

Bucharest University of Economic Studies

# PROGRAM

## **The 9<sup>th</sup> International Conference on Economics and Social Sciences**

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

**18-19 June 2026, Bucharest, Romania**





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Rector, Bucharest University of Economic Studies, Romania

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Netanya Academic College, Israel  
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## Day 1

Thursday, 18 June 2026

### 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**

**Răzvan VLAHU**, Principal Economist in the Financial Stability Division of De Nederlandsche Bank, The Netherlands, ASE Alumnus

**Georgiana GRIGORE**, Associate Professor in Marketing and Deputy Head of the School of Marketing and Strategy at the University of Leicester, United Kingdom, ASE Alumna

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

**18:30 – 22:00 Gala Dinner**

## Day 2

Friday, 19 June 2026

### Parallel Sessions

**09:00 – 18:00 Parallel Sessions and Workshops**

**11:00 – 11:30 Coffee Break**

**13:00 – 14:00 Lunch - 1<sup>st</sup> Floor, *Ion N. Angelescu* Building**

**DAY 1**  
**18 June 2026**

**Opening Ceremony**

**Aula Magna**  
***Ion N. Angelescu Building***  
**Piața Romană No. 6**



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## GUEST SPEAKER



### **Răzvan VLAHU**

*Principal Economist in the Financial Stability Division  
of De Nederlandsche Bank, The Netherlands, ASE Alumnus*

Răzvan Vlahu is a Principal Economist in the Financial Stability Division of De Nederlandsche Bank (Dutch Central Bank). Prior to this, he worked in the Economics and Research Division (Research Department). He has represented DNB in several consultative bodies, including those of the BIS (BCBS Research Group) and the ECB (Macro-prudential Research Network). His research focuses on banking and financial intermediation, and his work has been published in *Management Science*, the *Journal of Financial Intermediation*, and the *European Economic Review*, among others. He has also contributed columns and policy articles to *VoxEU* and *SUERF*. Răzvan has held visiting positions at the Toulouse School of Economics (IDEI), the Bank of Finland, and the National Bank of Romania. He is affiliated with the University of Amsterdam, where he teaches graduate-level courses in banking and risk management. He holds a PhD in Finance from the University of Amsterdam, a master's degree in Economics from the Tinbergen Institute, and bachelor's degrees in Banking and Financial Markets, and Economic Cybernetics, Statistics and Informatics from ASE Bucharest.



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**Răzvan VLAHU**  
*De Nederlandsche Bank, The Netherlands,*  
*ASE Alumnus*

**Keynote speech**  
**STABLECOINS - GROWTH AND POTENTIAL**  
**IMPLICATIONS**

We examine the rapid growth of stablecoins, crypto assets designed to maintain a stable value through pegs to fiat currencies such as the euro or U.S. dollar and backed by reserves including short-term government securities and bank deposits. Our study focuses on how the continued expansion of stablecoins creates a trade-off between financial innovation and systemic risk management, and how this expansion may affect financial stability through various transmission channels. It also reviews key regulatory frameworks and highlights the implications of cross-jurisdictional differences.

Particular attention is given to the interaction between stablecoin ecosystems and traditional financial markets, including potential spillovers to banking systems and sovereign debt markets. As stablecoin issuers accumulate increasingly large reserve portfolios, shifts in user demand or episodes of market stress may trigger rapid redemptions, creating liquidity strains and amplifying risks in underlying asset markets. Furthermore, growing interconnectedness between stablecoins and conventional financial institutions raises concerns about contagion effects, operational vulnerabilities, and concentration risks.



## GUEST SPEAKER



**Georgiana GRIGORE**

*University of Leicester, United Kingdom, ASE Alumna*

Georgiana Grigore is Associate Professor in Marketing and Deputy Head of the School of Marketing and Strategy at the University of Leicester, UK. Georgiana's research explores new ways of thinking about and practicing responsible business, particularly in digital contexts. She has worked with practitioners and academics across Europe on research and consultancy to explore how organisations construct, communicate and implement responsibility, especially within complex cultural or organisational contexts. She has published articles in journals like *Annals in Tourism Research*, *Journal of Business Ethics*, *Marketing Theory, Organization*, *Journal of Business Research*, *Management Learning*, *Internet Research*, *Journal of Marketing Management*, or *Journal of Strategic Marketing*. She is a chair of an annual International Conference in Social Responsibility, Ethics and Sustainability (ICSR), which she co-founded in 2012.

Her research has received external funding, including from the Innovate UK, the British Academy/Leverhulme, and the Arthur W. Page Center in two consecutive years. She completed a doctorate in Marketing at the Bucharest University of Economic Studies where she used relationship marketing theory to examine the impact of corporate responsibility on stakeholders. Prior to her doctorate, she received a master's degree in Strategic Marketing and a bachelor's degree in Marketing from the same university.



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**Georgiana GRIGORE**  
*University of Leicester, United Kingdom*  
*ASE Alumna*

**Keynote speech**  
**METAPHORS OF SYMBIOSIS: WHAT SCIENCE FICTION**  
**MOVIES REVEAL ABOUT HUMAN-AI IMAGINARIES...**  
**AND BEYOND**

How we think about the use of AI to achieve business goals has become normalised as a hyper-efficient and profitable ‘working together’ symbiosis metaphor. Yet public discourse and popular fiction oppose such a view with alternative critical and dystopian positions. We argue that in order to negotiate their own positions around AI, researchers and practitioners might engage with such contradictory views through the sociotechnical imaginaries captured by science fiction. We interpret 15 movies featuring AI to reveal multiple human-AI imaginaries and the metaphors that structure them. We find metaphors of: competitive symbiosis, where humans and AI compete for work, symbiotic mutualism, where humans and AI benefit each other, symbiotic parasitism, where either humans or AI feed off the other, and we also uncover the degree to which these relations are facultative (optional) or obligate (inescapable). Engagement with fictional texts invites sensitivity to the unreflective reproduction of dominant sociotechnical imaginaries and their structuring metaphors allowing alternative and preferred human-AI imaginaries to emerge.



## MODERATOR



**Sabina IOSUB**

*Journalist, ASE Alumna*

Sabina Iosub is a journalist with over 25 years of experience. TV Anchor and Head of Programming now at Antena 3 CNN tv station, Sabina Iosub has a vast expertise, covering over time major events in the European Affairs area (Summits, Councils etc), extraordinary issues (correspondent on the field in Brussels, Strasbourg & London terrorist attacks), international dramatic events – Amatrice earthquake, and all main political events in Romania – elections, changes of Governments, impeachment of the President etc. Since 2016, Sabina Iosub has been presenting and producing her talk show on European Affairs issues – “Be EU”, recorded in the European Parliament in Brussels and Strasbourg. Sabina moderates some of the most important conferences in the fields of European business, economics, and human rights. She has an MBA in General Management at Sheffield University, a Master’s Degree in Crisis Management (Conflict Analysis and Solutions) at the National University of Political Studies and Public Administration and graduated the Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages.



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**DAY 2**  
**19 June 2026**

**Parallel Sessions**

**Map of Buildings**





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

**Chairs:**

**Jonel SUBIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Simona Roxana PĂTĂRLĂGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 10:00-14:30**

**Room: 3403, Paul Bran Building, Mihail Moxa No. 5-7**

### **AGRI-FOOD CHAIN RESILIENCE AND PRICE SHOCK PASS-THROUGH TO CONSUMERS IN THE EU-27**

**Andreea APETREI KALVERAM**

*Catholic University of Valencia, Valencia, Spain*

**Simona Roxana PĂTĂRLĂGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina Florentina GHEORGHE (GAVRILĂ)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra NEDELCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **DATA-DRIVEN ECONOMICS-BETWEEN PRECISE ALGORITHMS AND IMPRECISE INDICATORS**

**Vladimir PEJANOVIĆ**

*University of Novi Sad, Novi Sad, Serbia*

**Carmen-Valentina RĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Branislav DUDIĆ**

*Comenius University Bratislava, Bratislava, Slovak Republic*

**Vera POPOVIĆ**

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



## **PERFORMANCE MEASUREMENT IN AGRI-BUSINESS: A CASE STUDY**

**Marian Valentin POPESCU**

*Technical University of Civil Engineering Bucharest, Bucharest,  
Romania*

**Raluca Andreea ION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marko JELOČNIK**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Ovidia Ramona POPA (NICA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea GRECU**

*Technical University of Civil Engineering Bucharest, Bucharest,  
Romania*

## **THE RELATIONSHIP BETWEEN RENEWABLE ENERGY CONSUMPTION AND ECONOMIC GROWTH IN THE EUROPEAN UNION**

**Alina-Oana CHIVA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan-Petru VRÎNCEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihail BUȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **STRUCTURAL TRANSFORMATION OF THE ENERGY SECTOR IN THE DIGITAL ERA: EVIDENCE FROM VALUE ADDED AND PRODUCTIVITY DYNAMICS**

**Adriana GRIGORESCU**

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

**Cristina LINCARU**

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



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**Camelia Speranța PIRCIOG**

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

## **COMPARATIVE ANALYSIS OF THE SIGNIFICANCE OF EXPORTS OF AGRICULTURAL PRODUCTS IN SERBIA AND NEIGHBORHOOD COUNTRIES**

**Gordana RADOVIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Radovan PEJANOVIĆ**

*University of Novi Sad, Novi Sad, Serbia*

**Florentina CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DYNAMICS OF RASPBERRY PRODUCTION AND EXPORT IN SERBIA: A DESCRIPTIVE ANALYSIS OF TRENDS AND ECONOMIC INDICATORS (2014-2023)**

**Katica RADOSAVLJEVIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Mirela MITRAŠEVIĆ**

*University of East Sarajevo, Bijeljina, Bosnia and Herzegovina*

**Mihai DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TRENDS AND STRATEGIC PERSPECTIVES ON ORGANIC AGRICULTURE IN ROMANIA**

**Andreea GIUCA**

*Research Institute for Agriculture Economy and Rural  
Development, Bucharest, Romania*

**Ovidia Ramona POPA (NICA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Steliana RODINO**

*National Institute of Research and Development for Biological  
Sciences, Bucharest, Romania*



## **ROMANIA IN THE CONTEXT OF THE GLOBAL FOOD CRISIS**

**Alexandra LEIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea LEIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABLE PRODUCTION AND PLANT DEFENSE STRATEGIES: GENETIC AND ENVIRONMENTAL PERSPECTIVES**

**Vera POPOVIĆ**

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

**Jelena GOLIJAN PANTOVIĆ**

*University of Belgrade, Belgrade, Serbia*

**Vladimir FILIPOVIĆ**

*Institute for Multidisciplinary Research, Belgrade, Serbia*

**Vladimir PEJANOVIĆ**

*University of Novi Sad, Novi Sad, Serbia*

**Milan STANKOVIĆ**

*University of Kragujevac, Kragujevac, Serbia*

## **ECONOMIC POTENTIAL OF CROP PRODUCTION USED AS BIOMASS IN ENERGY GENERATION**

**Jonel SUBIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Marko JELOČNIK**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Anna IVOLGA**

*Stavropol State Agrarian University, Stavropol, Russia*

**Vasily EROKHIN**

*Harbin Engineering University, Harbin, China*



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

### **Chairs:**

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*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristiana TUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vahid J. SADEGHI**

*Aston University, Birmingham, United Kingdom*

**Razieh (Rosie) SADRAEI**

*Aston University, Birmingham, United Kingdom*

**19 June | Time 14:00-19:00**

**Room: 1201, Mihai Eminescu Building, Bd. Dacia No. 41**

### **AUDIENCE SOPHISTICATION AND ENTREPRENEURIAL NARRATIVES IN DIGITAL MARKETS**

**Vahid SADEGHI**

*Aston University, Birmingham, United Kingdom*

**Razieh SADRAEI**

*Aston University, Birmingham, United Kingdom*

### **THE REEMERGENCE OF INFLATION IN THE U.S. ECONOMY: PRICE INERTIA, LONG-TERM MONETARY EXPANSION AND INFLATIONARY PRESSURE**

**Val VLAD**

*Penn State Behrend, Erie, United States of America*



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## **HUDSON'S BAY COMPANY: A CASE STUDY IN BUSINESS TRANSFORMATION AND RETAIL GLOBALIZATION**

**Doina MUREȘANU**

*University of Quebec in Abitibi-Témiscamingue, Rouyn-Noranda,  
Canada*

**Ashley SAVOIE**

*University of Quebec in Abitibi-Témiscamingue, Rouyn-Noranda,  
Canada*

## **EXPORT MARKET RETRENCHMENT IN UK SMEs: HOW KNOWLEDGE HIDING UNDERMINES INNOVATION AND DRIVES DE-INTERNATIONALISATION**

**Behnaz HAJ MOHAMMADI**

*Aston University, Birmingham, United Kingdom*

## **CARBON PRICING AND FINANCIAL STABILITY IN THE ENERGY TRANSITION: THE ROLE OF SUSTAINABLE LEADERSHIP AND CLIMATE POLICY COORDINATION**

**Georgiana Roxana STANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristiana TUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Robert ȘOVA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Javier SIERRA**

*University of Salamanca, Salamanca, Spain*

**Aura GÎRLOVAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **POLITICAL SHOCKS AND THE EUROPEAN EQUITY HIERARCHY: VOLATILITY REGIMES, DYNAMIC CORRELATIONS AND MULTI-HORIZON SPILLOVERS FROM THE UNITED STATES TO WESTERN AND CEE MARKETS**

**Gabriel Robert SAIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristiana TUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioannis KOSTAKIS**

*Harokopio University of Athens, Athens, Greece*

**Liviu Mihai BOGDAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CROSS-COUNTRY FINANCIAL RISK AND THE EU TRIPLE TRANSITION: A DYNAMIC PANEL VAR ASSESSMENT OF STOCK MARKET SPILLOVERS**

**Daniel-Dumitru GUȘE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristiana TUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Aura GÎRLOVAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriel Robert SAIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vasileios VLACHOS**

*International Hellenic University, Serres, Greece*

## **TAXATION, GOVERNMENT EXPENDITURES AND ECONOMIC GROWTH: A COMPARATIVE STUDY OF GREECE AND ROMANIA**

**Vagia VYDOURA**

*Democritus University of Thrace, Kavala, Greece*

**Giannoula FLOROU**

*Democritus University of Thrace, Kavala, Greece*



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## **DIGITAL TRANSFORMATION IN MOTION: RO E-TRANSPORT'S FIGHT FOR COMPLIANCE AND INTEGRITY**

**Ionuț Ciprian DOBRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dorel Mihai PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela Gabriela BELU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF INSURANCE IN SUPPORTING INTERNATIONAL INVESTMENT UNDER GEOPOLITICAL RISK**

**Andreea-Alexandra BĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian-Gabriel IANC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Akilaa KULANDAIVEL**

*Pôle Universitaire Léonard de Vinci, Courbevoie, France*

## **THE MYTH OF THE AUTOCHTHONOUS NATIONAL MINORITIES VOTE: REASSESSING EXTERNAL VOTING AND ELECTORAL IMPACT IN HUNGARY**

**Ionela Alina ALUPOAEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Richard SCHENK**

*MCC Brussels, Brussels, Belgium*

## **ANALYSIS OF FACTORS CONTRIBUTING TO A FASTER TRANSITION TO A CIRCULAR ECONOMY IN EUROPEAN UNION MEMBER STATES**

**Elena-Bianca STANCA**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **THE ROLE OF DIGITALISATION IN THE DEVELOPMENT OF EUROPEAN SMES: ECONOMIC AND SOCIAL IMPLICATIONS**

**Anamaria HOLOTĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela Cristina DRĂGOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CLOUD COMPUTING ADOPTION IN EU FINANCIAL PROFESSIONS: HOW DIGITAL SKILLS, ICT EMPLOYMENT AND ENTERPRISE SIZE INFLUENCE UPTAKE AMONG SMES**

**Maria GHEORGHE (NIȚU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Veronica TENEA (SZABO)**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ENERGY SUPPLY CHAINS VULNERABILITIES: MANAGING GEOPOLITICAL RISK DURING THE IRANIAN CRISIS**

**Claudia-Iohana VOICU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **GLOBAL TRADE AND INVESTMENT INTEGRATION OF MUSLIM-MAJORITY ECONOMIES: EVIDENCE OF STRUCTURAL GAPS IN INTERNATIONAL BUSINESS PARTICIPATION**

**Hesam JEBELI-BAKHT-ARA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anamaria HOLOTĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE RELATION BETWEEN ENERGY MARKETS AND GEOPOLITICAL UNCERTAINTY**

**Ada Cristina MARINESCU**

*National Institute for Economic Research, Bucharest, Romania*



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**DIGITALIZATION AND THE SHADOW ECONOMY:  
THE MODERATING ROLE OF INSTITUTIONAL QUALITY  
IN THE EUROPEAN UNION**

**Anca-Emilia IOJĂ**

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

**PRECARIOUS COMPETITIVENESS: FISCAL CONSOLIDATION,  
PUBLIC INVESTMENT GAPS AND CONVERGENCE FAILURE  
IN THE EUROPEAN SEMI-PERIPHERY**

**Vlad BUJDEI-TEBEICA**

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

**SUBREGIONAL PATTERNS IN THE GREATER MIDDLE EAST  
AND THEIR IMPLICATIONS FOR THE ECONOMIC SECURITY  
OF THE EUROPEAN UNION**

**Vilen MNATSAKANYAN**

*Russian-Armenian University, Yerevan, Armenia*



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## **MINITRACK: INNOVATIVE MARKETING**

**Chairs:**

**Georgiana GRIGORE**

*University of Leicester, Leicester, United Kingdom*

**Ștefan-Claudiu CĂESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 09:30-16:30**

**Room: Robert Schumann, Piața Romană No. 6**

### **THE INFLUENCE OF AI-GENERATED ADS ON CONSUMER-BRAND RELATIONSHIPS AND PURCHASE INTENT AMONG GEN X AND GEN Z**

**Denisa ZAMFIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai-Cristian ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Constantin-Daniel PESTREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ștefan-Claudiu CĂESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **ARTIFICIAL INTELLIGENCE DISCLOSURE AND MAGICAL PERCEPTION: EFFECTS ON CONSUMER TRUST IN CHATBOT INTERACTIONS**

**Elena-Delia VRÂNCEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai-Cristian ORZAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea-Cristina STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **ARTIFICIAL VS. HUMAN INFLUENCERS: A PERSUASION KNOWLEDGE PERSPECTIVE ON CONSUMER RESPONSES**

**Andreea-Cristina STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ștefan-Claudiu CĂESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena-Delia VRÂNCEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BARRIERS AND MOTIVATIONS IN CONSUMER BEHAVIOR FOR THE TRANSITION TO CLEAN ENERGY**

**Carmen ACATRINEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristina-Andreea CERNAT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Silviu Mihai DRAGOMIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Achilleas ANAGNOSTOPOULOS**

*University of Thessaly, Larissa, Greece*

**Mirosław WOJCIK**

*Warsaw University of Technology, Warsaw, Poland*

## **CONSUMER ATTENTION AND PERCEPTION IN BOOK PUBLISHING ADS: INSIGHTS FROM AN EYE-TRACKING STUDY**

**Diana Elena DRĂGHICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai Ioan ROȘCA**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **ARTIFICIAL INTELLIGENCE ADOPTION AND SERVICE QUALITY. PERSPECTIVES FROM MARKETING MANAGERS**

**Nicolae Răzvan CIOBANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina Maria CIOCÎRLAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei Nicolae VASILE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Violeta RĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LEGAL IMPLICATIONS OF ARTIFICIAL INTELLIGENCE IN MARKETING: REGULATORY CHALLENGES AND POLICY DIRECTIONS**

**Teodora BREAZU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iuliana CETINĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CONSUMER BEHAVIOUR AS A MEDIATING FACTOR IN INTEGRATED MARKETING COMMUNICATION EFFECTIVENESS**

**Ariana-Mihaela STĂNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anca-Francisca CRUCERU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INVESTIGATING COGNITIVE BIASES IN ADVERTISING: AN EXPERIMENTAL STUDY ON WINE CAMPAIGN PERCEPTION**

**Denisa-Andreea PROFIR**

*Essity, Bucharest, Romania*



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**Mihaela CONSTANTINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iulian Andrei PAVEL**

*UiPath SRL, Bucharest, Romania*

**THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SPORTS  
MARKETING COMMUNICATION: INTEGRATING  
PRACTITIONER EVIDENCE  
AND CONTEMPORARY ACADEMIC RESEARCH**

**Iulian Andrei PAVEL**

*UiPath SRL, Bucharest, Romania*

**Mihaela CONSTANTINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Denisa-Andreea PROFIR**

*Essity, Bucharest, Romania*

**SUSTAINABLE CONSUMER BEHAVIOR IN THE DIGITAL AGE:  
THE INFLUENCE OF SOCIAL MEDIA NARRATIVES**

**Alexandru Robert MIHĂILĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**CONSUMER BEHAVIOR IN PERFORMING ARTS:  
THE CASE OF OPERA AUDIENCES**

**Oana VOICULEȚ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ARTIFICIAL INTELLIGENCE AS A MANAGEMENT  
INFORMATION SYSTEM  
FOR SERVICE MARKETING INNOVATION**

**Adrian-Mihai MIRICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **COGNITIVE, PSYCHOLOGICAL AND PSYCHOSOCIAL CHANGES IN CONSUMER BEHAVIOR IN THE DIGITAL ERA**

**Andra DĂNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE IMPACT OF SOCIAL MEDIA ON ONLINE PURCHASE DECISIONS: EMPIRICAL EVIDENCE FROM ROMANIAN CONSUMERS**

**Ștefan ANGHEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Antonia-Gabriela MALOȘ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandru Mihaiță ICHIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cosmin CARACAS**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE RISE OF AI IN DIGITAL MARKETING: PERSONALIZATION, ETHICAL CONCERNS AND REGULATORY DEVELOPMENTS**

**Teodora BREAZU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ARTIFICIAL INTELLIGENCE SOLUTIONS IN HOSPITALITY AND TOURISM BRANDS**

**Florinela-Letiția MURĂRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TO WHAT EXTENT WOULD AI TAKE OVER THE ROLES OF SPECIALISTS IN THE MARKETING INDUSTRY IN ROMANIA?**

**Florin Alexandru STAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**GLOBAL PLATFORMS, LOCAL VOTES: THE IMPACT  
OF ULTRA-SHORT POLITICAL VIDEOS ON ELECTORAL  
TURNOUT AND VOTING INTENTION**

**Alexandru NATSIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**CSR IN THE BANKING SECTOR: IMPLICATIONS  
FOR CUSTOMER PERCEPTION  
AND SUSTAINABLE DEVELOPMENT**

**Mihai JUGRAVU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan DUMITRASCONIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE ETHICS OF PRECISION: BALANCING ALGORITHMIC  
POWER AND CONSUMER AUTONOMY**

**Florina ATANASE (MURAR)**

*Bucharest University of Economic Studies, Bucharest, Romania*



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

### **Chairs:**

**Katarina VALASKOVA**

*University of Zilina, Zilina, Slovak Republic*

**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cezar-Petre SIMION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 10:00-17:30**

**Room: 0124, Ion N. Angelescu Building, Piața Romană No. 6**

### **WHEN CREATIVITY STOPS BEING ENOUGH: HUMAN ADVANTAGE IN AI INTENSIVE WORKPLACES**

**Ion POPA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Robert Eduard KRUGER**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adriana GIURGIU**

*University of Oradea, Oradea, Romania*

**Elisabeta Ilona MOLNAR**

*Partium Christian University, Oradea, Romania*

**George SECĂREANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **THE CONTRIBUTION OF EXTENDED REALITY TO INNOVATION IN TOURISM AND THE HOSPITALITY INDUSTRY**

**Elvira NICA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Danuta SZPILKO**

*Bialystok University of Technology, Bialystok, Poland*

## **OCCUPATIONAL STRESSORS IN PUBLIC HEALTHCARE SETTINGS**

**Ana-Mădălina BÎGU (POTCOVARU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana-Alexandra PÂRVU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria KOVACOVA**

*University of Zilina, Zilina, Slovak Republic*

## **WOMEN LEADERSHIP AND SUSTAINABLE BUSINESS PRACTICES: EVIDENCE FROM ROMANIAN SMEs**

**Cezar Petre SIMION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina MAZĂRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria Magdalena SIMION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Isabela MAXIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BARRIERS TO FEMALE LEADERSHIP IN THE GREEN ECONOMY: EVIDENCE FROM A SYSTEMATIC LITERATURE REVIEW**

**Cosmin DOBRIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adriana DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **DIGITAL TRANSFORMATION OF PUBLIC SERVICES THROUGH SOCIAL NETWORKS: PERSPECTIVES ON INFORMATION, COMMUNICATION AND CO-PRODUCTION**

**Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Joanna SZYDŁO**

*Bialystok University of Technology, Bialystok, Poland*

**Ivana NAČINOVIĆ BRAJE**

*University of Zagreb, Zagreb, Croatia*

**Mădălina Claudia BURDUF**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **AN ETHICAL APPROACH ONTO THE FORMS OF UNAPPROPRIATE CONDUCT IN PUBLIC AND PRIVATE UNIVERSITIES**

**Eva Rodica IVAN HAINTZ**

*University of Bucharest, Bucharest, Romania*

**Ștefan Dominic GEORGESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL GOVERNANCE AND INNOVATION IN PUBLIC BANKING: A COMPARATIVE ANALYSIS OF SOCIO-DIGITAL USABILITY AND INSTITUTIONAL TRUST IN TÜRKIYE AND ROMANIA**

**Muzaffer AYDEMİR**

*Altınbaş Üniversitesi, İstanbul, Türkiye*

**Mehmet LAÇIN**

*Şeyh Edebali Üniversitesi, Bilecik, Türkiye*

**Margareta Stela FLORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin BURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**SUSTAINABLE HUMAN RESOURCE MANAGEMENT:  
LINKING EMPLOYEE WELL-BEING  
AND ORGANIZATIONAL PERFORMANCE**

**Andreea GHEORGHITĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea ZAMFIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ARTIFICIAL INTELLIGENCE IN PUBLIC ADMINISTRATION:  
REDEFINING E-GOVERNMENT FOR A SUSTAINABLE  
AND RESILIENT FUTURE – A EUROPEAN PERSPECTIVE**

**Sorin BURLACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**RETHINKING THE PUBLIC MISSION OF UNIVERSITIES:  
PUBLIC VS. PRIVATE INSTITUTIONS**

**Dragoș BÎGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Diana GHINEA**

*The Research Center for the History and Circulation of  
Philosophical Ideas, Bucharest, Romania*

**DECISION AUGMENTATION AND ALGORITHMIC  
GOVERNANCE IN HIGH-STRESS ENVIRONMENTS:  
A COMPLEX ADAPTIVE SYSTEMS PERSPECTIVE ON  
MANAGERIAL RATIONALITY**

**Cristi-Daniel LĂȚEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan BĂRBULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **EVALUATING INCLUSION THROUGH QUALITY MANAGEMENT IN EDUCATION, HEALTHCARE, AND THE WORKPLACE**

**Ștefănuț-Iulian BUHUȘ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iolanda-Petronela GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicoleta CĂRUCERU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CORRUPTION AND THE QUALITY OF PUBLIC EDUCATION: EVIDENCE FROM BALKAN YOUTH SATISFACTION**

**Victor-Mihai ROMAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gina Cristina DIMIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL HEALTH SERVICES SOLUTIONS FOR MORE EFFECTIVE THERAPEUTIC MANAGEMENT**

**Moataz MOBASHER**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PRIVACY CHALLENGES IN THE DIGITAL TRANSFORMATION OF HEALTHCARE SERVICES**

**Moataz MOBASHER**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ARTIFICIAL INTELLIGENCE AND IT RECRUITMENT: EMERGING COMPETENCY REQUIREMENTS IN THE ROMANIAN LABOUR MARKET**

**Adelina Melania TUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **EXCELLENCE QUALITY MODELS AND HUMAN RESOURCE SUSTAINABILITY IN ROMANIAN PUBLIC INSTITUTIONS**

**Maria BOLBOCEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Paul COMAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL TRANSFORMATION IN ROMANIA'S PUBLIC SECTOR: CASE STUDIES, EMPLOYEE PERSPECTIVES, AND ORGANIZATIONAL CULTURE INFERENCES**

**Mircea-Alexandru LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE FUTURE OF ELITE MILITARY ORGANIZATIONS: A GLOBAL PERSPECTIVE ON MOTIVATION-BASED TALENT RETENTION MODELS**

**Alin-Alexandru GOROVEI**

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

## **THE IMPACT OF TAXPAYERS' VOLUNTARY BEHAVIOR ON THE ACHIEVEMENT OF PERFORMANCE INDICATORS**

**Tincuța VRABIE**

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

## **THEORETICAL AND PRACTICAL CONSIDERATIONS REGARDING EFFICIENCY MEASURES IN THE PUBLIC SECTOR, AS AN ADMINISTRATIVE REFORM**

**Tincuța VRABIE**

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



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**TRUSTED CROSS-BORDER DIGITAL SERVICE PROCUREMENT  
IN EUROPE: GOVERNANCE ARCHITECTURE  
AND OPERATIONAL WORKFLOWS  
OF THE DOME MARKETPLACE**

**Robert FLORESCU**

*BEIA Consult International, Bucharest, Romania*

**George SUCIU**

*BEIA Consult International, Bucharest, Romania*

**STRATEGIC MANAGEMENT  
IN MODERN BUSINESS ORGANIZATIONS**

**Jelena ČITAKOVIĆ**

*University of Economic Studies, Belgrade, Serbia*



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## **MINITRACK: BUSINESS AND TOURISM**

### **Chairs:**

**Mike IVANOF**

*University of the Fraser Valley, Abbotsford, Canada*

**Gabriela ȚIGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 12:00-17:00**

**Room: Virgil Madgearu, Piața Romană No. 6**

## **TOURISM AND INNER AREAS IN SARDINIA (ITALY): A QUANTITATIVE ASSESSMENT OF DESTINATION PROFILES AND TERRITORIAL PERIPHERALITY**

**Sonia MALVICA**

*University of Sassari, Sassari, Italy*

## **WORKFORCE, COMMUNITY ENGAGEMENT AND THE STRATEGIC ROLE OF DESTINATION MANAGEMENT ORGANIZATIONS IN RURAL TOURISM: A QUALITATIVE ANALYSIS**

**Gabriela ȚIGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihail-Ovidiu TĂNASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina-Lavinia ȚALĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**José Luis RUIZ REAL**

*University of Almería, Almería, Spain*

**Georgică GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **THE ROMANIAN WINE SECTOR: STRUCTURE, CONCENTRATION AND OPPORTUNITIES FOR WINE TOURISM DEVELOPMENT**

**Steliana MOCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana-Raluca LĂDARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Belén PAYÁN-SÁNCHEZ**

*University of Almería, Almería, Spain*

## **THE IMPACT OF TRAVEL INSURANCE ON PERCEIVED SAFETY AND PSYCHOLOGICAL COMFORT IN INTERNATIONAL TRAVEL**

**Alexandru SIMESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriela ȚIGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BUSINESS PILLARS OF EMERGING TECHNOLOGY ADOPTION AMONG GENERATION Z: EVIDENCE FROM A UTAUT-BASED STUDY**

**Diana-Maria PREDA (NAUM)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgică GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iuliana TUDOSE-POP**

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

**Luciana-Floriana POENARU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **BUSINESS RESILIENCE AND TECHNOLOGY ADOPTION IN COMMERCE DURING GEOPOLITICAL CRISES: A SYSTEMATIC LITERATURE REVIEW**

**Irina ALBĂSTROIU-NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca Mariana GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ARTIFICIAL INTELLIGENCE AS A DRIVER OF E-COMMERCE TRANSFORMATION: INSIGHTS FROM A ROMANIAN COMPANY**

**Kamran ALLAHVERDIYEV**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florina-Iulia FURTUNĂ (MAICAN)**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MAPPING TECHNOLOGY ADOPTION IN TOURISM: COVID-19 BIBLIOMETRIC INSIGHTS**

**Alina Maria VIERIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iulia DAUS (OGOREANU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrada-Jewel ISTANBOULY**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Fortuna ȘCHIOPU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana Mihaela PĂDUREAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



**SMART TOURISM ECOSYSTEMS: DIGITAL PLATFORMS,  
EXPERIENCE CO-CREATION AND DESTINATION  
COMPETITIVENESS**

**Dora-Maria CRAIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**RETHINKING CIRCULAR BUSINESS STRATEGIES:  
THE ROLE OF DIGITAL HUMAN CAPITAL AND RESOURCE  
PRODUCTIVITY IN EU MEMBER STATES**

**Daniela-Elena MOCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina PUIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**SOCIO-ECONOMIC TRANSFORMATIONS  
AND SUSTAINABLE DEVELOPMENT IN RURAL EUROPE:  
THE ROLE OF HERITAGE TRAILS**

**Ioana TĂTĂRCIUC**

*Ștefan cel Mare University of Suceava, Suceava, Romania*

**FACTORS AFFECTING DOMESTIC TOURISTS' POSITIVE  
WORD-OF-MOUTH INTENTION IN AN ECOTOURISM  
DESTINATION: THE CASE OF THE RU CHA MANGROVE  
FOREST AREA, HUE CITY, VIETNAM**

**Thao DO THI**

*Hue University, Hue, Vietnam*

**Thi Kieu Oanh TRAN**

*Hue University, Hue, Vietnam*

**FACTORS INFLUENCING THE DEVELOPMENT  
OF AGRICULTURAL TOURISM IN QUANG BINH PROVINCE,  
VIETNAM: A DEMAND-SIDE PERSPECTIVE**

**Thao DO THI**

*Hue University, Hue, Vietnam*



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**REFRAMING SUSTAINABLE COMMUNITY-BASED TOURISM:  
A COMPARATIVE INSTITUTIONAL FRAMEWORK WITH  
POLICY IMPLICATIONS FOR VIETNAM**

**Thanh Thanh HO**

*Hue University & Phu Xuan University, Hue, Vietnam*

**Khanh Hung DOAN**

*Hue University, Hue, Vietnam*

**INTEGRATING CULTURAL HERITAGE PRESERVATION  
AND LIVING STANDARD DEVELOPMENT THROUGH  
COMMUNITY-BASED TOURISM: THE CASE OF THE CO TU  
POPULATION IN HOA BAC, DA NANG**

**Thanh Thanh HO**

*Hue University & Phu Xuan University, Hue, Vietnam*

**Khanh Hung DOAN**

*Hue University, Hue, Vietnam*

**SUSTAINABLE TOURISM DEVELOPMENT  
IN THE CENTRAL ASIAN COUNTRIES WITHIN  
THE FRAMEWORK OF THE GREEN ECONOMY**

**Jahongir MASHOKIROV**

*International University of Tourism and Entrepreneurship  
of Tajikistan, Dushanbe, Tajikistan*



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

### **Chairs:**

**Ewa W. MARUSZEWSKA**

*University of Economics in Katowice, Katowice, Poland*

**Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sînziana-Maria RÎNDAȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 11:30-16:00**

**Room: 1017, Mihai Eminescu Building, Bd. Dacia No. 41**

### **ESG RATINGS AND FIRM FINANCIAL PERFORMANCE IN THE EUROPEAN TECHNOLOGY SECTOR: CORPORATE REPORTING IMPLICATIONS**

**Oana Cristina MATEESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sînziana-Maria RÎNDAȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana IGNAT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Liliana IONESCU-FELEAGĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ilias MAKRIS**

*University of the Peloponnese, Kalamata, Greece*

### **ESG WASHING AND FORENSIC ACCOUNTING: AN INVESTIGATIVE PERSPECTIVE ON SUSTAINABILITY REPORTING CREDIBILITY**

**Paula-Isabela RĂUȚĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Adriana Florina POPA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dragoș TĂNASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Liliana IONESCU-FELEAGĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anna VYSOTSKAYA**

*University of Surrey, Guildford, United Kingdom*

**AN EARLY WARNING SCORE FOR FINANCIAL DISTRESS  
IN THE ROMANIAN GAMBLING INDUSTRY:  
AN ECONOMIC-FINANCIAL ANALYSIS**

**Florin MIHAI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ofelia Ema ALECA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daniel-Marius IORDACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ștefan-Iulian ABABEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Leonidas KARAKIDIS**

*University of the Peloponnese, Kalamata, Greece*

**DIGITAL TECHNOLOGIES AND CIRCULAR ECONOMY  
PRACTICES IN SUSTAINABILITY ACCOUNTING:  
A SYSTEMATIC LITERATURE REVIEW**

**Adina-Theodora NECULA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marijana JOKSIMIVIC**

*Alfa BK University, Belgrade, Serbia*

**Bogdan-Ștefan IONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicolae-Răzvan FILIP**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **AUDITORS IN THE AI ERA: SKILLS, EVOLVING ROLES AND IMPLICATIONS FOR PROFESSIONAL BODIES**

**Elena Claudia BADEA (FLOREA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Larisa OLTEANU (BURCĂ)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mariana BUNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Biljana GRUJIĆ VUČKOVSKI**

*Tamiš Research and Development Institute, Pančevo, Serbia*

## **IS GENDER DIVERSITY A DRIVER FOR FINANCIAL PERFORMANCE? A CROSS-REGIONAL INVESTIGATION OF CORPORATE GOVERNANCE UNDER UNPRECEDENTED CHALLENGES**

**Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Mădălina BOJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Chirata CARAIANI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cornelia DASCĂLU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **NATIONAL CULTURE AS MODERATOR OF DEI CORPORATE GOVERNANCE PRACTICES AND SUSTAINABILITY REPORTING PERFORMANCE**

**Raluca-Andreea ACHIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Camelia Iuliana LUNGU**

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**REDEFINE THE ACCOUNTING PROFESSION USING  
ERP SYSTEMS AND ARTIFICIAL INTELLIGENCE  
IN ORGANIZATIONS: A GREENER AND SMARTER FUTURE**

**Laura-Eugenia-Lavinia BARNA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ion-Alin POPA**

*Hexcloud Consulting SRL, Bucharest, Romania*

**CORPORATE BOARD DIVERSITY AND FINANCIAL  
PERFORMANCE: EVIDENCE FROM PANEL DATA ANALYSIS**

**Constantin BISTRICEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ARTIFICIAL INTELLIGENCE IN ACCOUNTING AND FINANCE:  
A SYSTEMATIC LITERATURE REVIEW ON AUDIT  
TRANSFORMATION, FINANCIAL TRANSPARENCY  
AND ORGANISATIONAL PERFORMANCE**

**Maral DURDYEVA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**SUSTAINABILITY RISK GOVERNANCE: INSTITUTIONAL  
STRUCTURES, CORPORATE STRATEGIES  
AND FINANCIAL IMPLICATIONS**

**Karina-Teona FUCIGIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**THE ROLE AND RELEVANCE OF FORENSIC ACCOUNTING  
IN DETECTING AND PREVENTING FINANCIAL FRAUD**

**Erjola BARBULLUSHI**

*University of Shkodra "Luigj Gurakuqi", Shkodër, Albania*

**Ermira KALAJ**

*University of Shkodra "Luigj Gurakuqi", Shkodër, Albania*



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## **COMPARATIVE STUDY ON THE REGULATION AND ORGANIZATION OF INTERNAL PUBLIC AUDIT IN JORDAN AND ROMANIA**

**Mirela Melania COSMA**

*Valahia University, Târgoviște, Romania*

**Omar ALHATO**

*Valahia University, Târgoviște, Romania*

**Vladimir CRISTEA**

*Valahia University, Târgoviște, Romania*

**Silviu STOICA**

*Valahia University, Târgoviște, Romania*

**Victor MUNTEANU**

*Valahia University, Târgoviște, Romania*

## **FINANCIAL ACCOUNTING PRACTICES IN THE PRODUCTION CRAFTS SECTOR**

**Rachid EL BETTIOUI**

*Ibn Zohr University, Agadir, Morocco*

**Abdellatif AZIKI**

*Ibn Zohr University, Agadir, Morocco*



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*University of Warmia and Mazury in Olsztyn, Olsztyn, Poland*

**Yuriy BILAN**

*Rzeszów University of Technology, Rzeszów, Poland*

**19 June | Time 11:30 – 15:30**

**Room: 0116, Ion N. Angelescu Building, Piața Romană No. 6**

### **EMPIRICAL STUDY ON THE DETERMINANTS OF DIRECT TAXATION IN ROMANIA. PARTICULAR CASE: CORPORATE INCOME TAX**

**Ioana VĂDUVA-SIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Petre BREZEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **ECONOMIC RESILIENCE AND GOOD PUBLIC GOVERNANCE**

**Ioana Laura ȚIBULCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **ETHICAL AI IN FINANCIAL SERVICES: BALANCING INNOVATION AND REGULATORY COMPLIANCE**

**Alexandru Robert MIHĂILĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **BEHAVIORAL BIASES IN DIGITAL FINANCIAL SERVICES ADOPTION: IMPLICATIONS FOR FINANCIAL INCLUSION IN EMERGING MARKETS**

**Bogdan COSTACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian BĂLTĂREȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anastasia Cristiana DUMITRU**

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**Loredana Mariana PĂUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **GLOBAL TRENDS IN FINANCIAL DEVELOPMENT: FROM MONETARY ECONOMICS TO THE ENERGY-FINANCE NEXUS**

**Dan-Mihai DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL FINANCIAL INCLUSION AND BEHAVIORAL BIASES: EVIDENCE FROM EMERGING ECONOMIES**

**Marius-Bogdan PETRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vladimir Aurelian ENĂCHESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florina ATANASE (MURAR)**

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## **GREEN FINANCE AND INVESTMENT BEHAVIOR: THE ROLE OF ESG DISCLOSURE IN CAPITAL ALLOCATION**

**Marius-Bogdan PETRE**

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*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena Casandra CEAUȘESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea BACIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A HYBRID AI FRAMEWORK FOR PERSONALIZED FINANCIAL EDUCATION: INTEGRATING DEEP KNOWLEDGE TRACING AND LARGE LANGUAGE MODELS**

**Andrei Răzvan SIMINICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE DIGITAL GREEN NEXUS: EVALUATING THE IMPACT OF CENTRAL BANK DIGITAL CURRENCIES ON GREEN FINANCE MOBILIZATION IN EMERGING ECONOMIES**

**Mortaza AMIRI**

*Central University of Haryana, Haryana, India*

## **ASSESSING THE SUSTAINABILITY OF SUB-NATIONAL PUBLIC DEBT IN EMERGING ECONOMIES: A CASE STUDY OF FISCAL RESILIENCE IN NORTHERN INDIA (2015–2025)**

**Akhilesh MEENA**

*Central University of Haryana, Haryana, India*

## **FINTECH AND DIGITAL FINANCE ACCESS AS CATALYSTS FOR ENTREPRENEURIAL INTENTIONS: EVIDENCE FROM BUSINESS STUDENTS IN PAKISTAN**

**Khurram MUSHTAQ**

*International Islamic University Islamabad, Islamabad, Pakistan*



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

### **Chairs:**

**Antonio ABATEMARCO**

*University of Salerno, Salerno, Italy*

**Adriana AnaMaria DAVIDESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 9:00-13:00**

**Room: B505, Piața Romană No. 7 Building**

## **TRENDS IN THE CONCEPTUAL GENESIS OF ECONOMIC RESEARCH: EVIDENCE FROM HIGH-IMPACT KEYWORDS IN WEB OF SCIENCE (1995–2024)**

**Adriana GRIGORESCU**

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

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristina LINCARU**

*National Scientific Research Institute for Labour and Social  
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**Da HUO**

*Central University of Finance and Economics, Beijing, China*

**Camelia Speranța PIRCIOG**

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



## **INSTITUTIONAL BARRIERS TO SUSTAINABILITY: THE IMPACT OF INFORMALITY ON ENVIRONMENTAL, SOCIAL AND GOVERNANCE SCORES IN EUROPE**

**Adriana AnaMaria DAVIDESCU**

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*Bucharest University of Economic Studies, Bucharest, Romania*

## **PERCEIVED EDUCATIONAL VALUE OF GENERATIVE AI IN HIGHER EDUCATION AMONG STUDENTS: THE INFLUENCE OF CAPABILITIES, ETHICAL CONCERNS, SATISFACTION AND ATTITUDE**

**Sînziana-Maria RÎNDAȘU**

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**Oana-Cristina MATEESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan-Ștefan IONESCU**

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**Ilias MAKRIS**

*University of the Peloponnese, Kalamata, Greece*

## **MEASURING INFORMALITY THROUGH ORIGINAL SURVEY DATA: DESIGN, COLLECTION AND RESEARCH POTENTIAL**

**Zouhair ENNAOUMI**

*University of Salerno, Salerno, Italy*



## **FROM CRISIS TO RECOVERY: HAS SECTORAL EARNINGS MANAGEMENT CHANGED AFTER COVID-19?**

**Dominika GAJDOSIKOVA**

*University of Zilina, Zilina, Slovak Republic*

**Katarina VALASKOVA**

*University of Zilina, Zilina, Slovak Republic*

## **UNVEILING CYBERCRIME PATTERNS IN SMEs - INSIGHTS FROM FLASH EUROBAROMETER 496**

**Monica Mihaela MAER MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eliza Olivia ENNO**

*Mitsui Bussan Secure Directions Co., Tokyo, Japan*

**Teodora-Cătălina DUMITRA**

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

**Andreea-Monica MUNTEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INFORMALITY AND SOCIAL DEVELOPMENT: EVIDENCE FROM A DYNAMIC PANEL VAR FRAMEWORK**

**Vasile Alecsandru STRAT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Mihai MANTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Tamara Maria NAE**

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## **MULTI-CRITERIA ANALYSIS FOR MEASURING NETWORK RESILIENCE**

**Ștefan TOMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anamaria ALDEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABLE ENERGY TRANSITION – BETWEEN CHALLENGES, CONSTRAINTS AND NATIONAL ENERGY SECURITY: ROMANIA IN THE EUROPEAN CONTEXT**

**Ana-Maria MARCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan VASILE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A SIMULATION EXERCISE TO DEMONSTRATE THE APPLICATION OF CLASSICAL ECONOMETRICS AND MACHINE LEARNING IN FIRM'S FINANCIAL PERFORMANCE MODELLING: A SYNTHETIC DATA ANALYSIS ON ESG, MARKET CAPITALIZATION AND ENVIRONMENTAL TRANSPARENCY**

**Narinder KUMAR**

*RV University, Bengaluru, India*

**Anusuya BISWAS**

*Alliance University, Bengaluru, India*

**Amit KUMAR**

*Postgraduate Institute of Medical Education and Research,  
Chandigarh, India*

**Andreea MARIN-PANTELESCU**

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**MULTIDIMENSIONAL DETERMINANTS  
OF SCHOOL ATTENDANCE IN MEXICO:  
AN APPLIED ECONOMETRIC ANALYSIS**

**Jesus Alexis SANCHEZ MORENO**

*Benemérita Universidad Autónoma de Puebla, Puebla, Mexico*

**UNDERSTANDING THE INFORMAL ECONOMY THROUGH  
TOPIC MODELLING: EVIDENCE FROM INTERNATIONAL  
INSTITUTIONAL REPORTS**

**Zouhair ENNAOUMI**

*University of Salerno, Salerno, Italy*



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

### **Chairs:**

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*Polytechnic University of Porto, Porto, Portugal*

**Enrico PRINZ**

*EM Strasbourg Business School, Strasbourg, France*

**Mihail BUȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 14:30-18:00**

**Room: 0104, Ion N. Angelescu Building, Piața Romană No. 6**

### **WHAT MAKES PUBLIC DEBT SUSTAINABLE? EVIDENCE FROM A 21-YEAR PANEL OF EU MEMBER STATES AND ITS IMPLICATIONS ON THE BUSINESS ENVIRONMENT**

**Mihail BUȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

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**Gabriel STAIKU**

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## **GLOBAL PATHWAYS FOR SME INTERNATIONALISATION IN EMERGING ECONOMIES: A FUTURE-ORIENTED PERSPECTIVE ON INNOVATION, CERTIFICATION AND CORRUPTION**

**Moses MMADUBUKO**

*Aston University, Birmingham, United Kingdom*

## **THE FORGOTTEN STANDARDS: TRANSLATING 20<sup>TH</sup>-CENTURY INDUSTRIAL HEMP METHODOLOGIES FOR MODERN CONSTRUCTION**

**Anișoara MIRCEA (NEIS)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adrian TANȚĂU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PROMOTIONAL PRICE PRESENTATION AND PRICE IMAGE IN ECOMMERCE: A SYSTEMATIC LITERATURE REVIEW**

**Costin CIORA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina-Daniela CISMAȘU**

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**Elena IONAȘCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MAPPING INTERGENERATIONAL DYNAMICS IN THE GREEN TRANSITION: A BIBLIOMETRIC ANALYSIS**

**Ana-Maria TORJESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Simona-Irina GOIA (AGOSTON)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Thi Minh Phuong TONG**

*VNU University of Economics and Business, Hanoi, Vietnam*

**Minh LE QUANG**

*VNU University of Economics and Business, Hanoi, Vietnam*



## **AI-AUGMENTED CORPORATE GOVERNANCE IN EMERGING MARKETS: ENHANCING DECISION-MAKING AND ORGANIZATIONAL PERFORMANCE**

**Anamaria-Cristina ILIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LARGE LANGUAGE MODELS AS DIGITAL TRUST INTERMEDIARIES: A QUALITATIVE STUDY OF POLITICAL ASYMMETRY**

**George-Cristinel ROTARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BRIDGING THE GAP: A DUAL-PERSPECTIVE ANALYSIS OF LEADERSHIP COMPETENCIES**

**Ioana-Elena BOTESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ENTREPRENEURIAL AND SOCIO-BEHAVIOURAL DYNAMICS OF ENERGY STOCKS: A BUSINESS ADMINISTRATION PERSPECTIVE ON THE BUCHAREST STOCK EXCHANGE**

**Bogdan-Petru VRÎNCEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana IOAN**

*University of Bucharest, Bucharest, Romania*

**Alina-Oana CHIVA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai VRISCU**

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## **EMPLOYEE PERCEPTIONS OF ORGANIZATIONAL READINESS FOR ARTIFICIAL INTELLIGENCE ADOPTION: A COMPARATIVE STUDY OF MULTINATIONALS AND SMEs IN ROMANIA**

**Andreea Lavinia ŞELARU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **LEADERSHIP AND ORGANIZATIONAL CHANGE IN THE AGE OF ARTIFICIAL INTELLIGENCE**

**Marian NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei TÎRNOVANU**

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**Maria DUCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriela STAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LEADERSHIP AND INNOVATION: DRIVING ORGANIZATIONAL SUCCESS**

**Elena CEAUȘESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Diana GEORGESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mircea OBREJA**

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**Mircea ZAHARCU**

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**Jacqueline MUJAYA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ELECTRIC MOBILITY AND BUSINESS: ADOPTION TRENDS AND CHARGING INFRASTRUCTURE DEPLOYMENT IN CENTRAL AND EASTERN EUROPE**

**Andreea-Dana DEJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra ARGATU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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**THE RELATIONSHIP BETWEEN DIGITAL BUSINESS  
AND PROSPERITY IN EUROPEAN UNION: A BIBLIOMETRIC  
ANALYSIS AND SYSTEMATIC LITERATURE REVIEW**

**Marian OANCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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

**Chairs:**

**Adriana DÂRDALĂ**

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**Simona Andreea APOSTU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iza GIGAURI**

*The University of Georgia, Tbilisi, Georgia*

**19 June | Time 09:00-13:00**

**Room: 0129, Ion N. Angelescu Building, Piața Romană No. 6**

### **MATHEMATICAL MODELING OF ECONOMIC GROWTH UNDER TECHNOLOGICAL DISRUPTION**

**Monica-Ioana VULPE**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **AN ECONOMETRIC ANALYSIS OF THE FACTORS INFLUENCING INTERNET ADOPTION**

**IN THE EUROPEAN UNION**

**Andreea-Oana ENACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

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## **A HYBRID KNOWLEDGE GRAPH AND VECTOR RETRIEVAL ARCHITECTURE FOR LLM-AUGMENTED IT INCIDENT INTELLIGENCE**

**Alexandru Lucian VÎLCEA**

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## **FROM NOISE TO SIGNAL: LEARNING PATTERNS IN CRYPTOCURRENCY FINANCIAL TIME SERIES**

**Alexandra-Cristina-Daniela CIUVERCA**

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**Simona-Vasilica OPREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL INEQUALITY AND HAPPINESS: A CROSS-COUNTRY CLUSTERING APPROACH**

**Andreea-Oana NEAGU-CERNAT**

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## **ARTIFICIAL INTELLIGENCE ADOPTION IN PRE-UNIVERSITY EDUCATION: A STATISTICAL ANALYSIS OF ADOPTION TRENDS AMONG ROMANIAN TEACHERS**

**Diana-Elena CHIVU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MULTI-SOFTWARE COMPUTATIONAL ANALYSIS OF ONLINE AUCTION MARKETS: STATISTICAL METHODS FOR BIDDING BEHAVIOR AND PRICE FORMATION PATTERNS**

**Elena LUPU**

*Bucharest University of Economic Studies, Bucharest, Romania*



**SYNERGY BETWEEN BLOCKCHAIN AND ARTIFICIAL  
INTELLIGENCE: A CONCEPTUAL FRAMEWORK  
FOR OPTIMISING FISCAL PROCESSES IN A DIGITAL ERA**

**Cristina Yang VASILESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Armand-Theodor SANDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**AN EXPLORATORY SOCIAL-SENSING FRAMEWORK TOWARD  
DIGITAL TWINS OF COLLECTIVE PERCEPTION: EVIDENCE  
FROM REDDIT DISCUSSIONS OF GLOBAL EVENTS**

**Andreea-Maria MILITARU-CIOROIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**TOWARDS DIGITAL TWIN-ENHANCED EDUCATION:  
DIDACTIC METHODS FOR INTERACTIVE  
AND DATA-DRIVEN LEARNING**

**Monalisa-Andreea GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**PROMPT ENGINEERING PATTERNS FOR REDUCING  
SECURITY VULNERABILITIES IN LLM-GENERATED CODE**

**Constantin-Eduard TURCU**

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

**DIGITAL TWINS AND REAL-TIME OPTIMIZATION:  
MITIGATING SUPPLY CHAIN DISRUPTIONS  
VIA ARTIFICIAL INTELLIGENCE**

**Dumitru-Cătălin VASILE**

*The National University of Political Studies and Public  
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**TOWARDS TRUSTWORTHY CLINICAL DECISION SUPPORT  
SYSTEMS: A SYSTEMATIC REVIEW OF DATABASE  
ARCHITECTURE MECHANISMS FOR AUDITABILITY  
AND REPLICABILITY**

**Iulian-Ionuț CIOBANU**

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

**AI-BASED KNOWLEDGE MANAGEMENT USING OPEN-  
SOURCE LLMs**

**Ümit YILDIRIM**

*Çukurova University, Adana, Türkiye*

**Sakhi Mohammad HAMIDY**

*Istanbul Arel University, Istanbul, Türkiye*



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

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*Bucharest University of Economic Studies, Bucharest, Romania*

**Sorin NASTASIA**

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

**19 June | Time 10:00-16:00**

**Room: 0219, Ion N. Angelescu Building, Piața Romană No. 6**

### **CONSUMER BEHAVIOR IN THE COUNTERFEIT FASHION MARKET: AN EMPIRICAL ANALYSIS**

**Liana BADEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cezara Georgiana RADU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Silvia Elena IACOB**

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## **DIGITALIZATION AS A PILLAR OF THE RECONFIGURATION OF ENERGY SYSTEMS: ANALYSIS OF THE IMPACT OF SMART TECHNOLOGIES ON ECONOMIC EFFICIENCY AND SUSTAINABILITY**

**Mihaela-Roberta STANEF-PUICĂ**

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**Alexandru Dumitru BODISLAV**

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**Alina CREȚU**

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**Alexandra CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **GEOPOLITICS OF THE GREEN TRANSITION AND NEW STRATEGIC DEPENDENCIES: ECONOMIC RISK ANALYSIS IN CRITICAL MATERIALS SUPPLY CHAINS**

**Nicolae MOROIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Monica DUDIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Diana HRISTACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maxim CETULEAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EVALUATING THE MULTI-FACED IMPACT OF DIGITALISATION ON ECONOMIC GROWTH USING A GREY RELATIONAL ANALYSIS MODEL**

**Georgiana Alina CRIȘAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina Ecaterina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **DIGITAL COMMUNICATION STRATEGIES IN CRISIS MANAGEMENT: ORGANIZATIONAL RESILIENCE AND REPUTATION**

**Ionuț Laurențiu PETRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Monica-Ioana VULPE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ONLINE INFORMATION IN THE AGE OF ARTIFICIAL INTELLIGENCE: EFFECTS ON USER BEHAVIOUR**

**Cezara-Georgiana RADU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Wiktor WALCZAK**

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

## **CROSS-CULTURAL COMMUNICATION IN GLOBAL VIRTUAL TEAMS CHALLENGES AND ADAPTIVE STRATEGIES**

**Dora-Maria CRAIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristi-Daniel LĂȚEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BRIDGING MINDS ACROSS MILES: ADVANCING INCLUSION AND SAFETY THROUGH EDUCATION AND DIGITALIZATION**

**Ionuț PREDOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioan-Valentin BUDIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **RESHAPING THE EUROPEAN UNION'S BUDGETARY PRIORITIES IN THE FACE OF RECENT CRISES**

**Irene-Ioana DRĂGHICI**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **BEYOND CONNECTIVITY: THE DIGITALIZATION PARADOX IN SHAPING ECONOMIC CONFIDENCE.**

**Ioan-Valentin BUDIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ionuț PREDOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ARTIFICIAL INTELLIGENCE AND THE TRANSFORMATION OF DIGITAL SKILLS IN ROMANIA'S TERTIARY SECTOR: A COMPARATIVE PERSPECTIVE WITH THE EUROPEAN UNION**

**Edi Cristian DUMITRA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Iulia Constanța PETRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra-Paula PUIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Milian NEGUȚOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BRIDGING GROWTH AND INCLUSION: THE STRATEGIC ROLE OF EUROPEAN FUNDS AND ECONOMIC CORRIDORS IN REGIONAL DEVELOPMENT**

**Robert Stefan URICARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Rareș Mihai NIȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Beatrice Mihaela POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florentina PASCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **CONTINUOUS EDUCATION AS A DETERMINANT OF ECONOMIC COMPETITIVENESS: AN ECONOMETRIC ANALYSIS OF THE EFFECTS OF UPSKILLING ON HUMAN CAPITAL**

**Alexandra CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra-Ioana MURARIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Corina-Daniela MIHAI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HUMAN CAPITAL IN THE EUROPEAN DIGITAL ECOSYSTEM: INSTITUTIONAL INNOVATION, CYBERSECURITY, CAPITAL MARKETS AND CONSUMER BEHAVIOR**

**Alexandra-Ioana MURARIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eliza-Nicoleta NEGOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alin-Ioan CREȚU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriel-Cristian DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **AI-DRIVEN CAMPUS-TO-CAREER PATHWAYS: THE EVOLVING ROLE OF UNIVERSITY-INDUSTRY COLLABORATION**

**Abbiha WAQAR**

*Tokat Gaziosmanpasa University, Tokat, Türkiye*

**Andreea Claudia ȘERBAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Muhammad Nauman JAMAL**

*Kaunas University of Technology, Kaunas, Lithuania*



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**Zahra WAQAR**

*Klaipeda University, Klaipeda, Lithuania*

**Ahsan ARSHAD**

*Lahore School of Economics, Lahore, Pakistan*

**BRIDGING THE TRANSPARENCY DEFICIT: HOW DANISH  
COMPANIES COMMUNICATE ALGORITHMIC INTEGRATION  
TO PRESERVE MARKET TRUST**

**Raluca TĂMAȘ-DASCĂLU**

*University of Bucharest, Bucharest, Romania*

**MEASURING THE ECONOMIC AND OPERATIONAL  
EFFECTIVENESS OF AN R&D LABORATORY FOR ADDITIVE  
MANUFACTURING: AN ENGINEERING ECONOMICS  
AND DATA-DRIVEN DECISION SUPPORT APPROACH**

**Hayat SARI**

*Tarsus University, Mersin, Türkiye*

**Adem ERİK**

*Tarsus University, Mersin, Türkiye*

**Halil TUTAR**

*SASA Polyester Industry Inc., Adana, Türkiye*

**DIGITAL ECONOMY TRANSFORMATION IN AZERBAIJAN:  
GLOBAL PERSPECTIVES AND FUTURE IMPLICATIONS**

**Shafag ABDULLAYEVA**

*Azerbaijan University of Languages, Baku, Azerbaijan*



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

### **Chairs:**

**Eva MILITARU**

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

**Denisa M. SOLOGON**

*Luxembourg Institute of Socio-Economic Research, Luxembourg*

**19 June | Time 14:00-20:00**

**Room: B505, Piața Romană No. 7 Building**

## **THE QUALITY OF STRUCTURAL LABOUR REALLOCATION IN ROMANIA: DIGITAL TRANSFORMATION, SKILLS AND SUSTAINABLE PRODUCTIVITY**

**Cristina LINCARU**

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

**Adriana GRIGORESCU**

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

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Yanbing MAO**

*Shanghai University, Shanghai, China*

## **DELAYED LABOUR ADJUSTMENT TO STRUCTURAL CHANGE: EVIDENCE FROM SECTORAL AND EMPLOYMENT REALLOCATION DYNAMICS**

**Camelia Speranța PIRCIOG**

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



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**Cristina LINCARU**

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**Narcis COPCĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luis Miguel FONSECA**

*Instituto Superior de Engenharia do Porto, Porto, Portugal*

## **PERSPECTIVES ON THE EDUCATION OF ROMA WOMEN IN ROMANIA: A CENSUS-BASED ANALYSIS**

**Andreea MIRICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Tudorel ANDREI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ionela-Roxana PETCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Liliana Elena PINTILIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Irina-Elena STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL TRANSFORMATION, SKILLS AND INFORMAL EMPLOYMENT: EVIDENCE FROM REGIONAL DATA IN CENTRAL AND EASTERN EUROPE**

**Maria-Bianca BOLBOAȘĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marina-Diana AGAFIȚEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adriana AnaMaria DAVIDESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **ROMANIAN MARITIME WORKFORCE ABROAD: A STRATEGIC ASSET FOR THE NATIONAL ECONOMY**

**Bogdan Florian SOCOLIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andrei Alexandru SUCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina Ecaterina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Doru Alexandru PLEȘEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florin NICOLAE**

*Mircea cel Bătrân Naval Academy, Constanța, Romania*

## **DIGITAL RECRUITMENT PLATFORMS AND WORKFORCE ALLOCATION: EVIDENCE FROM A CROSS-BORDER REDEPLOYMENT CASE IN INDUSTRIAL AND MARITIME SECTORS**

**Andrei Alexandru SUCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan Florian SOCOLIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mădălina Ecaterina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ECONOMIC SHOCKS, THE MOTHERHOOD PENALTY, AND THE RISE OF FEMALE PRECARIETY IN EUROPE**

**Andrea-Denisa TRĂȘCAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristina-Rodica BOBOC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gianina-Maria PETRAȘCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **INTERGENERATIONAL TRANSMISSION OF (DIS)ADVANTAGES ON LABOUR MARKET AMONG GEN Z VS. MILLENNIALS IN EASTERN EUROPEAN COUNTRIES: A TWO-STAGE INSTRUMENTAL VARIABLE PROBIT APPROACH**

**Silvana CRIVOI**

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

**Mădălina Ecaterina POPESCU**

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

**Larisa STĂNILĂ**

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

## **DIGITAL SKILLS FOR THE AI AGE: UNDERSTANDING DEMAND AND EMERGING TRENDS**

**Anamaria NĂSTASĂ**

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

**Monica Mihaela MAER MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea-Monica MUNTEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Teodora-Cătălina DUMITRA**

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

## **THE TRANSFORMATION OF LABOUR MARKETS IN THE AGE OF AUTOMATION: A SKILL POLARIZATION ANALYSIS**

**Loredana Mariana PĂUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan BĂRBULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **LEADERSHIP, ORGANIZATIONAL CLIMATE, AND ECONOMIC PERFORMANCE: A MULTI-LEVEL ANALYSIS ACROSS CORPORATE AND HIGHER EDUCATION CONTEXTS**

**Anastasia Cristiana DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan COSTACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea GHEORGHITĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INSTITUTIONALIZATION OR INTEGRATION? LIMITED PROGRESS IN DISABILITY SERVICES IN ROMANIA**

**Iolanda-Petronela GROSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristina STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea MARIN-PANTELESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan-Cosmin PETCA**

*"Carol Davila" University of Medicine and Pharmacy, Bucharest,  
Romania*

## **INDIVIDUAL AND CONTEXTUAL PATTERNS SHAPING PERCEIVED DIGITALISATION**

**Maria Denisa VASILESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Larisa STĂNILĂ**

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



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## **BUDGETARY EFFICIENCY AND LABOUR COST OPTIMIZATION IN PUBLIC ORGANIZATIONS: FISCAL SUSTAINABILITY IMPLICATIONS FOR PUBLIC FINANCIAL MANAGEMENT**

**Teodora LALA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vlad Valentin VÎRJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF LIFELONG LEARNING IN ADAPTING TO A RAPIDLY CHANGING LABOUR MARKET**

**Nicoleta-Ştefania DRĂGAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HOW INSTITUTIONAL QUALITY SHAPES SOCIO-ECONOMIC CONDITIONS IN EUROPE**

**Teodora-Cătălina DUMITRA**

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

## **TIMING AND CONCENTRATION OF STRUCTURAL FLEXIBILITY IN THE GREEN-DIGITAL TRANSITION: EVIDENCE FROM ROMANIA AND THE EU-27**

**Gabriela TUDOSE**

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

**Daniela PAŞNICU**

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



## **MEASURING LABOUR MARKET RESILIENCE IN THE EU-27: A COMPOSITE INDEX APPROACH (2005-2022)**

**Alexandru-Costel MANOLEA**

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

**Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ**

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

## **FROM SCHOOL TO WORK: SKILL UTILIZATION AND MISMATCH IN COMPETITIVE SECTORS**

**Cristina MOCANU**

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

## **BEYOND GENDER STEREOTYPES: HOW GENDER SHAPES THE RISK FACTORS FOR EXPERIENCING HARASSMENT AND MOBBING AT THE WORKPLACE**

**Cristina MOCANU**

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

**Raluca MOLEA**

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

## **FROM RECOVERY TO MATURITY: MAPPING THE DIGITAL LABOUR MARKET IN THE EUROPEAN UNION**

**Ana-Maria SORA**

*Genpact Romania, Bucharest, Romania*

**Mădălina Ecaterina POPESCU**

*National Scientific Research Institute for Labour and Social  
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**THE ALGORITHMIC SOCIAL CONTRACT:  
DIGITAL TRANSFORMATION AND THE RE-BRANDING  
OF THE NORDIC WELFARE IDENTITY  
IN FINLAND AND DENMARK**

**Raluca TĂMAȘ-DASCĂLU**

*University of Bucharest, Bucharest, Romania*

**EXPANSION OF EDUCATION AND SKILL MISMATCH  
IN THE LABOUR MARKET**

**Ana-Maria ZAMFIR**

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

**Anamaria Beatrice ALDEA**

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



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## **MINITRACK: SUSTAINABILITY, STRATEGY AND ENGAGEMENT**

### **Chairs:**

**Magdalena IORDACHE-PLATIS**

*University of Bucharest, Bucharest, Romania*

**Dumitru MIRON**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mike IVANOF**

*University of the Fraser Valley, Abbotsford, Canada*

**19 June | Time 09:00-11:00**

**Room: 0116, Ion N. Angelescu Building, Piața Romană No. 6**

## **INTERSECTIONAL PEDAGOGY: REDEFINING SUSTAINABLE EDUCATION THROUGH THE PRISM OF SOCIAL JUSTICE**

**Tabita Nicoleta ALEXANDRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INSTITUTIONAL ACTORS' ATTITUDES TOWARD THE DIGITAL TRANSFORMATION OF UNIVERSITY EDUCATIONAL POLICIES**

**Alexandru-George ANDREI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andra-Nicoleta MECU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **URBAN SUSTAINABILITY AND SMART CITIES: INTEGRATING TECHNOLOGY AND CITIZEN PARTICIPATION**

**Monica-Ioana VULPE**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **CLUSTERING UNIVERSITIES BASED ON SUSTAINABILITY PERFORMANCE: A DATA-DRIVEN ANALYSIS OF UI GREEN METRICS RANKINGS**

**Adem ERIK**

*Tarsus University, Mersin, Türkiye*

**Hilal KARAMANCIOGLU**

*Tarsus University, Mersin, Türkiye*

**Zeliha SEZER ERGİN**

*Tarsus University, Mersin, Türkiye*

## **FROM RESILIENCE TO ANTIFRAGILITY: RETHINKING THE ROLE OF HIGHER EDUCATION INSTITUTIONS IN SUSTAINABLE COMMUNITY DEVELOPMENT**

**Ioana TĂȚĂRCIUC**

*Ștefan cel Mare University of Suceava, Suceava, Romania*

## **SUSTAINABILITY STRATEGY, STAKEHOLDER AND PERSONAL ENGAGEMENT: DRIVERS OF LONG-TERM VALUE CREATION**

**Maria-Cristina EREMIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE GREEN CHEMISTRY OASIS: A STRATEGIC MODEL FOR SOVEREIGN INDUSTRIAL INTEGRATION AND SUSTAINABLE ADVANCED MATERIALS IN THE ALGERIAN SAHARA**

**Ayat Arrahman Khadija LABIDI**

*The School of Higher Commercial Studies, Tipaza, Algeria*



## WORKSHOP FOR YOUNG RESEARCHERS

### Chairs:

**Marius CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Donatella PRIVITERA**

*University of Catania, Catania, Italy*

**Elena-Mădălina DEACONU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 16:30-17:30**

**Room: 3009, Paul Bran Building, Mihail Moxa No. 5-7**

### **WHEN ALGORITHMS TRAVEL: A LITERATURE REVIEW ON ALGORITHMIC BIAS, CULTURAL ENACTMENT AND FAIRNESS-BY DESIGN IN AI-ENABLED ERP/CRM SYSTEMS OF MULTINATIONAL ENTERPRISES**

**Carolin ROETHEMEIER**

*Technical University of Munich, Munich, Germany*

**Holger WITTGES**

*Technical University of Munich, Munich, Germany*

### **THE INTELLECTUAL EVOLUTION OF THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND TEAM PERFORMANCE: A BIBLIOMETRIC ANALYSIS**

**Florina-Raluca VOITEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **SHOULD I HELP OR SHOULD I GO? IS VOLUNTEERING LINKED WITH THE MIGRATION INTENTION OF SOUTH-EAST EUROPEAN YOUTH?**

**Sergiu URSA**

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



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**TECHNOLOGICAL INNOVATION IN STRENGTH TRAINING:  
EVALUATING THE ROLE OF DIGITAL VARIABLE RESISTANCE  
IN HYPERTROPHY OUTCOMES**

**Cristian BĂLTĂREȚU**

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

**Virgil TUDOR**

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

**Adrian IACOBINI**

*Bucharest University of Economic Studies, Bucharest, Romania*



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

### **Chairs:**

**Atanas DIMITROV**

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

**Carmen Lenuța TRICĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**19 June | Time 10:00-15:00**

**Room: B504, Piața Romană No. 7 Building**

## **STAKEHOLDER MAPPING TO PROMOTE ENGAGEMENT AND COOPERATION FOR SUSTAINABLE TRANSFORMATION IN THE DANUBE REGION**

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicolae ISTUDOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Monika MANOLOVA**

*Bulgarian-Romanian Chamber of Commerce, Ruse, Bulgaria*

**Vladimir PETKOV**

*Bulgarian-Romanian Chamber of Commerce, Ruse, Bulgaria*

## **ORGANIZATIONAL ENGAGEMENT WITH THE SUSTAINABLE DEVELOPMENT GOALS (SDGS): THEORETICAL PERSPECTIVES AND EMPIRICAL INSIGHTS IN A PUBLIC SECTOR CONTEXT**

**Jan COOLS**

*University of Antwerp, Antwerp, Belgium*

**Inge WILLEMS**

*University of Antwerp, Antwerp, Belgium*



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**EDUCATION FOR SUSTAINABILITY BETWEEN PEDAGOGY  
AND LAW: EDUCATIONAL MODELS, EFFECTIVE PRACTICES  
AND REGULATORY FRAMEWORKS  
IN A COMPARATIVE PERSPECTIVE**

**Mario D'AVINO**

*Mercatorum University, Rome, Italy*

**ACHIEVING FOOD SECURITY AMID RISING ARMED  
CONFLICTS: A CHALLENGE EXTENDING BEYOND 2030**

**Atanas DIMITROV**

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

**UNIVERSITY COOPERATION FOR NET ZERO ON CAMPUS:  
CHALLENGES AND OPPORTUNITIES**

**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca LĂDARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Laurențiu Ionuț PETRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Steliana MOCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**STAKEHOLDER INVOLVEMENT FOR NET ZERO APPROACH  
IN UNIVERSITY**

**Daria BRĂDEAN**

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**Elena PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca ION**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan PANCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **HYBRID WIND-PHOTOVOLTAIC SYSTEM WITH ENERGY STORAGE FOR DECARBONIZING HEATING IN UNIVERSITY BUILDINGS**

**Mihaela-Andreea TROHIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Ioana Cristina STAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Giulia DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PLATFORM FOR MONITORING CO2 EMISSIONS IN UNIVERSITY CAMPUSES-GREEN TOKEN TRADING SYSTEM**

**David-Gabriel MOLNAR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian ANDREI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maria-Amalia CARAMANGIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Paula BRÎNDUȘI**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABLE RENEWABLE INVESTMENTS APP**

**Marius-Andrei DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Lorena-Gabriela GHIGOARTĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ștefania Alexandra OLĂNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandru-Gabriel DRAGNE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BIOGAS: AN ELEMENT OF ACCELERATED DECARBONIZATION AND THE POPULATION'S PERCEPTION OF IT AS A TRANSITIONAL ELEMENT**

**Gabriela Camelia BUCUR**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **CLIMATE CHANGE RESEARCH DYNAMICS AND EMERGING TRENDS. A BIBLIOMETRIC ANALYSIS**

**Manuela Georgiana CIOACĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Raluca-Ioana STĂNCIULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cosmin-Dănuț VEZETEU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INTEGRATED COMMUNICATION CAMPAIGN FOR AGRIFOOD PRODUCTS**

**Daria-Maria OROȘANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ANALYSIS OF THE ECOLOGICAL RESTORATION POTENTIAL IN THE BUCHAREST METROPOLITAN AREA**

**Iustina-Giorgia NICOLAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Valentin-Ionuț CANGE**

*Bucharest University of Economic Studies, Bucharest, Romania*



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## **WORKSHOP: MEETING THE EDITORS AND BUILDING A PUBLICATION PROFILE**

### **Editors:**

**Vahid J. SADEGHI**

*Aston University, Birmingham, UK*

**Mike MOLESWORTH**

*University of Birmingham, Birmingham, UK*

**Ewa W. MARUSZEWSKA**

*University of Economics in Katowice, Katowice, Poland*

**Jonel SUBIĆ**

*Institute of Agricultural Economics from Belgrade, Belgrade,  
Serbia*

**Elena-Mădălina VĂTĂMĂNESCU**

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

**19 June | Time: 10:00-12:00**

**Room: Virgil Madgearu, Piața Romană No. 6**

The workshop offers participants the opportunity to engage directly with editors of academic journals and gain valuable insights into the publication process. The session will address key aspects of preparing and submitting research papers, understanding editorial expectations, responding to reviewers' comments, and increasing the chances of successful publication. It is not just about the publishing process, but also about building one's research identity and contributing to an academic community and building societal impact.

The workshop brings together distinguished editors from universities and research institutions in the United Kingdom, Poland, Serbia, and Romania, providing participants with practical advice and an international perspective on academic publishing.



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## **WORKSHOP: FROM RESEARCH IDEA TO PUBLICATION: ESSENTIAL ACADEMIC SKILLS FOR EARLY CAREER SCHOLARS**

**Chair:**

**Utpal BHATTACHARYA**

*Hong Kong University of Science and Technology, Hong Kong*

**19 June | Time: 11:30-13:00**

***Room: 1117, Mihai Eminescu Building, Bd. Dacia No. 41***

The purpose of this workshop is to foster in-depth, practice-oriented discussions on the core academic competencies that are essential for building a successful and sustainable research career. The workshop focuses on developing a coherent research philosophy, structuring and writing academic papers suitable for publication in reputable journals, delivering effective conference presentations and discussions, conducting engaging research seminars, and performing high-quality peer reviews.



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## ZOOM LINKS – 19 JUNE 2026

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

**Link for ZOOM:**

[https://ase.zoom.us/j/99935501396?pwd=GabzNN48oyl8JUASqof  
tUx8SDObTjL.1](https://ase.zoom.us/j/99935501396?pwd=GabzNN48oyl8JUASqof<br/>tUx8SDObTjL.1)

Meeting ID: 999 3550 1396

Passcode: ICES2026

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

**Link for ZOOM:**

[https://ase.zoom.us/j/92440975353?pwd=Nz6XukGY3gDtAEzx6I  
mVwbhZ74nSKF.1](https://ase.zoom.us/j/92440975353?pwd=Nz6XukGY3gDtAEzx6I<br/>mVwbhZ74nSKF.1)

### **MINITRACK: INNOVATIVE MARKETING**

**Link for ZOOM:**

[https://ase.zoom.us/j/96479369442?pwd=am7HHMAK91fqa11  
5yqZX4GKXYM2id.1](https://ase.zoom.us/j/96479369442?pwd=am7HHMAK91fqa11<br/>5yqZX4GKXYM2id.1)

Meeting ID: 964 7936 9442

Passcode: ICES2026

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

**Link for ZOOM:**

[https://ase.zoom.us/j/93803007596?pwd=a7wm8dV8arno4kMm  
9acL7qDjoQBWrK.1](https://ase.zoom.us/j/93803007596?pwd=a7wm8dV8arno4kMm<br/>9acL7qDjoQBWrK.1)

Meeting ID: 938 0300 7596

Passcode: 326354



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## **MINITRACK: BUSINESS AND TOURISM**

**Link for ZOOM:**

<https://ase.zoom.us/j/95415128644?pwd=IBZPR2A8kQOTnti3f90LidOL6iHEeN.1>

*Passcode: ICES2026*

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

**Link for ZOOM:**

<https://ase.zoom.us/j/99697557665?pwd=Bp67fIMQFaY0aQjo8mRnWdT8DfnU1k.1>

*Meeting ID: 996 9755 7665*

*Passcode: ICES2026*

## **MINITRACK: FINANCE & BANKING**

**Link for ZOOM:**

<https://ase.zoom.us/j/98610339422?pwd=SCgqDf8uebufucQxggFhTsHaphPLrN.1>

*Meeting ID: 986 1033 9422*

*Passcode: ICES2026*

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

**Link for ZOOM:**

<https://ase.zoom.us/j/95730596887?pwd=7DfNUQ081tT2KrpIm8TONfo6G1KKdZ.1>

*Meeting ID: 957 3059 6887*

*Passcode: 682661*



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

**Link for ZOOM:**

<https://ase.zoom.us/j/2646746356>

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

**Link for ZOOM:**

<https://ase.zoom.us/j/96972980574?pwd=wbvDQGnrtFLe3NnYAxVM2DflXOPhdB.1>

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

**Link for ZOOM:**

<https://ase.zoom.us/j/93249035813?pwd=VeCpcLmbuN2hqvc8zNrdXtV7uqE7nj.1>

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

**Link for ZOOM:**

<https://teams.microsoft.com/meet/374518628187801?p=30lr0foHOheOMciSY6>

Meeting ID: 374 518 628 187 801

Passcode: ICES2026

## **MINITRACK: SUSTAINABILITY, STRATEGY AND ENGAGEMENT**

**Link for ZOOM:**

<https://ase.zoom.us/j/96858716536?pwd=CBbQNTxndz3aag4QyaavlUCKRQbCwi.1>

Meeting ID: 968 5871 6536

Passcode: 122033



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

**Link for ZOOM:**

<https://ase.zoom.us/j/2069875328?pwd=TWplM2FEcUFhUXRUMTlyRDNjQ1NSUT09&omn=91325105827>

Meeting ID: 206 987 5328

Passcode: 12112020

## **MINITRACK: WORKSHOP FOR YOUNG RESEARCHERS**

**Link for ZOOM:**

<https://ase.zoom.us/launch/jc/95637784339>

Meeting ID: 956 3778 4339

Passcode: ICESS2026



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5	Georgiana GRIGORE	Associate Professor in Marketing and Deputy Head of the School of Marketing and Strategy, University of Leicester, ASE Alumna	United Kingdom
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