



## PROGRAM

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16:00 - 16:15 - Short presentation of the two partners  
(ESSEC Business School Romania Foundation  
and the Institute for Economic Forecasting)

16:15-17:15 - Presentation of Prof. Marie-Laure Djelic

17:15-17:30 - Questions

17:30-17:45 - Coffee break

17:45-18:45 - Presentation of Prof. Radu Vranceanu

18:45-19:00 - Discussions and questions

19:00-19:30 - Cocktail

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# Invitation

ESSEC Business School Romania Foundation  
has the honour to invite you to the conference

“Transnational Communities and the  
Making of Global Governance”  
held by Marie-Laure Djelic

and

”Knowledge in economics and economic  
reform: an analysis of French survey data”  
held by Prof. Radu Vranceanu.

The conference will be held at ..... room....  
Calea 13 Septembrie nr.13, Bucuresti on Friday the 4th of June

## Short Presentation of Prof. Marie-Laure Djelic

Marie-Laure Djelic is Professor in the Management Department where she teaches Organization Theory, Business History and Comparative Capitalism. From 2003 till September 2007, she was Dean of the Faculty at ESSEC. In 2002-2003, she was holding the Kerstin Hesselgren Professorship at Uppsala University, in Sweden and she has been Visiting Professor at Stanford. Her research interests range from the role of professions and social networks in the transnational diffusion of rules and practices to the historical transformation of national institutions. She is the author of *Exporting the American Model* (Oxford University Press 1998), which obtained the 2000 Max Weber Award for the Best Book in Organizational Sociology from the American Sociological Association. She has edited, together with Sigrid Quack, *Globalization and Institutions* (Edward Elgar 2003) and together with Kerstin Sahlin-Andersson, *Transnational Governance* (Cambridge University Press 2006).

### Abstract of the paper

“Transnational Communities  
and the Making of Global Governance”

by Marie-Laure Djelic, ESSEC Business School

The intense globalization of economic interactions, since the 1980s in particular, has come together with a deep questioning of traditional governance logics, generally structured at the nation-state level. An increasingly transnational world begs for transnational rules of the game and transnational dynamics of governance. Indeed, we can document, over the last decades, the intensification of processes of transnational rule-making and rule-monitoring, with a major impact on most spheres of our individual and collective lives. The logic at work, in those processes of transnational rule-making and rule-monitoring differs in significant ways from the more classical forms of democratic, nationally-based, government we are familiar with. In this presentation, we focus on an emergent phenomenon that appears to be tightly connected with those contemporary regulatory developments – the multiplication of transnational communities. Transnational communities are social groups that emerge from mutual interaction across national boundaries, oriented around a common project or “imagined” identity. This common project is constructed and sustained through the active engagement and involvement of at least some of its members. We try to understand the unique and consequential role of those transnational communities in the contemporary dynamics of transnational governance.

## Short presentation of Prof. Radu Vranceanu

Radu Vranceanu is Director of Research at ESSEC Business School and a Professor of Economics. He holds a Doctorate in Economics from the University of Paris II and is widely recognized as having special expertise in the new theory of expectations and the analysis of informational inefficiencies, which he has applied to various fields including financial and exchange rate crises, monetary and public debt policies, research management, defence economics, labour contracts and managerial behaviour. He published more than forty research papers in international academic journals, such as the *Journal of Economic Behaviour and Organization*, *Journal of Macroeconomics*, *Labour Economics*, *Scandinavian Journal of Economics*, *European Journal of Political Economy*, *Journal of Socio-Economics* and many others. He is co-author of *Working Time: Theory and Policy Implications*, Edward Elgar, UK, 2000.

### Abstract of the paper

”Knowledge in economics and economic reform:  
an analysis of French survey data”

by Prof. Radu Vranceanu:

The coexistence of a dominant poor opinion about free-markets and an insufficient education in economics are two documented features of France. In this paper, we resort to data collected through an Internet-based survey conducted in December 2009 in order to test whether this is more than a mere coincidence. A first regression model allows us to study how personal characteristics, education, occupation and personal interest in economics affect knowledge in economics. We then resort to factor analysis in order to build an aggregate indicator of opinion on pro-market reforms. This opinion indicator becomes the dependent variable in a second regression model; it turns out that knowledge in economics contributes by 3.5% to explain the favourable opinion on pro-market reforms.