

**Bucharest University of Economic Studies**

# **PROGRAM**

## **The 7<sup>th</sup> International Conference on Economics and Social Sciences**

*Exploring Global Perspectives: The Future  
of Economics and Social Sciences*

**13-14 June 2024, Bucharest, Romania**





# icESS

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Rector, Bucharest University of Economic Studies, Bucharest, Romania

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OANCEA Marian, Bucharest University of Economic Studies, Bucharest, Romania



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**Day 1**  
**Thursday, 13 June 2024**  
**Opening Ceremony**  
**Aula Magna, Piața Romană, no. 6**

**13:30 – 14:00 Registration**

**14:00 – 15:00 Lunch and networking**

**15:00 – 15:30 Conference Opening**

Nicolae ISTUDOR, Rector of the Bucharest University of Economic Studies, Bucharest, Romania

Gheorghe HURDUZEU, President of the Senate of the Bucharest University of Economic Studies, Bucharest, Romania

Roberto DELL'ANNO, University of Salerno, Italy

Enrico PRINZ, Vice-Dean, EM Strasbourg Business School, France

Alina Cerasela AVRAM, Project Manager Enformation

Moderator: Alina Mihaela DIMA, Vice-Rector of the Bucharest University of Economic Studies, Bucharest, Romania

**15:30 – 18:00 Plenary Session – Keynote Speakers:**

Cristian BADARINZA, National University of Singapore, Singapore

Suman MISHRA, Southern Illinois University Edwardsville, USA

Sorin NASTASIA, Southern Illinois University Edwardsville, USA

**18:00 – 22:00 Gala Dinner**

**Day 2**  
**Friday, 14 June 2024**  
**Parallel Sessions**

**9:00 – 18:00 Parallel Sessions**

**11:00 – 11:30 Coffee Break**

**13:00 – 14:00 Lunch (Floor 1)**



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**DAY 1**  
**13 June 2024**  
**Opening Ceremony**  
**Aula Magna, Piața Romană, no. 6**



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## GUEST SPEAKER



### **Cristian BADARINZA**

*National University of Singapore, Singapore*

Dr. Cristian Badarinza is an Associate Professor at the National University of Singapore, a Faculty Affiliate of the Institute of Real Estate Studies, and a Network Associate of the Centre for Economic Policy Research, London. His research interests are in the areas of residential real estate, household finance and financial economics. Previously, he has been a Postdoctoral Fellow at Saïd Business School, a Research Assistant in the Monetary Policy Research Division of the European Central Bank in Frankfurt am Main, and has obtained a PhD and an MSc in Economics from Goethe University, Frankfurt am Main.

He is part of the Oxford-Harvard-Sloan Initiative for International Comparative Household Finance. This research initiative connects academics from Europe and the US which seek to explore how household financial markets (such as mortgage, pension, and risky asset markets) are set up around the world, and whether there are international best practises that can be established.



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**Cristian BADARINZA**  
*National University of Singapore, Singapore*

*Keynote speech – Real estate sustainability:  
Taking stock or going with the flow?*

The real estate sector is one of the largest contributors to global carbon emissions. Yet, efforts to improve energy efficiency in this area are unexpectedly sluggish, as market forces are rarely able to generate positive-IRR projects, and governments struggle to find the right balance between costs and incentives. We discuss these challenges and trade-offs in both the commercial and residential segments of the market. While the road ahead is uncertain, targeted policy bears a key role in unlocking capital at the scale that is necessary for the green transition.





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## GUEST SPEAKER



### **Suman MISHRA**

*Southern Illinois University Edwardsville,  
United States of America*

*Suman Mishra (PhD, Temple University) is a professor and graduate program director in the Department of Mass Communications at Southern Illinois University Edwardsville (SIUE). Mishra also holds faculty status in Women's Studies and Graduate Studies. She is the core member of SIUE's Truth, Racial Healing and Transformation (TRHT) Campus Center. Mishra teaches courses in research methods, transnational media, media and health, media campaigns, media and society, international advertising, and media law and policy. She has been recognized with the Teaching Distinction Award and the Phenomenal Woman Award at SIUE. Mishra's research focuses on social identities in multicultural markets, consumer culture, advertising and strategic communication, visual communication, globalization and transnational flows of media and information, religion and spirituality in the marketplace, and media representation of gender, race, religion, ethnicity, disability, and nationality. She has received several top paper awards at the Association for Education in Journalism and Mass Communication (AEJMC) and Central States Communication Association (CSCA). Mishra has a Ph.D. in Mass Media and Communication from Temple University, Philadelphia and a M.A. in Advertising from Michigan State University, East Lansing.*



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**Suman MISHRA**  
*Southern Illinois University Edwardsville,  
United States of America*

***Keynote speech – Media Industries and AI:  
The Changing Landscape of Business and Communication***

With the release of OpenAI's ChatGPT in 2022, generative artificial intelligence (AI) has become a buzz word that is dominating conversation in the industry and academia. AI is not just a buzz word but a technology that has evolved and is revolutionizing marketing and business communication by enabling data-driven decision-making, enhancing personalization, streamlining processes, and facilitating greater interactions between businesses and their customers. This presentation will focus on media businesses and highlight how AI is transforming the media industry by reshaping how we create, consume and interact with media content. It will also highlight ethical and legal concerns and the need for businesses to have an AI-related code of ethics and policies and governments to enact laws to protect individuals and society.



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## GUEST SPEAKER



### **Sorin NASTASIA**

*Southern Illinois University Edwardsville,  
United States of America*

Dr. Sorin Nastasia is an Associate Professor in the Department of Applied Communication Studies at Southern Illinois University Edwardsville and the director of the International Studies degree program within the College of Arts and Sciences. He earned his Ph.D. in Communication and Public Discourse at the University of North Dakota in 2010, an M.A. in Communication and Public Relations from the National University for Political Studies and Public Administration in Romania in 2003, an M.A. in International Relations from the Academy of Economic Studies in Romania in 1999, as well as an M.A. in American Cultural Studies in 1996 and a B.A. in Romanian and English Languages and Literatures in 1995 from the University of Bucharest in Romania. While at the University of North Dakota, he worked in public relations and graphic design for the Center for Community Engagement and the Housing Office, and in his native Romania he was an international relations counsellor for the Ministry of Culture and a public relations counsellor for the Ministry of Education.



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**Sorin NASTASIA**  
*Southern Illinois University Edwardsville,  
United States of America*

***Keynote speech – Environmental, Social, and Governance  
(ESG) Practices for 21<sup>st</sup> Century Businesses***

Industry leaders have a growing appreciation for the ways in which environmental, social, and governance (ESG) factors can drive organizational success and stakeholder engagement. The ESG approach is particularly useful as it allows organizations to manage the risks and opportunities related to the dramatically changing conditions of today's physical and commercial environments. According to recent data, a broad majority of medium size to large companies have already established ESG metrics, although disconnects continue to exist in corporate settings between how PR teams and upper management define and evaluate ESG results. This presentation focuses on key best practices related to aligning organizational values, costs, and outcomes in what concerns metrics including sustainability, ethical supply chains, and communication transparency.



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**DAY 2**  
**14 June 2024**  
**Parallel Sessions**



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## **MINITRACK: AGRIFOOD AND ENVIRONMENTAL ECONOMICS**

**Chairs:**

**Simona Roxana PĂTĂRLĂGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Apetrei KALVERAM**

*Catholic University Of Valencia, Spain*

**Jonel SUBIĆ**

*Institute of Agricultural Economics from Belgrade, Serbia*

**Time: 10:00 – 14:00**

**Room: 3403, Mihail Moxa 5-7**

### **ON THE FOOTSTEPS OF ECONOMIC COMPETITIVENESS AND ENVIRONMENTAL SUSTAINABILITY OF THE ROMANIAN PIG MEAT SECTOR**

**Nicolae ISTUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca IGNAT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina Elena PETRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marius CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena-Mădălina DEACONU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **DECENTRALIZATION OF THE AGRI-FOOD MARKET**

**Vesna GANTNER**

*Josip Juraj Strossmayer University of Osijek, Osijek, Croatia*

**Krešimir KUTEROVAC**

*Agroporc, Croatia*

**Ranko GANTNER**

*Josip Juraj Strossmayer University of Osijek, Osijek, Croatia*

**Vasilii EROKHIN**

*Harbin Engineering University, China*

**Kleman POTOČNIK**

*University of Ljubljana, Ljubljana, Slovenia*

## **RELATIONSHIP BETWEEN RENEWABLE ENERGY, TECHNOLOGY INNOVATION, AND ECONOMIC INDICATORS ON GREEN GROWTH: COMPARATIVE ANALYSIS OF OECD AND WESTERN BALKAN**

**Artenisa BEKA**

*South East European University, Tetovo, North Macedonia*

**Hyrije ABAZI-ALILI**

*South East European University, Tetovo, North Macedonia*

**Viktorija Atanasovska NOVESKI**

*University American College Skopje, North Macedonia*

## **LOGISTICS AND SUPPLY CHAIN IN AGRIBUSINESS**

**Miroslav NEDELJKOVIĆ**

*Institute of Agricultural Economics Belgrade, Serbia*

**Adis PUŠKA**

*Bijeljina University, Bosnia and Herzegovina*

**Sladana VUJIČIĆ**

*Bijeljina University, Bosnia and Herzegovina*

**Vasilii EROKHIN**

*Harbin Engineering University, Harbin, China*



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**INTERNATIONAL TRADE AND THE ENVIRONMENT: STICKS,  
CARROTS AND TERMS OF TRADE**

**Val VLAD**

*Penn State University, Old Main, United States of America*

**IS EURO AREA SOVEREIGN DEBT SUSTAINABLE AFTER ALL?  
A PROBABILISTIC APPROACH**

**Josep NAVARRO-ORTIZ**

*University of Barcelona, Barcelona, Spain*

**Juan SAPENA**

*Catholic University of Valencia, Valencia, Spain*

**MAPPING ENVIRONMENTALLY SUSTAINABLE BUSINESS:  
A BIBLIOMETRIC ANALYSIS**

**Bianca Eugenia LEOVEANU-SOARE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ina NIMERENCO**

*Bucharest University of Economic Studies, Bucharest, Romania*

**DYNAMICS OF AGRICULTURAL PRODUCTION  
IN GIURGIU COUNTY, ROMANIA**

**Andreea Daniela GIUCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marco PLATANIA**

*University of Catania, Catania, Italy*

**Ioana MĂCĂU (ȚOGOE)**

*Directorate for County Agriculture (DAJ), Giurgiu, Romania*





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## **EXPLORING KEY STAKEHOLDERS IN THE ROMANIAN FOOD CHAIN: AN ANALYSIS OF EUROPEAN INFLUENCES AND LOCAL DYNAMICS**

**Bianca-Florentina NISTOROIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iuliana NICOLAE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ovidiu CONDEAINU**

*Romanian Academy, Bucharest, Romania*

## **ENHANCING AGRICULTURAL PROGRESS VIA SUSTAINABLE PRODUCTION AND CONSUMPTION**

**Bianca-Florentina NISTOROIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stefan Laurentiu PRAHOVEANU**

*School of Advanced Studies of the Romanian Academy,  
Bucharest, Romania*

**Ovidiu CONDEAINU**

*Romanian Academy, Bucharest, Romania*

## **OPTIMIZING CIRCULAR ECONOMY IN AGRI-FOOD AND ENVIRONMENTAL SYSTEMS: INSIGHTS FROM PANEL REGRESSION ANALYSIS**

**Robert Stefan SBIRCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CURRENT STATE OF AGRICULTURAL LAND (AREAS) AS A FACTOR FOR DEVELOPMENT OF PLANT PRODUCTION IN SERBIA**

**Marijana JOVANOVIĆ TODOROVIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Irina MARINA**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Vera POPOVIĆ**

*Institute of Field and Vegetable Crops, Novi Sad, Serbia*



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## **UNVEILING THE EUROPEAN SINGLE REPORTING STANDARD UNDER THE CORPORATE SUSTAINABILITY REPORTING DIRECTIVE. A UNIFIED APPROACH TO SUSTAINABLE REPORTING**

**Raluca-Ioana STĂNCIULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cosmin-Dănuț VEZETEU**

*Transilvania University of Brașov, Brașov, Romania*

## **CONSUMERS' PERCEPTION AND BEHAVIOR ON THE CHARACTERISTICS OF FOOD AND AGRI-FOOD PRODUCTS DURING THE COVID-19 PANDEMIC**

**Alexandru-Mihăiță ICHIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Teodora FULGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei PANDURU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **STRUCTURED REVIEW OF SUSTAINABLE FOOD SYSTEMS LITERATURE**

**Maria Claudia DIACONEASA**

*Bucharest University of Economic Studies, Bucharest, Romania*

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*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MARKETING CHANNELS AS A FACTOR OF SUSTAINABLE AGRIBUSINESS**

**Katica RADOSAVLJEVIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Simona Roxana PĂTĂRLĂGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Branko MIHAILOVIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Mirela MITRAŠEVIĆ**

*Faculty of Business Economics, Sarajevo, Bosnia and Herzegovina*

## **ECOTOURISM IN ROMANIA: EXPLORING POTENTIAL AND PROMOTING RESPONSIBLE TOURISM**

**Jonel SUBIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Simona Roxana PĂTĂRLĂGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marko JELOČNIK**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Alina Florentina GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **FACTORS INFLUENCING CUSTOMERS' GREEN PURCHASE INTENTION: THE ROLE OF PERCEIVED ENVIRONMENTAL RESPONSIBILITY AND HEALTH CONSCIOUSNESS**

**Le Van TUNG**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*

**Dinh Van HOANG**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*

**Nguyen Thanh TUNG**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*



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**COMPARATIVE PERFORMANCE ASSESSMENT  
OF FOREIGN TRADE FLOWS IN AGRI-FOOD PRODUCTS  
BETWEEN ROMANIA AND ITALY**

**Marius CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Donatella PRIVITERA**

*University of Catania, Catania, Italy*

**A CONTRIBUTION OF RIVERBED FARMING TO LIVELIHOOD  
OF THARU FARMERS IN KAILALI DISTRICT**

**Dwarika THEBE**

*Independent Researcher, Lalitpur, Nepal*

**WOMEN WORKERS IN THE FORESTRY SECTOR:  
AN ASSESSMENT OF TÜRKIYE IN THE CONTEXT  
OF SDG10 AND SDG5**

**Yaşar Selman GÜLTEKİN**

*Düzce University, Düzce, Turkey*

**STUDY ON WAYS OF ADDING VALUE  
TO AGRICULTURAL BY-PRODUCTS**

**Steliana RODINO**

*Research Institute for Agricultural Economics  
and Rural Development, Bucharest, Romania*

**Maria Cristina STERIE**

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and Rural Development, Bucharest, Romania*

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*Research Institute for Agricultural Economics  
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*Research Institute for Agricultural Economics  
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**Ruxandra POP**

*Research Institute for Agricultural Economics  
and Rural Development, Bucharest, Romania*



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**RISK PREFERENCES, ADOPTION AND WELFARE IMPACTS  
OF MULTIPLE AGROFORESTRY PRACTICES**

**Bereket AKELOM**

*Mekelle Univesity, Mekelle, Ethiopia*

**ANALYSIS OF THE DIRECT GDP FROM TOURISM  
FOR ROMANIAN TOURIST DESTINATIONS**

**Iuliana NICOLAE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gheorghe Dan ISBĂȘOIU**

*Oil-Gas University of Ploiești, Romania*

**Cristian MIEILĂ**

*Bucharest Polytechnic University, Romania*



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## **MINITRACK: ACCOUNTING AND MANAGEMENT INFORMATION SYSTEMS**

**Chairs:**

**Marta NOWAK**

*Wroclaw University of Economics and Business, Poland*

**Nadia ALBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Time: 10:00 – 14:00**

**Room: 0233, Căderea Bastiliei 2-10**

## **PSYCHOLOGICAL COSTS OF PERFORMING AUDITS AND THEIR POTENTIAL CONSEQUENCES**

**Marta NOWAK**

*Wroclaw University of Economics and Business, Wroclaw, Poland*

## **IF YOU COULD START OVER, WHAT WOULD YOUR ORGANISATION DO DIFFERENTLY? REVISITING CLOUD ENTERPRISE RESOURCE PLANNING SYSTEM' IMPLEMENTATIONS THROUGH THE LENS OF END USERS**

**Sînziana-Maria RÎNDAȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Liliana IONESCU-FELEAGĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan-Ștefan IONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Velimir LUKIĆ**

*University of Belgrade, Belgrade, Serbia*



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**BEYOND TECHNOLOGICAL CLAIMS: PROFESSORS'  
PERSPECTIVES ON THE POTENTIAL TRANSFORMING ROLE  
OF GENERATIVE ARTIFICIAL INTELLIGENCE  
IN HIGHER EDUCATION**

**Sînziana-Maria RÎNDAȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florin MIHAI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ofelia-Ema ALECA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei STANCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**A CASE STUDY ON PERFORMANCE ANALYSIS THROUGH  
DIGITALIZATION AND GENDER EQUALITY**

**Monica-Aureliana PETCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca-Andreea POPESCU-PREDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea THEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**A BIBLIOMETRIC ANALYSIS REGARDING ESG REPORTING**

**Oana Cristina STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**TWO-DECADE BIBLIOMETRIC ANALYSIS  
OF COLLABORATIVE TRENDS IN GAMBLING STUDIES:  
A STRUCTURED LITERATURE REVIEW AND ANALYSIS  
OF GAMBLING RESEARCH (2004-2023)**

**Daniel-Marius IORDACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florin MIHAI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ofelia-Ema ALECA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**SMES REPRESENTATIVES' PERCEPTIONS OF CORPORATE  
GOVERNANCE-PERFORMANCE RELATIONSHIP. EVIDENCE  
FROM AN EMERGING ECONOMY**

**Andreea Mădălina BOJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**SDG REPORTING IN A ROMANIAN LISTED COMPANY  
IN CRISIS PERIOD**

**Ana-Maria BRATU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Miruna-Iuliana CUNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**PROFESSIONAL SKILLS OF FUTURE ACCOUNTANTS  
USING ERP SYSTEMS**

**Laura-Eugenia-Lavinia BARNA**

*Bucharest University of Economic Studies, Bucharest, Romania*





# icESS

## **THE ROLE OF ACCOUNTING AND ACCOUNTING PROFESSION IN DELIVERING THE SDGS AGENDA**

**Gabriela DOBRE**

*Gabriela Dobre Tax Consult, Bucharest, Romania*

**Gabriel DUMITRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABILITY PERFORMANCE INDICATORS AND FIRM FINANCIAL PERFORMANCE IN THE HEALTHCARE SECTOR DURING CRISIS PERIOD**

**Miruna-Iuliana CUNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei-Constantin TÎRNOVANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABLE BUSINESS MODELS IN THE EUROPEAN ENERGY SECTOR**

**NingShan HAO**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Voicu Dan DRAGOMIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EFFECT OF GOOD CORPORATE GOVERNANCE PRACTICES IN CORPORATE RISK MANAGEMENT DISCLOSURE: AN OVERVIEW OF EUROPEAN BANKING SECTOR**

**Natalia Maria GREAPCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**COMPARATIVE ANALYSIS OF TRANSFER PRICING TAX  
REGULATION, COMPLIANCE WITH OECD GUIDELINES,  
AND THEIR CORRELATION WITH PUBLIC PERCEPTION  
OF TAX EVASION**

**Cornelia NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**HOW IS THE ADOPTION OF E-INVOICING SYSTEM  
AFFECTING THE OUTSOURCING OF ACCOUNTING SERVICES?**

**Adrian ISIP**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE EVOLUTION AND IMPACT  
OF DIGITAL TRANSFORMATION ON INTERNAL AUDIT  
AND MANAGERIAL CONTROL IN PUBLIC INSTITUTIONS**

**Lucia-Maria UDRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**EARNINGS MANAGEMENT: A REVIEW OF THE LITERATURE  
FROM A METHODOLOGICAL POINT OF VIEW**

**Alina Maria MURINEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*



# icESS

## **MINITRACK: STATISTICAL METHODS AND DATA SCIENCE IN APPLIED ECONOMICS**

**Chairs:**

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Roberto DELL'ANNO**

*University of Salerno, Italy*

**Time: 14:00 – 18:00**

**Room: Robert Schumann, Căderea Bastiliei 2-10**

### **ECONOMIC BURDEN OF PREMATURE MORTALITY: QUANTIFICATION AND DEVELOPMENT OF AN ECONOMETRIC MODEL**

**William H. LEIVA-PEREZ**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **LEVERAGING GRAVITATIONAL MODELS FOR MIGRATION FORECASTING: A DATA-DRIVEN APPROACH**

**Cristina BOBOC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena BUNDUCHI**

*G.E.Palade University of Medicine, Pharmacy,  
Science and Technology of Târgu Mureș, Târgu Mureș, Romania*

**Simona Ioana GHIȚĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Aura TRACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **ANALYZING EXPORT PERFORMANCE USING MACHINE LEARNING MODELS**

**Jose CAFIERO**

*SWB, Buenos Aires, Argentina*

## **THE DEVELOPMENT OF A QUANTITATIVE MEASUREMENT SCALE TO ASSESS ROMANIAN KNOWLEDGE AND ATTITUDE TOWARDS SUSTAINABILITY AND SUSTAINABLE CLOTHING**

**Anastasia COSMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ASSESSING THE TOBACCO SECTOR IN THE EUROPEAN UNION: A FOCUS ON ROMANIA'S MARKET DYNAMICS**

**Oana POPOVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INCORPORATING THE SHADOW ECONOMY: A COMPARATIVE ANALYSIS OF TRADITIONAL AND ALTERNATIVE SUSTAINABLE DEVELOPMENT FRAMEWORKS**

**Roberto DELL'ANNO**

*University of Salerno, Salerno, Italy*

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Mihai MANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **THE DYNAMICS OF INEQUALITY OF OPPORTUNITY BY INCOME SOURCES**

**Antonio ABATEMARCO**

*Department of Economics and Statistics, University of Salerno,  
Salerno, Italy*

**Roberto DELL'ANNO**

*Department of Economics and Statistics, University of Salerno,  
Salerno, Italy*

**Claudia AVOSSA**

*Department of Economics and Statistics, University of Salerno,  
Salerno, Italy*

## **HOW DO NATURAL DISASTERS IMPACT THE US STOCK MARKETS? EVIDENCE-BASED ON CONTAGION EFFECT OF AFFECTED COMPANIES USING THE DCC-GARCH MODEL**

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Mihai MANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena SUSNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Catalina TINA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SENTIMENT ANALYSIS OF RESEARCH ON AI ETHICS: A WEB-BASED STUDY**

**Alexandra-Cristina-Daniela CIUVERCA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**BLOCKCHAIN AND ECONOMICS – FRIENDS OR FOES?  
AN APPROACH TO IDENTITY PROTECTION IN THE CONTEXT  
OF BIG DATA**

**Ioana NAGIT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE EFFECT OF RENEWABLE ENERGY INVESTMENT  
ON ECONOMIC GROWTH AND AIR POLLUTION  
BY PANEL ARDL METHOD**

**Ersin KANAT**

*Zonguldak Bülent Ecevit University, Zonguldak, Turkey*

**Fatma Hilal GÜMÜŞ**

*Zonguldak Bülent Ecevit University, Zonguldak, Turkey*

**EXPLORING THE INFLUENCE OF THE COVID-19 PANDEMIC  
ON THE PROFESSIONAL TRAJECTORIES OF YOUNG WOMEN:  
FINDINGS FROM THE EUROBAROMETER ‘WOMEN IN TIMES  
OF COVID-19’**

**Anamaria Beatrice ALDEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**IDENTIFYING FACTORS FOR THE DEVELOPMENT  
OF SUSTAINABLE URBAN TRANSPORT IN THE CONTEXT  
OF URBAN SPRAWL. A COMPARATIVE STUDY  
AMONG EU’S CAPITALS**

**Giani-Ionel GRĂDINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alin-Cristian MARICUȚ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana-Maria DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Rareș BĂLĂUȚĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**BAYESIAN SYMBOLIC REGRESSION  
AND OTHER SIMILAR METHODS AS A TOOL  
FOR FORECASTING COMMODITIES PRICES**

**Krzysztof DRACHAL**

*University of Warsaw, Warsaw, Poland*

**THE HIDDEN LAYERS: EXAMINING THE IMPACT  
OF UNEMPLOYMENT ON THE FORMAL ECONOMY THROUGH  
THE COMPLEXITIES OF INFORMALITY  
AND ECONOMIC UNCERTAINTY**

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania  
/National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Friedrich SCHNEIDER**

*Johannes Kepler University of Linz, Vienna, Austria*

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marina-Diana AGAFIȚEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Mihai MANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria Cristina GEAMBASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**UNVEILING REGIONAL DISPARITIES IN UNEMPLOYMENT:  
A SPATIAL ECONOMETRIC STUDY OF SPAIN**

**Margareta Stela FLORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Mihai MANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra Maria COJOCARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bianca Maria BOLBOASA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **SUPERVISED LEARNING ALGORITHMS FOR NON-LIFE SCR RATIO FORECASTING**

**Marius ACATRINEI**

*Institute for Economic Forecasting, Romanian Academy,  
Bucharest, Romania*

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, National Scientific  
Research Institute for Labour and Social Protection,  
Bucharest, Romania*

**Laurentiu Paul BARANGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Razvan Gabriel HAPAU**

*Western University of Timisoara, Timisoara, Romania*

**George CALIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ENHANCING PORTFOLIO STRUCTURE WITH EVOLUTIONARY MULTI OBJECTIVE OPTIMISATION**

**Robert-Ştefan CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania  
/National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*





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## **COHESION OR DIVERSITY? EXPLORING THE IMPACT OF EU FUNDS ON ROMANIAN REGIONAL LABOUR PRODUCTIVITY USING MACHINE LEARNING AND ECONOMETRIC APPROACHES**

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*Bucharest University of Economic Studies, Bucharest, Romania  
/National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Monica Mihaela MAER-MATEI**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Marina-Diana AGAFIȚEI**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

## **TEACHING ITC IN EUROPEAN UNIVERSITIES: A NON-PARAMETRIC EFFICIENCY APPROACH**

**Andreea-Monica MUNTEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anamaria ALDEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EVALUATION OF HOSPITALIZATION SERVICES UTILIZATION FOR ACUTE AND CHRONIC PATIENTS: CLUSTER ANALYSIS OF REGIONAL DETERMINANTS IN ROMANIA, 2019 VS. 2023**

**Constanța MIHĂESCU-PINȚIA**

*National Institute for Health Services Management,  
Bucharest, Romania*

**Narcis COPCĂ**

*Bucharest University of Economic Studies / "Carol Davila"  
University of Medicine and Pharmacy / St. Maria Clinical Hospital,  
Bucharest, Romania*

**Marina-Diana AGAFIȚEI**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**REGIONAL VARIATIONS IN HOSPITALIZATION IN ROMANIA:  
A COMPREHENSIVE DASHBOARD OF SOCIO-ECONOMIC  
AND HEALTH INDICATORS, 2019 VS. 2023**

**Constanța MIHĂESCU-PINȚIA**

*National Institute for Health Services Management,  
Bucharest, Romania*

**Marina-Diana AGAFIȚEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Narcis COPCĂ**

*Bucharest University of Economic Studies / "Carol Davila"  
University of Medicine and Pharmacy / St. Maria Clinical Hospital,  
Bucharest, Romania*

**Bogdan-Paul SAFTIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MINITRACK: BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP**

**Chairs:**

**Mihail BUȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luis Miguel CIRAVEGNA MARTINS DA FONSECA**

*Porto School of Engineering, Portugal*

**Enrico PRINZ**

*EM Strasbourg Business School, France*

**Time: 13:00 – 15:00**

**Room: Constantin Bărbulescu (0104), Căderea Bastiliei 2-10**

### **ANALYSIS OF WORKPLACE WELL-BEING OF SLOVAKIAN EMPLOYEES DURING A CRISIS**

**Justas STREIMIKIS**

*University of Economics and Human Science in Warsaw,  
Warsaw, Poland*

**Péter KARÁCSONY**

*Óbuda University, Budapest, Hungary*

**Angelika CZÓKOLYOVÁ**

*J. Selye University, Komárno, Slovakia*

**Ladislav MURA**

*University of Economics, Bratislava, Slovakia*

### **CONCEPTUALIZING AND DEFINING DIGITAL INNOVATION ECOSYSTEMS. SYSTEMATIC LITERATURE REVIEW**

**Francesco BELLINI**

*Sapienza University of Rome, Rome, Italy*



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## **ANALYZING THE EFFECTS OF BUSINESS CYCLE ON RENEWABLE ENERGY CONSUMPTION AND SUSTAINABLE DEVELOPMENT. EVIDENCE FROM EU COUNTRIES**

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihail BUȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriel STAICU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Enrico PRINZ**

*EM Strasbourg Business School, Strasbourg, France*

**Luis Miguel CIRAVEGNA MARTINS DA FONSECA**

*Porto School of Engineering, Porto, Portugal*

## **CULTURAL INTELLIGENCE VS ARTIFICIAL INTELLIGENCE: WHICH WORKS BETTER FOR ORGANIZATIONAL LEADERSHIP IN MULTINATIONAL COMPANIES (MNCs)?**

**Hristina SOKOLOVA**

*University of Ruse "Angel Kanchev", Ruse, Bulgaria*

## **SOCIAL ENTREPRENEURSHIP AND SOCIAL INNOVATION IN THE ENTREPRENEURIAL ECOSYSTEM UNDER THE VALUES OF SOCIAL IMPACT MEASUREMENTS IN THE CASE OF INDIA**

**Maruf Mohammad Sirajum MONIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alula Nerea GEBEREMESKEL**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **THE TRUSTWORTHINESS OF AI ALGORITHMS AND THE SIMULATOR BIAS IN TRADING**

**Alina-Cornelia LUCHIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vasile Alecsandru STRAT**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EVOLUTION OF SAUDI ARABIA'S INVESTMENTS IN ROMANIA, IN OPPOSITION TO THE FRAMEWORK OF THE CORONAVIRUS PANDEMIC AND THE WAR IN UKRAINE**

**Beatrice TROCINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Violeta-Mihaela DINCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **APPROACH OF DETERMINING PROCESS MATURITY IN INFORMATION SECURITY MANAGEMENT SYSTEMS**

**Michael Matthias NAUMANN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Fabian PITZ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georg Sven LAMPE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stelian Mircea OLARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EVOLUTION OF RETAIL MANAGEMENT IN THE ERA OF DIGITALIZATION: CHALLENGES AND OPPORTUNITIES**

**Raluca Mihaela RADULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **EVALUATING THE IMPACT OF DEMOGRAPHIC SHIFTS: A COMPARATIVE ANALYSIS OF ECONOMIC AND SOCIAL CONSEQUENCES IN G7 AND BRICS NATIONS**

**Flavius Cosmin DARIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cosmin PROȘCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SOCIAL MEDIA AND TECHNOLOGICAL UBIQUITY, FOR THE DEVELOPMENT OF E-BUSINESS SOLUTIONS**

**Ștefan MARIUS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Aura Iulia CADIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EXPLORING KNOWLEDGE ECOSYSTEMS: A SYSTEMATIC REVIEW**

**Ana-Iolanda VODĂ**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

**Daniela Tatiana ȘOITU**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

**Dana Claudia COJOCARU**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

## **TRANSFORMATION AND COMPETITION IN ROMANIAN TELEVISION: MARKET DYNAMICS AND REGULATORY INFLUENCE**

**Cristian BRANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana TURCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **THE ECONOMIC AND SOCIO-CULTURAL IMPACT OF THE BEAUTY INDUSTRY IN THE EUROPEAN UNION**

**Oana TURCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian BRANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EMOTIONAL INTELLIGENCE AND WORK ENGAGEMENT: CONNECTED OR NOT? EVIDENCE FROM THE IT&C SECTOR IN ROMANIA**

**Simona Irina GOIA (AGOSTON)**

*Bucharest University of Economic Studies*

**Mihaela COVRIG**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ramona Ștefania IGREȚ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian-Virgil MARINAȘ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana-Alexandra BURCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CORRELATIONS BETWEEN EMPLOYEE WELL-BEING AND JOB SATISFACTION TO IMPROVE ORGANIZATIONAL PERFORMANCE**

**Valentin RADU**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**Nicoleta Valentina FLOREA**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**Madlena NEN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriel CROITORU**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**Alina Iuliana TĂBÎRCĂ**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**Vanesa Mădălina VARGAS**

*Bucharest University of Economics Studies; Institute for Economic  
Forecasting, Romanian Academy, Bucharest, Romania, Romania*



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## **PREVALENCE OF NEW PROGRAMMING LANGUAGES IN MALWARE DEVELOPMENT**

**Vanesa Mădălina VARGAS**

*Bucharest University of Economics Studies; Institute for Economic  
Forecasting, Romanian Academy, Bucharest, Romania*

**Cosmin Alexandru TEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina BADIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **NAVIGATING RISK: STRATEGIES FOR MANAGING HIGH-RISK CLIENTS IN THE INSURANCE INDUSTRY**

**Mihai VRISCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **IS THERE A NEED FOR A NEW RIGHT TO BE SEEN IN THE AGE OF ARTIFICIAL INTELLIGENCE?**

**Vanesa Mădălina VARGAS**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **STRATEGIC ENTREPRENEURSHIP IN THE POST-COVID-19 ERA: OPPORTUNITIES AND CHALLENGES FOR COLLABORATIVE INNOVATION**

**Andrei Constantin TÎRNOVANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ito SATOSHI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mujaya Nyalukamo JACQUELINE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mircea-Sorin ZAHARCU**

*Bucharest University of Economic Studies, Bucharest, Romania*





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## **BUILDING PERFORMING TEAMS IN THE DIGITAL ERA**

**Elena Casandra CEAUȘESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marian NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Julia-Anamaria ȘIȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LONGITUDINAL TRENDS IN FINANCIAL METRICS WITHIN FEMALE-LED SOFTWARE FIRMS**

**Julia-Anamaria ȘIȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marian NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei-Constantin TÎRNOVANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mircea-Mihai OBREJA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **COMPETITIVE INTELLIGENCE IN THE ROMANIAN BUSINESS ENVIRONMENT. CASE STUDY - ENERGY FIELD**

**Miruna PROȘCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan SAFTIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mireille RĂDOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Madlena NEN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Octavia ALBU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**NAVIGATING RISK: STRATEGIES FOR MANAGING HIGH-RISK  
CLIENTS IN THE INSURANCE INDUSTRY**

**Mihai VRISCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Aura Iulia CADIS**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MINITRACK: BUSINESS AND TOURISM**

**Chairs:**

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mariarosaria LOMBARDI**

*University of Foggia, Italy*

**Raluca Mariana GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Time: 10.00-13.00**

**Room: 0129, Căderea Bastiliei 2-10**

### **EVALUATION OF RURAL YOUTH EMPLOYMENT IN ECOTOURISM SECTOR OF TÜRKIYE: POVERTY, INEQUALITY AND THE BENEFITS OF DIGITALIZATION**

**Pınar GÜLTEKİN**

*Düzce University, Düzce, Türkiye*

### **DESTINATION BRAND EQUITY OF CULTURAL DESTINATION: THE CASE OF HUE CITY, VIETNAM**

**Khanh Hung DOAN**

*Hue University, Hue City, Vietnam*

**Tran Dao PHU LOC**

*Hue University, Hue City, Vietnam*

**Maruf Mohammad Sirajum MONIR**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**THE EVOLUTION OF FEMALE LEADERSHIP RESEARCH:  
A BIBLIOMETRIC REVIEW OF PUBLICATIONS  
OVER THE PAST 20 YEARS**

**Andreea Simona SĂSEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Bianca ENE (CONSTANTIN)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Claudiu Nicolae GHINEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**PRACTICE GENERATED KNOWLEDGE - MONITORING  
OF TOURISM EDUCATIONAL PROCESS BASED  
ON SELF-ASSESSMENT ANALYSIS**

**Nadezhda KOSTADINOVA**

*St. Cyril and St. Methodius University of Veliko Tarnovo,*

*Veliko Tarnovo, Bulgaria*

**ERASMUS EXPERIENCES' INFLUENCES  
ON STUDENTS' ENTREPRENEURSHIP COMPETENCES**

**Raluca Mariana GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bianca Georgiana BURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vera AMICARELLI**

*University of Bari Aldo Moro, Bari, Italy*



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## **ENTREPRENEURSHIP IN THE CONTEXT OF DIGITALIZATION: A REVIEW OF RECENT LITERATURE**

**Raluca Mariana GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iasmina Florentina COMAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian Constantin FRANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Christian BUX**

*University of Bari Aldo Moro, Bari, Italy*

## **PROFESSORS VS. STUDENTS: AN INTRODUCTIVE BIBLIOMETRIC REVIEW OF AI ACCEPTANCE IN HIGHER EDUCATION'S SPECIALISATIONS OF TERTIARY SECTOR**

**Luciana-Floriana POENARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Delia POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Remus-Ion HORNOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Giuseppe LANFRANCHI**

*University of Messina, Sicily, Italy*

## **SUSTAINABLE BUSINESS MODELS IN ROMANIA: CHALLENGES AND OPPORTUNITIES**

**Daniela-Elena MOCANU**

*Copilul Calator SRL, Bucharest, Romania*

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nadezhda KOSTADINOVA**

*"St. Cyril and St. Methodius" University of Veliko Tarnovo,*

*Veliko Tarnovo, Bulgaria*



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## **EUROPEAN CAPITALS OF SMART TOURISM – A NEW DIRECTION IN TOURISM RESEARCH**

**Gheorghe GEORGICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela CLINCU**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

**Monica Maria COROȘ**

*"Babeș-Bolyai" University, Cluj-Napoca, Romania*

**Iuliana TUDOSE (POP)**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

## **HIKING TOURISM: A REVIEW OF FACTORS IMPACTING THE EXPERIENCES OF SOLO FEMALE HIKERS**

**Claudia SIMA**

*University of Lincoln, Lincoln, United Kingdom*

## **FROM GREY TO GREEN: HYDROGEN PATH TO CLEAN ENERGY IN TOURISM**

**Viorel MIONEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana MIONEL**

*University POLITEHNICA of Bucharest, Bucharest, Romania*

## **DOES THE ORGANIZATIONAL CULTURE PLAY A ROLE IN CHOOSING A JOB IN TOURISM?**

**Vlad DIACONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iulia (DĂUȘ) OGOREANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina-Maria VIERIU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**TRENDS IN LABOUR RESOURCES IN ROMANIA**

**Andreea MARIN PANTELESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina ALBASTROIU NASTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ARTIFICIAL INTELLIGENCE AND EMPLOYEE STABILITY:  
THE MEDIATING EFFECT OF JOB ENGAGEMENT  
IN ROMANIA'S HEALTH TOURISM SECTOR**

**Marius Lucian BREABAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ionut Andrei MILITARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maurizio LANFRANCHI**

*University of Messina, Messina, Italy*

**Remus-Ion HORNOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MINITRACK: INTERNATIONAL BUSINESS AND ECONOMICS**

**Chairs:**

**Radu MUȘETESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ramona-Iulia DIEACONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dionysis SKARMEAS**

*Athens University of Economics & Business, Greece*

**Yoshi FUJIWARA**

*University of Hyogo, Japan*

**Time: 10:00 – 15:00**

**Room: Aula Magna, Căderea Bastiliei 2-10**

## **ECONOMIC NETWORKS AT NATIONWIDE SCALE IN JAPAN: BIG DATA, COMPLEX NETWORKS, AND SIMULATIONS**

**Yoshi FUJIWARA**

*Graduate School of Information Science,  
University of Hyogo, Japan*

## **GREEN BONDS IN EU COUNTRIES: TOWARDS SUSTAINABLE FINANCE**

**Andra Nicoleta MECU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florentina CHIȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gheorghe HURDUZEU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana Ionela MARIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Xin LI**

*Charles University, Prague, Czech Republic*





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## **SHAPING EUROPE'S DIGITAL FUTURE. ANALYSIS OF THE DIGITAL ECONOMY AND SOCIETY INDEX IN THE PRE- AND POST-PANDEMIC ERA**

**Maria GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dorel PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Atif MUHAMMAD**

*EDC Paris Business School, Puteaux, France*

**Ramona-Iulia DIEACONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ASSESSING POST-UKRAINE GEOPOLITICAL DYNAMICS IN THE GREATER BLACK SEA – A COMPARATIVE ANALYSIS OF ROMANIA AND TÜRKIYE'S POSITIONS**

**Mihai Christopher Marian RADOVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Atahan DDEMIRKOL**

*Afyon Kocatepe University, Afyonkarahisar, Türkiye*

## **IMF TARIFF CONDITIONALITY, AID FOR TRADE AND TRADE: EVIDENCE FROM SUB-SAHARAN AFRICA**

**Seboka Alemu GEMECHU**

*University of Szeged, Szeged, Hungary*

## **NAVIGATING DIGITALIZATION AND AUTOMATION: INSIGHTS FROM ROMANIAN WORKERS IN THE AUTOMOTIVE SECTOR**

**Irina Elena ION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina Irina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ramona-Iulia DIEACONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Klara CERMAKOVA**

*Prague University of Economics and Business, Prague,  
Czech Republic*



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## **GOVERNMENT CRISIS COMMUNICATIONS AND BUSINESS CRISIS RESPONSE: THE CASE OF DUBAI FLOODS**

**Marko SELAKOVIC**

*SP Jain School of Global Management, Dubai,  
United Arab Emirates*

## **EVALUATING THE NATIONAL INNOVATION SYSTEMS OF EU COUNTRIES THROUGH INNOVATION INDICATORS**

**Olha DENISOVA**

*Kyiv National Economic University, Kyiv, Ukraine*

**Larysa ANTONIUK**

*Kyiv National Economic University, Ukraine*

**Larysa LIGONENKO**

*Kyiv National Economic University, Ukraine*

**Denys ILNYTSKY**

*Kyiv National Economic University, Ukraine*

## **EXPLORING THE DYNAMICS OF JUNK BONDS AND GREEN BONDS IN FINANCIAL MARKETS**

**Andra Nicoleta MECU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gheorghe HURDUZEU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florentina CHITU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ANALYSIS OF STOCK INDICES DURING THE SVB BANK RUN IN MARCH 2023 BASED ON SENTIMENT ANALYSIS**

**Andreea-Madalina BOZAGIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Zorina ALLIATA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**GENDER DIPLOMACY: THE ROLE OF WOMEN  
IN DIPLOMATIC NEGOTIATIONS  
AND DECISION-MAKING PROCESSES**

**Andreea-Alexandra BĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**MEGA EVENTS AND THEIR IMPACT ON COUNTRY IMAGE:  
A COMPREHENSIVE BIBLIOMETRIC ANALYSIS**

**Luminița NICOLESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra BARBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ECONOMIC SANCTIONS AS AN INSTRUMENT  
OF ECONOMIC DIPLOMACY – THE CASE OF THE WAR  
BETWEEN RUSSIAN FEDERATION AND UKRAINE**

**Cătălina BRATOSIN-VASILACHE**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

**Liviu George MAHA**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

**LEVERAGING DIGITAL TECHNOLOGIES FOR SUSTAINABLE  
AND INCLUSIVE DEVELOPMENT STRATEGY  
IN LEADING INNOVATIVE NATIONS**

**Yehor DAVYDENKO**

*Kyiv National Economic University, Kyiv, Ukraine*

**Larysa ANTONIUK**

*Kyiv National Economic University, Kyiv, Ukraine*



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## **PUBLIC DEBT, ECONOMIC GROWTH AND EXTERNAL BALANCE: THE INDIAN EXPERIENCE**

**Joydeb SASMAL**

*Vidyasagar University, Midnapore, India*

**Ritwik SASMAL**

*Vidyasagar University, Midnapore, India*

## **INNOVATIVE TRENDS AND OPPORTUNITIES OF THE SPACE ECONOMY IN THE ERA OF GLOBAL WORLD CHANGES AND RISKS**

**Karyna ANAPRIIUK**

*Kyiv National Economic University, Kyiv, Ukraine*

**Larysa ANTONIUK**

*Kyiv National Economic University, Kyiv, Ukraine*

## **THE IMPACT OF THE IMPLEMENTATION OF SUSTAINABILITY PRINCIPLES ON FINANCING RISK**

**Luca GHEORGHE**

*University of Craiova, Craiova, Romania*

**Ioana Cristina POPA (STOICA)**

*University of Craiova, Craiova, Romania*

## **THE INTEREST OF COMPANIES FOR FINANCIAL EDUCATION IN THE CONTEXT OF THE DIGITAL BANKING REVOLUTION**

**Luca GHEORGHE**

*University of Craiova, Craiova, Romania*

**Ioana Cristina POPA (STOICA)**

*University of Craiova, Craiova, Romania*



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## **FROM OIL CRISIS TO ENERGY TRANSFORMATION THROUGH GOVERNMENT POLICIES AND CORPORATE LEADERSHIP: ORSTED, DENMARK, A CASE STUDY**

**Madalina Ana BURDUJA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EUROPEAN ACADEMIC RESEARCH INTO AI IN EDUCATION: A BRIEF LITERATURE REVIEW**

**Alina IORGA (PISICA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ROLE OF ROMANIAN HEIS IN ACHIEVING SDG 4 TARGETS THROUGH THE GREEN METRIC 2023 RANKING**

**Mona Alexandra ORZA (VRAJA)**

*"Babeș-Bolyai" University, Cluj-Napoca, Romania*

**Cristina Silvia NISTOR**

*"Babeș-Bolyai" University, Cluj-Napoca, Romania*

## **SHARING ECONOMY AS A TOOL FOR SUSTAINABLE DEVELOPMENT AND A MODEL FOR THE 21<sup>ST</sup> CENTURY ECONOMY**

**Nina STĘPNICKA**

*Jan Kochanowski University in Kielce, Kielce, Poland*

**Paulina WIĄCZEK**

*University Enterprise of Knowledge in Bydgoszcz,  
Bydgoszcz Poland*

## **THE EXPLOITATION OF SURPLUS ENJOYMENT BY COPYRIGHT OWNERS IN THE ENTERTAINMENT INDUSTRY**

**Petru-Răsvan IATAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **RUSSIAN FEDERATION'S NEW EUROPEAN VOLUNTARISM – COMMUNALITY, SPATIALITIES AND DIGITAL SOVEREIGNTY IN ITS OUTWARD PROJECTIONS**

**Mihai Christopher Marian RADOVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE COMPLEX ROLE OF DIGITALISATION IN THE INTERNATIONALIZATION PROCESS OF SMALL AND MEDIUM ENTERPRISES**

**Raul Florentin DRENTA**

*Technical University of Cluj-Napoca, Cluj-Napoca, Romania*

**Raluca Georgiana ROBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE GREEN RECOVERY AFTER THE COVID-19 CRISIS. A GENERATION OF EMPLOYMENT AND WEALTH**

**Maria GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CLIMATE ACTION AND CONFLICT PREVENTION: SDG 13 IN THE CONTEXT OF EASTERN EUROPEAN SECURITY**

**Cristian-Gabriel IANC**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SOFTFAKE: IMPACT OF ARTIFICIAL INTELLIGENCE ON THE CHANGING GLOBAL COMMUNICATION PARADIGM**

**Nikolina LJEPAVA**

*American University in the Emirates, Dubai, United Arab Emirates*

**Marko SELAKOVIC**

*S P Jain School of Global Management, Dubai,  
United Arab Emirates*



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**PROTECTION SEEKING**

**Gipsman-Zeldin MISHA**

*Ariel University, Tel-Aviv, Israel*

**Artem JELNOV**

*Ariel University, Tel-Aviv, Israel*



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## **MINITRACK: FINANCE & BANKING**

**Chairs:**

**Bettina BÖKEMEIER**

*Bielefeld University, Germania*

**Mihaela IACOB**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Time: 10:00 – 15:00**

**Room: 0124, Căderea Bastiliei 2-10**

### **RISK ATTITUDES, FINANCIAL LITERACY AND FINANCIAL BEHAVIOR:**

#### **A GENDER SPECIFIC COMPARISON**

**RAZVAN UIFALEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ANDREEA STOIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **EXPLORING THE INTERPLAY: ECONOMIC GROWTH, MOTORIZATION LEVEL, AND TRAFFIC SAFETY IN ALBANIA**

**Jonida METHASANI**

*Aleksandër Moisiu University, Durrës, Albania*

**Enida ISTREFI**

*Aleksandër Moisiu University, Durrës, Albania*

**Ikbale TOTA**

*Aleksandër Moisiu University, Durrës, Albania*

**Luljeta GJONI**

*Aleksandër Moisiu University, Durrës, Albania*





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## **THE GOVERNANCE PROFILE OF EUROPEAN COUNTRIES AND KEY BANKING INDICATORS – A CAUSALITY ANALYSIS**

**Iustina Alina BOITAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Wafaa SHABBAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TRENDS IN TRANSITION: FINTECH CREDIT EFFECTS ON ROMANIAN BANK STABILITY**

**Bekir ZENGIN**

*Tarsus University, Mersin, Turkey*

## **INTRADAY REGIME SWITCHING VOLATILITY AND WAVELET DYNAMICS OF BIST100 LIQUIDITY AND RETURNS**

**Ayben KOY**

*Istanbul Ticaret University, Istanbul, Turkey*

## **IMPACT OF AI IN FINANCIAL FRAUD DETECTION THROUGH MACHINE LEARNING**

**Lavinia MASTAC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Diane Paula Corina VANCEA**

*Ovidius University of Constanta, Constanța, Romania*

**Adrian BACA**

*Ovidius University of Constanta, Constanța, Romania*

## **QUANTITATIVE DIMENSIONS OF YIELD CURVE DYNAMICS IN POST-PANDEMIC ENVIRONMENT – THE CASE OF ROMANIA**

**Alexander GANCHEV**

*Tsenov Academy of Economics, Svishtov, Bulgaria*

**Catalin DEATCU**

*Artifex University of Bucharest, Bucharest, Romania*



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**USING MACHINE LEARNING TO MODEL BANKRUPTCY RISK  
IN LISTED COMPANIES**

**Vlad TEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Catalina-Ioana TOADER**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ADVANTAGE OR CURSE? THE IMPACT OF CREDIT SUPPLY  
AND DEMAND OF THE COMPANIES ON THE DISPERSION  
OF CREDIT PRICES**

**Kamelia ASSENOVA**

*University of National and World Economy, Sofia, Bulgaria*

**STUDY ON THE INTERACTIONS BETWEEN FISCAL POLICY,  
MONETARY POLICY AND FINANCIAL STABILITY  
IN ROMANIA**

**Leonard-Dan UZUM**

*Bucharest University of Economic Studies;  
CEFIMO, Bucharest, Romania*



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## **MINITRACK: INNOVATIVE MARKETING**

**Chairs:**

**Ștefan CĂESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana GRIGORE**

*University of Leicester, United Kingdom*

**Time: 11:00 – 15:00**

**Room: 0435, Căderea Bastiliei 2-10**

### **EMERGING TRENDS AND IMPACTS: A BIBLIOGRAPHIC ANALYSIS OF GENERATIVE AI IN MARKETING**

**Octavia ALBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iulia-Cristina CIUREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra DUȚĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **NAVIGATING ONLINE SUCCESS: ASSESSING THE IMPACT OF GOOGLE AND META ADS ON A FAMILY-OWNED PHARMACY CHAIN IN ROMANIA**

**Alina-Andrea MIRON**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florin-Tudor IONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anca Ioana BLAGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana Cristina MOGOȘ**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **SOCIAL MEDIA AND ONLINE SHOPPING: EXPLORING INTERACTIONS AND IMPLICATIONS IN THE DIGITAL ENVIRONMENT**

**Ștefan-Ionuț ANGHEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florin Alexandru STAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EMPATHY IN MARKETING: A CUSTOMER-ORIENTED APPROACH BASED ON AUTHENTICITY**

**Ana TODOROVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

**Svilena RUSKOVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

## **COMPARING AND CONTRASTING THE ROLE OF TURKISH DIZIS AND KOREAN DRAMA IN BUILDING SOFT POWER**

**Oltea Cristina BELCIUGANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anamaria MARINIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HEDONIC AND UTILITARIAN MOTIVATIONS OF SOCIAL AR FILTERS USAGE**

**Elena BOSTĂNICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ingrid-Georgeta APOSTOL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai PRELIPCEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai Cristian ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **YOUNG ADULTS PERCEPTION OF PERSONAL PRIVACY IN SOCIAL MEDIA**

**Claudia-Maria MIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana Elena CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana RUSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Esraa Ibrahim Fathy Twfik KASEM**

*Helwan University, Cairo, Egypt*

## **IDENTIFYING AND ANALYZING EMERGING SOCIAL NETWORKS WITH GLOBAL LEVEL GROWTH POTENTIAL CONSIDERING GEN Z PREFERENCES**

**Claudia Cristina STAN (BIZON)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **NEUROMETRICS DEVELOPMENT FOR MARKETING APPLICATIONS USING ARTIFICIAL NEURAL NETWORKS**

**Dănuț TRIFU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena BOSTĂNICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **UTILIZATION OF ARTIFICIAL INTELLIGENCE IN THE DIGITAL MARKETING OF SMES – ROMANIAN CASE STUDY**

**Daniel Nicolae MAITA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andra Denisa LEUȘTEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **GREEN DEAL ERA: EXPLORING ENVIRONMENTAL ATTITUDES AND ECOLOGICAL BEHAVIOUR**

**Cătălina Elena FRĂȚILĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana GRIGORE**

*University of Leicester, Leicester, United Kingdom*

**Mihai Ioan ROȘCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE APPLICATION AND EFFICIENCY OF NEUROMARKETING TOOLS IN MARKETING RESEARCH: A COMPREHENSIVE REVIEW AND FUTURE RESEARCH AGENDA**

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai Cristian ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Camelia GOGA**

*Universite de Franche-Comte, Besançon, France*

**Claudia Cristina STAN (BIZON)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dănuț TRIFU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena BOSTĂNICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A DATA-DRIVEN APPROACH: ASSESSING THE EFFECTIVENESS OF AI ALGORITHMS IN TAILORING PERSONALIZED CONTENT FOR SOCIAL MEDIA USERS**

**Ingrid-Georgeta APOSTOL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai PRELIPCEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena BOSTĂNICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria Cristiana MUNTIIU**

*Unilasalle Polytechnic Institute, Beauvais, France*



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## **GENERATIVE AI'S ROLE IN SHAPING NEXT-GENERATION CONSUMER EXPERIENCES**

**Ioana Cecilia POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina-Bogdana PUGNA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Martin HENSON**

*University of Essex, Colchester, United Kingdom*

## **A STUDY OF CONSUMER TRUST IN ONLINE REVIEWS AND SOCIAL MEDIA COMMENTS IN THE AGE OF ARTIFICIAL INTELLIGENCE**

**Ionuț TĂNASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Lucia Nicoleta BARBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Narcis RĂDUCAN**

*National University of Physical Education and Sports  
of Bucharest, Romania*

## **BUILDING ALUMNI NETWORKS IN ROMANIA: THE IMPACT OF DIGITAL PLATFORMS ON GRADUATE ENGAGEMENT**

**Maria Loredana POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Loredana Nicoletta MEGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daniel Nicolae MAITA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **THE EFFECT OF DRIVERS AND BARRIERS ON ELECTRIC VEHICLE USAGE IN ROMANIA: FINDINGS FROM PLS-SEM AND MGA**

**Mirela Catalina TURKES**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Carmen ACATRINEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE IMPACT OF ADOPTING DIGITAL TECHNOLOGIES AND ONLINE MARKETING ON THE COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES**

**Oana PRICOPAI**

*"Dunărea de Jos" University of Galați, Galați, Romania*

**Nicoleta CRISTACHE**

*"Dunărea de Jos" University of Galați, Galați, Romania*

**Dimitrie STOICA**

*"Dunărea de Jos" University of Galați, Galați, Romania*

**Alexandru-Sebastian CHIHAIA**

*"Dunărea de Jos" University of Galați, Galați, Romania*

## **COUNTRY BRANDING. STRATEGIES FOR PROMOTING UNESCO CULTURAL HERITAGE.**

**Oana VOICULEȚ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE IMPORTANCE OF MARKETING AUDIT IN A DYNAMIC BUSINESS ENVIRONMENT**

**Marilena Ionica RĂDULICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Violeta RĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*





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## **FILTER BUBBLES AND ECHO CHAMBERS. A FACEBOOK CASE STUDY**

**Emanuel SANDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITALIZATION OF EDUCATION SYSTEMS AND MARKETING OPPORTUNITIES**

**Florin Alexandru STAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ștefan Ionuț ANGHEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INNOVATIVE TACTICS RECOMMENDED TO BE INCLUDED WITHIN MARKETING STRATEGIES BY PROFESSIONAL MARKETING DIRECTORS WHO ARE GROWING PROFITABLE FMCG BRANDS THROUGH E-COMMERCE IN ROMANIA**

**Anamaria BAJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gheorghe ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luiza TURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena BOSTĂNICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **UNDERSTANDING CONSUMER BEHAVIOR IN THE DIGITAL ERA: A LITERATURE REVIEW**

**Diana Elena DRĂGHICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela CONSTANTINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## AI AND BRANDING: NAVIGATING THE FUTURE

**Luiza TURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena GOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Diana DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gheorghe ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin Petre SAVIN**

*Bucharest, Romania*



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## **MINITRACK: CIVIC ENGAGEMENT AND SUSTAINABLE EDUCATION**

**Chairs:**

**Magdalena IORDACHE-PLATIS**

*University of Bucharest, Romania*

**Dumitru MIRON**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vasileios NTOUROS**

*National and Kapodistrian University of Athens, Greece*

**Time: 10:00 – 14:00**

**Room: 0116, Căderea Bastiliei 2-10**

## **PERCEPTION ASSESSMENT OF TRAININGS IN DEEP ENERGY RENOVATIONS BY GENDER**

**Vasileios NTOUROS**

*National and Kapodistrian University of Athens, Athens, Greece*

**Konstantina GYFTONIKOLOU**

*National and Kapodistrian University of Athens, Athens, Greece*

**Natalia AGAZARIAN**

*National and Kapodistrian University of Athens, Athens, Greece*

**Dimitra PAPADAKI**

*Embry-Riddle Aeronautical University, Daytona Beach,*

*United States of America*

**Margarita Niki ASSIMAKOPOULOS**

*National and Kapodistrian University of Athens, Greece*

**Georgia KLEFTOGIANNI**

*University of Piraeus, Piraeus, Greece*



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**THE SPECIAL EDUCATIONAL NEEDS OF YOUNG MIGRANTS,  
ASYLUM NEEDS AND REFUGEES IN THE CONTEXT  
OF THE MEDITERRANEAN. NEW CHALLENGES  
FOR AN INCLUSIVE EUROPE**

**Umberto DI MAGGIO**

*LUMSA University of Rome, Rome, Italy*

**Lidia SCIFO**

*LUMSA University of Rome, Rome, Italy*

**Lucrezia LANZA**

*LUMSA University of Rome, Rome, Italy*

**THE ENVIRONMENTAL IMPACT OF AI AND THE ROLE  
OF HIGHER EDUCATION INSTITUTIONS  
IN SUSTAINABLE DEVELOPMENT**

**Diana Mihaela TIRCA**

*"Constantin Brancusi" University of Targu-Jiu, Targu-Jiu, Romania*

**Xose PICATOSTE**

*University of A Coruña, Coruña, Spain*

**Isabel NOVO CORTI**

*University of A Coruña, Coruña, Spain*

**Ignacio PCATOSTE-NOVO**

*University of A Coruña, Coruña, Spain*

**TRANSFORMATIVE EDUCATION: ECONOMIC AND POLITICAL  
IMPLICATIONS OF THE CONFLICTING DYNAMICS  
WITHIN TRADITIONAL SCHOOLING**

**Hesam JEBELI-BAKHT-ARA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Octavian-Dragomir JORA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **GLOBAL COLLABORATION FOR INDUSTRY X.0 SUSTAINABILITY: EMPOWERING HIGHER EDUCATION'S ROLE**

**Cătălin PLOAE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Roxana VOICU-DOROBANȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana Barbara BOBIRCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EXPLORING THE ECONOMIC EFFECTS OF SUSTAINABILITY IN A KNOWLEDGE-BASED CIRCULAR ECONOMY**

**Adina-Theodora NECULA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca Florentina CREȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **STUDENT ATTITUDES TOWARDS THE CIRCULAR ECONOMY: A COMPARISON BETWEEN BULGARIA AND NORTH MACEDONIA**

**Ana TODOROVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

**Irina KOSTADINOVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

**Dusica STEVCEVSKA SRBINOSKA**

*University American College Skopje, Skopje, North Macedonia*

## **FOSTERING ENTREPRENEURIAL ACTIVITIES IN ROMANIAN UNIVERSITIES BY ENHANCING CIVIC ENGAGEMENT: AN EMPIRICAL STUDY**

**Camelia COJOCARU**

*University of Bucharest, Bucharest, Romania*



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## **OPPORTUNITIES AND CHALLENGES IN IMPLEMENTING A SERVICE LEARNING COURSE IN COMMUNICATION STUDIES CURRICULUM**

**Romina SURUGIU**

*University of Bucharest, Bucharest, Romania*

**Nicoleta APOSTOL**

*University of Bucharest, Bucharest, Romania*

## **GENERATIONAL PERSPECTIVES ON SUSTAINABLE CONSUMPTION: EXPLORING CONSUMER BEHAVIOR OF MILLENNIALS AND GENERATION Z**

**Georgiana RUSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Petre Sorin SAVIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Claudia Maria MIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**David Florin CIOCODEICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Esraa Ibrahim Fathy Twfik KASEM**

*Helwan University, Cairo, Egypt*

## **NATIONAL EXAMINATION IN ROMANIA BETWEEN 2017 AND 2023 – A MICRODATA ANALYSIS**

**Tudorel ANDREI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea MIRICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina-Elena STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**ENCOURAGING A FUTURE OF EQUITY: ALLEVIATING  
POVERTY IN ROMANIA THROUGH QUALITY EDUCATION**

**Iliana CARAGEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Tudor IRIMIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Emilia ȚIȚAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MINITRACK: MANAGEMENT AND PUBLIC ADMINISTRATION**

**Chairs:**

**Cezar-Petre SIMION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Katarina VALASKOVA**

*University of Zilina, Slovakia*

**Time: 10:00 – 14:00**

**Room: 0334, Căderea Bastiliei 2-10**

### **INNOVATIVE STRATEGIES AND WORK-LIFE BALANCE. THE IMPORTANCE OF INCLUSION IN MARKETING CAMPAIGNS**

**Denisa-Ligia MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **DIGITALIZATION RISKS AND THEIR IMPACT ON BUSINESS SUSTAINABILITY**

**Mădălina MAZĂRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cezar-Petre SIMION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Catalin-Alexandru VERDES**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra-Andreea MIRONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Samar KAIS**

*Bucharest University of Economic Studies, Bucharest, Romania*





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## **THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON BURNOUT**

**Armenia ANDRONICEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dan-Alexandru LAZĂR**

*International Center for Public Management, Bucharest, Romania*

## **INSTITUTIONAL CAPACITY – PROVISIONAL RESULTS OF MEMBER STATES DURING 2014-2020 PROGRAMMING PERIOD**

**Mihaiela Simona STEFĂNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina-Ioana MONCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **QUANTIFYING THE VAT GAP: EVALUATING DIGITALIZATION'S EFFECT ON REVENUE COLLECTION**

**Irina HARS**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TOWARDS A ROBUST ASSESSMENT FRAMEWORK FOR THE EU OPEN DATA MATURITY INDEX**

**Angelos FOUNTOULAKIS**

*Hellenic Republic Ministry of Education,  
Religious Affairs and Sports, Athens, Greece*



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**ANALYSIS OF THE EUROPEAN ECONOMIC AREA,  
WITH A SPECIAL FOCUS ON THE FISCAL BEHAVIOR  
PATTERNS OF THE AUTHORITIES AND TAXPAYERS**

**Tincuța VRABIE (GUDANĂ)**

*"Dunărea de Jos" University of Galați, Galați, Romania*

**MANAGEMENT ETHICS IN PUBLIC AND PRIVATE SPHERES.  
A COMPARATIVE APPROACH**

**Ștefan-Dominic GEORGESCU**

*Bucharest University of Economic Studies / Romanian Institute  
for Philosophy and Psychology "Constantin Rădulescu-Motru",  
Romanian Academy", Bucharest, Romania*

**ANALYSIS OF THE JUDICIAL SYSTEM IN ROMANIA  
DURING THE COVID PERIOD**

**Lavinia-Stefania TOTAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Relu MANOLACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE CONCEPT OF LEGACY IN WOMEN'S FOUNDATIONS:  
A TÜRKIYE-ROMANIA COMPARISON**

**Muzaffer AYDEMİR**

*Altınbaş Üniversitesi, İstanbul, Türkiye*

**Margareta Stela FLORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin BURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Hüsamettin Onur TUĞMAN**

*Altınbaş Üniversitesi, İstanbul, Türkiye*



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## **GUIDING PEOPLE TO BETTER DECISIONS: A TAXONOMY OF NUDGES**

**Dragoş BÎGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana-Mădălina POTCOVARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria KOVACOVA**

*University of Zilina, Zilina, Slovak Republic*

## **ORGANISATIONAL MODEL EXAMPLE – EVOLUTION OF SINGLE-BRANCH LOCAL BANKS INTO NATIONAL BANKS**

**Muzaffer AYDEMİR**

*Altınbaş Üniversitesi, İstanbul, Türkiye*

**Margareta Stela FLORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin BURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Yasemin ALTINYAY**

*Altınbaş Üniversitesi, İstanbul, Türkiye*

## **THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE PERFORMANCE**

**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Katarina VALASKOVA**

*University of Zilina, Zilina, Slovakia*

**Cristian-Florian GÎNSOC**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**REVITALIZATION OF PUBLIC ADMINISTRATION  
WITHIN THE EUROPEAN UNION.  
CHALLENGES, CAUSES AND SOLUTIONS**

**Gabriel Cristian DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan Mihai FRĂȚILĂ**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**PARTICULARITIES OF THE PUBLIC PROCUREMENT  
CONTRACTS CONCLUDED BY PUBLIC HOSPITALS  
IN ROMANIA IN THE PANDEMIC YEAR 2021**

**Elvira NICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina SAMOILĂ (BRATILOVEANU)**

*National Institute for Economic Research Costin C. Kiritescu,  
Bucharest, Romania*

**Teodora Nicoleta PLEȘA**

*"Valahia" University of Târgoviște, Târgoviște, Romania*

**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Tomas KLIESTIK**

*University of Zilina, Zilina, Slovak Republic*

**THE ANALYSIS OF THE IMPLICATIONS  
OF THE COMPLEX INTERDEPENDENCIES BETWEEN  
MACROECONOMICS AND PUBLIC FINANCE**

**Gheorghe H. POPESCU**

*Christian University "Dimitrie Cantemir" Bucharest, Romania*

**Cristian Florin CIURLĂU**

*Christian University "Dimitrie Cantemir" Bucharest, Romania*

**Dan Marin BOAJĂ**

*Christian University "Dimitrie Cantemir" Bucharest, Romania*

**Adela POLIAKOVÁ**

*University of Zilina, Slovakia*

**Cătălina Oana DUMITRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **MINITRACK: ECONOMICS AND BUSINESS COMMUNICATION**

**Chairs:**

**Mihaela Roberta STANEF-PUICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**George Laurențiu ȘERBAN OPRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin NASTASIA**

*Southern Illinois University Edwardsville, United States of America*

**Time: 10:00 – 14:00**

**Room: 0320, Căderea Bastiliei 2-10**

## **BUILDING DIGITAL SKILLS THROUGH DIGITALIZATION OF EDUCATION**

**Sorin NASTASIA**

*Southern Illinois University Edwardsville, Edwardsville,  
United States of America*

**Nicolae MOROIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian STANA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**ARTIFICIAL INTELLIGENCE AND THE FUTURE  
OF LABOR MARKET: A LITERATURE REVIEW**

**Liana BADEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**George Laurențiu ȘERBAN-OPRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Silvia Elena IACOB**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Suman MISHRA**

*Southern Illinois University Edwardsville, Edwardsville,  
United States of America*

**Mihaela Roberta Stanef-Puică**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY  
ON ORGANIZATIONAL COMMITMENT AMONG EMPLOYEES  
IN PAKISTAN**

**Abbiha WAQAR**

*Tokat Gaziosmanpasa University, Tokat, Turkey*

**Andreea Claudia ȘERBAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Çetin BEKTAŞ**

*Tokat Gaziosmanpasa University, Tokat, Turkey*

**INCREASE OF PRODUCTION CAPACITIES AND INVESTMENTS  
IN ENTERPRISES DEPENDING ON THE PERSPECTIVE  
OF REGIONAL DEVELOPMENT**

**Marinela TENEQEXHI**

*"Fan S. Noli" University, Korçë, Albania*

**Klaudeta MEROLLARI**

*"Fan S. Noli" University, Korçë, Albania*

**Eleni VANGJELI**

*"Fan S. Noli" University, Korçë, Albania*

**Anila MANÇKA**

*"Fan S. Noli" University, Korçë, Albania*



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**NAVIGATING THE ETHICAL TERRAIN OF ONLINE  
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AND OUTCOMES**

**Ada-Otilia MIRCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luke MIRCEA-WILLATS**

*Moderna Inc., Switzerland*

**INNOVATION SPILLOVERS, ECONOMIC GROWTH  
AND ROLE OF ABSORPTIVE ABILITY**

**Muhammad USMAN**

*National University of Modern Languages, Islamabad, Pakistan*

**Lal Khan ALMAS**

*West Texas A&M University, Canyon, United States of America*

**Shoaib HASSAN**

*National University of Modern Languages, Islamabad, Pakistan*

**EFFECTS OF DIGITIZATION AND DIGITALIZATION  
ON HEALTH**

**Milian NEGUTOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**IN SEARCH OF A BALANCE: REGULATING US AND CHINESE  
INVESTMENT IN THE CONTEXT OF EU EUROPE**

**Robert- Stefan URICARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Rares-Mihai NITU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **DEVELOPMENT OF THE COLLABORATIVE ECONOMY IN ROMANIA WITH THE HELP OF EUROPEAN FUNDS**

**Alexandra GHERASIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana Maria BOCĂNEALĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ANALYZING CONSUMER BEHAVIOR: THE PATHWAY TO SUSTAINABLE FOOD CONSUMPTION**

**Cezara-Georgiana RADU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITALIZATION'S VITAL ROLE IN SUSTAINABLE CIRCULAR ECONOMY**

**Edi-Cristian DUMITRA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Radu Alexandru BUDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Liana Ioana PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DECODING DIGITALIZATION: INSIGHTS FROM DESI AND EIBIS ANALYSIS**

**Edi-Cristian DUMITRA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Paula Alexandra PUIU**

*Bucharest University of Economic Studies, Bucharest, Romania*





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## **DIGITALIZATION AND CIRCULAR ECONOMY: TRANSFORMING WASTE INTO OPPORTUNITY IN THE WORKPLACE**

**Ioana-Silvia DUMITRESCU-POPA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena-Iulia CHIȚĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria-Alexandra CRĂCIUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INVESTING IN EDUCATION. INTERCULTURAL SENSITIVITY AND DIALOGUE**

**Marta Christina SUCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adriana METZ GODEANU**

*European Union Commission*

**Mădălina MOROIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana Raluca TOFAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan George COTESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Decebal DUMITRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EVOLUTION OF BUSINESS COMMUNICATION IN THE DIGITAL AGE**

**Maxim CETULEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marta STOIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **DIGITAL ASSETS: EMERGING OPPORTUNITIES AND CHALLENGES**

**Elena Roxana DEAK**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INFLUENCE OF ORGANIZATIONAL CLIMATE AND EMPLOYEE DESIRES ON MANAGERIAL DRIVE**

**Abbiha WAQAR**

*Tokat Gaziosmanpasa University, Tokat, Turkey*

**Andreea Claudia ȘERBAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Muhammad Nauman JAMAL**

*Kaunas University of Technology, Kaunas, Lithuania*

## **THE IMPACT OF FISCAL TRANSFER FROM THE EU BUDGET ON ECONOMIC GROWTH IN CEE COUNTRIES**

**Irene-Ioana DRĂGHICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **WORK FROM ANYWHERE: THE CONCEPT REVEALED BY THE COVID-19 PANDEMIC AND ITS POSITIVE IMPACT UPON HUMAN CAPITAL**

**Andreea Teodora IACOB**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CEO POWER AND WASTE MANAGEMENT**

**Mubashir KHAN**

*University of Warsaw, Warsaw, Poland*

## **THE IMPACT OF FOREIGN DIRECT INVESTMENTS ON ECONOMIC GROWTH: CASE STUDY AFGHANISTAN (2001-2019)**

**Mohammad Farid AHMADZAI**

*Nigde University, Niğde, Turkey*



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## **MINITRACK: LABOUR AND SOCIAL WELFARE**

**Chairs:**

**Denisa M. SOLOGON**

*Luxembourg Institute of Socio-Economic Research*

**Eva MILITARU**

*Scientific Director of National Research Institute  
for Labour and Social Protection*

**Time: 09:00 – 13:00**

**Room: Robert Schumann, Căderea Bastiliei 2-10**

## **TRANSFORMATIVE EU-27 LABOUR MARKETS: ASSESSING OPPORTUNITIES, RISKS AND TRENDS**

**Florin Marius PAVELESCU**

*Institute of National Economy, Romanian Academy,  
Bucharest, Romania*

**Laura Mariana CISMAS**

*West University of Timisoara, Timisoara, Romania*

**Cornelia DUMITRU**

*Institute of National Economy, Institute for Quality-of-Life  
Research, Romanian Academy, Bucharest, Romania,*

## **GENDERED EFFECTIVENESS OF ACTIVE LABOUR MARKET POLICIES: UNEMPLOYMENT OR UNDEREMPLOYMENT?**

**Pierre LESUISSE**

*University Strasbourg - BETA, Strasbourg, France*

**Frecheville**

*University Strasbourg - BETA, Strasbourg, France*



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## **THE ROLE OF DIGITAL SKILLS IN EDUCATION AND THE LABOR MARKET**

**Vlad-Valentin VIRJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daniela VIRJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **GENERATIVE AI IN THE 2020S: RECOGNISING AND PROTECTING WORKER'S INPUT INTO GENERATING BUSINESS PROFITS**

**Benjamin DUKE**

*University of Leicester, Leicester, United Kingdom*

## **A CAUSAL INFERENCE PERSPECTIVE FOR ESTIMATING THE INFLUENCE OF THE ROMANIAN COMPETITIVENESS OPERATIONAL PROGRAMME ON RESEARCHERS' PERFORMANCE**

**Monica-Mihaela MAER-MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

*/ The National Institute for Labour and Social Protection,*

*Bucharest, Romania*

**Ana-Maria ZAMFIR**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*



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## **INDIVIDUAL, MESO AND MACRO FACTORS OF LATE EXIT FROM THE LABOUR MARKET IN EUROPE. EVIDENCE FROM A SYSTEMATIC REVIEW OF REVIEWS**

**Iuliana PRECUPETU**

*Research Institute of the University of Bucharest /Research  
Institute for Quality of Life, Bucharest, Romania*

**Laura TUFĂ**

*Research Institute of the University of Bucharest /Research  
Institute for Quality of Life, Romania*

**Elena TRIFAN**

*Research Institute of the University of Bucharest, Romania*

**Elisabeth UGRENINOV**

*NOVA Norwegian Social Research, OsloMet, Oslo, Norway*

## **ASSESSING THE TRANSFERABILITY POTENTIAL OF POLICY PRACTICES FOR OLDER PEOPLE**

**Ghența MIHAELA**

*National Research Institute for Labour and Social Protection  
(INCSMPS), Bucharest, Romania*

**Aniela MATEI**

*National Research Institute for Labour and Social Protection  
(INCSMPS), Bucharest, Romania*

**Marja AARTSEN**

*Norwegian Social Research (NOVA), Oslo Metropolitan University,  
Oslo, Norway*

**Iuliana PRECUPETU**

*Research Institute of the University of Bucharest, University  
of Bucharest, Bucharest, Romania,  
Quality of Life Research Institute, Bucharest, Romania*



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**THE DYNAMICS OF PENSION ADEQUACY  
AND GENDER PENSION GAP IN ROMANIA**

**Luise MLADEN-MACOVEI**

*The National Scientific Research Institute  
for Labour and Social Protection, Bucharest, Romania*

**COMPARATIVE ANALYSIS OF FAMILY BENEFITS PROVISION  
WITHIN MEMBER STATES OF THE EUROPEAN UNION**

**Simona Maria STĂNESCU**

*Research Institute for Quality of Life, Romanian Academy,  
Bucharest, Romania*

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IN “FLEXIBLE” DENMARK COMPARED TO “FIRM” NORWAY?**

**Elisabeth UGRENINOV**

*Oslo Metropolitan University, Oslo, Norway*

**Cecilie KROGH**

*Aalborg University, Aalborg, Denmark*

**Vegar BJØRNSHAGEN**

*Oslo Metropolitan University, Oslo, Norway*

**PINK REVOLUTION OF FARE-FREE PUBLIC TRANSPORT  
ON WOMEN’S SOCIO-ECONOMIC WELFARE – A CRITICAL  
ASSESSMENT OF DELHI’S PINK PASS POLICY**

**Dev Mani SHARMA**

*Masaryk University, Brno, Czech Republic*



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## **ASSESSING THE IMPACT OF AAHAR YOJANA ON URBAN POOR: ADDRESSING FOOD INSECURITY**

**Saloni MAHARANA**

*UPES Dehradun, Berhampur, India*

## **INVESTIGATING EMPLOYMENT PATTERNS AND DETERMINANTS IN THE EUROPEAN UNION THROUGH PANEL DATA INSIGHTS**

**Maria Denisa VASILESCU**

*Bucharest University of Economic Studies, Bucharest, Romania  
/The National Institute for Labour and Social Protection,  
Bucharest, Romania*

**Larisa STĂNILĂ**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Silvana BOBĂRNAT (CRIVOI)**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Maria Berta BELU**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

## **EMPLOYER BRAND MASTERY: HR AND MARKETING'S DYNAMIC DUO**

**Oana Cristina MOGOȘ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alin STANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Umit ALNIACIK**

*Kocaeli University, Izmit, Turkey*

**Adina IONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina-Andreea MIRON**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **NO ONE LEFT BEHIND: ENABLING DIGITAL TRANSFORMATION OF HUMAN EUROPEAN WORKERS**

**Benjamin DUKE**

*University of Leicester, Leicester, United Kingdom*

**Adriana GRIGORESCU**

*National University of Political Studies and Public Administration,  
Bucharest, Romania*

**Cristina LINCARU**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Vasilica CIUCA**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

## **BASIC EDUCATION & BASIC DIGITAL SKILLS INSIGHTS FOR ROMANIA & ITALY**

**Adriana GRIGORESCU**

*National University of Political Studies and Public Administration,  
Bucharest, Romania*

**Bianca FONTANELLA**

*Liceo Scientifico Statale Carlo Urbani, Italy*

**Daniela PAȘNICU**

*National Scientific Research Institute for Labor and Social  
Protection, Bucharest, Romania*

**Magdalena Claudia ULEIA**

*Liceul Teoretic Iancu C. Vissarion, Dambovită, Romania*

**Cristina LINCARU**

*National Scientific Research Institute for Labor and Social  
Protection, Bucharest, Romania*

**Gabriela TUDOSE**

*National Scientific Research Institute for Labor and Social  
Protection, Bucharest, Romania*





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## **ORGANISATIONAL HAPPINESS DIMENSIONS**

**Petya DANKOVA**

*University of Economics - Varna, Varna, Bulgaria*

## **RESILIENCE OF HIGHER EDUCATION STUDENTS DURING THE COVID-19 PANDEMIC**

**Ana-Maria ZAMFIR**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Anamaria Beatrice ALDEA**

*Bucharest University of Economic Studies, Bucharest, Romania  
/National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

**Teodora Cătălina DUMITRA**

*Bucharest University of Economic Studies, Bucharest, Romania  
/National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*

## **RECONSIDERING THE EDUCATIONAL SYSTEM. CREATING AN INCLUSIVE EDUCATION FOR ALL CHILDREN**

**Alexandra DAMASCHIN**

*"Alexandru Ioan Cuza" University of Iași, Iași, Romania*

## **THE SUBJECTIVE EXPERIENCE OF WORKING FROM HOME DURING THE PANDEMIC FROM A WOMEN'S PERSPECTIVE**

**Raluca MOLEA**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*



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## **WORKPLACE CHALLENGES: STRATEGIES FOR ENHANCING RESILIENCE, WELL-BEING, AND BURNOUT PREVENTION**

**Anca-Monica PUIA**

*University of Bucharest, Bucharest, Romania*

**Sorin-Iulian ROPOTAN**

*Romanian Academy, Bucharest, Romania*

## **STRUCTURAL AND INSTITUTIONAL DRIVERS OF INCOME INEQUALITIES AT STATE LEVEL IN INDIA: A DYNAMIC PANEL DATA ANALYSIS**

**Aboobacker THACHAPARAMBAN**

*Institute for Social and Economic Change Bengaluru,  
Bengaluru, India*

## **THE NEXT 50 YEARS DEMOGRAPHIC DIVIDEND ROUTES FOR ROMANIA AND HUNGARY**

**Cristina LINCARU**

*National Scientific Research Institute for Labor and Social  
Protection, Bucharest, Romania*

**Zsuzsanna ZSIBÓK**

*Centre for Economic and Regional Studies, Hungary*

**Camelia Speranta PIRCIOG**

*National Scientific Research Institute for Labor and Social  
Protection, Bucharest, Romania*

**Adriana GRIGORESCU**

*National University of Political Studies and Public Administration,  
Bucharest, Romania*



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## **UNDERSTANDING THE EMERGENCE OF POPULIST PARTIES: A REVIEW OF THE INTERCONNECTED FACTORS INVOLVING INDIVIDUAL RESILIENCE, EDUCATIONAL LEVELS, AND PARTY SUPPORT – A CASE STUDY OF ROMANIA**

**Ionela Alina ALUPOAEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Fatih PEKTAS**

*Aksaray University, Aksaray, Turkey*

## **STEPPING UP INTO A FUTURE MINIMUM WAGE SETTING MECHANISM IN ROMANIA: GENERAL FRAMEWORK, SET OF INDICATORS AND IMPACT EVALUATION**

**Madalina Ecaterina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*/The National Institute for Labour and Social Protection,*

*Bucharest, Romania*

**Eva MILITARU**

*National Scientific Research Institute for Labour and Social*

*Protection, Bucharest, Romania*

**Maria Denisa VASILESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*/The National Institute for Labour and Social Protection,*

*Bucharest, Romania*

**Amalia CRISTESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*/The National Institute for Labour and Social Protection,*

*Bucharest, Romania*

**Georgiana STANCIULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**WHAT FACTORS AFFECT HOUSEHOLDS' DECISION  
TO BE A NEW "INTERNATIONAL MIGRANT HOUSEHOLD"  
IN RURAL BANGLADESH? EVIDENCE  
FROM A UNIQUE PANEL DATA**

**Mahtab UDDIN**

*University of Manchester, Manchester, United Kingdom*

**THE LEONTIEF INPUT-OUTPUT EXPLORATION  
OF ROMANIA'S OPERATIONAL PROGRAMME HUMAN  
CAPITAL: IMPACTS AND IMPLICATIONS FOR GDP GROWTH**

**Adriana AnaMaria DAVIDESCU (ALEXANDRU)**

*National Scientific Research Institute for Labour and Social  
Protection, Bucharest, Romania*



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## **SDG WORKSHOP: INTEGRATING SUSTAINABLE DEVELOPMENT GOALS INTO REAL WORLD: CHALLENGES AND OPPORTUNITIES**

**Chairs:**

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Carmen TRICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Michal KRAVCIK**

*Water Holistic, People and Water, Slovakia*

**Louis MEULEMAN**

*Public Strategy for Sustainable Development, Brussels, Belgium*

**Time: 10:00 – 16:00**

**Room: Virgil Madgearu, Căderea Bastiliei 2-10**

## **GLOBAL SUSTAINABLE DEVELOPMENT TARGETS WITH LOCAL IMPLEMENTATION: DANUBE REGION WATER LIGHTHOUSE INNOVATION ACTION**

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicolae ISTUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana-Raluca LĂDARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bianca Eugenia LEOVEANU-SOARE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela Corina BĂLAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina PUIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marius CAPRĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **CHALLENGES AND OPPORTUNITIES OF SDG (META) GOVERNANCE IN TURBULENT TIMES**

**Louis MEULEMAN**

*Public Strategy for Sustainable Development (PS4SD), Belgium*

## **WATER ECOSYSTEMS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

**Michal KRAVCIK**

*Waterholistic, Slovakia People and Water, Slovakia*

## **GLOBAL SUSTAINABLE DEVELOPMENT TARGETS WITH LOCAL IMPLEMENTATION: EUROPE-AFRICA COLLABORATION ON RENEWABLE ENERGY**

**Mihai DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cătălin Gheorghe ZEMELEAGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EDUCATION FOR GOOD HEALTH AND WELL-BEING**

**Cristiana POP**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EVOLUTION OF ORGANIC PRODUCTS SEGMENT AS A RESULTS OF THE GLOBAL CRISIS – A DEEP DIVE INTO ROMANIA BIO DAIRY MARKET**

**Andrei VASILE**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **EXPLORING THE POTENTIAL OF MINIMUM WAGE FOR SUSTAINABLE DEVELOPMENT IN EUROPE BY 2024**

**Inna ARZHYNT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ada PAIERELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE WORLDWIDE PROGRESS OF SDGS. DEPICTING THE YEARLY HOT TOPICS, USING LANGUAGE PROCESSING**

**Andreea PERNICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stelian STANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TRANSFORMING FOOD WASTE INTO ECONOMIC BENEFITS**

**Maria-Cristina EREMIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INSIGHTS ON THE NEXUS BETWEEN SUSTAINABILITY DISCLOSURE AND FINANCIAL PERFORMANCE**

**Valentin BURCA**

*West University of Timișoara, Timișoara, Romania*

**Oana BOGDAN**

*West University of Timișoara, Timișoara, Romania*

**Dan STIRBU**

*West University of Timișoara, Timișoara, Romania*

## **CORRELATION BETWEEN CO2 EMISSION AND FUEL CONSUMPTION IN HYBRID VEHICLES**

**Alexandru DOBRE**

*Politehnica University of Bucharest, Bucharest, Romania*



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## **CIRCULAR ECONOMY AS THE PATHWAY TO SUSTAINABLE FUTURE: A CASE STUDY ON ALTRNTV SHOP**

**Daniela STAICU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra ARGATU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei BENGA**

*KU Leuven, Leuven, Belgium*

## **EMPOWERING COMMUNITIES: A MULTI-FACETED APPROACH TO SUSTAINABLE POVERTY ALLEVIATION**

**Akhilesh Chandra PRABHAKAR**

*PNG University of Technology, LAE, Morobe, Papua New Guinea*

## **SOCIAL AND ENVIRONMENTAL COMMITMENT ACROSS THE EARLY AND ESTABLISHED STAGES OF ENTREPRENEURIAL ACTIVITY**

**Sanja PFEIFER**

*Josip Juraj Strossmayer University of Osijek, Osijek, Croatia*

**Nataša ŠARLIJA**

*Josip Juraj Strossmayer University of Osijek, Osijek, Croatia*

## **PATTERNS OF SUSTAINABLE DECISION MAKING BASED ON DECISION BIASES AND PROFESSIONAL GROUP PERFORMANCE**

**Delia Elena MATEIAS**

*The Ionian University, Corfu, Greece*

*/ ICUB - The Research Institute of the University of Bucharest,  
Bucharest, Romania*

**Shivraj KANUNGO**

*The George Washington University, Washington DC,  
United States of America*





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## **SUSTAINABLE DEVELOPMENT THROUGH GREEN INNOVATIONS: ECONOMIC STRATEGIES OF CHINA AND THE EU COMPARED**

**Vladyslav ANDRUSYK**

*Kyiv National Economic University named after Vadym Hetman,  
Kyiv, Ukraine*

**Denys ILNYTSKYI**

*Kyiv National Economic University named Vadym Hetman,  
Kyiv, Ukraine*

**Olga DROBOTIUK**

*Kyiv National Economic University named after Vadym Hetman,  
Kyiv, Ukraine*

## **SDG7 AND THE SYSTEMATIC DOWNPLAYING OF AFFORDABILITY IN DISCOURSES ON ENERGY**

**Bibek BHATTA**

*Queen's University Belfast, Belfast, United Kingdom*

## **REGIONAL DISPARITY IN HEALTH DEPRIVATION: A STUDY FOR MAJOR STATES OF INDIA**

**Priyabrata SAHOO**

*Banaras Hindu University, Varanasi, India*

**Soumyabrata MONDAL**

*Banaras Hindu University, Varanasi, India*

**Vinay KUMAR**

*Banaras Hindu University, Varanasi, India*



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## **THE ROLE OF ROMANIAN HIGHER EDUCATION INSTITUTIONS IN ACHIEVING SDG 4 TARGETS THROUGH THE GREEN METRIC 2023 RANKING**

**Mona Alexandra ORZA (VRAJA)**

*"Babeş-Bolyai" University, Cluj-Napoca, Romania*

**Cristina Silvia NISTOR**

*"Babeş-Bolyai" University, Cluj-Napoca, Romania*

## **SUSTAINABLE DEVELOPMENT AMID A COMPLEX CRISIS: EXAMINING ITS POLITICAL AND ECONOMIC ASPECTS**

**Ada PAIERELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Inna ARZHYNT**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EMPOWERING COMMUNITIES: A MULTI-FACETED APPROACH TO SUSTAINABLE POVERTY ALLEVIATION**

**Akhilesh Chandra PRABHAKAR**

*PNG University of Technology, LAE, Morobe, Papua New Guinea*

## **ENGAGEMENT FOR TRANSFORMATION AND CLIMATE CHANGE: REVIEW AND CASE STUDIES**

**Simona-Roxana ULMAN**

*"Alexandru Ioan Cuza" University of Iaşi, Iaşi, Romania*

**Evan BOYLE**

*University College Cork, Environmental Research Institute,  
Cork City, Ireland*



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## **DISABILITY AND SCHOOLING IN INDIA DURING COVID-19**

**Anuj GOYAL**

*Jawaharlal Nehru University, Delhi, India*

## **ON THE RELATIONSHIP BETWEEN ENVIRONMENTAL POLLUTION AND INTERNATIONAL TOURISM: EVIDENCE FROM BALKAN COUNTRIES**

**Edmira CAKRANI**

*Canadian Institute of Technology, Tirana, Albania*

**Zejneb OSMANI**

*Canadian Institute of Technology, Tirana, Albania*

## **CLIMATE CHANGE AND HEALTH: PUBLIC POLICIES AND ADAPTATION INDICATORS IN ROMANIA**

**Valentin-Veron TOMA**

*Institute of Anthropology Francisc I. Rainer, Romanian Academy,  
Consultative Council of Sustainable Development,  
Bucharest, Romania*

**Carmen Lenuța TRICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania  
/Consultative Council of Sustainable Development, Romania*

**Simona Maria STĂNESCU**

*Research Institute for Quality of Life, Romanian Academy  
/Consultative Council of Sustainable Development, Romania*



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## WORKSHOP FOR YOUNG RESEARCHERS

**Chairs:**

**Donatella PRIVITERA**

*University of Catania, Italy*

**Marius CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andra Nicoleta MECU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Time: 10:00 – 12:00**

**Room: Paul Bran library, Căderea Bastiliei 2-10**

### **FUTURE TRENDS OF BUSINESS INTELLIGENCE IN THE ERA OF ARTIFICIAL INTELLIGENCE: DRIVING STRATEGIC DECISION-MAKING IN THE DIGITAL AGE**

**Ruxandra STANOMIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **MIGRATION AND PROSPERITY: EXAMINING THE ECONOMIC EFFECTS IN ROMANIA**

**Razvan BUJOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **INNOVATIVE STRATEGIES FOR SUSTAINABLE FOOD CHAIN IN ROMANIA**

**Tudor Andrei HOLERGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Costin STĂNESCU COVASALA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **THE REGIONAL PERFORMANCES OF BULGARIA AND ROMANIA UNDER SUSTAINABLE DEVELOPMENT GOALS: THE CASE OF DECENT LIVING, ECONOMIC GROWTH AND QUALITY EDUCATION**

**Alexandra-Nicoleta CIUCU (DURNOI)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Kosyo STOYCHEV**

*Sofia University "St. Kliment Ohridski", Sofia, Bulgaria, Bulgaria*

**Carmen Beatrice PĂUNA**

*Institute for Economic Forecasting, Romanian Academy, Romania*

**Vanesa Mădălina VARGAS**

*Bucharest University of Economics Studies, Bucharest, Romania*

*/ Institute for Economic Forecasting, Romanian Academy,*

*Bucharest, Romania*

**Camelia DELCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LOCAL GOVERNMENTS' HEALTH AND EDUCATION EXPENDITURE EFFICIENCY IN INDONESIA: EVIDENCE FROM STOCHASTIC FRONTIER ANALYSIS**

**Arfan Udi WINASIS**

*The University of Manchester, Manchester, United Kingdom*

## **AN ANALYSIS OF SUSTAINABLE URBANISM IN EUROPE: UNVEILING TRENDS AND KEY CONTRIBUTORS**

**Alexandra-Nicoleta CIUCU (DURNOI)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Camelia DELCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Kosyo STOYCHEV**

*Sofia University "St. Kliment Ohridski", Sofia, Bulgaria*

**Cosmin Alexandru TEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **INFORMATION TECHNOLOGIES AND SHARE SERVICE**

**Bianca MOTORGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihnea PANAIT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Livia Cristina ILIESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INCOME CONVERGENCE IN THE SOUTH AFRICAN PROVINCES**

**Ntokozo NZIMANDE**

*University of Johannesburg, Johannesburg, South Africa*

## **ENVIRONMENTAL INCIDENTS AND SUSTAINABILITY**

**PRICING PROVISIONS**

**Sochima UZONWANNE**

*Halle Institute for Economic Research, Halle (Saale), Germany*

**Huyen NGUYEN**

*Halle Institute for Economic Research, Halle (Saale), Germany*

## **MANDATORY ESG REPORTING, MANAGERIAL PRACTICES**

**AND FIRM VALUATION IN VIETNAM:**

**INSIGHTS FROM A LEXICON-BASED APPROACH**

**Khanh-Linh PHAM**

*University of Orléans, Paris, France*

**Béatrice BOULU-RESHEF**

*University of Orléans, Paris, France*

**Mathieu PICAULT**

*University of Orléans, Paris, France*



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**SOME NEGLECTED EMPIRICAL REGULARITIES  
IN LONG RUN STOCK PRICE BEHAVIOUR**

**Surender KAUR**

*Gokhale Institute of Politics and Economics, Pune, India*

**REGIONAL DEVELOPMENT  
AND LOCAL GOVERNMENTS' EFFICIENCY IN INDONESIA:  
EVIDENCE FROM STOCHASTIC FRONTIER ANALYSIS**

**Arfan Udi WINASIS**

*The University of Manchester, Manchester, United Kingdom*

**REDEFINING THE ROLE OF WOMEN IN BUKUSU  
COMMUNITY OF BUNGOMA COUNTY, WESTERN KENYA**

**Gabor BICZO**

*University of Debrecen, Debrecen, Hungary*



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## **WORKSHOP: EXPERIMENTAL ECONOMICS, APPLICATION FOR INNOVATION ECONOMY**

**Chairs:**

**Dragoş HURU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Radu VRÂNCEANU**

*ESSEC Business School, France*

**Angela ŞUTAN**

*Burgundy School of Business,  
Université Bourgogne Franche Comté, France*

**Time: 10:00 – 14:00**

**Room: 0302 (Rotonda), Căderea Bastiliei 2-10**

### **FREE RIDER PROBLEM AND PUBLIC GOOD PRODUCTION**

**Mihai Daniel ROMAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ovidiu GALEŞ**

### **INDUSTRIAL ORGANIZATION AND EXPERIMENTAL ECONOMICS IN AN ECONOMY WITH MILITARY CONFLICT ON THE BORDER**

**Dragoş HURU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Aurel MARIN**

*National University of Physical Education and Sport*





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## **REFLECTIONS OF THE COMPETITION FOR ENERGY IN ECONOMIC STRUCTURES**

**Dănuț Petrișor GRUIA**

*Tomis University*

## **AN APPROACH TO THE USE OF CRYPTOCURRENCIES USING DATA MINING TECHNIQUES**

**Otilia DOMNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ARCHITECTURE OF THE INTERNATIONAL FINANCIAL MONETARY SYSTEM**

**George DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **FORECASTING STOCK PRICES FOR MARITIME SHIPPING COMPANY IN COVID-19 PERIOD USING MULTIVARIATE MULTI-STEP CNN-BILSTM NETWORKS**

**Ahmad GHAREEB**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **APPLYING MACHINE LEARNING AND AI FOR ADVANCED INVENTORY OPTIMIZATION AND FORECASTING**

**Coralia TANASUICA (ZOTIC)**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUPPLY CHAIN ANALYSIS IN METAVERSE**

**Andreea RADU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CHANGING CONSUMER BEHAVIOR AS A RESULT OF INFLATION**

**Liviu MORARU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **HOW ESG SCORES INFLUENCE THE BANKING ENVIRONMENT**

**Radu CIOBANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PATTERNS OF CONSUMPTION AND WELFARE IN ROMANIA**

**George STEFAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE IMPACT OF ENERGY PRICES ON EURO AREA MACROECONOMIC VARIABLES IN THE CONTEXT OF THE WAR IN UKRAINE**

**Georgian Dănuț MIHAI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**George VASCEA**

## **STUDIUL FENOMENULUI DE CONCURENȚĂ ÎN SPAȚII INTEGRATE DE ECONOMIE PRIN PRISMA ECONOMIEI COMPORTAMENTALE EXEMPLU UE**

**Aisha Nicoleta BUNGHUIZ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **COMPORTAMENTELE ECONOMICE INDUSE DE EVOLUȚIILE TEHNOLOGICE ȘI MANIFESTĂRILE ISTORICE ALE ANILOR 2020**

**Giulia-Maria BOTAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EU 2035. CAN AI AND DEEP TECH STILL KEEP US RELEVANT?**

**Alexandru BODISLAV**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **COMPUTATIONAL METHODS FOR MODERN COMPETITION POLICY: OPPORTUNITIES AND CHALLENGES**

**Lucian ALEXA**

*Intuitive Economics*

## **PREDICTING STOCK PRICES: A COMPARATIVE STUDY OF LINEAR REGRESSION AND RANDOM FOREST MODELS**

**Andreea-Gabriela CAPBUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CONTROLAREA COMPORTAMENTULUI AGENȚILOR ECONOMICI ARTIFICIALI**

**Simona SĂNDULESCU**

## **CURRENT ECONOMIC DYNAMICS - NAVIGATING GLOBAL DIVERGENCES**

**Anca Maria PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF FINANCIAL EDUCATION IN CHANGING THE BEHAVIOR OF YOUNG PEOPLE IN THE RELATIONSHIP BETWEEN CONSUMPTION, SAVINGS AND INVESTMENTS**

**Daniela VIRJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vlad Valentin VIRJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INSTITUTIONAL HEALTH IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

**Liliana CRACIUN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**SAVING THE FUTURE OF HUMANITY BY CHANGING  
THE BEHAVIOR OF CONSUMERS AND PRODUCERS  
FROM THE PERSPECTIVE OF THE CIRCULAR ECONOMY**

**Nicolae MOROIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Roxana ANICULESEI**

*Institutional Convergence*

**Adrian LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**SUSTAINABLE CONSUMPTION AND EXPERIMENTAL  
ECONOMICS - A BIBLIOMETRIC ANALYSIS**

**Denisa-Viorela STROE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marius-Cristian PANA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mina FANEA-IVANOVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daria Elisa VUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**EXPERIMENTAL ECONOMICS AND APLICATIN  
FOR BEHAVIOR IN LEGISLATIVE CONSTRUCTION**

**Ana-Maria Iulia SANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**EXPERIMENTAL ECONOMICS IN FINANCE**

**Cosmin CEPOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ACCOUNTING AND EXPERIMENTAL METHODS**

**Florin DOBRE**

*Bucharest University of Economic Studies, Bucharest, Romania*