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Bucharest University of Economic Studies

PROGRAM

The 9th 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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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 - 1st 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*



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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

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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

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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

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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



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

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

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

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

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

Diana Elena DRĂGHICI

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ARTIFICIAL INTELLIGENCE ADOPTION AND SERVICE QUALITY. PERSPECTIVES FROM MARKETING MANAGERS

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

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CONSUMER BEHAVIOUR AS A MEDIATING FACTOR IN INTEGRATED MARKETING COMMUNICATION EFFECTIVENESS

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

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

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Bucharest University of Economic Studies, Bucharest, Romania

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**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

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

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

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

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

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ARTIFICIAL INTELLIGENCE SOLUTIONS IN HOSPITALITY AND TOURISM BRANDS

Florinela-Letiția MURĂRESCU

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

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

Alexandru NATSIS

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

Mihai JUGRAVU

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THE ETHICS OF PRECISION: BALANCING ALGORITHMIC POWER AND CONSUMER AUTONOMY

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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

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Adriana GIURGIU

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

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OCCUPATIONAL STRESSORS IN PUBLIC HEALTHCARE SETTINGS

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WOMEN LEADERSHIP AND SUSTAINABLE BUSINESS PRACTICES: EVIDENCE FROM ROMANIAN SMEs

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

Cosmin DOBRIN

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

Oana Matilda SABIE

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

Eva Rodica IVAN HAIN TZ

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

Muzaffer AYDEMİR

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

Andreea GHEORGHITĂ

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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

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

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

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

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

Victor-Mihai ROMAN

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DIGITAL HEALTH SERVICES SOLUTIONS FOR MORE EFFECTIVE THERAPEUTIC MANAGEMENT

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PRIVACY CHALLENGES IN THE DIGITAL TRANSFORMATION OF HEALTHCARE SERVICES

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

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EXCELLENCE QUALITY MODELS AND HUMAN RESOURCE SUSTAINABILITY IN ROMANIAN PUBLIC INSTITUTIONS

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

Mircea-Alexandru LUNGU

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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

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

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**STRATEGIC MANAGEMENT
IN MODERN BUSINESS ORGANIZATIONS**

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MINITRACK: BUSINESS AND TOURISM

Chairs:

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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

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

Gabriela ȚIGU

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

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

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

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

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

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MAPPING TECHNOLOGY ADOPTION IN TOURISM: COVID-19 BIBLIOMETRIC INSIGHTS

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

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

Daniela-Elena MOCANU

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Irina PUIU

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

Ioana TĂȚĂRCIUC

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**

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

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

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

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

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MINITRACK: ACCOUNTING AND MANAGEMENT INFORMATION SYSTEMS

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Camelia Iuliana LUNGU

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Sînziana-Maria RÎNDAȘU

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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

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

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

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

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

Camelia Iuliana LUNGU

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

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

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

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

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

Karina-Teona FUCIGIU

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

Erjola BARBULLUSHI

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

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FINANCIAL ACCOUNTING PRACTICES IN THE PRODUCTION CRAFTS SECTOR

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MINITRACK: FINANCE AND BANKING

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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

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ECONOMIC RESILIENCE AND GOOD PUBLIC GOVERNANCE

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ETHICAL AI IN FINANCIAL SERVICES: BALANCING INNOVATION AND REGULATORY COMPLIANCE

Alexandru Robert MIHĂILĂ

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

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

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DIGITAL FINANCIAL INCLUSION AND BEHAVIORAL BIASES: EVIDENCE FROM EMERGING ECONOMIES

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

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

Andrei Răzvan SIMINICA

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

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

Akhilesh MEENA

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

Khurram MUSHTAQ

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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: B404, Piața Romană No. 7 Building

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

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

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

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Ilias MAKRIS

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

Zouhair ENNAOUMI

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

Dominika GAJDOSIKOVA

University of Zilina, Zilina, Slovak Republic

Katarina VALASKOVA

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UNVEILING CYBERCRIME PATTERNS IN SMEs - INSIGHTS FROM FLASH EUROBAROMETER 496

Monica Mihaela MAER MATEI

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Mitsui Bussan Secure Directions Co., Tokyo, Japan

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

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MULTI-CRITERIA ANALYSIS FOR MEASURING NETWORK RESILIENCE

Ștefan TOMA

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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

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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

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Anusuya BISWAS

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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

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MINITRACK: BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP

Chairs:

Luis Miguel FONSECA

Polytechnic University of Porto, Porto, Portugal

Enrico PRINZ

EM Strasbourg Business School, Strasbourg, France

Mihail BUȘU

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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

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

Moses MMADUBUKO

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THE FORGOTTEN STANDARDS: TRANSLATING 20TH-CENTURY INDUSTRIAL HEMP METHODOLOGIES FOR MODERN CONSTRUCTION

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

Costin CIORA

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MAPPING INTERGENERATIONAL DYNAMICS IN THE GREEN TRANSITION: A BIBLIOMETRIC ANALYSIS

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

Anamaria-Cristina ILIE

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

George-Cristinel ROTARU

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

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

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

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LEADERSHIP AND ORGANIZATIONAL CHANGE IN THE AGE OF ARTIFICIAL INTELLIGENCE

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LEADERSHIP AND INNOVATION: DRIVING ORGANIZATIONAL SUCCESS

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

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

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

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Iza GIGAURI

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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

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AN ECONOMETRIC ANALYSIS OF THE FACTORS INFLUENCING INTERNET ADOPTION IN THE EUROPEAN UNION

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

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

Alexandra-Cristina-Daniela CIUVERCA

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DIGITAL INEQUALITY AND HAPPINESS: A CROSS-COUNTRY CLUSTERING APPROACH

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

Diana-Elena CHIVU

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

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

Cristina Yang VASILESCU

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

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

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

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

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TOWARDS TRUSTWORTHY CLINICAL DECISION SUPPORT SYSTEMS: A SYSTEMATIC REVIEW OF DATABASE ARCHITECTURE MECHANISMS FOR AUDITABILITY AND REPLICABILITY

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AI-BASED KNOWLEDGE MANAGEMENT USING OPEN- SOURCE LLMs

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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

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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

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

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

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DIGITAL COMMUNICATION STRATEGIES IN CRISIS MANAGEMENT: ORGANIZATIONAL RESILIENCE AND REPUTATION

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

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

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

Ionuț PREDOI

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

Irene-Ioana DRĂGHICI

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BEYOND CONNECTIVITY: THE DIGITALIZATION PARADOX IN SHAPING ECONOMIC CONFIDENCE.

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

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

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

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

Alexandra-Ioana MURARIU

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

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Zahra WAQAR

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

Raluca TĂMAȘ-DASCĂLU

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

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Adem ERİK

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

Shafag ABDULLAYEVA

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MINITRACK: LABOUR AND SOCIAL WELFARE

Chairs:

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Denisa M. SOLOGON

Luxembourg Institute of Socio-Economic Research, Luxembourg

19 June | Time 14:00-20:00

Room: B404, Piața Romană No. 7 Building

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

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

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

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

Maria-Bianca BOLBOAȘĂ

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

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

Andrei Alexandru SUCIU

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Mădălina Ecaterina POPESCU

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ECONOMIC SHOCKS, THE MOTHERHOOD PENALTY, AND THE RISE OF FEMALE PRECARIITY IN EUROPE

Andrea-Denisa TRĂȘCAN

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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

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

Anamaria NĂSTASĂ

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Teodora-Cătălina DUMITRA

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

Loredana Mariana PĂUN

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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

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INSTITUTIONALIZATION OR INTEGRATION? LIMITED PROGRESS IN DISABILITY SERVICES IN ROMANIA

Iolanda-Petronela GROSU

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Răzvan-Cosmin PETCA

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INDIVIDUAL AND CONTEXTUAL PATTERNS SHAPING PERCEIVED DIGITALISATION

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Larisa STĂNILĂ

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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-Ștefania DRĂGAN

Bucharest University of Economic Studies, Bucharest, Romania

HOW INSTITUTIONAL QUALITY SHAPES SOCIO-ECONOMIC CONDITIONS IN EUROPE

Teodora-Cătălina DUMITRA

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Protection, Bucharest, Romania*

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

Gabriela TUDOSE

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Protection, Bucharest, Romania*

Daniela PAȘNICU

*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

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Protection, Bucharest, Romania*

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

Cristina MOCANU

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Protection, Bucharest, Romania*

Raluca MOLEA

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

Ana-Maria SORA

Genpact Romania, Bucharest, Romania

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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 TĂTĂRCIUC

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



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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



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

SUSTAINABILITY. A REGIONAL APPROACH BY THE PEOPLE FOR PEOPLE

Nicolaos THEODOSSIOU

Aristotle University of Thessaloniki, Thessaloniki, Greece

Charis STAVRIDIS

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

Elena PREDA

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Monika MANOLOVA

Bulgarian-Romanian Chamber of Commerce, Ruse, Bulgaria

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Bulgarian-Romanian Chamber of Commerce, Ruse, Bulgaria



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

Atanas DIMITROV

University of National and World Economy, Sofia, Bulgaria

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

Jan COOLS

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Inge WILLEMS

University of Antwerp, Antwerp, Belgium

UNIVERSITY COOPERATION FOR NET ZERO ON CAMPUS: CHALLENGES AND OPPORTUNITIES

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STAKEHOLDER INVOLVEMENT FOR NET ZERO APPROACH IN UNIVERSITY

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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

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

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Cristian ANDREI

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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

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Lorena-Gabriela GHIGOARTĂ

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

Gabriela Camelia BUCUR

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CLIMATE CHANGE RESEARCH DYNAMICS AND EMERGING TRENDS. A BIBLIOMETRIC ANALYSIS

Manuela Georgiana CIOACĂ

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Raluca-Ioana STĂNCIULESCU

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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
tUx8SDObTjL.1)

Meeting ID: 999 3550 1396

Passcode: ICESS2026

MINITRACK: INTERNATIONAL BUSINESS AND ECONOMICS

Link for ZOOM:

[https://ase.zoom.us/j/92440975353?pwd=Nz6XukGY3gDtAEzx6l
mVwbhZ74nSKF.1](https://ase.zoom.us/j/92440975353?pwd=Nz6XukGY3gDtAEzx6l
mVwbhZ74nSKF.1)

MINITRACK: INNOVATIVE MARKETING Link for ZOOM:

<https://ase.zoom.us/j/98136336843>

pwd=5ZvqTmghKL48bp2BVVI0cLppnlis6a.1

Meeting ID: 981 3633 6843

Passcode: ICESS2026

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
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/jc/95637784339>

Meeting ID: 956 3778 4339

Passcode: ICESS2026