The Role of Territorial Marketing in the New Public Diplomacy

Luminiţa ŞOPRONI

The major changes generated by globalization at the level of the international environment have also led to the attribution of increased importance to public diplomacy among states or regions. The new public diplomacy uses a wealth of tools and actors in order to create and enhance the image of countries or regions on the international scene. In addition to governments, which are the traditional actors in international relations, there are other entities at national, regional or local level, who successfully engage in public diplomacy.

Branding a Border City: The Territorial Marketing Strategy of the City of Oradea

Luminiţa ŞOPRONI

Abstract. *Nowadays, city branding is a useful tool for public diplomacy, since it can help the local actors in their striving to establish contacts with different categories of citizens. At the same time, it contributes to the creation of long-term relationships with communities and business people, inside and outside the region, and to the identification of the competitive advantages that might ensure the success of the city, in a process whereby it attempts to create and communicate its image and attributes.*
This paper aims to demonstrate that the city of Oradea is an example of good practice in the field of both territorial marketing and strategic management, demonstrating leadership capacity and the presence of a substance of the place and of the critical mass that are needed for shaping a referable identity at national, regional and international level.

Keywords: *city branding, place marketing, Oradea, regional development*

Role of Border Regions in the Economic Development of Debrecen

Gábor KOZMA
Ernő MOLNÁR

Abstract. *Border region location had been associated with social and economic backwardness for a long time. Nevertheless, the advantages resulting from the border region situation and the processes promoting development of the regions concerned gain more and more attention nowadays. In view of the above, the aim of our paper is to offer an analysis of the relationship between economic development and border region location through the example of Debrecen situated in the eastern border region of Hungary. The chief results of our study may be summarised relying on the development concepts of the city and the promotional brochures prepared for the enterprises which emphasise border*

location from many aspects (e.g. accessibility of new markets, labour reserves), although the references made to the gateway role of Debrecen started to diminish in the most recent period.

The Concept of Green Tourism Development on the basis of Places Marketing in Ukrainian-Polish Cross-border Region Roztochya

Yuriy STADNYTSKYI
Olena PASTERNAK
Olha DEMEDYUK

Abstract. *The article examines the capacity of green tourism development in Roztochya cross-border region on the basis of main provisions of place marketing concept. Introduction of green tourism in Roztochya cross-border region will contribute to turning of the threats of economic and ecological conflicts into the chances of efficient territorial development. Advisability of green tourism development from the viewpoint of correspondence to principles and tasks of national and regional strategies of Ukraine and Poland is explained, in particular 2020 State Regional Development Strategy», Ukraine 2020 Sustainable Development Strategy, 2020 Lvivska Oblast Development Strategy, 2014-2017 Program of Tourism and Resorts Development in Lvivska Oblast, 2020 State Development Strategy, 2030 Concept of State Spatial Development, 2020 Eastern Poland Social-Economic Development Strategy, 2020 Podkarpackie Voivodeship Development Strategy, 2014-2020 Lubelskie Voivodeship Development Strategy.*

The capacity of green tourism development in Ukrainian-Polish cross-border region is outlined, in particular such strategic development directions as elaboration of the Concept of Green Tourism Development Marketing Strategy, creation of joint brand of green tourism and its promotion, development of green tourism website, conducting of bilateral training seminars for perspective entrepreneurs, presentation of green tourism business capacity. Major activities necessary to implement for green tourism development are defined, in particular creation of positive image of the region and its places, informational and consulting maintenance of perspective "residents" in their choice of places in the region, creation of positive image of region's "residents" and goods produced in the region, informational and consulting promotion of already existing "residents" of the region.

Key words: *place marketing, cross-border region, green tourism, brand of a territory, Concept of Green Tourism Development Marketing Strategy*

Smart versus Digital. Integrating Technology in City Branding

Mirela MĂRCUŢ

Abstract. *Cities and regions have developed into economic, industrial or cultural hubs with the help of proper branding techniques that resemble those used in the private management of companies. The reason? Globalization creates a growing competition between the LRAs (local and regional authorities) for investment, which could bring overall development at the sub-national level. One element that can help provide better impetus for investment is technology. More specifically, cities or regions must also create a tech-friendly climate in order to attract investment, which can come in many forms: tourism, innovation, manufacturing, research, etc.*

In this sense, the purpose of the article is to follow the connection between city branding and the smart/digital city strategy. Using examples from Romania and Germany, the article beings with the theoretical framework of place branding and marketing to analyze such agendas from the two countries. Then, the article will provide a comparative look at smart versus digital branding for cities to provide an answer to the fundamental question of the paper: How does the smart city/digital city branding help a city brand?

Keywords: *smart city, digital city, place marketing, city brand, place branding*

Improving Cross-border Cooperation in Digital Europe.
A Discourse Analysis on Digital Challenges in Poland and Georgia

Lia GUBASHVILI
Michał STAWINOGA

Abstract. *Internet usage continues to explode across the world and digital technology impacts country's economic growth. This article contributes to the understanding of the current digital challenges in the EU and the EaP countries. Due to the large community of the EU and the EaP countries this study concentrates on two representatives of these communities – Poland as a member of the EU and Georgia as the EaP country. This article addresses the arising issues and programmes, which are provided under the Digital Single Market strategy adopted in 2015. This article demonstrates digital challenges in Poland and Georgia and assesses if, and to what extent, they are specific to one country. This article shows if Polish and Georgian needs are coherent or if any of the best practices implemented in Poland might be adopted in Georgia. Finally, it tries to suggest other solutions known from different EU programmes to be applied in Georgia or other EaP countries.*

Keywords: *Digital Single Market; Eastern Partnership; cross-border cooperation; infrastructure; digital skills; ICT innovation; eHealth; eGovernance*

The Influence of Operational Activity of European Common Security and Defence Policy Missions in Moldova and Ukraine

Constantin PLĂMĂDEALĂ
Yuliya SENYUK

Abstract. *Research of the influence of operational activity of European Common Security and Defence Policy Missions, namely EUBAM and EUAM on the strategic security and legal domains of Moldova and Ukraine especially taking into account the progress of the processes of Europeanization, transformation of identical parameters and socialization of this states is extremely relevant considering the current geopolitical situation in the region, the emergence of new and exacerbated of the old security threats. Approximation of the rules of functioning of the legal and security systems of Moldova and Ukraine according to European Union standards can fundamentally change the principles of the construction and development of these states and geopolitical configuration in the region on the eastern border of the European Union.*

In the process of conducting research, it was used the foundations of moderate (thin) version of social constructivism as a theoretical and methodological basis. It is revealed in the article that EUBAM is an effective mechanism of reformation and modernization of Moldovan and Ukrainian border-management and strongly influences cross-border security. But the study did not detect a considerable and direct effect of EUBAM on the transformation of the parameters of the identities of Moldova and Ukraine. EUAM at the present moment is not so effective due to existing internal and external obstacles but in the long-term perspective, operational activity of EUAM has more potential and can bring more profound changes on the process of Europeanization, socialization and the transformation of the parameters of Ukraine's national identity through reformation of its legal sphere.

Keywords: *EUBAM, EUAM, European Union, Europeanization, modernisation, social constructivism*

EU's Diplomatic Actorness in the Eastern Neighbourhood: Learning the Possible Outcomes for EU – Ukraine Bilateral Relations

Halyna PROTSYK
Oleg PETELCA

Abstract. *Stability and security constitute the crucial targets the EU seeks to achieve in the Eastern neighbourhood, given the Ukrainian crisis and Russian presence in the region. For the EU it is thus essential to develop new strategies to engage in peacekeeping in the region, especially in the diplomatic domain. Following the enactment of the Lisbon Treaty, the European External Action Service (EEAS) became a key diplomatic player in the EU's foreign policy. This paper analyses the place and role of the European External Action Service in the Eastern Partnership and in EU-Ukraine bilateral*

relations. The author assesses and explains key variations in the EEAS' approach to the Eastern Partnership (EaP) region: the bilateral track and multilateral framework. The study finds that EEAS is endowed with specific powers, which helps the EU to reach a certain degree of administrative efficiency on both EaP levels.

Key words: *EEAS, Eastern partnership (EaP), Association Agreements (AA), EaP multilateral framework, Ukraine*

The EU Regional Frozen Conflicts and Territorial Disputes in Eastern Partnership (EaP) Countries. Case study of Russian Pressure on the Black Sea Region Post-Soviet Countries

Krisztina CZUCZOR
Marcel RUSU

Abstract. *The article contains a comprehensive description of the frozen conflicts in the region of the Post-Soviet countries, those which also belong to the Eastern Partnership region. The Russian pressure defines the development of these countries and it affects their international relationship with the European Union and NATO. The low security level in Ukraine forms the latest and still permanent conflictual situation which results the country's territorial disputes in the international level. The five problematic regions are Crimean Peninsula and Eastern Ukraine (Donetsk and Lugansk regions), Transdniester in Republic of Moldova, Abkhazia and South Ossetia in Georgia, Nagorno Karabakh in Armenia and Azerbaijan. NATO intended to exclude Russia from the main world leader countries' range so the EU's, and in the same time the NATO's, intention to get closer to Ukraine, and to the former Soviet countries, seemed a threat for the Russian Federation. The Russian Federation, in order to obtain their position between the major world leader counties, still exercises pressure on the Black Sea area, which activities constitute the abuse of energy and military power as well as the support of the Post-Soviet, Black-Sea region countries separatists. In conclusion the NATO as well as the Russian Federation needs to make steps towards each other, because it is true that Russia can exercise a leader role in the Black Sea region which affects the whole world's market economy and also the EU.*

Keywords: *Russian Federation, EU, Frozen conflicts, Eastern Partnership, Post-Soviet countries*

Energy Dimension of the Eastern Partnership

Dawid SIUDEK

Abstract. *This paper is an assessment of the Eastern Partnership (EaP) energy framework. It presents the research results concerning the impact of the initiative on energy*

transition of the EaP countries. We try to make the way through the maze of legal acts and EU reports on support in the energy sector and to identify the key trends. Firstly the evaluation focuses on the financial help awarded to the region and based on that we draw the conclusions on effectiveness of the EaP agenda. Secondly this study determines the place of the EaP energy platform within the already existing legal framework in this area.

Keywords: *Eastern Partnership, energy transition, cross-border cooperation, energy security, European Union, Eastern Europe, oil and gas, electrical energy, integration, EU Neighbourhood*

Border Area from Borderland Proximity Communities to CBC Communities. Case Studies: Bihor – Hajdú-Bihar Borderland Area

Ioan HORGA
Claudiu A. POP

Abstract: *The goal of this scientific work consists in understanding the way how communities from marginalised areas in two or more neighbouring states evolve from peripheral communities to borderland proximity communities in order to reach the level of CBC Communities. We started from the particular case of Bihor (RO) / Hajdú-Bihar (H) Border Area. In the first part of this paper we will take a brief look on the evolutions and perceptions over the border communities, regarding the hope and the actions of crossing it. In the second part, we will try to follow the way how these communities have transformed endogenously and exogenously (with a significant note in favour of this type) in the CBC proximity communities (throughout the transition and the EU accession process). Finally we will seek to see how these CBC proximity communities evolve towards CBC communities, through an ample integration process – especially endogenous – tending to Eurometropole, Eurocities, etc. Obstacles hindering the evolution of this process.*

Keywords: *borderland proximity communities; CBC Communities; Bihor (RO) / Hajdú Bihar (H) Border Area; national borders; international borders*

Reflecting on a Glossary devoted to Social Europe, Europa socială în 100 de termeni. Incursiune în cultura socială şi instituţională a spaţiului European (2018) [Social Europe in 100 notions. An incursion in the social and institutional culture of the European space]

Irina M. POP

Review of: Gabriela Goudenhooft, Alina-Carmen Brihan, and Ioan Horga, *Social Europe in 100 Notions*. Bucureşti: Tritonic, 2018. ISBN 978-606-749-340-5

The Security Dimension as Trigger and Result of the Modifications of the European Union Borders

Eduard Ionuţ FEIER

Book review: Edina Lilla Mészáros, *Dimensiunea de securitate ca declanşator şi rezultat al modificării frontierelor Uniunii Europene* [The Security Dimension as Trigger and Result of the Modifications of the European Union Borders]. Bucureşti: Editura Tritonic, 2017, ISBN: 978-606-749-268-2.

National Identity and Modernity in Romania. Historical Nuances and Present-day Evolutions

Anca OLTEAN

Book review of: Andrei Marga. *Identitate naţională şi modernitate* [National Identity and modernity]. Libris Editorial, 2018. ISBN 978-606-8814-98-894

The Moment of Balance in Europe

Mariana BUDA

Book review of *The Future of Europe. The Reform of the Eurozone and the Deepening of Political Union*. Coordinators: Fausto de Quadros and Dusan Sidjanski. AAFDL Editions, Lisbon 2017. ISBN 978-972-629-176-3

Keywords: *European Union, crisis, reform, Political Union, Eurozone*