

Bucharest University of Economic Studies

PROGRAM

The 8th International Conference on Economics and Social Sciences

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

5-6 June 2025, Bucharest, Romania





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ZHENG Lili, Excelsia Business School, France
ZLATE Andrei, Federal Reserve Board, United States of America

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Day 1

Thursday, 5 June 2025

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, Romania

Alina Mihaela DIMA, Vice-Rector with Scientific Research, Development and Innovation of the Bucharest University of Economic Studies, Romania

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

15:30 – 17:30 Plenary Session

Andrei ZLATE, Federal Reserve Board, United States of America, ASE Alumnus

Petru SANDU, Professor and Director of Family Business and Entrepreneurship Program at Elizabethtown College, United States of America, ASE Alumnus

Cristina GALALAE, Professor at Open University, Milton Keynes, United Kingdom, ASE Alumna

Wargha ENAYATI, Founder of the Regina Maria Private Healthcare Network and of Enayati Medical City, Romania

Moderator: **Sabina IOSUB**, Journalist, ASE Alumna

18:30 – 22:00 Gala Dinner

Day 2

Friday, 6 June 2025

Parallel Sessions

9:00 – 18:00 Parallel Sessions and Workshops

11:00 – 11:30 Coffee Break

13:00 – 14:00 Lunch (Floor 1)

DAY 1
5 June 2025

Opening Ceremony
Aula Magna, Piața Romană, no. 6



GUEST SPEAKER



Andrei ZLATE

Federal Reserve Board, United States of America, ASE Alumnus

Andrei is a Group Manager at the Federal Reserve Board, in the Division of Monetary Affairs, the Section of Banking and Financial Analysis. His research areas include banking and financial institutions, international finance, and open economy macroeconomics. He has published in journals such as the Review of Financial Studies; the American Economic Journal: Macro; the Journal of International Economics; and the Journal of Monetary Economics. Andrei has been with the Federal Reserve since 2009, working as an economist in the Division of International Finance at the Federal Reserve Board; in the Department of Supervision and Regulation at the Boston Fed; and most recently in the Division of Monetary Affairs at the Federal Reserve Board. Prior to joining the Federal Reserve, he completed his PhD in Economics at Boston College; a Master Degree in International Business and Economics at Copenhagen Business School; and a Bachelor's Degree in International Economic Relations at ASE București.



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Andrei ZLATE
Federal Reserve Board, United States of America,
ASE Alumnus

**Keynote speech – Central Bank Policy Interventions
for the Banking Sector during Financial Stress**

We examine the effectiveness of two policy interventions aiming to support the banking sector during recent episodes of financial stress. Each intervention was tailored to address the nature of the economic shock, i.e., the economy-wide covid shock in 2020 vs. banking sector turmoil after the collapse of Silicon Valley Bank in March 2023. On one hand, the Main Street Lending Program (MSLP) aimed to support the flow of bank credit to firms during the pandemic, when the weaker economic outlook enhanced credit risk. In line with this objective, we find that the MSLP increased banks' willingness to lend in 2020, as the program purchased eligible loans from banks' books. On the other hand, the Bank Term Funding Program (BTFP) aimed to provide liquidity to vulnerable banks during March 2023, when banks with large exposures to interest rate risk suffered deposit outflows. We find that BTFP funding substituted for deposit outflows, especially for banks with larger security holdings, as the program offered funding to banks against the par value of Treasury securities collateral. The MSLP supported the flow of bank credit during the pandemic and the BTFP helped banks meet funding needs during stress.



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GUEST SPEAKER



Petru SANDU

*Professor and Director of Family Business
and Entrepreneurship Program at Elizabethtown College,
United States of America, ASE Alumnus*

Petru Sandu is the founding director of the Family Business and Entrepreneurship Program and the academic liaison for the High Center for Family Business at Elizabethtown College, USA. As a tenured professor of Entrepreneurship and Management at the School of Business, he has been developing curricula and teaching classes of corporate strategy, family business, and entrepreneurship, both at undergraduate and graduate level. He has been a visiting professor in several countries. Dr. Sandu's main research interests are family business professionalization, governance, succession, and intergenerational entrepreneurship that were presented at conferences in more than ten countries and published in peer reviewed journals. His teaching and research received several awards.

He received his Ph.D. from "Al. I. Cuza" University, Romania, his MBA from The Ohio State University, USA, and the undergraduate degree from the Bucharest University of Economic Studies, Bucharest, Romania. Before moving to the U.S., he founded a family business that is still active. In the Spring semester of 2023, Petru was a Fulbright Senior Scholar at the University of Murcia, Spain, where he was teaching and conducting a research project in Spanish.



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Petru SANDU
***Professor and Director of Family Business
and Entrepreneurship Program
at Elizabethtown College, United States of America,
ASE Alumnus***

**Keynote speech – Family Business Model:
Why Does It Matter?**

Family business sector is the backbone of the world economy representing about 80% of firms worldwide and contributing more than 70% of global GDP and 60% of global employment. Despite their ubiquity, family firms are often misunderstood and overlooked. The purpose of this keynote presentation is to outline the tremendous role of family enterprises, the opportunities and challenges of their unique model, and the need for family business research and education. A better university education needs the wisdom of family business. However, the most popular business form in the world is actually the least taught. There is much to be learned from enterprising family businesses, and their relevance is only growing, with unmatched adaptability and resilience, stewardship, values-based culture, long-term view, and silent philanthropy. The presentation includes a five-minute video on family business significance created by student assistant, Ava Barton, as part of a family business project.



GUEST SPEAKER



Cristina GALALAE

*Professor at Open University, Milton Keynes, United Kingdom,
ASE Alumna*

Dr. Cristina Galalae is an Associate Professor (Senior Lecturer) in Marketing at the Open University (UK) and a Senior Fellow of Higher Education. She held positions at Coventry University and at the University of Leicester in the UK, as well as at the University of Texas at Austin in the USA and the National School of Political Studies and Public Administration in Romania. Cristina has completed her doctoral formative journey at the University of Texas at Austin (USA) as a Fulbright scholar, the University of Manchester (UK), as a European Social Fund grantee, and at the Bucharest University of Economic Studies (Romania), which awarded her a Ph.D. in International Business in 2015.

Cristina's research programme is positioned at the intersection of consumer behaviour, multicultural marketing, and critical diversity scholarship. Her work regularly features in recognized journals, such as the Journal of Business Research, Journal of Public Policy and Marketing, Consumption, Markets & Culture, European Journal of Marketing, edited collections and international conferences. Cristina's contribution to marketing research has been honoured with awards such as the Women in Marketing Scientist Award offered by the Women in Marketing Association and the Thomas C. Kinnear Award offered by the American Marketing Association. Cristina is proud to serve the marketing research community as an Associate Editor for the Journal of Marketing Management and a board member of the Qualitative Market Research Journal.



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Cristina GALALAE
*Professor at Open University, Milton Keynes,
United Kingdom, ASE Alumna*

**Keynote speech – Diversity, Equity and Inclusion
in Marketing: Were We too Late or too Early to the Party?**

Many societies are becoming more culturally diverse and more consumption centric. Nevertheless, people of different cultural characteristics (e.g., race, ethnicity, age, migration status, ability levels, sexual orientation etc.) often experience exclusion, restriction, and mistreatment in the marketplace. Over the past two decades, various brands made efforts to become more inclusive across their marketing mix, most notably visible in their marketing communications. However, in very recent times we have observed a backlash against diversity, equity and inclusion policies in various countries – at individual, organisational and at societal level. Drawing on my published and ongoing research, in this talk I will problematize questions such as: What does the future hold for inclusive marketing? What changes are needed so that consumers are equally treated in the marketplace, without exclusion, restriction, or mistreatment? How can marketing researchers contribute to these changes via their work? This talk is an invitation to reflect on how marketing practitioners and researchers can collectively contribute to more inclusive markets and societies.



INVITED GUEST



Wargha ENAYATI

*Founder of the Regina Maria Private Healthcare Network
and of Enayati Medical City, Romania*

A doctor and health entrepreneur for 30 years, Dr. Wargha Enayati is the founder of the Regina Maria Private Healthcare Network and of Enayati Medical City, the first Medical City with a soul, and the first medical ecosystem in Romania based on innovation, empathy, and elite medical partners. This complex raises current standards through the harmonious integration of two hospitals—one operated by the Memorial Healthcare Group and the other by Enayati Hospital—alongside a premium residential center for seniors, Enayati Home, and four polyclinics with over 100 medical offices: Băneasa, Șişeşti, Arcul de Triumf, and Enescu. Enayati Medical City relies on elite medical partners and the concept of a Concierge Doctor to provide top-tier medical services. Dr. Wargha Enayati is the founder of Romania's first private medical network and the first to introduce medical subscription plans.

Beyond the medical city, he also owns two medical communication companies—MedicHub and Mediamed—the online appointment portal Dockbook, Romania's first medical recruitment platform Medijobs, and is a shareholder in the investment fund Cleverage VC.



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Of German origin, Dr. Enayati came to Romania 40 years ago and laid the foundation for the country's private healthcare system.

In 1995, he founded what would become Centrul Medical Unirea (CMU), which later evolved into the Regina Maria healthcare network. In 2007, he sold a minority stake in CMU to the investment fund 3i. In 2010, a second transaction brought the Advent fund into the shareholder structure. Centrul Medical Unirea was rebranded as Regina Maria. Since 1996, Dr. Enayati has served as the physician for the German Embassy in Bucharest. In 2010, together with his wife Mitra Enayati, he established the Regina Maria Foundation, dedicated to providing medical services and education to underprivileged groups—those without income, insurance, or children in need. In 2015, he withdrew from the ownership of the Regina Maria network.



MODERATOR



Sabina IOSUB
Journalist, ASE Alumna

Sabina Iosub is a graduate of the Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages. She also holds an MBA in General Management from the University of Sheffield and a Master's Degree in Crisis Management (Conflict Analysis and Solutions) from the National University of Political Studies and Public Administration.

With over 24 years of experience in journalism, Sabina Iosub has built a distinguished career in political and international reporting, with a particular focus on European Affairs. She has covered high-level EU events such as summits and ministerial councils and the international assignments include live reporting from Brussels, Strasbourg, and London.

Since 2016, she has been producing and hosting "Be EU", a talk show on European Affairs recorded at the European Parliament in Brussels and Strasbourg. She currently moderates a daily primetime current affairs programme focused on key national and international topics.

DAY 2
6 June 2025

Parallel Sessions



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MINITRACK: AGRIFOOD AND ENVIRONMENTAL ECONOMICS

Chairs:

Goranka KNEŽEVIĆ

Singidunum University, Belgrade, Serbia

Jonel SUBIĆ

Institute of Agricultural Economics from Belgrade, Serbia

Andreea APETREI KALVERAM

Catholic University of Valencia, Valencia, Spain

Simona Roxana PĂTĂRLĂGEANU

Bucharest University of Economic Studies, Bucharest, Romania

Time: 10:00-15:00

Room: 3403, Mihail Moxa no. 5-7

Zoom: <https://ase.zoom.us/j/95240912950?pwd=4irtnRA5lqGYNLykQbo1JiKonUCb0a.1>

ESTIMATING THE CARBON FOOTPRINT BY TYPE OF PLANT IN ROMANIAN MAIN CROPS

Nicolae ISTUDOR

Bucharest University of Economic Studies, Bucharest, Romania

Viorel FATU

*Research and Development Institute for Plant Protection,
Bucharest, Romania*

Raluca IGNAT

Bucharest University of Economic Studies, Bucharest, Romania

Marko JELOCNIK

Institute of Agricultural Economics, Belgrade, Serbia

Mirela STOIAN

Bucharest University of Economic Studies, Bucharest, Romania



CARBON FOOTPRINT MEASUREMENTS FOR VARIOUS ROMANIAN VEGETABLE PRODUCTION TYPES

Luxița RÎȘNOVEANU

Bucharest University of Economic Studies, Bucharest, Romania

Elena PARTAL

National Agricultural Research and Development Institute

Fundulea, Fundulea, Romania

Irina-Elena PETRESCU

Bucharest University of Economic Studies, Bucharest, Romania

Jonel SUBIC

Institute of Agricultural Economics, Belgrade, Serbia

MAPPING THE LITERATURE OF ROMANIAN AGRI-FOOD CHAINS IN THE PARADIGM OF SUSTAINABLE DEVELOPMENT

Mihai ISTUDOR

Bucharest University of Economic Studies, Bucharest, Romania

Cristian TEODOR

Bucharest University of Economic Studies, Bucharest, Romania

Marius CONSTANTIN

Bucharest University of Economic Studies, Bucharest, Romania

Stefan-Alin TODERASC

Bucharest University of Economic Studies, Bucharest, Romania

Alexandra NEDELCU

Bucharest University of Economic Studies, Bucharest, Romania

TECHNOLOGICAL INNOVATIONS IN AGRICULTURE AS A CONTRIBUTION TO AN ENVIRONMENTALLY SUSTAINABLE AGRO-SECTOR IN THE REPUBLIC OF SERBIA

Katica RADOSAVLJEVIĆ

Institute of Agricultural Economics, Belgrade, Serbia

Simona Roxana PĂTĂRLĂGEANU

Bucharest University of Economic Studies, Bucharest, Romania

Irina Marina STEVIĆ

Institute of Agricultural Economics, Belgrade, Serbia



SUPPORT PROVIDED TO FARMERS IN ROMANIA AND SERBIA – COMPARATIVE ANALYSIS

Jonel SUBIC

Institute of Agricultural Economics, Belgrade, Serbia

Raluca Andreea ION

Bucharest University of Economic Studies, Bucharest, Romania

Marko JELOCNIK

Institute of Agricultural Economics, Belgrade, Serbia

Anton Theodor DIMITRIU

Bucharest University of Economic Studies, Bucharest, Romania

Mihai DINU

Bucharest University of Economic Studies, Bucharest, Romania

QUANTIFYING THE CARBON FOOTPRINT BY LIVESTOCK SPECIES IN ROMANIA

Carmen Lenuța TRICĂ

Bucharest University of Economic Studies, Bucharest, Romania

Raluca Mihaela DRĂCEA

Bucharest University of Economic Studies, Bucharest, Romania

Goranka KNEŽEVIĆ

Singidunum University, Belgrade, Serbia

Radu Gheorghe ANTOHE

Bucharest University of Economic Studies, Bucharest, Romania

SPATIAL AND STATISTICAL CHARACTERIZATION OF FARM STRUCTURES IN ROMANIA

Raluca IGNAT

Bucharest University of Economic Studies, Bucharest, Romania

Miruna MAZURENCU MARINESCU PELE

Bucharest University of Economic Studies, Bucharest, Romania

Elena Laura CONȚESCU

National Agricultural Research and Development

Institute (ARDI) Fundulea, Fundulea, Romania

Agripina SAPCALIU

*Research and Development Institute for Plant Protection,
Bucharest, Romania*

Marko JELOCNIK

Institute of Agricultural Economics, Belgrade, Serbia



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THE ROLE OF COMPETITIVENESS IN INCREASING THE EXPORTS OF ROMANIAN AGRI-FOOD PRODUCTS

Simona Roxana PĂTĂRLĂGEANU

Bucharest University of Economic Studies, Bucharest, Romania

Andreea APETREI KALVERAM

Catholic University of Valencia, Valencia, Spain

Alina Florentina GHEORGHE

Bucharest University of Economic Studies, Bucharest, Romania

EVALUATION OF THE MARKET IN THE PLACEMENT OF AGRICULTURAL AND FOOD PRODUCTS

Miroslav NEDELJKOVIĆ

Institute of Agricultural Economics, Belgrade, Serbia

Adis PUŠKA

*Department of Public Safety, Government of Brčko District
of Bosnia and Herzegovina, Brčko, Bosnia and Herzegovina*

Florentina MARIN

Bucharest University of Economic Studies, Bucharest, Romania

GREEN TECHNOLOGY INTEGRATION FOR SUSTAINED ECONOMIC GROWTH AND ENVIRONMENTAL PRESERVATION: A COMPREHENSIVE ANALYSIS

Muhammad USMAN

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Rawalpindi Campus, Rawalpindi, Pakistan

Shoaib HASSAN

National University of Modern Languages (NUML)

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Lal Khan ALMAS

West Texas A&M University, Canyon, Texas, USA



RISK MANAGEMENT IN THE INSURANCE INDUSTRY THROUGH SUSTAINABILITY REPORTING TOOLS

Liviu PURCAREA

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Daniel ȘOLDAN

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Cornelius SECIU

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Institute of Agricultural Economics, Belgrade, Serbia

BALANCING THE ENERGY TRANSITION AND AGRICULTURAL EMPLOYMENT IN CONTEXT OF EUROPEAN ENVIRONMENTAL TRANSFORMATIONS

Mihai Viorel MIHALCEA

Bucharest University of Economic Studies, Bucharest, Romania

Alina-Oana CHIVA

Bucharest University of Economic Studies, Bucharest, Romania

Ștefan Laurențiu PRAHOVEANU

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

Steliana MOCANU

Bucharest University of Economic Studies, Bucharest, Romania

Ovidiu CONDEIANU

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



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AGRO-ECONOMIC DYNAMICS OF WHEAT CULTIVATION IN PRAHOVA COUNTY (2003–2023)

Petruța-Simona GROSU (SIMION)

*Bucharest University of Economic Studies, Bucharest, Romania /
Center for Study and Research for AgroForestry Biodiversity
“Acad. David Davidescu”, Bucharest, Romania*

WAR, FOOD, AND HEALTHY CHOICES: A STUDY ON ORGANIC PRODUCT CONSUMPTION DURING THE UKRAINE CONFLICT

Alexandra BARBU

Bucharest University of Economic Studies, Bucharest, Romania

Mihăiță ICHIM

Bucharest University of Economic Studies, Bucharest, Romania

PUBLIC-PRIVATE PARTNERSHIPS IN AGRICULTURE A BIBLIOMETRIC APPROACH

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Bianca Eugenia LEOVEANU-SOARE

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Madalina-Elena DEACONU

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ESG REPORTING IN THE BANKING SECTOR: ORGANIZATION OPPORTUNITIES AND REGULATORY CONSTRAINTS

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Liviu PURCAREA

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Irina PUIU

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Bogdan PANCIU

Bucharest University of Economic Studies, Bucharest, Romania

Claudiu-Nicolae GHINEA

Bucharest University of Economic Studies, Bucharest, Romania

REFOOD 4 GOOD: A SCALABLE EDUCATIONAL MODEL FOR BEHAVIORAL CHANGE IN STUDENT NUTRITION AND FOOD WASTE REDUCTION

Teodora DOMINTEANU

Bucharest University of Economic Studies, Bucharest, Romania



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MINITRACK: SUSTAINABILITY, STRATEGY AND ENGAGEMENT

Chairs:

Sławomir SMYCZEK

University of Economics in Katowice, Katowice, Poland

Dumitru MIRON

Bucharest University of Economic Studies, Bucharest, Romania

Magdalena IORDACHE-PLATIS

University of Bucharest, Bucharest, Romania

Time: 13:30-16:00

Room: 0116, Căderea Bastiliei no. 2-10

Zoom: <https://ase.zoom.us/j/96026583362?pwd=Xzuh9qU4Q0jwzr4hJctUtrQAenNrda.1>

THE ANALYSIS OF THE MAIN DETERMINANTS OF THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS BY EUROPEAN UNION MEMBER COUNTRIES

Anca TĂMAȘ

Bucharest University of Economic Studies, Bucharest, Romania

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LEADERSHIP AND DIGITAL TRANSFORMATION AS DRIVERS OF INNOVATION MANAGEMENT - EMPIRICAL EVIDENCE FROM THE EU FOR SUSTAINABLE TRANSFORMATION

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EVALUATING LARGE LANGUAGE MODELS AS EDUCATIONAL COUNSELORS: A COMPARATIVE ANALYSIS OF AI AND HUMAN EXPERTISE IN ROMANIAN HIGHER EDUCATION GUIDANCE

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ARE ROMANIA'S RESIDENTIAL BUILDINGS MORE ENERGY EFFICIENT? A SNAPSHOT OF THE CURRENT SITUATION OF EXISTING DWELLINGS

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STUDY ON SUSTAINABLE CORPORATE MOBILITY MANAGEMENT: ECONOMIC, ECOLOGICAL, AND SOCIAL DIMENSIONS

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IDENTIFYING CRITICAL AREAS IN INDUSTRIAL EMPLOYMENT: EMERGING HOT SPOT ANALYSIS OF WORKFORCE EXPECTATIONS

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CONSUMER AWARENESS AND SUSTAINABLE RESTAURANTS: A SYSTEMATIC LITERATURE REVIEW

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THE ROLE OF ECONOMIC DIPLOMACY IN ADVANCING CIRCULAR ECONOMY GOALS UNDER THE 2030 AGENDA

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THE ENGAGEMENT OF ROMANIAN HIGHER EDUCATION INSTITUTIONS IN SHAPING A SUSTAINABLE AND DIGITAL FUTURE

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INVESTMENTS IN AGROPHOTOVOLTAIC SYSTEMS – A VIABLE ALTERNATIVE FOR THE PRIVATE PENSION FUNDS IN ROMANIA

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TOWARDS BRIDGING THE SUSTAINABILITY DIVIDE: ENHANCING PUBLIC SECTOR REPORTING THROUGH INTEGRATED FRAMEWORKS

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**ASSESSING THE EU'S TRANSITION
TOWARD SUSTAINABILITY: A MIXED-METHODS ANALYSIS
OF ENVIRONMENTAL POLICY AND PERFORMANCE**

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**CLIMATE AND FINANCIAL POLICY COORDINATION:
LEADERSHIP IN THE ENERGY SYSTEM TRANSFORMATION**

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**THE DIGITAL AGRO-FOOD ATLAS BASED ON GEOSPATIAL
INFORMATION SYSTEM AS A FACTOR OF INCREASING
THE EXPORT POTENTIAL OF AGRICULTURAL PRODUCTS**

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MINITRACK: BUSINESS AND TOURISM

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GROWING PAINS IN FAMILY FIRMS. THE CASE OF PROFESSIONALIZATION IN SPANISH FAMILY BUSINESSES

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THE EFFECT OF MORAL AND DESCRIPTIVE NORMS ON INTENTION TO SAVE ENERGY WHILE TRAVELING: THE MEDIATING ROLE OF ENERGY SAVING HABIT

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DIGITALIZATION MEETS SUSTAINABILITY: BUILDING RESILIENT WORKFORCES THROUGH HUMAN CAPITAL MANAGEMENT

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INTERNATIONAL TOURISM PERSPECTIVES – ROMANIA AND SWEDEN CASE STUDY

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GENERATION Z AND THE WORKPLACE: HOW CORPORATE CULTURE INFLUENCES THE CHOICE OF EMPLOYER

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ARE NIGHTTIME TOURISM AND RESIDENT WELL-BEING THE OPPOSING KEY FACTORS IN RURAL VILLAGE TOURISM DEVELOPMENT?

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THE IMPACT OF AI-POWERED CHATBOTS ON CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY IN THE SERVICES SECTOR

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THE RELEVANCE OF MULTI-SENSORY EXPERIENCE FOR DESTINATION BRAND

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FOUR YEARS OF CURRICULUM DEVELOPMENT IN TOURISM AND COMMUNICATION CASE STUDY: THE ÉCOLE D'HOTELLERIE ET DE TOURISME DU LUXEMBOURG – EHTL

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ADVANCING TOURISM THROUGH DIGITALIZATION AND EDUCATION: WESTERN BALKAN HOTEL PRACTICES

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PROFILING MANAGERS IN THE ADOPTION OF ARTIFICIAL INTELLIGENCE IN SERVICE ORGANIZATIONS: AN INTRODUCTIVE BIBLIOMETRIC REVIEW

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AN INVENTORY OF QUANTITATIVE RESEARCH TRENDS IN HEALTH AND WELLNESS TOURISM: A SYSTEMATIC ANALYSIS OF THEORETICAL MODELS AND VARIABLES

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TOURIST DESTINATIONS IN ROMANIA IN THE CONTEXT OF POLYCRISIS

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EMPOWERING REMOTE INTERNSHIPS: SKILLS, ADAPTATION, AND ENGAGEMENT FOR FUTURE WORK

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SERVING UP AUTOMATION: HOW SMART TECHNOLOGY IS RESHAPING RESTAURANT WORK

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FILM-INDUCED TOURISM AS A TOOL FOR PROMOTING TERRITORIAL RESOURCES. THE CASE OF SICILY BETWEEN TERRITORIAL BRANDING AND DESTINATION MANAGEMENT

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MEDICAL SERVICE ETHICS IN RELATION TO SEXUALLY TRANSMITTED DISEASES AMONG PATIENTS AFFECTED BY TOURISM ACTIVITIES

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TOURISM, METAVERSE, AND VIRTUAL REALITY: TOWARDS NEW FORMS OF TERRITORIAL INTERACTION

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EXPLORATORY INSIGHT ON APPLYING MARKETING IN CUBAN HIGHER EDUCATION INSTITUTIONS

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YOUNG BOOK CONSUMERS' BEHAVIOR IN ROMANIA. ENTREPRENEURSHIP PERSPECTIVES

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THE HYBRID HOSPITALITY MODEL: BALANCING HUMAN TOUCH AND AI IN HOTELS

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BRIDGING DIGITAL GAPS: ANALYZING THE IMPACT OF TECHNOLOGICAL INTEGRATION ON SUPPLY CHAIN EFFICIENCY

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**APPLICATION OF DIGITAL TECHNOLOGY
IN THE PRESERVATION OF TRADITIONAL CULTURE
AMONG ETHNIC MINORITIES: OPPORTUNITIES
AND CHALLENGES**

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**LOCAL PEOPLE'S SUPPORT FOR CRAFT VILLAGE TOURISM
DEVELOPMENT – THE CASE OF KE MON JEWELRY CRAFT
VILLAGE, HUE CITY, VIETNAM**

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MINITRACK: MANAGEMENT AND PUBLIC ADMINISTRATION

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REGIONAL ANALYSIS OF DIGITALIZATION AND ECONOMIC AND SOCIAL POLICIES IN ROMANIA AND THE REPUBLIC OF MOLDOVA: IMPLICATIONS FOR INTER-INSTITUTIONAL COLLABORATION AND COMMUNICATION

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ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION: TRENDS IN RESEARCH

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THE IMPLICATIONS OF PUBLIC POLICIES ON THE MANAGEMENT OF RISKS AND LABOR CONFLICTS WITHIN ORGANIZATION

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THE ROLE OF INTERACTIVE METHODS FOR STIMULATING CREATIVITY IN SHAPING THE THINKING OF STUDENTS IN THE PUBLIC EDUCATION SYSTEM

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INTERGENERATIONAL APPROACHES AND ORGANIZATIONAL BEHAVIOR IN HARMONIZING WORK AND FAMILY AMONG UNIVERSITY TEACHERS IN SLOVAKIA

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**PROJECT MANAGEMENT STRATEGIES FOR RISING
RESILIENCE OF THE ROMANIAN ORGANIZATIONS
BY USING THE COMPLEX PROCESS OF DIGITALIZATION
AND AI WORK ASSISTANCE**

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**UNLOCKING ROMANIA'S TOURISM POTENTIAL:
A DATA-DRIVEN ANALYSIS OF COMPETITIVENESS FACTORS**

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**INNOVATION STRATEGIES IN GLOBAL COMPANIES
AFTER THE COVID-19 PANDEMIC**

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**OPEN INNOVATION ECOSYSTEMS IN GLOBAL ENTERPRISES
POST COVID-19 PANDEMIC**

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**THE IMPACT OF THE TOOLS USED IN THE URBAN
DEVELOPMENT MANAGEMENT PROCESS, IN THE CONTEXT
OF THE VALUE SYSTEM FOR THE REVITALIZATION
OF URBAN POLICIES**

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**MAPPING THREE DECADES OF HUMAN, ECONOMIC,
AND SUSTAINABLE DEVELOPMENT RESEARCH:
A SPAR-4-SLR-BASED BIBLIOMETRIC ANALYSIS**

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**FAST FASHION VS. INNOVATION:
THE ROLE OF AUTOMATION AND MICRO FACTORIES
IN REDUCING OVERPRODUCTION**

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**THEORY AND PRACTICE OF ETHICAL MANAGEMENT
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UNIVERSITIES ON THE ROAD TO SUSTAINABLE DEVELOPMENT: ANALYSIS OF IMPACT FACTORS

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PHONE ADDICTION OF EMPLOYEES IN ORGANIZATIONS: A BIBLIOMETRIC ANALYSIS

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THE METAVERSE AS A TOOL FOR URBAN INNOVATION: EXPLORING THE ROLE OF IMMERSIVE TECHNOLOGIES IN SHAPING THE FUTURE OF SMART CITIES, ENHANCING CITIZEN INTERACTIONS, AND BUILDING RESILIENT COMMUNITIES

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THE IMPACT OF CONNECTIONS AND PERCEPTIONS OF THE MENTORING PROCESS IN PUBLIC ADMINISTRATION AND MANAGEMENT

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HR TRAINING PROGRAMS AND THEIR ROLE IN EMPLOYEE PERFORMANCE MEASUREMENT: INSIGHTS FROM PUBLIC AND PRIVATE SECTORS USING LINKEDIN DATA

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STRATEGIC LEADERSHIP AND EMPLOYMENT DYNAMICS IN EUROPEAN COUNTRIES INDUSTRIES: FORECASTING LABOR FORCE EXPECTATIONS THROUGH SPACE-TIME ANALYSIS

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ENTREPRENEURSHIP IN LUXURY FASHION: HOW ARE INTERNATIONAL FASHION BRANDS EVOLVING IN ROMANIA?

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TRENDS IN RESEARCH ON GENERATIVE AI AND WORKFORCE TRANSFORMATION: A BIBLIOMETRIC AND THEMATIC ANALYSIS

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BEYOND TRADITIONAL RANKINGS: A BIBLIOMETRIC AND INSTITUTIONAL APPROACH TO UNIVERSITY PERFORMANCE ASSESSMENT

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WOMEN ENTREPRENEURSHIP CONUNDRUM – FINANCIAL OBSTACLES OR GENDER ROLES PREVAILS?

Goranka KNEZEVIC

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THE PERSONALITY OF CEOS AND THE PROCESS OF VALUE CREATION IN BANKS IN TUNISIA: THE MODERATING EFFECT OF ORGANISATIONAL CULTURE

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MONEY VS INCENTIVE; INNOVATORS VS NOVELTY SEEKERS: IMPACTS ON SUSTAINABLE ORGANIZATIONS

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CSR INITIATIVES INFLUENCE ON EMPLOYEES' COMMITMENT : CASE OF TUNISIAN ISLAMIC BANKS

Sihem BOUGUILA

GAB2S University ISG, Gabès, Tunisia

Khaoula ALIANI

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POLITICAL CHANGES: AN ECONOMIC DOMINO LEADING TO PROFESSIONAL RECONVERSION AND BUSINESS REORIENTATION

Bianca Alexandra BLANUTA

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FDI AND ENTREPRENEURSHIP IN ROMANIA: POLICY, TRENDS, AND BUSINESS GROWTH

Alexandru NAZARE

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TARIFF WARS AND GLOBAL GRAIN TRADE: DISRUPTIONS, SHIFTS, AND NEW MARKET LEADERS

Anahita HAMZEH

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ELECTRIC MOBILITY AND ORGANIZATIONAL DIMENSIONS IN SCIENTIFIC DISCOURSE: ANALYZING TRENDS, THEMES, AND EMERGING PERSPECTIVES (2000–2025) THROUGH BIBLIOMETRIC ANALYSIS

Andreea-Dana POPESCU

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VOSVIEWER ANALYSIS OF INNOVATION PARTNERSHIPS, FAIR GREEN TRANSITION, AND FUTURE-PROOFING: A BIBLIOMETRIC ANALYSIS

Emanuel CIOBANU

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IMPACT OF BOARD OF DIRECTORS SIZE AND TURNOVER ON CORPORATE PERFORMANCE – A ROMANIA STUDY CASE

Razvan SZILAGYI

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NETWORK ANALYSIS OF FINANCIAL AND EMPLOYMENT TRENDS IN THE ROMANIAN ICT SECTOR

Octavia ALBU

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INNOVATION IN THE EUROPEAN UNION: A SENTIMENT ANALYSIS

Ana-Maria TORJESCU

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NATO MEMBERSHIP AND ITS IMPACT ON THE POLITICAL AND ECONOMIC RELATIONS OF NORTH MACEDONIA

Arben HALILI

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EVALUATING SDGS ACHIEVEMENT IN THE EU: HOW INSTITUTIONAL ARRANGEMENTS SHAPE PRIVATE FIRMS' CONTRIBUTIONS

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FEATURES OF HOSPITAL SERVICES IN ROMANIA AND THEIR MARKET POTENTIAL

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ASSESSING REGIONAL ECONOMIC RESILIENCE IN ROMANIA'S DEVELOPMENT REGIONS AND ITS INTERCONNECTIONS WITH EUROPEAN-LEVEL INDICATORS

Vanesa Madalina VARGAS

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DIGITAL TRANSFORMATION AND COMPETITIVE SHIFTS IN ROMANIA'S TELEVISION INDUSTRY

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THE BEAUTY INDUSTRY IN THE EUROPEAN UNION: ECONOMIC INFLUENCE, INNOVATION, AND SOCIAL IMPACT

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**BEYOND BUZZWORDS: STRATEGIC COMMUNICATION
AS A DRIVER OF INNOVATION-CENTRIC
ENTREPRENEURSHIP IN DYNAMIC BUSINESS ECOSYSTEMS**

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AN OVERVIEW ON EU RENEWABLE ENERGY INDUSTRY

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MINITRACK: STATISTICAL METHODS AND DATA SCIENCE IN APPLIED ECONOMICS

Chairs:

Roberto DELL'ANNO

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and Statistics, University of Salerno, Salerno, Italy*

Adriana AnaMaria DAVIDESCU

Bucharest University of Economic Studies, Bucharest, Romania

Time: 10:00-14:00

Room: B401, Piața Romană no. 7

Zoom: <https://ase.zoom.us/j/93300496062?pwd=OLJWTKLHaFaUamWbaQNeT0h6h0uRBJ.1>

Meeting ID: 933 0049 6062

Passcode: ICES2025

THE SHIFTING LANDSCAPE OF AI ETHICS: A BIBLIOMETRIC ANALYSIS OF RESEARCH TRENDS

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RISK PROFILE AND FINANCIAL INDICATORS IN THE INTENTION OF FINANCING IN AGRICULTURE

Monica Aureliana PETCU

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Dumitru Florin MOISE

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THE IMPACT OF A CARPOOLING INITIATIVE ON CARBON EMISSIONS IN BUCHAREST: CASE STUDY

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Vlad Stefan AANITEI

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BIG LITTLE LIES: HOW LIE MAGNITUDE AFFECTS DECEPTION DETECTION ACCURACY IN BUSINESS COMMUNICATION

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ARTIFICIAL INTELLIGENCE IN BUSINESS ANALYTICS: TRUST IN BUSINESS ANALYTICS

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EXPLORING PATTERNS OF INFORMALITY AND SKILLS: A BIBLIOMETRIC APPROACH

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THE ESTIMATION OF LABOUR MARKET SKILLS GAPS FOR THE GREEN TRANSITION

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Robin LECHTENFELD

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AI KNOWLEDGE AND INNOVATION NETWORKS: A GEOSPATIAL APPROACH TO UNIVERSITY-FIRM COLLABORATIONS

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THE HIDDEN LAYERS: EXAMINING THE IMPACT OF UNEMPLOYMENT ON THE FORMAL ECONOMY IN THE CONTEXT OF INFORMALITY

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**EXTREME EVENTS IN U.S. CAPITAL MARKETS:
EVIDENCE FROM THE 2010 FLASH CRASH
AND THE COVID-19 PANDEMIC**

Anamaria ALDEA

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Laura VASILE

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**THE EVOLUTION OF ROMANIA'S AGRICULTURAL MARKET:
POLICY IMPACTS, CONSUMER TRENDS
AND ECONOMETRIC INSIGHTS**

Tania PUIA

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**INNOVATION ATTITUDES AND TAX MORALES:
EVIDENCE FROM WORLD VALUES SURVEY**

Zouhair ENNAOUMI

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**EXPLORING ETHNIC INEQUALITY IN EMPLOYMENT:
INSIGHTS FROM THE SPECIAL EUROBAROMETER 493**

Adina Teodora STOICA-UNGUREANU

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**EXPLORING MORTALITY AND ENVIRONMENTAL FACTORS
DURING THE COVID-19 PANDEMIC
ACROSS EUROPEAN CITIES**

Andreea-Mihaela NICULAE

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Andreea-Monica MUNTEANU

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**INTEGRATING INFORMALITY: THE KEY TO INCLUSIVE
SUSTAINABLE DEVELOPMENT A MACHINE
LEARNING-BASED APPROACH**

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**PREDICTING FINANCIAL DISTRESS IN SLOVAK
ENTERPRISES: AN ARTIFICIAL NEURAL NETWORK
APPROACH TO BANKRUPTCY FORECASTING**

Dominika GAJDOSIKOVA

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Katarina VALASKOVA

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**WHAT HAPPENS WHEN ENERGY MEETS AI?
INSIGHTS FROM FIRM-LEVEL
AND SECTOR-WIDE MODELING**

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**STUDENTS' PERCEPTIONS OF GENERATIVE ARTIFICIAL
INTELLIGENCE CAPABILITIES AS DRIVERS
OF SATISFACTION: THE COMPETITIVE MEDIATION ROLE
OF ETHICAL CONCERNS AND REGULATIONS**

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MINITRACK: INTERNATIONAL BUSINESS AND ECONOMICS

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Bucharest University of Economic Studies, Bucharest, Romania

Time: 12:00-16:00

Room: Aula Magna, Piața Romană no. 6

Zoom: <https://ase.zoom.us/j/97319524422?pwd=YmFF8z1JLvlvnu4TNUyk6lFzcIl7U8.1>

ALIGNING ARTIFICIAL INTELLIGENCE WITH ECONOMIC POLICY FOR DECARBONIZATION: A MULTI-LEVEL SIMULATION FRAMEWORK

Madalina Ana BURDUJA

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Dorel Mihai PARASCHIV

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THE NEW STRATEGIES: IMPACT OF FAKE NEWS ON CREATION OF COUNTRY FDI ATTRACTION NARRATIVES – A LITERATURE REVIEW

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STRATEGIC COMMUNICATION AND EU DIGITAL GOVERNANCE: IMPLICATIONS FOR PUBLIC ADMINISTRATION AND REGULATORY LEGITIMACY

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QUANTIFYING THE ROLE OF CULTURAL FACTORS IN ROMANIAN EMIGRATION

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PERFORMANCE-CONTINGENT EFFECTS OF ENVIRONMENTAL INNOVATION ON MARKET VALUATION: A MACHINE LEARNING APPROACH TO EUROPEAN COMPANIES

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ARTIFICIAL INTELLIGENCE IN CLIMATE NEGOTIATIONS: BETWEEN INNOVATION AND ETHICAL RISK

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BLOCKCHAIN-ENABLED ECONOMIES: THE ROLE OF TOKENS AND DAOS IN DECENTRALIZED VIRTUAL WORLDS

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ASYMMETRIC SHOCKS AND PENSION FUND VOLATILITY: A GARCH APPROACH WITH MACROECONOMIC PREDICTORS TO AN UNEXPLORED EMERGING MARKET

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THE IMPACT OF DIGITAL TECHNOLOGIES ON CONSUMER BEHAVIOR IN THE CONTEXT OF COVID-19: A COMPARATIVE LITERATURE REVIEW

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STUDY ON THE LINKS BETWEEN ORGANIZATIONAL MODELS OF SOCIAL RESPONSIBILITY AND EMPLOYEE SOCIAL IDENTIFICATION. CASE STUDIES OF ORGANIZATIONS IN EASTERN CANADA

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DO HIGH SKILLED IMMIGRANTS IN AUSTRIA SUPPORT THE GROWTH IN THE HOME COUNTRIES OR CAUSE BRAIN DRAIN?

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ANALYZING THE DYNAMICS OF CAPITAL MARKETS IN CEE

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FROM BARRIERS TO BENEFITS: HOW US-EU TRADE RELATIONS FOSTER EU ECONOMIC GROWTH

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SUPPLY CHAIN LOGISTICS: MARITIME SHIPPING UNDER GEOPOLITICAL UNCERTAINTY

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ENTREPRENEURIAL CLIENTELISM IN MOLDOVAN ELECTIONS

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RECONSIDERING THE CONCEPT OF THE GREATER MIDDLE EAST: PATTERNS OF REGIONAL AND SUBREGIONAL DEVELOPMENT DYNAMIC

Vilen MNATSAKANIAN

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CHANGES IN THE FOREIGN AID PARADIGM IN EASTERN EUROPE

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THE CLIMATE EMOTIONS BAROMETER: AN ANALYSIS OF PUBLIC OPINION ON CLIMATE CHANGE

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DIGITALISATION WITHIN CONFLICT ZONES: DRIVER OF PEACE OR INSTABILITY IN IRAQ?

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STATE VS. HYBRID LOTTERY GOVERNANCE: A COMPARATIVE STUDY OF ROMANIA AND MOLDOVA

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SMART COMMUNICATION: A COMPARISON BETWEEN THE SOCIAL MEDIA STRATEGIES OF CULTURAL AND CREATIVE CITIES IN ROMANIA

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Z-SCORE IN GLOBAL RISK GOVERNANCE: MODELLING FINANCIAL DISTRESS FOR SUSTAINABLE INTERNATIONAL BUSINESS – A BIBLIOMETRIC APPROACH

Carmen Mihaela BULĂU

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**FINANCIAL PERFORMANCE AND ENVIRONMENTAL SDG
ALIGNMENT: SYSTEMIC INTERDEPENDENCIES
IN CORPORATE SUSTAINABILITY**

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Ioana Alexandra RADU

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MINITRACK: INNOVATIVE MARKETING

Chairs:

Georgiana GRIGORE

University of Leicester, Leicester, United Kingdom

Ștefan CĂESCU

Bucharest University of Economic Studies, Bucharest, Romania

Time: 10:00-13:00

Room: Robert Schumann, Căderea Bastiliei no. 2-10

Zoom: <https://ase.zoom.us/j/92089884291?pwd=vW8WZWfbpjdi0MFTaoOFGCoZnIS7L.1>

Meeting ID: 920 8988 4291

Passcode: ICESS2025

YOUNG ADULT'S PERCEPTION OF PERSONAL PRIVACY IN SOCIAL MEDIA

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Esraa Ibrahim Fathy Twfik KASEM

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THE IMPACT OF VISUAL COMPONENTS OF AN EMPLOYER BRANDING CAMPAIGN ON THE DECISION TO JOIN THE COMPANY. AN EYE TRACKING EXPERIMENT IN THE IT FIELD

Alina CRUCEANĂ

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON RELATIONSHIP MARKETING IN THE B2B MARKET

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SPORTS ORGANIZATION'S SUSTAINABILITY GOES AS FAR THE ITS PEOPLE DO. SO, HOW FAR DO ATHLETES GO ON SUSTAINABILITY?

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CORRELATION BETWEEN SPORTS INTEREST AND SUSTAINABILITY FOR GENERATION Z

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COLOR PSYCHOLOGY IN BRANDING AND MARKETING: INSIGHTS FROM A SURVEY

Ahmed IRAQI

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AI VS. HUMAN-WRITTEN EMAIL MARKETING: CONSUMER INSIGHTS FOR SUSTAINABLE COMMUNICATION

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MARKETING STRATEGIES AND HOW UNIVERSITIES PROMOTE THEIR EDUCATIONAL PROGRAMS ONLINE THROUGH NEW TECHNOLOGIES

Florin Alexandru STAN

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FROM QUEUES TO CLICKS: THE CONSUMER PERSPECTIVE ON DIGITAL PUBLIC HEALTH

Alina Maria CIOCÎRLAN

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ASSESSING THE EFFECTIVENESS OF ONLINE ADVERTISING STRATEGIES: ANALYSIS OF ROMANIAN DIGITAL PATTERNS

Georgiana Elena CONSTANTIN

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AI'S INFLUENCE ON HEALTHCARE MARKETING STRATEGIES: A BIBLIOMETRIC ANALYSIS

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CONSUMER BEHAVIOR IN THE DIGITAL CONTEXT: IMPLICATIONS AND INTERACTIONS ON SOCIAL MEDIA

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POPULAR BRANDS ON TIKTOK AND IDENTIFYING THE FACTORS THAT CONTRIBUTE TO THEIR EFFECTIVENESS IN COMMUNICATION

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NAVIGATING THE EUROPEAN GREEN DEAL: HOW CLIMATE POLICIES SHAPE CONSUMER CHOICES AMID GLOBAL OPPOSITION

Catalina Elena FRATILA

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DECODING MINDS AND MACHINES: AI ACCEPTANCE AMONG UNIVERSITY STUDENTS

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Andra Nicoleta MECU

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THE IMPACT OF VISUAL CONTENT ON MARKETING STRATEGIES: A CONCEPTUAL APPROACH BASED ON THE VISCOM MODEL

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DESIGNING TRUST: A HUMAN-CENTERED AI FRAMEWORK FOR ETHICAL CRM IN PHARMACEUTICAL CARE

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MINITRACK: LABOUR AND SOCIAL WELFARE

Chairs:

Eva MILITARU

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Bucharest, Romania*

Denisa M. SOLOGON

Luxembourg Institute of Socio-Economic Research, Luxembourg

Time: 14:00-18:00

Room: B401, Piața Romană no. 7

Zoom: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MDc1NzBjZDctMWJjNy00ZjMwLWI4NzgtNGZhYTdkZGQ5NGIw%40thread.v2/0?context=%7b%22Tid%22%3a%2212552017-91de-4082-8c94-0ab70890e6d8%22%2c%22Oid%22%3a%22dade0ed1-f0a6-4c46-ae0f-812083f755b3%22%7d

POLICY RESPONSE TO SOCIAL ISOLATION, LONELINESS, AND HEALTH IN OLD AGE: STUDY CASE ROMANIA

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and Social Protection, Bucharest, Romania*

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THE FUTURE OF WORK: EMERGING TRENDS AND CHALLENGES IN THE DIGITAL ERA

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EXPLORING PREDICTORS OF EDUCATIONAL ATTAINMENT ACROSS GENERATIONS

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MODELLING THE END OF THE DEMOGRAPHIC DIVIDEND IN EUROPE: A SPACE-TIME ANALYSIS OF ECONOMIC DEPENDENCY

Cristina LINCARU

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and Social Protection, Bucharest, Romania*

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**ENTREPRENEURSHIP ATTITUDES AMONG YOUNG NEETS
IN EUROPEAN UNION**

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and Social Protection, Bucharest, Romania*

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**RE-LATINISATION IN 19TH-CENTURY ROMANIA:
TYPOGRAPHY, IDENTITY, AND MODERNISATION**

Cătălina ZLOTEA

University of Leeds, Leeds, United Kingdom

**LABOUR COSTS AND INFLATION IN TRANSITION
ECONOMIES: A SECTORAL AND MACROECONOMIC
APPROACH**

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and Social Protection, Bucharest, Romania;
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GENDER DIFFERENCES IN THE TRANSITION INTO AND OUT IN-WORK POVERTY ACCORDING TO DIFFERENT DEFINITIONS AND SAMPLES

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EXPLORING THE DRIVERS OF ENTREPRENEURSHIP

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THE RELATIONSHIP BETWEEN SKILL DEVELOPMENT AND MATCHING: A REGIONAL ANALYSIS USING PLS

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ACADEMIC – INDUSTRY PARTNERSHIPS FOR TECHNOLOGY TRANSFER IN ROMANIAN COMPETITIVENESS

OPERATIONAL PROGRAM 2014-2020:

A NETWORK APPROACH

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TECHNOLOGY ADOPTION AND SKILLS SHORTAGES IN EUROPEAN SMES

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THE CUMULATIVE IMPACT OF THE OPERATIONAL PROGRAMME COMPETITIVENESS INTERVENTIONS ON RDI PERFORMANCE: EVIDENCE FROM A REGIONAL COUNTERFACTUAL ANALYSIS

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DIGITAL DIVIDES IN ONLINE JOB SEARCH: INSIGHTS FROM EUROPE

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DELAYING PENSION INDEXATION IN ROMANIA: ECONOMIC AND SOCIAL IMPLICATIONS

Radu-Ioan STOCHITA

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EMERGENCY ORDINANCES AND ROMANIA'S PUBLIC EMPLOYEES' SALARIZATION: A PERSISTENT PATTERN OF LEGISLATIVE DEROGATIONS

Radu-Ioan STOCHITA

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HEALTHCARE PERSPECTIVE IN THE SALARIZATION AND LEGISLATIVE FREEZES IN ROMANIA'S PUBLIC SECTOR: PROPELLING INEQUALITY JUSTIFIED BY THE PUBLIC DEFICIT

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INVISIBLE BUT INDISPENSABLE: UNPACKING THE FEMALE UNPAID WORK IN INDIA

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Chayanika MITRA

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GENDER ROLES IMPACTING GENDER EQUALITY IN HIGHER EDUCATION INSTITUTION IN INDIA

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TRENDS AND EMERGING DIRECTIONS IN RESEARCH ON NEW ENERGY TECHNOLOGIES AND ENERGY SECURITY: A BIBLIOMETRIC ANALYSIS

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MINITRACK: ACCOUNTING AND MANAGEMENT INFORMATION SYSTEMS

Chairs:

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Bucharest University of Economic Studies, Bucharest, Romania

Adalberto RANGONE

Università degli Studi di Perugia, Perugia, Italy

Time: 09:00-13:00

Room: 0116, Căderea Bastiliei no. 2-10

**Zoom: [https://ase.zoom.us/j/96232089724?pwd=srF0agd43
NicMQRToubZWYPKD28k4i.1](https://ase.zoom.us/j/96232089724?pwd=srF0agd43NicMQRToubZWYPKD28k4i.1)**

THE IMPACT OF EU TAXONOMY ON FINANCIAL PERFORMANCE: EMPIRICAL EVIDENCE FROM ROMANIAN COMPANIES

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THE IMPACT OF ESG SCORES ON FINANCIAL PERFORMANCE IN THE EUROPEAN HEALTHCARE SECTOR

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ENTERPRISE RESOURCE PLANNING SYSTEMS FOR CLIMATE CHANGE MITIGATION: A PATENT DATA ANALYSIS

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GENDER DIVERSITY AND NATIONAL CULTURE: MODERATING EFFECTS ON CORPORATE GOVERNANCE – FINANCIAL PERFORMANCE RELATIONSHIP

Andreea Madalina BOJAN

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ACCOUNTING FOR CRYPTO PAYMENTS IN THE GAMBLING INDUSTRY: A CONCEPTUAL FRAMEWORK BASED ON IAS 21

Daniel-Marius IORDACHE

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IMPLICATIONS OF USING FUZZY LOGIC IN FINANCIAL FRAUD DETECTION

Georgiana BURLACU

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THE IMPACT OF ERP SYSTEMS AND ARTIFICIAL INTELLIGENCE ON THE ACCOUNTING PROFESSION – A BIBLIOMETRIC ANALYSIS

Laura-Eugenia-Lavinia BARNA

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BEYOND NUMBERS: FROM CLASSROOM LEARNING TO COMPETENT FRAUD RISK DETECTION THROUGH DIGITAL SKILLS MASTERY

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THE CONCEPT OF GREEN TRANSITION IN THE ANNUAL DISCLOSURES OF EUROPEAN OIL AND GAS COMPANIES

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EXPLORING THE RELATIONSHIP BETWEEN BOARD OF DIRECTORS' CHARACTERISTICS, FINANCIAL PERFORMANCE AND SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW

Constantin BISTRICEANU

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THE INFLUENCE OF ACCOUNTING DIGITIZATION ON THE ORGANIZATION OF CPA FIRMS IN MOROCCO

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DEVELOPING AND APPLYING DATA MINING AND MACHINE LEARNING MODELS TO DETECT TAX FRAUD

Alexandru SIMION

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ARTIFICIAL INTELLIGENCE IN FINANCE AND ACCOUNTING: TRANSFORMING BUSINESS PROCESS AUTOMATION, FINANCIAL ANALYSIS, REPORTING, INTERNAL AUDIT AND GOVERNANCE IN THE DIGITAL ERA

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HOW TO SUSTAIN ROBUST PROFITABILITY WITHIN A FINANCIAL CHALLENGING PERIOD IN BUSINESS: THE CASE OF VODAFONE GROUP FINANCIAL ASSESSMENT AND THE CASE OF ORANGE GROUP FINANCIAL ASSESSMENT

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EXPLORING THE RELATIONSHIP BETWEEN TAX ADVANTAGES AND PERFORMANCE: A REVIEW OF CURRENT RESEARCH

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MINITRACK: COMPUTER SCIENCE, CYBERNETICS, STATISTICS AND MATHEMATICS IN APPLIED ECONOMICS

Chairs:

George A. PAPADOPOULOS

University of Cyprus, Nicosia, Cyprus

Adriana DÂRDALĂ

Bucharest University of Economic Studies, Bucharest, Romania

Time: 12:00-16:00

Room: B404, Piața Romană no. 7

Zoom: <https://ase.zoom.us/j/93443462283?pwd=MjQ6KV57aNiAPTPHL0eu18Vu84J5nC.1>

Meeting ID: 934 4346 2283

Passcode: ICESS2025

KEY DETERMINANTS OF THE ROMANIAN LABOUR MARKET: ADAPTATION IN AN ERA OF TECHNOLOGICAL AND DEMOGRAPHIC CHANGE

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Simona-Vasilica OPREA

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CYBERSECURITY TRAINING USING GENERATIVE ARTIFICIAL INTELLIGENCE: AN ESSENTIAL MEASURE FOR BUSINESS CONTINUITY

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IDENTIFYING STUDENTS' PERCEPTIONS OF SMARTPHONE SECURITY USING SMARTPLS

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THE IMPACT OF IOT ON CRM, FROM SMARTER DATA COLLECTION TO BETTER CUSTOMER ENGAGEMENT

Alisa HARKAI

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THE IMPACT OF ECONOMIC INDICATORS ON SOCIAL MEDIA ADOPTION AMONG EUROPEAN BUSINESSES

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A NEW APPROACH FOR QUESTION GENERATION FROM COURSE MATERIAL

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COMPREHENSIVE ANALYSIS OF UNEMPLOYMENT RISKS IN ROMANIA DURING THE TRANSITION TO A GREEN ECONOMY

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AI-DRIVEN PERSONALIZATION USING LLMS AND SLMS FOR HYPER PERSONALIZATION IN B2B AND B2C MARKETING: CHALLENGES AND FUTURE DIRECTIONS

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THE DEPLOYMENT PATHWAYS FOR CONNECTED, COOPERATIVE AND AUTOMATED MOBILITY

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PREDICTION OF GEOGRAPHICALLY DISTRIBUTED LEVELS OF SPECIFIC QUANTITIES OF INTEREST IN SMART CITIES USING A MESH OF AI AGENTS TRAINED WITH SYNTHETIC HISTORICAL DATA. PARTICULARISATION FOR THE TRAFFIC MANAGEMENT PROBLEM

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A BIBLIOMETRIC ANALYSIS ON AUTOMATION IN THE FINANCIAL SECTOR

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THE IMPACT OF DIGITAL TRANSFORMATION ON ORGANIZATIONAL CULTURE AND EMPLOYEE MOTIVATION WITHIN PUBLIC INSTITUTIONS

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ARTIFICIAL INTELLIGENCE-BASED DATA ORGANIZATION FOR ENHANCING WORKPLACE ACCESSIBILITY FOR PEOPLE WITH SPECIAL NEEDS

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MINITRACK: ECONOMICS AND BUSINESS COMMUNICATION

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Time: 10:00-14:00

Room: 0219 (Paul Bran library), Căderea Bastiliei no. 2-10

Zoom: <https://ase.zoom.us/j/94339653537?pwd=EBNsRwWz7c09aZwzqtEQ5WaWxEr2mL1>

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Passcode: 288043

THE ROLE OF TEACHERS IN PROMOTING SUSTAINABLE PRACTICES IN PRESCHOOL: A CASE STUDY OF EUREKA SCHOOL

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IMPORTS, EXPORTS, ECONOMIC DEVELOPMENT AND THE NEXUS BETWEEN THE THREE OF THEM: THE ROLE OF AGRICULTURAL TRADE OF UE WITH CHINA AND USA IN SUSTAINABLE DEVELOPMENT

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COMPREHENSIVE REVIEW OF DIRECT TAXATION: EVOLUTION, TYPES, TRENDS

Raluca-Andreea POPESCU-PREDULESCU

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ANALYSIS OF THE EVOLUTION OF THE DETERMINANTS OF QUALITY OF LIFE IN CENTRAL AND EASTERN EUROPE OVER THE PAST DECADE

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SMART RECOVERY: THE ROLE OF DIGITALISATION AND EU FINANCIAL SUPPORT IN REDUCING REGIONAL DISPARITIES. STUDY CASE ON ROMANIA

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LESSONS FROM THE PANDEMIC: DIGITAL TRANSFORMATION AS AN ECONOMIC LIFELINE STUDY CASE ON SMES

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ASSESSING THE IMPACT OF DIGITAL TRANSFORMATION ON EUROPEAN HIGHER EDUCATION: A TECHNOLOGY-ACCEPTANCE-MODEL APPROACH

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STRATEGIC CONVERGENCES IN THE DYNAMICS OF FINANCIAL MARKETS – THE SYNERGISTIC ROLE OF HUMAN CAPITAL AND ARTIFICIAL INTELLIGENCE

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THE IMPACT OF THE HUMAN CAPITAL PARADIGM ON SUSTAINABLE ECONOMIC DEVELOPMENT IN EMERGING ECONOMIES

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DIGITAL CONSUMER BEHAVIOR ACROSS EUROPEAN COUNTRIES

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THE INFLUENCE OF TECHNOLOGICAL CHANGE ON LABOR MARKET DYNAMICS

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INVISIBLE INNOVATORS, VISIBLE ENTERTAINERS: THE VALUE-ASYMMETRY IN THE ATTENTION ECONOMY

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WORKFORCE DEDICATION IN TELECOM SECTOR: THE HR BLUEPRINT FOR SUCCESS

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INTERSECTION OF DIGITAL GOVERNANCE AND LOGISTIC INOVATION: TRENDS AND FUTURE DIRECTION IN SCIENTIFIC RESEARCH

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LINKING HEALTH POLICY AND ECONOMIC EFFICIENCY: A SECTOR-LEVEL ANALYSIS IN ROMANIA

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BRIDGING THE REGIONAL DIVIDE - THE IMPACT OF FDI ON ECONOMIC INEQUALITY

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AN ANALYSIS OF THE POTENTIAL MULTIPLYING EFFECTS OF FOREIGN DIRECT INVESTMENTS IN ROMANIA

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THE RETREAT OF GLOBALIZATION

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OPTIMAL BUREAUCRACY VERSUS EXCESSIVE BUREAUCRACY. ECONOMIC PERSPECTIVES

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**THE DIGITAL TRIAD: INTERSECTIONS OF CONSUMER
BEHAVIOUR, INTELLECTUAL PROPERTY,
AND LABOUR MARKET TRANSFORMATION**

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MINITRACK: FINANCE AND BANKING

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Room: Robert Schumann, Căderea Bastiliei no. 2-10

Zoom: <https://ase.zoom.us/j/92013515354?pwd=3vt8dFduGagcaJvfNq2EOvPr2aWhhm.1>

THE INTERPLAY BETWEEN CLIMATE POLICY AND HOUSEHOLD ELECTRICITY PRICES: EUROPEAN UNION EVIDENCE

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ANALYSING IPO SURVIVAL PROBABILITY

Razvan Ioan TATARU

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THE IMPACT OF ELECTRONIC BANKING SERVICES ON CONSUMER BEHAVIOR IN KOSOVO'S BANKING SECTOR: A CASE STUDY OF "RAIFFEISEN BANK KOSOVO" AND "TEB BANK"

Vjosa FEJZA ADEMI

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Loresa BASHOTA

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Ajtene AVDULLAHI

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**ASSESSING THE IMPACT OF FINANCIAL SECTOR
DEVELOPMENT ON THE EFFICIENCY
OF ISLAMIC MICROFINANCE IN ASIA:
A DATA ENVELOPMENT ANALYSIS APPROACH**

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Kuala Lumpur, Malaysia*

Mohammed Hariri BAKRI

Universiti Teknikal Malaysia, Melaka, Malaysia

**TIME IS MONEY: A STUDY ON THE IMPACT
OF TAX PREPARATION AND PAYING TIME
ON REVENUE COLLECTION**

Alina F. PETRAŞ

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**THE FUTURE WITH INFORMATION TECHNOLOGY'S
INNOVATIONS IN BANKING**

Kamelia ASSENOVA

University of National and World Economy, Sofia, Bulgaria

Silvia ASSENOVA

*Institute of Robotics, Bulgarian Academy of Sciences,
Sofia, Bulgaria*

**THE IMPACT OF PUBLIC INDEBTEDNESS
ON FINANCIAL STABILITY**

Ada Cristina MARINESCU

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Bucharest, Romania*



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**MODELLING FINANCIAL STABILITY UNDER ECONOMIC
AND FINANCIAL DOWNTURNS:
A PDE CONSTRAINED OPTIMIZATION APPROACH**

Desmond MAROZVA

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Selah Tanaka GOWERO

Bucharest University of Economic Studies, Bucharest, Romania

**HOW DO INVESTMENT PROVIDERS
MANAGE ESG PREFERENCES?**

Veronika LAKATOS

Péter Pázmány Catholic University, Budapest, Hungary



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MINITRACK: APPLIED MACROECONOMICS AND FINANCE

Chairs:

Adrian Cantemir CĂLIN

Bucharest University of Economic Studies, Bucharest, Romania

Petre CARAIANI

Bucharest University of Economic Studies, Bucharest, Romania

Time: 09:00-10:00

Room: 0124, Căderea Bastiliei no. 2-10

Zoom: <https://ase.zoom.us/j/93463430808?pwd=3cRlFS34bSCj4mckylyyptjLkdpkbR.1>

INSIGHTS INTO THE FINANCIAL BEHAVIOUR OF ROMANIAN POPULATION IN THE FIRST DECADES OF THE 21ST CENTURY

Marioara IORDAN

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Bucharest, Romania*

Mihaela-Nona CHILIAN

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INVESTOR SENTIMENT SPILLOVERS AND TAIL RISK SPILLOVERS

Petre CARAIANI

Bucharest University of Economic Studies, Bucharest, Romania

Dan Gabriel ANGHEL

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**BUBBLE NETWORKS AND SYSTEMIC RISK:
A STOCHASTIC DOMINANCE APPROACH**

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Adrian Cantemir CĂLIN

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**IMPACT OF ECONOMIC INTEGRATION
ON ECONOMIC GROWTH IN SUB-SAHARAN AFRICA.
DOES COLONIAL LANGUAGE LEGACY MATTER?**

Seth Acquah BOATENG

Northwestern Polytechnical University, Xi'an, China

Xi JIANCHENG

Northwestern Polytechnical University, Xi'an, China

Frank Agyemang KARIKARI

Northwestern Polytechnical University, Xi'an, China

Bridgette ENIMIL

University of Cape Coast, Cape Coast, Ghana



WORKSHOP FOR YOUNG RESEARCHERS

Chairs:

Donatella PRIVITERA

University of Catania, Catania, Italy

Marius CONSTANTIN

Bucharest University of Economic Studies, Bucharest, Romania

Elena-Mădălina DEACONU

Bucharest University of Economic Studies, Bucharest, Romania

Time: 09:00-10:00

Room: 3M1, Mihail Moxa no. 5-7

Zoom: <https://ase.zoom.us/j/97172140595?pwd=IOXflKDDZA4jFOEbyIFUBbWpANlFH3.1>

Meeting ID: 971 7214 0595

Passcode: ICESS2025

EQUITY, FAIRNESS, AND EQUALITY IN AGRICULTURE: INSIGHTS FROM SUSTAINABLE DEVELOPMENT GOAL 10

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SUSTAINABLE ENERGY INVESTMENTS: MAPPING THE RESEARCH LANDSCAPE

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IMPACT OF DIGITAL TRANSFORMATION ON TRADITIONAL BUSINESS

Ruxandra DUTA

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SDGS AND SYNERGIES WITH CONCEPT OF QUALITY OF LIFE IN ROMANIA

Sergiu Ioan SEUTEA

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Cosmin Mihai TOMA

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UNLOCKING THE IMPACT OF ESG REPORTING ON ACHIEVING SUSTAINABLE DEVELOPMENT GOALS: A BIBLIOMETRIC PERSPECTIVE

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CONSUMER BEHAVIOR AND ECONOMIC TRENDS IN THE ESPRESSO MACHINE MARKET: EVIDENCE FROM ROMANIA

Silviu Mihai DRAGOMIR

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

Chairs:

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University of National and World Economy Sofia & SDSN Bulgaria

Elena PREDA

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SDSN Romania

Carmen Lenuța TRICĂ

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Time: 10:00-13:30

Room: B504, Piața Romană no. 7

Zoom: <https://ase.zoom.us/j/91489255028?pwd=i6tjppqlyQtfi0KQTXcM6Og8ISRV8M.1>

Meeting ID: 914 8925 5028

Passcode: ICESS2025

REFUGEES, FORCED MIGRATION AND THE SDGS IN AN INSECURE WORLD

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REGIONAL ATTRACTIVENESS ASSESSMENT AS A SMART TOOL TO BOOST THE GREEN TRANSITION IN THE DANUBE REGION

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IMPLEMENTING OBJECTIVES OF THE EU MISSION RESTORE OUR OCEAN AND WATERS

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SUSTAINABILITY IN SOCIAL SCIENCES AND HUMANITIES WITHIN TERTIARY OR HIGHER EDUCATION: SUSTAINABLE LEADERSHIP AND INTERCULTURAL COMMUNICATION

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**A NEW ERA OF INFORMATION ENLIGHTENED
HER TRADITIONAL FRAMEWORK UNDER THE LENS
OF SUSTAINABLE DEVELOPMENT. CASE STUDY
OF DIVERSITY AND RESOURCES IN GREEN GOALS**

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**CASE STUDY-LEADERSHIP PRACTICES FOR SUSTAINABLE
PERFORMANCE USING CAUSAL LOOP DIAGRAM**

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**A COMPREHENSIVE RESEARCH
OF THE INDICATORS ASSOCIATED WITH SUSTAINABLE
DEVELOPMENT GOAL 12 (RESPONSIBLE CONSUMPTION
AND PRODUCTION) AT THE LEVEL OF EUROPEAN UNION**

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ROMANIA TOWARDS ZERO HUNGER

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INDIVIDUAL PREDICTORS OF VACCINE HESITANCY IN THE ITALIAN POST COVID-19 PANDEMIC ERA

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FOOTSTEPS TO FUTURES: HARNESSING PIEZOELECTRIC PAVEMENTS FOR SUSTAINABLE CITIES

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UNICARBON PLATFORM FOR CLIMATE ACTION GOAL 13

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SOLAR-POWERED ECO-BOATS FOR SUSTAINABLE TOURISM IN OVERCROWDED NATURAL AREAS

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THE HOLISTIC APPROACH OF THE SUSTAINABLE RENEWABLES BY USING THE LIFE CYCLE ASSESSMENT TOOL

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