18th International Conference

Competitiveness and Stability in the Knowledge-Based Economy

CONFERENCE PROGRAMME

iCOnEc 2026
Craiova, Romania,
October 30-31

FRIDAY 30th, 2026

9:30 - 9:45 - opening address by Conference Organizers

9:45 - 10:30 - presentations by Keynote Speakers

10:35 - closing address by Conference Organizers

PANELS
15:00 - 16:30

SATURDAY 31st, 2026
PANELS
10:30 - 12:30

PLENARY SESSION, 9:30 - 10:35

Paolo D'ANSELMI, Lecturer PhD
University Tor Vergata, Rome, ITALY
Public law, public management and organisational behaviour
9:45

Athanasios Chymis, Senior Research Fellow
Centre of Planning and Economic Research (KEPE), Athens, GREECE
The need for a responsible public administration in achieving the Sustainable Development Goals
10:00

Andre Kolodziejak, Professor
European Commission, European Central Bank, Johann Wolfgang Goethe University, Frankfurt am Main, GERMANY
Romania and the euro
10:15

ECONOMICS PANEL 1, Friday 30.10.2026, 15:00 - 16:30
Chairs: PROF. PHD Andre KOLODZIEJAK
PROF. PHD Ercan ÖZEN
LECT. PHD. Paolo D'ANSELMI

ROOM 228

IS ECONOMICS A DISMAL SCIENCE?
Andre Kolodziejak, Jan Peil

DOES SOCIAL PROTECTION INCREASE SOCIAL SECURITY?
Andre Kolodziejak

FORECASTING OUTPUT GAPS AND GROWTH THROUGH ECONOMIC TENDENCY SURVEYS IN TIMES OF CRISES: A MODEL APPROACH
Andre Kolodziejak, Eppe Jan Postma

AI TECHNOLOGICAL CAPABILITY AND CORPORATE CARBON DISCLOSURE IN A KNOWLEDGE-BASED ECONOMY: THE ROLES OF ENVIRONMENTAL MANAGEMENT AND ANALYST ATTENTION
Liangliang Xue, Ercan Özen, Zaira Satpayeva

DO EUROBONDS HELP?
Andre Kolodziejak, Guus Muijzers

MANAGEMENT IN AN INTERNATIONALIZING WORLD
Andre Kolodziejak, Guus Muijzers

ECONOMICS PANEL 2, Friday 30.10.2026, 15:00-16:30
Chairs: PROF. PHD Mirela CRISTEA
PROF. PHD. Raluca DRĂCEA
PROF. PHD. Nicoleta SÎRGHI

ROOM 339

BEYOND AVERAGE EFFECTS: ESG, SDGS, AND FINANCIAL PERFORMANCE IN PRIMARY AGRICULTURAL SECTOR
Mirela Cristea, Eleftherios Thalassinos, Simon Grima, Raluca Mihaela Drăcea, Grațiela Georgiana Noja

HOW EMIGRATION CHANGES THE QUALITY OF GOVERNANCE IN COUNTRIES OF ORIGIN
Simona Mirela Cristea, Ștefan Codruț Florian Ciobanu

ADMISSION OF WORKERS FROM THIRD COUNTRIES - BETWEEN EUROPEAN DIRECTIVES AND NATIONAL PRACTICE
Simona Mirela Cristea, Ștefan Codruț Florian Ciobanu

INSTITUTIONAL CAPACITY AND ENTREPRENEURIAL DYNAMISM IN POST-COMMUNIST EUROPE: A STRUCTURED COMPARISON OF ESTONIA AND ROMANIA
Sabina-Teodora Gherman, Andreea-Oana Iacobuță

THE DIGITAL CO-EVOLUTION MODEL AND LABOR MARKET TRANSFORMATIONS
Mihai Emil Montoi, Nicoleta Sîrghi, Oana-Ramona SOCOLIUC (GURIȚĂ)

ECONOMIC RESILIENCE IN THE KNOWLEDGE-BASED ECONOMY: ROMANIA AND THE EUROPEAN UNION
Livia Alexia Dumitrașcu

SHARING KNOWLEDGE WITHOUT SHARING DATA: A BIBLIOMETRIC ANALYSIS WITH A FOCUS ON FINANCE
Renata Beschieru, Alexandru Țugui

ECONOMICS PANEL 3, Friday 30.10.2026, 15:00-16:30
Chairs: PROF. PHD Alexandru ȚUGUI
PROF. PHD. Ana Cristina NICOLESCU

ROOM 324

AWARENESS AND CONSCIOUSNESS IN THE AI ECONOMY: A FRAMEWORK FOR PRODUCTION, ATTRIBUTION AND VALUE
Paula Cobzaru, Alexandru Țugui

IT'S NOT THE MONEY, IT'S THE MACHINERY: GOVERNMENT EFFECTIVENESS AND EU FUNDS' EFFECT ON POVERTY (EU-27, 2007-2021)
Ana Cristina Nicolescu, Diana Bălan

UNEVEN CONVERGENCE IN ROMANIA'S TRANSITION TOWARDS SUSTAINABLE DEVELOPMENT: EDUCATION, ECONOMIC GROWTH AND IN-WORK POVERTY COMPARED WITH THE EU-27, 2015-2024
Loredana Gabriela Brehar

THE EFFICIENCY OF THE JUDICIAL SYSTEM IN THE CONTEXT OF JUDICIAL WORKLOAD REGULATION IN ROMANIA: PERSPECTIVES AND CHALLENGES
Rodica Mihaela Dobrin, Doina Daniela Fundeanu

THE IMPACT OF EUROPEAN FUNDS ON ROMANIA'S ECONOMIC PERFORMANCE: PERSPECTIVES FOR THE 2028-2034 PERIOD
Doina Daniela Fundeanu

EUROPE'S AI DILEMMA: AUTONOMY OR DEPENDENCY?
Corina Iancu, Nicoleta Cosmina Petrescu, Elena Jianu, Eliza Maria Antoniu

FINANCES PANEL 1, Friday 30.10.2026, 15:00-16:30
Chairs: ASSOC. PROF. PHD Narcis MITU
ASSOC. PROF. PHD Cristian Valeriu STANCIU

ROOM 233A

GOVERNING CLAIMS ABOUT THE ESG BENEFITS OF ARTIFICIAL INTELLIGENCE: EVIDENCE AND INSTITUTIONAL ACCOUNTABILITY
Narcis Eduard Mitu, George Teodor Mitu

WHO HOLDS THE KEYS? CUSTODY, TRANSPARENCY AND REGULATORY ACCOUNTABILITY IN CENTRALISED AND DECENTRALISED EXCHANGES
Eugen Petrișor Stanciu, Cristian Valeriu Stanciu

FINANCIAL MANAGEMENT AND PRICING STRATEGIES: BALANCING PROFITABILITY AND COMPETITIVENESS IN A DYNAMIC MARKET ENVIRONMENT
Roxana Ispas

THE IMPACT OF PRICING POLICIES AND MARKET COMPETITION ON CORPORATE FINANCIAL PERFORMANCE
Roxana Ispas

FINANCIAL RESILIENCE AND CAPITAL STRUCTURE OPTIMIZATION: AN EMPIRICAL

ANALYSIS OF EU TECHNOLOGY ENTERPRISES (2022-2025)
Nela Loredana Meiță

VALUE DRIVERS OF ENTREPRENEURIAL FIRMS IN EMERGING ECONOMIES: A MULTILEVEL FRAMEWORK FOR VALUATION AND VALUE MAXIMIZATION
Simion Dalia, Pătruțescu Monica, Marinescu Roxana

INFORMATICS PANEL 1, Friday 30.10.2026, 15:00-16:30
Chairs: PROF. PHD Liviu POPESCU
PROF. PHD Amelia BĂDICĂ

ROOM 224

FROM DETECTION TO ANTICIPATION: FORECASTING AND DYNAMIC RISK PROFILING IN EU-FUNDED PROJECTS USING ROMANIAN OPEN PROCUREMENT DATA
Mihai Negrea, Bogdan Nicolae David, Alexandra Țârău

MODELING CASCADING FAILURES AND STRUCTURAL ENTROPY IN SCALE-FREE INFORMATION TOPOLOGIES
Ioana Irimia

INTELLIGENT AUTOMATION OF OPERATIONAL DECISIONS: AN AI-AUGMENTED DEVOPS MODEL FOR INCIDENT TRIAGE AND REMEDIATION
Andreea Maria Traistaru

QUANTITATIVE RISK MODELLING OF CONTROL EFFECTIVENESS AND OPERATIONAL COSTS IN CLOUD-NATIVE ORGANIZATIONS
Andreea Maria Traistaru

ENGINEERING THE AGENT HARNESS: DEVOPS PRACTICES FOR RELIABLE AND OBSERVABLE INFRASTRUCTURE AROUND AUTONOMOUS LLM AGENTS
Pavel Cristian Crăciun

LLMOPS AS AN EXTENSION OF DEVOPS: A REFERENCE ARCHITECTURE FOR DEPLOYING, SCALING AND MONITORING LARGE LANGUAGE MODELS ON KUBERNETES
Pavel Cristian Crăciun

MEASURING DIGITAL MATURITY IN YOUTH ORGANISATIONS: A MODEL PROPOSAL
Madalin-Gabriel FLOREA, Gabriela MESNITA

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 1, Friday 30.10.2026, 15:00-16:30
Chairs: PROF. PHD Daniela POPESCU
PROF. PHD Cecilia RĂBONȚU
ASSOC. PROF. PHD Sorina GÎRBOVEANU

ROOM: 414

THE IMPACT OF MANAGERIAL FUNCTIONS ON ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF SC KAUFLAND SRL
Mihaela Oțelea

THE YOUNG CONSUMER IN THE PHYGITAL ERA: FROM TRANSACTIONAL SATISFACTION TO EXPERIENTIAL LOYALTY
Daniela Popescu, Cătălin Mihail Barbu, Mariana Jugănaru

AGRICULTURE - AN IMPORTANT BRANCH OF THE NATIONAL ECONOMY AND ITS

DEVELOPMENT THROUGH THE CONVERSION FROM TRADITIONAL AGRICULTURE TO ORGANIC AGRICULTURE
Roxana Epure, Mariana Jugănaru

IMMERSION - AN ESSENTIAL ELEMENT TO DESGN THE IDEAL PHYGITAL EXPERIENCE
Sorina Raula Gîrboveanu , Cătălin Mihail Barbu, Mariana Jugănaru

FROM WORKPLACE CONCERNS TO COLLECTIVE VOICE: AN EMPIRICAL ANALYSIS OF MOVEMENT TOWARDS UNION MEMBERSHIP
Alina Florentina Avrigeanu, Anca Cruceru

RESOURCING REPRESENTATION: TIME, FACILITIES AND ORGANISATIONAL SUPPORT AS CRITICAL RESOURCES FOR UNION REPRESENTATIVES IN ROMANIAN BANKING
Alina Florentina Avrigeanu, Anca Cruceru

GENERATIVE ARTIFICIAL INTELLIGENCE AND TERTIARY SECTOR TRANSFORMATION: RETHINKING SERVICE INSEPARABILITY
Cecilia Irina Răbonțu, Maria Vasilescu

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 2, Friday 30.10.2026, 15:00-16:30

Chairs: PROF. PHD Marilen Gabriel Pirtea
PROF. PHD. Raluca LĂDARU
ASSIST. PHD Alexandra Mădălina ȚĂRAN

ROOM: 325

DOES INNOVATION AND TECHNOLOGICAL TRANSITION FOSTER SUSTAINABLE ENTREPRENEURSHIP?
Alexandra-Mădălina Țăran, Mihaela Diaconu, Marilen-Gabriel Pirtea

PERCEIVED SERVICE QUALITY AND SPECTATOR SATISFACTION: ADAPTING THE SERVQUAL MODEL TO THE ROMANIAN SPORTS CONTEXT
Roberto Nicușor Țiu, Vlad Antonius Sandu, Dan Eugen Costin, Mihai Constantin Răzvan Barbu, Roxana Dumitru

PRICING STRATEGIES AND REVENUE MANAGEMENT IN SPORTS ORGANIZATIONS: AN ANALYSIS OF DEMAND ELASTICITY AND TICKET VALUE PERCEPTION
Vlad Antonius Sandu, Roberto Nicușor Țiu, Roxana Dumitru, Mihai Constantin Răzvan Barbu, Dan Eugen Costin

UNDERSTANDING CONSUMER IOT ADOPTION IN AN UNCERTAIN WORLD: A CROSS-COUNTRY RESEARCH PERSPECTIVE
Bogdana Glovațchi, Bogdan Mărculescu, Luminița-Ștefania Bozdog, Larisa Mistrean

KNOWLEDGE MANAGEMENT AND SUSTAINABLE BUSINESS GROWTH
Constantin Răzvan Arici, Anca Adriana Maria, Simona Elena Drăgoiu

SOCIO-ECONOMIC APPROACHES TO ASSESSING PUBLIC HEALTH-SYSTEM PERFORMANCE IN THE CONTEXT OF INTERNATIONAL METHODOLOGIES
Corina Caușan

RISK-AWARE RECOMMENDATION OF CARE-MANAGEMENT INTERVENTIONS FOR PEOPLE WITH DIABETES: AN UNCERTAINTY-AWARE, CAPACITY-CONSTRAINED MULTI-TASK FRAMEWORK
Cătălin Țibulcă

METAVERSE TOURISM AS A DRIVER OF COMPETITIVENESS: BENEFITS, CHALLENGES, INDUSTRY DEVELOPMENTS, AND ROMANIA'S EMERGING LANDSCAPE
Anton Liviu Petrică

DIGITAL TRANSFORMATION AND TOURISM COMPETITIVENESS IN THE EUROPEAN UNION: AN EMPIRICAL ANALYSIS
Georgiana-Raluca Lădaru, Ionuț-Laurențiu Petre, Steliana Mocanu

The links to Saturday's online panels will be created and provided by each panel's chairs

FINANCE PANEL 1, Saturday 31.10.2026, 10:30-12:30
Chairs: LECT. PHD. Ramona BIRĂU
ASSOC. PROF. PHD Virgil POPESCU

DOES FINANCIAL FLEXIBILITY ENHANCE INNOVATION SUCCESS? EVIDENCE FROM PAKISTAN'S TEXTILE INDUSTRY
Muhammad Awais-E-Yazdan, Cristina Sultănoiu (Pătularu), Ștefan Mărgăritescu

THE PRICE OF KNOWING: AN INFORMATION-ECONOMIC ANALYSIS OF FINANCIAL LITERACY AND PORTFOLIO CHOICE
Manjula Mallya M, N Subbukrishna Sastry, Gabriela Ana Maria Lupu (Filip), Payam Rostamicheri

DIGITAL TRANSFORMATION, EMPLOYMENT AND INCLUSIVE ECONOMIC GROWTH IN INDIA: OPPORTUNITIES AND CHALLENGES
Vidhya P, Cristina Sultănoiu (Pătularu), Payam Rostamicheri

MERGERS AND ACQUISITIONS AS CATALYSTS FOR FINANCIAL PERFORMANCE IN INDIAN BANKS
Ashalatha K, Sudeep Devadiga , Nanda Kishore K, Cristina Sultănoiu (Pătularu)

GREEN GAINS OR GROWTH GAINS? EVALUATING ESG AND FLEXI-CAP MUTUAL FUND PERFORMANCE IN INDIA
Ashalatha K, Dhanushree , Pranamya A Jain, Ștefan Mărgăritescu

DIGITAL FINANCIAL INCLUSION AND HOUSEHOLD FINANCIAL RESILIENCE IN INDIA: EXAMINING ACCESS, USAGE AND FINANCIAL COPING CAPACITY
Vidhya P, Gabriela Ana Maria Lupu (Filip)

DOING GOOD OR DOING WELL? ESG RATINGS, ALPHA AND MARKET EFFICIENCY IN U.S. EQUITIES
Payam Rostamicheri

CRUDE OIL AS A DIVERSIFIER: INFLATION HEDGING AND OUT-OF-SAMPLE MEAN-VARIANCE ALLOCATION IN STOCK-BOND PORTFOLIOS
Payam Rostamicheri

FINANCIAL MARKET VOLATILITY, INVESTOR SENTIMENT AND ASSET PRICING: EVIDENCE FROM EMERGING MARKETS
Manjula Mallya M , V.B. Hans, Virgil Popescu, Ramona Birau

DIGITALIZATION OF BANKING SERVICES AND ITS IMPACT ON CUSTOMER SATISFACTION
Shayan Javeed, Roxana-Mihaela Nioata (Chireac)

FINANCE PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Virgil POPESCU
LECT. PHD. Ramona BIRĂU

DIGITAL PUBLIC INFRASTRUCTURE AND THE FUTURE OF MONEY: EXAMINING UPI AND THE DIGITAL RUPEE IN INDIA'S PAYMENT ECOSYSTEM
Aaliya Ashraf , Ulfat Andrabi , Roxana-Mihaela Nioata (Chireac)

ARTIFICIAL INTELLIGENCE AND MENTAL ACCOUNTING IN DIGITAL PAYMENT SYSTEMS
Khuld Mahfooz, Saidalavi K, Ramona Birau, Virgil Popescu

WHEN MACHINES GIVE FINANCIAL ADVICE: AI ASSISTANTS, RETAIL INVESTOR BEHAVIOR, AND MARKET STABILITY
Abdur Rahman, Ștefan Mărgăritescu

DIGITAL PAYMENT USAGE, REDUCED PAIN OF PAYING AND IMPULSIVE CONSUMPTION: THE MODERATING ROLE OF FINANCIAL SELF-CONTROL
Saidalavi K, Ștefan Mărgăritescu

QUANTUM FIELD DYNAMICS IN FINANCIAL MARKETS: NON-COMMUTATIVE PRICING, ENTANGLEMENT, AND PATH-INTEGRAL VOLATILITY MODELING
Aman Shreevastava, Bharat Kumar Meher, Virgil Popescu, Ramona Birau

ANALYTICAL APPROXIMATION AND PATH-INTEGRAL PRICING OF ASIAN OPTIONS UNDER STOCHASTIC VOLATILITY AND NON-COMMUTATIVE ASSET DYNAMICS
Aman Shreevastava, Bharat Kumar Meher, Ștefan Mărgăritescu, Payam Rostamicheri

GENERATIVE AI AND ALGORITHMIC FINANCE: RESHAPING INVESTMENT DECISION-MAKING AND RISK MANAGEMENT IN EMERGING MARKETS
Aaliya Ashraf , Ulfat Andrabi , Ramona Birau, Virgil Popescu

AI-ENABLED ESG ANALYTICS AND FIRM COMPETITIVENESS: DIGITAL TRANSFORMATION AS THE MISSING LINK
Abdur Rahman, Ștefan Mărgăritescu , Gabriela Ana Maria Lupu (Filip)

DEVELOPMENT AND VALIDATION OF A MULTIDIMENSIONAL INDEX FOR MEASURING ORGANIZATIONAL RESILIENCE DURING FINANCIAL CRISES
Fatemeh Dekamini, Sana Babaee Piri, Gabriela Ana Maria Lupu (Filip), Roxana-Mihaela Nioata (Chireac), Cristina Sultănoiu (Pătularu)

CONSUMER RESPONSES DURING SALE AND PRODUCT DISCOUNTS: ANALYSIS OF IMPACT IN SALES GROWTH
Kundan Mishra, Aman Shreevastava, Bharat Kumar Meher, Gabriela Ana Maria Lupu (Filip), Roxana-Mihaela Nioata (Chireac)

FINANCE PANEL 3, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Roxana Maria BĂDÎRCEA
ASSOC. PROF. PHD Mirela SICHIGEA
ASSOC. PROF. PHD Nicoleta Mihaela DORAN

DIGITALIZATION OF TAX ADMINISTRATION AND THE VAT COMPLIANCE GAP IN CENTRAL AND EASTERN EUROPE: A COMPARATIVE ANALYSIS
Sergiu Mihail Olaru, Roxana Maria Bădîrcea

FROM DIGITAL PUBLIC ADMINISTRATION TO SOUND PUBLIC FINANCES: A BIBLIOMETRIC ANALYSIS OF CONCEPTS, CLUSTERS AND GAPS
Sergiu Mihail Olaru

SPILLOVERS AND SYSTEMIC RISK IN CENTRAL AND EASTERN EUROPEAN CAPITAL MARKETS: A BIBLIOMETRIC ANALYSIS ACROSS FINANCIAL, PANDEMIC AND GEOPOLITICAL CRISES
Delia Maria Dodenciu, Roxana Maria Bădîrcea

HYBRID PERFORMANCE OF SOCIAL ENTERPRISES: HOW DO WE MEASURE WHAT REALLY MATTERS?
Mirela Sichigea

RESHAPING THE GLOBAL ECONOMY FROM THE INTERNATIONAL MONETARY FUND'S

PERSPECTIVE
Alexandra Daea

SIX PERCENT ON PAPER, THREE IN PRACTICE? THE GAP BETWEEN LEGAL COMMITMENTS AND ACTUAL PUBLIC FUNDING OF EDUCATION IN ROMANIA
Leonica Elena Gorie Ocroteală, Nicoleta Mihaela Doran

WHAT DRIVES THE SUSTAINABILITY OF PUBLIC FINANCES? EVIDENCE FROM ROMANIA AND THE EUROPEAN UNION MEMBER STATES
Constanța Adriana Gorie, Nicoleta Mihaela Doran

THE EUROPEAN TAXONOMY BETWEEN SUSTAINABILITY STANDARDIZATION AND ECONOMIC TRANSFORMATION: THE ROLE OF REPORTING AND THE CHALLENGES OF SUSTAINABLE FINANCE
Cristina Maria Ungureanu

FROM SUSTAINABILITY POLICIES TO CARBON OUTCOMES: EMISSIONS MEASUREMENT AND CORPORATE PROFITABILITY IN EUROPEAN FIRMS
Darius Alexandru Micșoniu, Maria Ana Roșculete

FROM BIDDING TO WINNING: REPLICATING AND EXTENDING EVIDENCE ON GREEN PUBLIC PROCUREMENT AND RESOURCE EFFICIENCY IN EUROPEAN SMES
Darius Alexandru Micșoniu, Maria Ana Roșculete

INDIRECT TAXATION AS AN INSTRUMENT OF THE GREEN TRANSITION: CHALLENGES AND PERSPECTIVES ON THE HARMONIZATION OF FISCAL POLICIES IN ROMANIA AND THE EUROPEAN UNION
Marilena Cristina Nistor (Diaconu)

MAPPING KNOWLEDGE AT THE INTERSECTION OF TAX SYSTEMS AND DIGITALIZATION: A BIBLIOMETRIC PERSPECTIVE
Alexandra Ioana Georgescu (Badea)

FINANCE PANEL 4, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Marian SIMINICĂ
ASSOC. PROF. PHD Daniel CÂRCIUMARU

SAME RISK, DIFFERENT VERDICTS? AGREEMENT AMONG SCORING MODELS IN DIAGNOSING ROMANIA'S ENERGY TRANSMISSION SYSTEM OPERATORS
Marian Ilie Siminică, Daniel Cîrciumaru, Silviu Cârstina, Gabriela Badareu

THE IMPACT OF AI ON THE EU LABOR MARKET
Silviu Cârstina, Marian Ilie Siminică, Daniel Cîrciumaru, Gabriela Badareu

SUSTAINABILITY AND FINANCIAL PERFORMANCE: EMPIRICAL EVIDENCE FROM ROMANIAN COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE
Daniel Cîrciumaru, Siminică Marian, Cârstina Silviu, Badareu Gabriela

FROM MITIGATING RISK ON THE PLAYING FIELD: A CRITICAL ASSESSMENT OF CONTEMPORARY INSURANCE ARCHITECTURES IN SPORT
Mădălina Giorgiana Mangra, Gabriel Ioan Mangra

THE INFLUENCE OF ESG FACTORS ON THE FINANCIAL PERFORMANCE OF DEFENCE INDUSTRY COMPANIES BETWEEN 2021 - 2024
Maria Adina Ruxandra Dobre

BEYOND ESG DISCLOSURE: A BIBLIOMETRIC ANALYSIS OF RECENT RESEARCH ON

CORPORATE FINANCIAL DECISIONS AND FIRM VALUE CREATION
Maria Ana Roșculete, Darius Alexandru Micșoniu, Dalia Simion

FROM MARKET RULES TO SYSTEMIC RISK: MAPPING THE MISSING LINKS IN FINANCIAL STABILITY RESEARCH
Maria Ana Roșculete, Darius Alexandru Micșoniu

PROFIT TAX. CASE STUDY ON HORECA FIELD OF ACTIVITY
Lavinia Maria Nețoiu

FINANCE PANEL 5, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Dorel BERCEANU
ASSOC. PROF. PHD Laura VASILESCU
ASSOC. PROF. PHD Alina MANTA

DIVIDEND DECISION-MAKING PRACTICES ADOPTED BY COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE
Dorel Berceanu

THE FINANCIAL ARCHITECTURE OF INNOVATIVE FIRMS: INTEGRATING AGENCY THEORY AND REAL OPTIONS PERSPECTIVES
Laura Vasilescu

DOES ONLY THE ENVIRONMENT MATTER? DIRECT LINKS BETWEEN ESG DIMENSIONS AND PROFITABILITY OF EUROPEAN TECHNOLOGY COMPANIES
Mirela Sichigea, Laura Vasilescu

DYNAMICS AND STRUCTURAL CHANGES IN THE ROMANIAN INSURANCE MARKET: STATISTICAL EVIDENCE FROM MAJOR GENERAL INSURANCE SEGMENTS, 2016-2026
Dan Iovan

THE ROMANIAN INSURANCE MARKET: A LITERATURE REVIEW OF MARKET STRUCTURE, DEMAND, EFFICIENCY AND REGULATION
Dan Iovan

CASE STUDY ON THE IMPACT OF INTEGRATED REPORTING ON THE SUSTAINABLE CORPORATE PERFORMANCE OF COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE
Ana Maria Costea

BETWEEN DISRUPTION AND RESILIENCE: THE IMPACT OF FINTECH ON THE STABILITY AND COMPETITIVENESS OF FINANCIAL SYSTEMS
Andrei Cristian Spulbăr

PURE TECHNICAL EFFICIENCY MEASUREMENT IN EU BANKING SYSTEMS: AN INPUT-ORIENTED DEA-BCC APPROACH
Claudia Gherțescu

MEASURING BANKING SECTOR DIGITALIZATION IN THE EUROPEAN UNION THROUGH THE CONSTRUCTION OF A COMPOSITE INDEX
Claudia Gherțescu, Alina Georgiana Manta

ACCOUNTING PANEL 1, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Magdalena MIHAI
PROF. PHD Cristian DRĂGAN
PROF. PHD Marian SIMINICĂ

QUALITY ATTRIBUTES OF SUSTAINABILITY REPORTING IN THE AGRICULTURAL SECTOR
Bernadett-Renata Kasa (Oncea), Marioara Avram

CONSIDERATIONS ON GROUNDING MANAGERIAL DECISIONS IN THE INFORMATION PROVIDED BY THE ANNUAL FINANCIAL STATEMENTS OF SMES
Cristian Ovidiu Drăgan, Laurențiu Stelian Mihai, Andrei Stoe

MODERN THEORIES REGARDING SAMPLING IN FINANCIAL AUDITING
Stelian Selișteanu, Radu Buziernescu

CHALLENGES FOR THE ACCOUNTING PROFESSION IN THE CONTEXT OF THE DIGITALISATION OF THE ROMANIAN TAX ADMINISTRATION
Cristian Ovidiu Drăgan, Magdalena Mihai, Andrei Stoe

DIGITAL TOOLS AND TAX ADMINISTRATION PERFORMANCE: A BIBLIOMETRIC ANALYSIS AND SYNTHESIS OF THE MAIN EMPIRICAL EVIDENCE IDENTIFIED
Mădălin George Safta

ACCOUNTING PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Valeriu BRABETE
ASSOC. PROF. PHD Daniel GOAGĂRĂ
ASSOC. PROF. PHD Sorin VÎNĂTORU

FINANCIAL-ACCOUNTING INFORMATION SPECIFIC TO ENTITY DEMERGERS, FROM THE PERSPECTIVE OF PERFORMANCE OPTIMIZATION
Daniel Goagără

THE FINANCIAL-ACCOUNTING APPROACH TO ACCOUNT CONSOLIDATION IN THE DIGITAL ERA
Daniel Goagără, Valeriu Brabete

PERSPECTIVES ON EVALUATING THE PERFORMANCE OF GROUP ENTITIES IN THE CONTEXT OF AI TECHNOLOGY
Daniel Goagără, Valeriu Brabete

THE USE OF ARTIFICIAL INTELLIGENCE IN ACCOUNTING: REGULATORY CHALLENGES, GOVERNANCE, AND ETHICAL IMPLICATIONS FOR THE ACCOUNTING PROFESSION
Valeriu Brabete, Daniel Goagără

BETWEEN RULES AND RESPONSIBILITY: INTEGRATING TECHNICAL REQUIREMENTS WITH FUNDAMENTAL ETHICAL PRINCIPLES IN ACCOUNTING
Valeriu Brabete, Daniel Goagără

ARTIFICIAL INTELLIGENCE AND THE CYBER RESILIENCE OF ACCOUNTING INFORMATION SYSTEMS: CHALLENGES, RISKS, AND MANAGEMENT PERSPECTIVES
Valeriu Brabete

SPECIFIC TECHNIQUES AND PROCEDURES FOR OBTAINING EVIDENCE IN THE AUDIT OF TANGIBLE ASSETS
Sorin Sandu Vînătoru

RESPONSIBILITIES AND ACTIONS REGARDING THE ELIMINATION OF FRAUD AND SIGNIFICANT ERRORS
Sorin Sandu Vînătoru

ACCOUNTING PANEL 3, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Cerasela PÎRVU
ASSOC. PROF. PHD Radu BĂLUNĂ
LECTURER PHD Adriana CRĂIȚAR

NEW CHALLENGES FOR MANAGEMENT ACCOUNTING AND STATEGIC MANAGEMENT
Cerasela Pîrvu

CONTEMPORARY CHALLENGES IN IFRS 9 IMPLEMENTATION: INCORPORATING MACROECONOMIC VARIABLES INTO PREDICTIVE CREDIT RISK MODELING
Cerasela Pîrvu

FROM THE CSRD TO THE OMNIBUS SIMPLIFICATION: IMPLICATIONS OF THE NEW SUSTAINABILITY REPORTING FRAMEWORK FOR ROMANIAN COMPANIES AND THE ACCOUNTING PROFESSION
Adriana Crăițar

THE IMPACT OF IMPLEMENTING ARTIFICIAL INTELLIGENCE ON THE OPTIMIZATION OF ACCOUNTING INFORMATIONS
Radu Nicolae Bălună

CONTRIBUTIONS OF THE ACCOUNTING PROFESSION TO THE TAX COMPLIANCE PROCESS ARTIFICIAL INTELLIGENCE IN ACCOUNTING AND AUDITING: OPPORTUNITIES, RISKS AND NEW COMPETENCIES FOR PROFESSIONAL ACCOUNTANTS
Adriana Crăițar

ACQUISITIONS OF TANGIBLE FIXED ASSETS FROM THE PERSPECTIVE OF NATIONAL AND INTERNATIONAL ACCOUNTING STANDARDS
Sorin Sandu Vînătoru

ECONOMICS PANEL 1, Saturday 31.10.2026, 10:30-12:30
Panel 1 Chairs: PROF. PHD Ramona PÎRVU VASILAȘ
PROF. PHD Anca BĂNDOI

OCCUPATIONAL POLARIZATION IN TRADE-INTEGRATED REGIONS
Ramona Iulia Breoiu (Miletic)

BETWEEN ABSORPTION AND TRANSFORMATION: THE ECONOMIC RESILIENCE OF EUROPEAN UNION STATES IN THE FACE OF GLOBAL SHOCKS
Riana Maria Ciobanu (Gruescu), Anca Băndoi

PROPERTY TAXATION, INSTITUTIONAL TRUST AND TAX MORALE IN THE EUROPEAN UNION
Paul Cosmin Alin Enăchescu

WHY GLOBALIZATION WIDENS THE WEALTH GAP FASTER THAN THE INCOME GAP
Ramona Pîrvu Vasilaș, Ramona Iulia Breoiu (Miletic)

AGRICULTURAL SUSTAINABILITY AND ECONOMIC GROWTH IN THE EUROPEAN UNION: A PANEL DATA ANALYSIS, 2015-2024
Riana Maria Ciobanu (Gruescu) , Anca Băndoi

ROMANIA AND THE RISING COST OF LIVING UNDER THE PRESSURE OF GEOPOLITICAL CRISES
Marieta Stanciu, Carmen Puiu

ROMANIA ADRIFT: A STATE PARALYSED, A SOCIETY PUSHED TOWARDS COLLAPSE
Marieta Stanciu

ARTIFICIAL INTELLIGENCE IN THE ECONOMY: AUTOMATION, AUGMENTATION, AND THE NEW CHALLENGE
Elvira Mariana Florea, Anca Băndoi

FARM DIVERSIFICATION AND SHORT FOOD SUPPLY CHAINS: PATHWAYS TO RURAL ECONOMIC RESILIENCE IN ROMANIA
Roxana Epure, Costin Daniel Avram

ECONOMICS PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Costin Daniel AVRAM
ASSOC. PROF. PHD Daniel TOBĂ
ASSOC. PROF. PHD Laurențiu DRAGOMIR

ANALYSIS OF THE DYNAMICS OF MACROECONOMIC INDICATORS IN ROMANIAN AND ASSESSMENT OF THE IMPACT ON THE BUSINESS ENVIRONMENT USING THE MACRO ECONOMICS PLATFORM
Marius Dan Benta, Claudiu Liviu Manea, Costin Daniel Avram

EXTRAPOLING MACROECONOMIC TRAJECTORIES AND ANTICIPATING THE EVOLUTION OF THE BUSINESS ENVIRONMENT IN ROMANIA
Marius Dan Benta, Claudiu Liviu Manea, Costin Daniel Avram

DIGITAL TRANSFORMATION AND ECONOMIC GROWTH IN EUROPEAN UNION
Claudiu Liviu Manea, Marius Dan Benta, Costin Daniel Avram

THE GDP GAP AND INFLUENCES ON LABOR COSTS
Daniel Tobă, Ramona Pîrvu Vasilaș

THE IMPACT OF REGIONAL DEVELOPMENT ON FIRM COMPETITIVENESS
Laurențiu Dragomir, Anca Băndoi, Anca Tănasie

LABOUR MOBILITY PATTERNS AND THEIR SOCIO-ECONOMIC IMPLICATIONS
Ionela Monica Gavrilescu

THE GREEN TRANSITION AS A VECTOR OF COHESION: SUSTAINABLE IMPERATIVES AND STRUCTURAL ASYMMETRIES IN THE ARCHITECTURE OF THE COMMON AGRICULTURAL POLICY
Răducu Ștefan Bratu

DYNAMICS AND STRUCTURAL SHIFTS IN ROMANIA'S IMPORTS (1991-2025): TERRITORIAL DISPARITIES, FIRM TYPOLOGY, LOGISTICS, AND MACROECONOMIC VULNERABILITIES
Răducu Ștefan Bratu, Marius Sorin Tudor

ARTIFICIAL INTELLIGENCE AND ECONOMIC SUSTAINABILITY: CHALLENGES AND OPPORTUNITIES IN THE 21ST CENTURY
Claudiu Liviu Manea, Marius Dan Benta, Costin Daniel Avram

ECONOMICS PANEL 3, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Anca TĂNASIE
ASSOC. PROF. PHD Luminița VOCHIȚA
ASSOC. PROF. PHD Andra Maria MANDA

GLOBAL VALUE CHAIN RECONFIGURATION UNDER CIRCULAR ECONOMY TRANSITIONS: RESHORING, NEARSHORING, AND THE DISTRIBUTIONAL CONSEQUENCES FOR LOW-

INCOME EXPORT-DEPENDENT NATIONS
Cosmin Fratoștițeanu, Anca Tănasie

COHESION POLICY IN AN AGE OF GEOPOLITICAL DISRUPTION: EU ENLARGEMENT PRESSURES, MACROECONOMIC STABILIZATION, AND THE SPATIAL REDISTRIBUTION OF STRUCTURAL FUNDS UNDER THE 2021-2027 PROGRAMMING FRAMEWORK
Anca Tănasie, Cosmin Fratoștițeanu

METHODS AND TECHNIQUES FOR MANAGING CUSTOMS TRANSIT REGARDING INTRA-COMMUNITY PURCHASES AND DELIVERIES OF GOODS AND SERVICES
Titu Nețoiu

EUROPEAN FUNDS AS A TOOL FOR ENHANCING SME COMPETITIVENESS: OPPORTUNITIES AND BARRIERS TO ACCESSING FUNDING
Natalița Maria Sperdea

ROMANIA'S BUDGET DEFICIT - A POLITICAL HOT POTATO PUTTING THE COUNTRY'S ECONOMY ON HOLD
Bogdan Andrei Budică

SUSTAINABLE DEVELOPMENT AND THE IMPACT OF RENEWABLE ENERGY INVESTMENTS ON ECONOMIC GROWTH
Luminița Vochița, Andra Maria Manda, Anca Tănasie

BEYOND ALGORITHMIC DEFERENCE: PRODUCTIVE HUMAN - AI DISAGREEMENT AS A MECHANISM OF ORGANIZATIONAL LEARNING AND INNOVATION
Constantin Ștefan Ponea

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 1, Saturday 31.10.2026, 10:30-12:30

Chairs: PROF. PHD Nicoleta CRISTACHE
PROF. PHD Marian NĂSTASE

ARTIFICIAL INTELLIGENCE IN PUBLIC INSTITUTIONS: TRANSFORMING DECISION-MAKING, PUBLIC SERVICE DELIVERY AND INSTITUTIONAL PERFORMANCE
Alexandru-Sebastian Chihaia, Geanina Colan, Monica Răducan

ARTIFICIAL INTELLIGENCE AND EMERGING ENTREPRENEURIAL TRENDS: BUILDING RESILIENCE AND ADAPTIVE CAPABILITIES IN DYNAMIC BUSINESS ENVIRONMENTS
Nicoleta Cristache, Delia Pungan

ARTIFICIAL INTELLIGENCE AND STRATEGIC RENEWAL IN MATURE ORGANIZATIONS: BUILDING ADAPTIVE CAPABILITIES FOR PERFORMANCE IN VUCA ENVIRONMENTS
Alexandru Vasile Florea, Elisabeta Erofei

STRATEGIC LEADERSHIP AND ADAPTIVE MANAGEMENT IN DYNAMIC BUSINESS ENVIRONMENTS: BUILDING ORGANIZATIONAL RESILIENCE AND SUSTAINABLE PERFORMANCE
Marius Iosif, Alexandru Vasile Floarea, Loredana Adnana Nițu

STRATEGIC MANAGEMENT AND ORGANIZATIONAL PERFORMANCE IN PUBLIC ORDER INSTITUTIONS: BUILDING ADAPTIVE CAPABILITIES IN DYNAMIC AND HIGH-RISK ENVIRONMENTS
Andrei Vizitiu, Alina Stan, Doru Huțuțui

DIGITAL TRANSFORMATION TOOLS FOR AGILE ORGANIZATIONS
Ana Năstase

SOCIAL ECONOMY AND SOCIAL ENTREPRENEURSHIP AS DRIVERS OF POVERTY REDUCTION AND SOCIAL INCLUSION IN ROMANIA
Alexandrina Brînză, Andrei Vizitiu

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Marian NĂSTASE
PROF. PHD Nicoleta CRISTACHE

STRATEGIC MANAGEMENT IN THE CONTEXT OF THE DIGITAL ERA
Marian Năstase

WHEN DIGITAL TRANSFORMATION ERODES RESILIENCE: CHANGE FATIGUE AS A HIDDEN MANAGERIAL RISK
Mircea Mihai Obreja

THE IMPACT OF DIGITALIZATION ON ENTREPRENEURIAL STRATEGIES AND BUSINESS PERFORMANCE
Andrei Constantin Tîrnovanu, Jacqueline N. Mujaya

STRATEGIC ENTREPRENEURSHIP AS A DRIVER OF INNOVATION AND SUSTAINABLE GROWTH
Andrei Constantin Tîrnovanu

INNOVATIVE APPROACHES IN SPORT ORGANIZATIONS
Narcis Răducanu

ORGANIZATIONAL ADAPTABILITY AND CHANGE MANAGEMENT IN TIMES OF UNCERTAINTY
Maria Mihaela Duca, Ioana Călinescu

THE ROLE OF LEADERSHIP IN FOSTERING AN INNOVATIVE ORGANIZATIONAL CULTURE
Maria Mihaela Duca

MANAGEMENT AND ORGANIZATIONAL PERFORMANCE: THEORY AND PRACTICE
Elena Casandra Ceaușescu, Oana Raluca Luchian, Marian Năstase

CONTEMPORARY CRISES IN AIRPORTS WORLDWIDE: SYSTEMIC RISKS, ADAPTIVE LEADERSHIP, AND STRATEGIES FOR OPERATIONAL RESILIENCE
Mircea Sorina Zaharcu, Cătălin Bulgariu

ORGANIZATIONAL ALIGNMENT AND PERFORMANCE IN THE KNOWLEDGE-BASED ECONOMY: A HUMAN-CENTERED PERSPECTIVE
Diana Maria Georgescu

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 3, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Cătălina SITNIKOV
ASSOC. PROF. PHD Liviu CRĂCIUN

PREDICTIVE ANALYTICS IN HUMAN RESOURCE MANAGEMENT WITH ARTIFICIAL INTELLIGENCE: BALANCING ACCURACY, FAIRNESS AND EMPLOYEE ACCEPTANCE IN THE CONTEXT OF THE EU AI ACT
Liviu Crăciun

ALGORITHMIC MANAGEMENT AND THE REDEFINITION OF THE MANAGER'S ROLE IN THE

ERA OF ARTIFICIAL INTELLIGENCE: AN ANALYSIS OF THE SPECIALISED LITERATURE
Elena Anemona Burcu

QUIET QUITTING IN CONTEMPORARY ORGANIZATIONS: AN INTEGRATIVE LITERATURE REVIEW OF ITS CAUSES, MECHANISMS AND MANAGERIAL RESPONSES
Elena Anemona Burcu

THE DIGITAL TRANSFORMATION OF PUBLIC SERVICES FROM THE PERSPECTIVE OF ORGANIZATIONAL CHANGE AND THE ROLE OF HUMAN RESOURCES
Oana Antonela Pîrvu

DESIGNING JOBS AROUND SAFE ROUTINES AND SUSTAINABLE PERFORMANCE
Ionuț Cosmin Băloi

STRUCTURED, ARTISANAL OR CERTIFICATION-DRIVEN? COACHING AND MENTORING ACROSS ROMANIAN ACCOMMODATION, FOOD SERVICE AND LEISURE STRUCTURES
Ionuț Cosmin Băloi

THE EXPERIENCE ECONOMY IN ROMANIA: THE CASE OF THE UNTOLD FESTIVAL
Daniela Victoria Popescu

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 4, Saturday 31.10.2026, 10:30-12:30

Chairs: PROF. PHD Jenica POPESCU
PROF. PHD Cătălina SITNIKOV

RELATIONAL VULNERABILITY AND INSTITUTIONAL RESILIENCE IN THE BANKING SECTOR - AN ANALYSIS OF ORGANISATIONAL MECHANISMS FOR MANAGING UNCERTAINTY
Elena Florentina Croitoru (Răduț), Iulia Georgiana Udrică

INFORMATION ASYMMETRY AND THE ORGANISATIONAL DECISION-MAKING PROCESS IN THE BANKING SECTOR: IMPLICATIONS FOR THE EFFECTIVENESS OF INTERNAL GOVERNANCE
Elena Florentina Croitoru (Răduț), Iulia Georgiana Udrică

ORGANIZATIONAL CLIMATE AND ITS IMPACT ON EMPLOYEE ENGAGEMENT IN PUBLIC ADMINISTRATION
Iulia Georgiana Udrică, Elena Florentina Croitoru (Răduț)

THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE PERFORMANCE IN PUBLIC ADMINISTRATION
Iulia Georgiana Udrică, Elena Florentina Croitoru (Răduț)

LOGISTICS PERFORMANCE AND SUSTAINABILITY - AN ANALYSIS AT THE LEVEL OF EUROPEAN UNION MEMBER STATES
Adriana Scriosteanu

THE IMPACT OF A.I. TECHNOLOGY ON THE MARKETING OF THE FUTURE
Jenica Popescu

ARTIFICIAL INTELIGENCE IN MARKETING
Jenica Popescu, Nela Loredana Meiță

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 5, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Costin AVRAM
LECTURER PHD Laurențiu MIHAI

BUSINESS MODEL INNOVATION IN INCUMBENT ENERGY COMPANIES: ADAPTATION STRATEGIES FOR THE TRANSITION TO RENEWABLE ENERGY
Laurențiu Mihai, Cătălina Sitnikov, Anca Băndoi, Leonardo-Geo Mănescu, Emilia Petrescu

THE ROLE OF STRATEGIC MANAGEMENT IN ACCELERATING THE GREEN TRANSITION OF SMES: BARRIERS, ENABLERS AND SUSTAINABILITY IMPLICATIONS
Cătălina Sitnikov, Emilia Petrescu, Laurențiu Mihai, Anca Băndoi, Leonardo-Geo Mănescu

MANAGERIAL COMPETENCIES FOR THE ENERGY TRANSITION: LEADERSHIP, ORGANIZATIONAL CULTURE AND CHANGE MANAGEMENT IN THE CONTEXT OF DECARBONIZATION
Emilia Petrescu, Anca Băndoi, Leonardo-Geo Mănescu, Laurențiu Mihai, Cătălina Sitnikov

ARTIFICIAL INTELLIGENCE IN INTEGRATED MANAGEMENT SYSTEMS: TOWARDS DATA-DRIVEN QUALITY, ENVIRONMENTAL AND OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT
Cătălina Sitnikov

THE IMPORTANCE OF EFFECTIVE MANAGERIAL COMMUNICATION BETWEEN DECISION-MAKERS AND EMPLOYEES
Costin Daniel Avram

MANAGERIAL COMMUNICATION AND ITS IMPORTANCE IN PROMOTING ECONOMIC ENTITIES
Costin Daniel Avram

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 6, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Daniela POPESCU
ASSOC. PROF. PHD Sorina GÎRBOVEANU
ASSOC. PROF. PHD Cătălin BARBU

AN INVESTIGATION INTO THE ADOPTION AND USE OF FITNESS APPS BY AGING CONSUMERS
Cătălin Mihail Barbu, Liviu Crăciun, Sorin Marius Tudor, Răducu Ștefan Bratu

ADVANCING AGE-INCLUSIVE MARKETING IN ONLINE BANKING: A CONCEPTUAL FRAMEWORK
Cătălin Mihail Barbu, Daniela Popescu, Sorina Gîrboveanu

FROM PRODUCT TO EXPERIENCE: THE EVOLUTION OF EXPERIENTIAL MARKETING AND ITS IMPACT ON YOUNG CONSUMERS
Daniela Popescu, Sorina Gîrboveanu

DIGITALIZATION IN PUBLIC ADMINISTRATION
Daniela Popescu, Silvia Puiu
SUSTAINABLE CONSUMPTION BEHAVIOR AMONG GENERATION Z: DETERMINANTS AND IMPLICATIONS FOR THE CIRCULAR ECONOMY - EVIDENCE FROM THE UNIVERSITY ENVIRONMENT
Andreea-Mirabela Ştefan

EXPERIENTIAL CUSTOMER JOURNEY: EMIC/ETIC PERSPECTIVE AND SOCIOCULTURAL

MAPPING
Sorina Raula Gîrboveanu

PHIGITAL CUSTOMER EXPERIENCE - KEY SUCCESS FACTORS
Sorina Raula Gîrboveanu, Daniela Popescu

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 7, Saturday 31.10.2026, 10:30-12:30

Chairs: ASSOC. PROF. PHD Carmen Elena COCA
PROF. PHD Romeo BOȘNEAGU
ASSOC. PROF. PHD Oana BOCĂNETE

AI IN INVESTING: DIVERSIFICATION OR SHARED RISK?
Carmen Elena Coca

ROBUST PORTFOLIO OPTIMIZATION UNDER AI-INDUCED HERDING
Carmen Elena Coca

FLOODS AND THE ECONOMIC SECURITY OF HOUSEHOLDS IN ROMANIA
Carmen Elena Coca1, Oana Bocănete, Romeo Boșneagu

REDUCING FOOD WASTE IN HOTELS: THE TOURISTS' PERSPECTIVE
Carmen Elena Coca1, Daniela Simona Nenciu, Oana Bocănete

MANAGERIAL PRACTICES AND PATIENT TRUST IN ROMANIAN PUBLIC AND PRIVATE HOSPITALS: DESIGN OF A COMPARATIVE FIELD STUDY
Maria-Emilia Dinculeană

THE EMOTIONLESS CUSTOMER: WHAT REMAINS OF MARKETING WHEN PURCHASE DECISIONS PASS TO AI AGENTS
Carmen Puiu, Mirela Sîrbu

THE ROLE AND IMPORTANCE OF MANAGEMENT IN SPORTS ORGANIZATIONS: CHALLENGES, FUNCTIONS, AND PERSPECTIVES
Gabriel Ioan Mangra, Alexandru Simion, Mădălina Giorgiana Mangra

TRUST-BASED CLIMATE AND ORGANIZATIONAL RESILIENCE IN MILITARY ORGANIZATIONS
Marius Emanuel Caragea

BUILDING ORGANIZATIONAL RESILIENCE THROUGH LEARNING FROM INCIDENTS IN MILITARY ORGANIZATIONS
Marius Emanuel Caragea

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL 8, Saturday 31.10.2026, 10:30-12:30

Chairs: PROF. PHD Luminița POPESCU
ASSOC. PROF. PHD Liviu CRĂCIUN
ASSOC. PROF. PHD Radu OGARCĂ

AI ON WORK: ALLY OR THREAT?
Luminița Popescu

OUTSOURCING THE SHOPPING MIND: EXOGENOUS COGNITION AND DECISION DELEGATION AMONG ROMANIAN CONSUMERS
Liviu Crăciun

DIGITAL TRANSFORMATION IN SALES: THE IMPACT OF AI TOOLS AND CRM SYSTEMS ON SME FINANCIAL PERFORMANCE IN ROMANIA
Maria Magdalena Criveanu, Maria Loredana Nița (Mitrache)

DIGITAL GOVERNANCE TRANSFORMATION: DRIVERS, BARRIERS AND INSTITUTIONAL CHALLENGES IN THE PUBLIC SECTOR
Natalița Maria Sperdea, Alexandru Mighiu

TRANSFORMING HIGHER EDUCATION IN MANAGEMENT IN THE ERA OF ARTIFICIAL INTELLIGENCE: A LITERATURE REVIEW
Radu Florin Ogarcă

PROPORTIONAL GOVERNANCE IN SPORT FEDERATIONS: A CONCEPTUAL MODEL AND IMPLICATIONS FOR CENTRAL AND EASTERN EUROPE
Simion Alexandru, Mangra Gabriel, Simion Andreea

THE IMPACT OF MANAGERIAL PROCESS DIGITALIZATION ON ORGANIZATIONAL EFFICIENCY
Mirela Sîrbu

CHANGE MANAGEMENT IN THE CONTEXT OF ARTIFICIAL INTELLIGENCE IMPLEMENTATION
Mirela Sîrbu

GREEN INNOVATION AND SUSTAINABLE BUSINESS MODEL INNOVATION AS DRIVERS OF INTERNATIONAL COMPETITIVENESS: A SYSTEMATIC LITERATURE REVIEW
Luiza Loredana Năstase

DIGITAL TRANSFORMATION AND SUSTAINABLE FIRM PERFORMANCE: THE ROLE OF ARTIFICIAL INTELLIGENCE, GREEN INNOVATION, AND ORGANIZATIONAL CAPABILITIES
Luiza Loredana Năstase

PSYCHOSOCIAL RISKS: HOW PREPARED ARE ROMANIAN ORGANIZATIONS TO MANAGE THEM?
Luminița Popescu

MANAGEMENT AND CSR PANEL 1, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Anca Antoaneta BOCEAN VĂRZARU
PROF. PHD Claudiu BOCEAN

ETHICAL LEADERSHIP, ETHICAL ORGANIZATIONAL CULTURE, AND CSR AS DRIVERS OF ORGANIZATIONAL PERFORMANCE
Anca Antoaneta Bocean Vărzaru, Andreea Adriana Cioabă, Silviu-Mihai Nițu-Granzulea, Sergiu-Ion Nicolăescu

FROM ETHICAL LEADERSHIP TO ORGANIZATIONAL PERFORMANCE: THE MEDIATING ROLE OF ETHICAL CULTURE AND CORPORATE SOCIAL RESPONSIBILITY
Silviu-Mihai Nițu-Granzulea, Anca Antoaneta Bocean Vărzaru

BETWEEN COMMITEMENT AND IMPLEMENTATION - STAKEHOLDERS PERCEPTIONS` OF THE TRANSITION TOWARDS SUSTAINABLE DEVELOPMENT IN ROMANIA
Andreea Adriana Simion, Andreea Ioana Văcuț

INTEGRATING ESG CRITERIA INTO ORGANIZATIONAL MANAGEMENT: CHALLENGES, OPPORTUNITIES AND PERSPECTIVES ON SUSTAINABLE DEVELOPMENT
Bogdan Olari

ESG CRITERIA AS AN EMERGING DIMENSION OF SUSTAINABLE MANAGEMENT:

IMPLICATIONS FOR ORGANIZATIONAL PERFORMANCE AND GOVERNANCE
Bogdan Olari

DIGITAL TECHNOLOGY ADOPTION IN HUMAN RESOURCE MANAGEMENT: INDIVIDUAL AND ORGANIZATIONAL DRIVERS OF USE
Claudiu George Bocean, Andreea Teodora Al-Floarei

FROM INTENTION TO EFFECTIVE USE: ORGANIZATIONAL READINESS AND RESPONSIBLE DIGITALIZATION IN HUMAN RESOURCE MANAGEMENT
Andreea Teodora Al-Floarei, Claudiu George Bocean

HOW REMOTE MONITORING PUSHES MANAGERS AND EMPLOYEES TOWARD OVERWORK
Otilia Maria Trașcă (Spulbăr)

MANAGEMENT AND CSR PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Anca BĂNDOI
LECTURER PHD Laurențiu MIHAI

LICENSED BY VIRTUE? CORPORATE SOCIAL RESPONSIBILITY AS A MORAL ALIBI FOR MISCONDUCT
Carmen Puiu

THE SOUND OF GREEN SILENCE: GREENWASHING AND GREENHUSHING AS TWO FACES OF THE SAME CREDIBILITY PROBLEM
Carmen Puiu, Marieta Stanciu

ESG REPORTING AND GREEN ENERGY INVESTMENT DECISIONS: THE IMPACT OF TRANSPARENCY ON ORGANIZATIONAL PERFORMANCE
Anca Băndoi, Emilia Petrescu, Leonardo-Geo Mănescu, Laurențiu Mihai, Cătălina Sitnikov

LOCAL ENERGY COMMUNITIES AS AN INSTRUMENT OF SUSTAINABLE GOVERNANCE: A PARTICIPATORY MANAGEMENT PERSPECTIVE
Leonardo-Geo Mănescu, Laurențiu Mihai, Cătălina Sitnikov, Anca Băndoi, Emilia Petrescu

BUSINESS ETHICS IN ROMANIA: FROM STATED VALUES TO ORGANIZATIONAL PRACTICES
Adrian Florin Budică Iacob

DIGITALISATION AND ARTIFICIAL INTELLIGENCE IN ESG PERFORMANCE MANAGEMENT AND REPORTING: OPPORTUNITIES, RISKS AND GOVERNANCE CHALLENGES
Cătălina Sitnikov, Laurențiu Stelian Mihai, Anca Băndoi

GOVERNING AI-GENERATED KNOWLEDGE: EPISTEMIC CHALLENGE CAPABILITY IN THE AI-AUGMENTED BOARDROOM
Liviu Vidrașcu

CORPORATE GOVERNANCE AND SUSTAINABLE VALUE CREATION IN ROMANIAN LISTED COMPANIES: A COMPARATIVE MULTIPLE CASE STUDY
Liviu Vidrașcu

INFORMATICS AND STATISTICS PANEL, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Anca MEHEDINȚU
PROF. PHD Georgeta ȘOAVĂ
ASSOC. PROF. PHD Costel IONAȘCU

PREDICTION OF EUROPEAN HIT PATENTS USING ML MODEL BASED ON KNOWLEDGE EXTRACTED ONLY FROM THE PATENTS' GRANT DOCUMENTATION
Costel Marian Ionașcu

ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION. A STATISTICAL ANALYSIS OF USAGE RATE AND PERCEIVED BENEFITS AMONG STUDENTS OF FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION CRAIOVA
Andreea-Mirabela Ştefan

STATISTICAL ANALYSIS REGARDING THE INFLUENCE OF "AVERAGE TOTAL INCOME" ON THE LEVEL OF HOUSEHOLDS ENDOWMENT WITH "DURABLE GOODS" IN ROMANIA, DURING THE 2008-2025 PERIOD
Ilie Murărița

AI SOLUTIONS FOR SOCIAL PLATFORM ANALYSIS
Dragoș Ionuț Lupșoiu

DESIGNING AN INTELLIGENT DATA VALIDATION SYSTEM FOR ROMANIAN UNIVERSITIES: A COMPARATIVE CASE STUDY
Andreea Cristina Mitru

DYNAMIC CAPABILITIES AND ADAPTIVE BUSINESS MODELS IN THE DIGITAL ECONOMY: EVIDENCE FROM ROMANIAN SMALL AND MEDIUM-SIZED ENTERPRISES
Valeri Viorel Sitnikov

THE TWIN DIGITAL AND GREEN TRANSITION: ORGANISATIONAL DIGITALISATION AS A DRIVER OF INNOVATION AND SUSTAINABLE DEVELOPMENT
Valeri Viorel Sitnikov

AGRICULTURAL STRUCTURAL TRANSFORMATION AND CONVERGENCE IN CENTRAL AND EASTERN EUROPE: EVIDENCE FROM SEVEN ECONOMIES, 1995-2024
Mirela Găman (Pîrvu), Liviu Popescu

NONLINEAR MACROECONOMICS IN ROMANIA AND THE EU: A HYBRID ANALYSIS OF LONG-RUN EQUILIBRIA
Georgeta Șoavă, Anca Mehedințu

THE DIGITAL REVOLUTION AND THE LABOUR MARKET: THE TRANSFORMATIVE IMPACT OF TECHNOLOGY ON EMPLOYMENT AND SKILLS
Ala Dancău

THE IMPACT OF CONVERSATIONAL ARTIFICIAL INTELLIGENCE ON USER EXPERIENCE IN E-COMMERCE
Amelia Bădică, Augustin Bărbulescu

OUTSCRAPER PLATFORM FOR ROAD TRAFFIC COLLECTION
Amelia Bădică, Andra Mălina Nețoiu

EMERGING INFORMATION TECHNOLOGY ADOPTION IN ROMANIA: SECTORAL DISPARITIES AND STRUCTURAL CONSTRAINTS
Antonia Pătrașcu, Amelia Bădică

BACHELOR AND MASTER students PANEL 1, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Daniela POPESCU
ASSOC. PROF. PHD Laura VASILESCU

MANAGEMENT OF SALES OF PREMIUM AND LUXURY PRODUCTS AND SERVICES
Bianca Alexandra Aspra

THE IMPORTANCE OF CUSTOMER RELATIONSHIPS IN BUSINESS-TO-BUSINESS MARKETING
Ionela Florentina Băzăvan

FROM AD TO CART: THE POWER OF DIGITAL MARKETING
Roberta Daiana Marisa Bechet

MARKETING COMMUNICATION AND CONSUMER BEHAVIOR: THE INTERPLAY OF RATIONAL AND EMOTIONAL FACTORS IN GENERATION Z'S DECISION-MAKING
Valeria Zoia

OPERATIONAL VS FINANCIAL LEASING: STRATEGIC ASSET MANAGEMENT FOR ROMANIAN FIRMS
Alesia Maria Șerban

CANCEL CULTURE AND BRAND RESPONSIBILITY
Sebiana Maria Balaure

LONG - AND SHORT - TERM MARKETING STRATEGY
Denisa Maria Vasile

COMMUNICATION, ADVERTISING AND SOCIAL MEDIA
Ioana Alina Bodăescu

THE IMPACT OF SOCIAL MEDIA MARKETING ON FASHION BRANDS
Cătălina Maria Capră

INTEGRATED MARKETING COMUNICATION FOR PROMOTING A DENTAL PRACTICE
Maria Oana Călin

COST-EFFICIENT DEVOPS FOR SMALL-SCALE WEB PROJECTS: COMPARING MANAGED CLOUD SERVICES AND SELF-HOSTED OPEN-SOURCE TOOLCHAINS
Dragos-Andrei Traistaru

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE SALES PROCESS
Mihaela Berești eanu

GENDER PAY GAP IN THE EU: ECONOMIC ANALYSIS AND POLICY SOLUTIONS SUMMARY
Carina Cristina Bistriceanu

THE MARKET FOR GOODS AND SERVICES IN THE GLOBALIZED ECONOMIC ENVIRONMENT
Ana Maria Dogaru

THE INFLUENCE OF VISUAL ELEMENTS IN DIGITAL ADVERTISING ON PURCHASING DECISIONS: A COMPARATIVE ANALYSIS ACROSS GENERATIONS
Gabriela Cristina Guduleasa

ONLINE PROMOTIONAL STRATEGIES FOR SAMSUNG
Anamaria Guță

BACHELOR AND MASTER students PANEL 2, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Anca TĂNASIE
ASSOC. PROF. PHD Alina MANTA

THE ECONOMIC AND SOCIAL IMPACT OF FOOTBALL CLUBS ON LOCAL DEVELOPMENT: INSIGHTS FROM ITALY AND ROMANIA
Andrea De Pascali

CHAOS TESTING A WEB APPLICATION: MEASURING RESILIENCE THROUGH CONTROLLED FAILURE INJECTION
Dragos-Andrei Traistaru

A COMPARATIVE ANALYSIS OF ONLINE STORES
Daniela Ștefania Burtea

THE PLACE AND ROLE OF E-COMMERCE IN THE CONTEMPORARY GLOBAL ECONOMY
Ana Maria Cătălina Ciungu

ANALYSIS OF EXPENDITURE EFFICIENCY AT SNGN ROMGAZ SA
Andreea Monica Ciuperceanu

ROMANIA'S ECONOMIC DIPLOMACY: OPPORTUNITIES AND CHALLENGES
Adela Marina Cîrticioiu

THE EFFECTIVENESS OF EMOTIONAL VERSUS INFORMATIVE ADVERTISING ON SOCIAL MEDIA PLATFORMS
Loredana Cuna Mic

THE DIFFERENCES BETWEEN B2B AND B2C MARKETING
Elena Maria Dina

EMPLOYEE MOTIVATION AS A FUNCTION OF HUMAN RESOURCE MANAGEMENT
Andreea Dinculeană

TRADITIONAL PROMOTION VERSUS ONLINE PROMOTION IN APPLE INC.'S MARKETING STRATEGY
Cristina Maria Gîtan

DIGITAL LITERACY AND HUMAN RESOURCE DEVELOPMENT IN MILITARY ORGANIZATIONS
Cătălin Ionuț Iordache

MANAGING WORKFORCE DIGITAL COMPETENCE DEVELOPMENT IN MILITARY ORGANIZATIONS: A THEORETICAL FRAMEWORK
Cătălin Ionuț Iordache

THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER BEHAVIOR
Victoria Iuzic

VISUAL COMMUNICATION AND CONSUMER BEHAVIOUR ACROSS GENERATIONS
Paul Ivașcu

STUDY ON CONSUMER PERCEPTIONS OF THE UTILITY OF DELIVERY APPLICATIONS
Alin Ionuț Marinoiu

ADVERTISING AND GENERATIONAL DIFFERENCES
Mariana Claudia Mărunțelu Trană

BACHELOR AND MASTER students PANEL 3, Saturday 31.10.2026, 10:30-12:30
Chairs: PROF. PHD Daniela POPESCU
ASSOC. PROF. PHD Sorina GÎRBOVEANU

ONLINE PROMOTION: THE CASE OF TRENDYOL
Gabriela Munteanu

ACCOUNTING FOR RAW MATERIALS AND MATERIALS AT S.C. BECHERU BALLROOM S.R.L.
Ionelia Bianca Nichifor

A STUDY ON NEGOTIATION TECHNIQUES AND TACTICS IN B2B RELATIONSHIPS
Anca Elena Pîrvescu

EXPERIENTIAL MARKETING VERSUS TRADITIONAL MARKETING AT PPC ENERGIE
Andreea Popescu

DIGITAL MARKETING STRATEGIES IN THE POST-PANDEMIC ERA
Daniela Prodoiu

MEASURES TO REDUCE ROMANIA'S BUDGET DEFICIT IN THE MEDIUM AND LONG TERM
Sergiu Mihai Stăncuț

INTEGRATED MARKETING POLICIES IN THE CASE OF XIAOMI
Adrian Daniel Stroe

THE CONSEQUENCES OF ETHICAL MARKETING PRACTICES ON CUSTOMER ATTACHMENT AND LOYALTY TO A COMPANY
Flavia Adelina Tomescu

IMPLEMENTATION AND EVALUATION OF OBJECTIVES IN ONLINE MARKETING
Ionela Trașcă Vladu

THE NEW DIGITAL ECONOMY: CURRENT TRENDS AND ECONOMIC CONSEQUENCES
Lelia Alexandra Drăghici

RESEARCH ON THE RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION AND PRODUCTIVITY
Mădălin Gîju

LABOUR MIGRATION AND ITS EFFECTS ON THE NATIONAL ECONOMY
Eliza Roberta Iovan

NEUROMARKETING STRATEGIES IN PRODUCT DESIGN AND LANGUAGE
Aleksandra Latković

SUSTAINABLE BRANDS AS DRIVERS OF ECONOMIC GROWTH AND CONSUMER AWARENESS
Emilia Lozovanu

SALES STRATEGIES THROUGH EVENTS AND TRADE FAIRS
Selena Maria Luță

STUDY ON STUDENTS' BEHAVIOUR ON SOCIAL MEDIA PLATFORMS
Milica Buzganović

WIN-BACK STRATEGIES
Alexandra Cristina Nedelcu

BACHELOR AND MASTER students PANEL 4, Saturday 31.10.2026, 10:30-12:30
Chairs: ASSOC. PROF. PHD Sorina GÎRBOVEANU
ASSOC. PROF. PHD Alina MANTA

STUDY ON THE USE OF SOCIAL MEDIA PLATFORMS AND ARTIFICIAL INTELLIGENCE IN ELECTORAL CAMPAIGNS IN ROMANIA
Eli Mariana Pițigoi

THE PURCHASING PROCESS IN AN INDUSTRIAL COMPANY: THE IMPORTANCE OF SUPPLIER SELECTION
Maria Alina Popa Cotelin

PRICES, COMPETITION, AND ANTICOMPETITIVE PRACTICES: ANALYSIS OF THE CARTEL PHENOMENON IN ROMANIA AND THE EUROPEAN UNION
Mihaela Teodora Popescu

INNOVATION FOR IMPACT: THE ROLE OF CSR AND SOCIAL INNOVATION IN MODERN MARKETING
Ana Maria Rădoi

ANALYSIS OF ONLINE RETAILERS' MARKETING STRATEGIES IN ROMANIA
Alina Mihaela Ruiu

INTEGRATED MARKETING COMMUNICATION IN THE CONTEXT OF DIGITALIZATION: THE CASE OF OTTER
Elena Cristina Tîmplaru

THE IMPORTANCE OF ONLINE REVIEWS FOR A RESTAURANT'S REPUTATION
Daria Maria Tunaru

DIGITALISATION OF WORK AND THE SKILLS REQUIRED BY THE WORKFORCE
Mariana Georgiana Vasile

MARKETING COMMUNICATION IN THE CONTEXT OF DIGITALIZATION IN A COMPANY
Andreea Marina Zăvăleanu

MARKETING OF UNHEALTY PRODUCTS
Luciana Vișan Liță

INFLUENCE AND PERSUASION TECHNIQUES IN NEGOTIATIONS
Elena Daniela Voinea

CARBON BORDER ADJUSTMENTS AND ENERGY TRANSITION RESILIENCE IN EMERGING EU ECONOMIES: ECONOMIC SECURITY VS. INDUSTRIAL COMPETITIVENESS
Iulian Nicola

REGULATORY MOATS AND HOW GOVERNMENT REGULATIONS LEAD TO MORE CONCENTRATION AND A LESS FREE MARKET
Florin-Gabriel Dulgheru

THE RELATIONSHIP BETWEEN DIGITAL MARKETING AND DYNAMIC PRICING IN THE FASHION INDUSTRY
Ema-Elena Pistrițu

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON BANKING ACTIVITIES. A BIBLIOMETRIC ANALYSIS
Andrei Anghel

ANALYSIS OF PROFITABILITY AND FINANCIAL RESULTS
Cristina Rață

ETHICS IN AI AND WEB DEVELOPMENT
Amelia Bădică, Nicolae Șerban