element of specificity, the prevalence of the iconic in determining the framework (relationship) under which a message will be decoded. If in a linguistic context, where only verbal messages (words, sentences) are taken into account, we use metalanguage to frame the statement (content), in the visual context, metacommunication, i.e. what designates and manages the statement, falls to the image.

Keywords: *metaethics, national audiovisual council, television production.*

35. ETHICAL ASPECTS OF THE USE OF ARTIFICIAL INTELLIGENCE (AI) IN THE ELECTORAL CAMPAIGN

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Abstract

The year 2024 will be an electoral year for Romania and a quarter of the world's population. We will analyze the risks of using Artificial Intelligence (AI) in electoral campaigns. Ethical aspects intervene in the way AI can influence the freedom of choice of citizens. Also, AI can access information from the databases of political parties, the consequences being represented by cyber attacks and the use of personal data. The future of electoral campaigns will depend on the success of national governments in the process of using AI to strengthen the defense of democratic principles.

Keywords: *artificial intelligence, electoral campaign, ethics.*

36. ETHICAL PRINCIPLES AND BRANDING STRATEGIES IN PROMOTING THE MAI INSTITUTION ON THE FACEBOOK SOCIAL NETWORK

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Abstract

Institutional Ethical and Branding Guidelines of MAI on the Facebook Social Media Network is a paper that analyzes how MAI manages to attract the most likes of all Romanian ministries. It does so by posting relevant content involving rescues including little kittens sheltered in car engines of old ladies, or heroic fire put outs as international help in Greece, well done dynamic videos of young people of both genders in parades singing in uniforms as a way of attracting the youth to its schools, videos of police dog Rex and invitations to take pictures with it, holiday congratulations for religious Romanian minorities, volunteers or employee stories of self sacrifice during or out of service. In the use of all successful branding strategies MAI respects the ethical principles of gender equality, minorities rights, respect for animals and human life and so on.

Keywords: *ethics, MAI, Facebook.*

37. THE ETHICS OF USING ARTIFICIAL INTELLIGENCE SYSTEMS IN COMMUNICATION

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Abstract

Artificial intelligence has made communication more accessible in many ways, from virtual assistants and chatbots to foreign language translation and personalized communication. By breaking down language barriers, improving accessibility and automating routine tasks, artificial intelligence is helping to create a more connected and, in some ways, more efficient world. In communication, artificial intelligence involves the use of machine learning algorithms and models to enable machines to recognize, understand and generate natural language; chatbot or virtual assistant systems use artificial intelligence to understand and respond to questions and requests in natural language, as well as to provide information or perform specific tasks. As it develops, however, it raises more and more questions about the ethics of using these artificial intelligence systems in communication, as it involves interaction with people, which can have a significant impact on them. The evaluation of the use of artificial intelligence in communication is complex and requires the consideration of several ethical aspects such as: respect for confidentiality and data protection, transparency, fairness and non-discrimination, aspects that we will deal with in this paper.

Keywords: *Artificial intelligence, communication, ethics.*

38. THE ETHICS OF INSTITUTIONAL COMMUNICATION IN THE ROMANIAN INTERWAR PRESS. CASE STUDY

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Abstract

Holodomor (1932 - 1933) in the news and articles published in two of the most important and widely read information dailies from the interwar period in Romania. The two publications with different political orientations are „Adevărul” (founded in 1871), center-left, and „Universul” (founded in 1884), center-right. The ideological lines of the two publications stand out in the presentation of the realities in Ukraine and the Soviet Union, and the incomplete or truncated information oscillates between truth (objective reality) and propaganda, the real dimensions of the genocide being unable to be outlined for the Romanian public, which could not form a clear and correct picture of the events. It can therefore be stated that the communication ethics of the two interwar media institutions is associated with some ideological requirements. As a result, the truthful information about the famine in Soviet Ukraine does not overlap in the two newspapers, but they manage to shape and distort the perception of the Romanian public by appealing to political ideas, feelings and stereotypes.

Keywords: *ethics, institutional communication, romanian interwar press.*

39. ETHICS AND ADVERTISING: PROMOTING PRODUCTS VS. CONSUMER COMPLIANCE

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Abstract

The communication aims to carry out an analysis of the ethical dilemma that appears in the field of advertising when the question of balance between the objectives of promoting products and respecting the rights and needs of consumers is raised. Theme explores how advertising agencies and companies approach ethical dilemmas in creating and delivering advertising messages. The paper addresses issues related to the use of persuasive techniques in advertising to increase sales, analysis of how advertising can influence consumer opinions and choices ethically or unethically, and the impact of ethical campaigns on brand image and consumer relationships. The study provides a deeper understanding of the ethical complexities in advertising and how they can affect the relationship between companies and consumers.

Keywords: *communication, ethics, advertising.*

40. ABOUT THE TELEREALITY OF TODAY’S WORLD

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Abstract

In the context of telereality in today’s world, the ethical aspects of institutional communication become essential, both for content producers and participants. Reality TV, as a form of entertainment and mediated communication, raises ethical questions about its transparency and authenticity. A major concern is how open and truthful reality TV is to the public. Is the public sufficiently informed about the degree of manipulation or direction behind the television discourse? Producers have a responsibility to provide transparency regarding how sequences are manipulated or edited to ensure the authenticity of events. The ethics of institutional communication involves avoiding manipulation and misinformation, requires transparency in the presentation of reality as well as the recognition

of manipulations or edits that may affect public perception. Advanced technologies such as virtual reality (VR) or augmented reality (AR) allow users to interact with virtual environments and objects in a way that simulates reality. Managing them correctly involves a delicate balance between innovation and responsibility. Therefore, the ethics of communication in the context of reality TV is a complex issue, involving multiple aspects such as manipulation, confidentiality, public image and responsibility towards participants. In an era where the boundaries between reality and simulation are becoming increasingly blurred, ethical compliance in institutional communication becomes fundamental to maintaining the authenticity, accountability and accuracy of information intended for the public.

Keywords: *telereality, ethics, institutional communication.*

41. VALUES AND HISTORICAL LANDMARKS IN TODAY'S FORMAL EDUCATION

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Abstract

The values that an educational institution must promote are of two categories. On the one hand, there are the values established at the level of the education system, and on the other hand, there are the values established by the beneficiaries of the education, their parents and the school. At the general level of the education system, the following values are defined: educational pluralism; respect for tradition and national identity; tolerance; freedom of opinion; dignity; patriotism; independence of thought; respect for others; honor and respect for justice and the rights of others; respecting ways of life, opinions and ideas different from one's own, if they, in turn, respect those of others; decency; commitment to promoting democratic processes; concern for one's own well-being, that of others and society.

Keywords: *education, values, tradition.*