



UNIVERSITY
OF
CRAIOVA



ASOCIAȚIA FACULTĂȚILOR
DE ECONOMIE DIN ROMÂNIA

DOCTORAL SCHOOL
IN ECONOMICS
University of Craiova
ROMANIA



1906
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



BURGAS FREE UNIVERSITY



RIGA TECHNICAL
UNIVERSITY

17th International Conference

Competitiveness and Stability in the Knowledge- Based Economy

CONFERENCE PROGRAMME

**iCOnEc 2025
Craiova, Romania,
October 24-25**

FRIDAY 24th, 2025

LINK

<https://meet.google.com/dra-rbyy-fmw>

10:00 – 10:15 - opening address by Conference Organizers

10:15 - 11:20 - presentations by Keynote Speakers

11:25 - closing address by Conference Organizers

PANELS

12:00 – 14:00

SATURDAY 25th, 2025

PANELS

10:00 – 12:00

PLENARY SESSION, 10:00 - 11:30

Athanasios Chymis, Senior Research Fellow
Centre of Planning and Economic Research (KEPE), Athens, GREECE
Public administration: Moving from efficiency to social performance
10:15

Paolo D'ANSELMI, Lecturer PhD
University Tor Vergata, Rome, ITALY
The Social Responsibility of Public Administration
10:35

Andre Kolodziejak, Professor
European Commission, European Central Bank, Johann Wolfgang Goethe University,
Frankfurt am Main, GERMANY
How eurobonds can help?
11:00

ECONOMICS PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: *PROF. PHD Andre KOLODZIEJAK*

LECT. PHD. Paolo D'ANSELMi

Sen. RESEARCHER PHD Athanasios CHYMIS

Link: <https://meet.google.com/cba-ane-sph>

SUSTAINABLE DEVELOPMENT GOALS IN A SOCIAL RESPONSIBILITY OF PUBLIC ADMINISTRATION PERSPECTIVE

Paolo D'Anselmi, Athanasios Chymis

DOES SOCIAL PROTECTION INCREASE SOCIAL SECURITY?

Andre Kolodziejak

INTERNATIONAL COMPETITIVENESS INDICATORS AS A PROXY FOR SOCIALLY RESPONSIBLE PUBLIC ADMINISTRATION

Athanasios Chymis

RECOGNIZING AND VALORIZING ENGAGEMENT AND PLURALITY: FRONTIERS OF AN EVOLVING SOCIAL RESPONSIBILITY IN EUROPEAN PUBLIC ORGANIZATIONS

Katia Giuseppeponi

CIRCULAR MIGRATION IN INDIA: A STUDY OF CAUSES AND CONSEQUENCES OF DEFICIENT PUBLIC GOVERNANCE MECHANISM IN ODISHA

Manoj Kumar Dash, Pankaj Kumar Naik

TURKISH SMOKERS' PERCEPTION OF CIGARETTE PACKAGING WARNINGS THROUGH THE LENS OF BEHAVIORAL ECONOMICS

Burcu Özdemir, Ekrem Tufan

IS ECONOMICS A DISMAL SCIENCE?

Andre Kolodziejak, Jan Peil

MANAGEMENT IN AN INTERNATIONALIZING WORLD

Andre Kolodziejak, Guus Muijzers

DO EUROBONDS CAN HELP?

Andre Kolodziejak, Guus Muijzers

FORECASTING OUTPUT GAPS AND GROWTH THROUGH ECONOMIC TENDENCY SURVEYS IN TIMES OF CRISES: A MODEL APPROACH

Andre Kolodziejak, Eppe Jan Postma

GEOLOGICAL FACTORS INFLUENCING THE ECONOMIC POTENTIAL OF MINERAL DEPOSITS

Daniel Abraham Bidjae

ECONOMIC RESILIENCE IN POST-PANDEMIC ERA: A 2025 PERSPECTIVE

Daniel Abraham Bidjae

FINANCES AND DIGITALISATION PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: *PROF. PHD Cristi Marcel SPULBĂR*

ASSOC. PROF. PHD Marius MITRACHE

ASSOC. PROF. PHD Cristian Valeriu STANCIU

Link: <https://meet.google.com/wrg-fwvg-chs>

FINANCIAL DERIVATIVES AND RISK MANAGEMENT UNDER THE IMPACT OF EMERGING FINANCIAL TECHNOLOGIES

Cristi Marcel Spulbăr, Elena Carmen Nicula Fulga

ONE-STEP-AHEAD PREDICTION OF DAILY EQUITY PRICES WITH LSTM

Cezar Cătălin ENE

THE TRANSFORMATION OF FINANCIAL ACTIVITY UNDER CLIMATE CHANGE

Mihai DUPIR

THE IMPLICATIONS OF ARTIFICIAL INTELLIGENCE IN THE LOSS OF MANAGERIAL CONTROL

Lucian-Florin SPULBĂR

CONSIDERATIONS REGARDING INTERNAL CONTROL STANDARDS IN THE ROMANIAN PUBLIC SECTOR

Stelian SELIȘTEANU, Radu BUZIERNESCU

DEVELOPMENT OF A THEORETICAL MODEL FOR INTEGRATING BANKING SYSTEMS WITH FINTECH APPLICATIONS BASED ON GAMIFICATION

Cristian Valeriu STANCIU, Andrei Cristian SPULBĂR

EMERGING DIGITAL ASSETS: TYPOLOGIES, FUNCTIONALITIES AND RISKS IN THE WEB3 PARADIGM

Cristian Valeriu Stanciu, Eugen Stanciu

THE NEW GENERATION OF ENTREPRENEURS AND DIGITAL BUSINESSES

Daniel Marius Mitache

ARTIFICIAL INTELLIGENCE BETWEEN INNOVATION AND RESPONSIBILITY

Daniela Iulia Maria Cărbune

BANK AND FINTECH LENDING UNDER ESG CRITERIA AND THE QUEST FOR FINANCIAL INCLUSION

Andrei Smărăndescu

STRATEGIC CONVERGENCES FOR SUSTAINABILITY AND PERFORMANCE IN CONTEXT OF BANKING SECTOR DIGITALIZATION

Tatiana Dănescu, Adela Bejan, Roxana Maria Stejerean

ESG AND CORPORATE RISK. EVIDENCE FROM ROMANIA FOR COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE

Tatiana Dănescu, Diana Andreea Ujică, Elena Vasilica Popa

FINANCE PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: *LECT. PHD. Ramona BIRĂU*

ASSOC. PROF. PHD Virgil POPESCU

Link: <https://meet.google.com/giq-apyg-bfs>

SVAR ANALYSIS TO UNDERSTAND THE INTERDEPENDENCIES AMONG 1M 10-YEAR HIGH FREQUENCY DATA OF NIFTY BANK, NIFTY ENERGY AND NIFTY IT

Aman Shreevastava, Bharat Kumar Meher, Ștefan Mărgăritescu

VOLATILITY FORECASTING IN 10-YEAR 1M HIGH-FREQUENCY INDIA VIX DATA USING LSTM, ISOLATION FOREST, AND HYBRID CNN-MLP ARCHITECTURES

Aman Shreevastava, Bharat Kumar Meher, Gabriela Ana Maria Lupu (Filip)

FORECASTING THE EFFECTS OF MACROECONOMIC INDICATORS ON AGRICULTURE SECTOR OF PAKISTAN

Muhammad Awais-E-Yazdan, Muhammad Shahzad Iqbal, Mudassar Mushtaq, Gabriela Ana Maria Lupu (Filip)

ECONOMIC ANALYSIS OF THE HOTEL INDUSTRY: FINANCIAL IMPACTS OF CRISES ON HOTEL PERFORMANCE

Fatemeh Dekamini, Roxana-Mihaela Nioata (Chireac)

FINANCIAL CRISIS MANAGEMENT IN HOSPITALITY: RESCUE AND RECONSTRUCTION STRATEGIES

Fatemeh Dekamini, Iuliana Carmen Bărbăcioru, Roxana-Mihaela Nioata (Chireac)

SOCIO-ECONOMIC IMPACTS OF THE EMERGING GREEN HYDROGEN REVOLUTION IN DEVELOPING COUNTRIES

Ashwani Kumar, Virgil Popescu, Ramona Birau

MULTI-CRITERIA ASSESSMENT OF THE SOCIO-ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY OF OMAN'S GREEN HYDROGEN INITIATIVES

Sivasakthivel Thangavel, Milad Heidari, Ashwani Kumar, Ștefan Mărgăritescu

THE ROLE OF INCLUSIVE INSTITUTIONS IN SHAPING THE DEVELOPMENT OF FINANCIAL MARKETS IN EUROPE

Ahmed Rhif, Roxana-Mihaela Nioata (Chireac)

BLOCKCHAIN CROWDFUNDING FOR SUSTAINABLE FINANCE: BOOSTING COMPETITIVENESS IN IRAN'S EASTERN CORRIDOR

Mohammad Eskandari Sani, Ștefan Mărgăritescu

TOKENIZING CARBON MARKETS: STABILIZING ARID ECONOMIES IN IRAN'S KHORASAN REGION

Mohammad Eskandari Sani, Iuliana Carmen Bărbăcioru, Ștefan Mărgăritescu

FINANCE PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: ASSOC. PROF. PHD Virgil POPESCU

LECT. PHD. Ramona BIRĂU

Link: <https://meet.google.com/giq-apyg-bfs>

PERCEPTION OF WORKFORCE SKILLS: AN ASSESSMENT OF CHALLENGES AND READINESS

Amitabh Joshi, Ashima Joshi, Sumit Zokarkar, Roxana-Mihaela Nioata (Chireac)

FINANCIAL INFRASTRUCTURE EVOLUTION AND DIGITAL TRANSFORMATION PATHWAYS IN EMERGING ECONOMIES: A MULTI-COUNTRY ANALYSIS (2004-2024) READINESS

Amitabh Joshi, Sumit Zokarkar, Jaitn Kumar Jaiswal, Cristina Sultănoiu (Pătularu)

FINANCIAL BENEFITS FOR ORGANIZATIONS APPROVING MENTAL HEALTH DAY FOR THEIR EMPLOYEES

Elizabeth Coker-Farrell, Ramona Birau, Virgil Popescu

GREEN FINANCE AND CLIMATE ADAPTATION: PATHWAYS TO FOOD SECURITY IN SOUTH ASIA

Muhammad Atiq-ur-Rehman, Irfan Hussain Khan, Uzooba Hureem, Ramona Birau, Virgil Popescu

NEXUS OF INFLATION DYNAMICS AND MONETARY FACTORS IN SIX EUROPEAN UNION COUNTRIES

Muhammad Zahid Naeem, Sumera Arshad, Cristina Sultănoiu (Pătularu)

ESG PERFORMANCE, GREEN BONDS, AND CREDIT RISK IN SCANDINAVIAN MARKETS

Payam Rostamicheri, Ramona Birau, Virgil Popescu

FEDERATED LEARNING IN APPLIED FINANCE: A PRIVACY-PRESERVING APPROACH TO DATA-DRIVEN ANALYTICS

Vaikunta Pai T, Manjula Mallya M, Virgil Popescu, Ramona Birau

FIN-TECH-DRIVEN INNOVATIONS AND THEIR IMPACT ON FINANCIAL INCLUSION: AN APPLIED FINANCE PERSPECTIVE

Aaliya Ashraf , Ulfat Andrabi, Syed Mohd Khalid, Iuliana Carmen Bărbăcioru, Cristina Sultănoiu (Pătularu)

ASSESSING THE ROLE OF GREEN BONDS IN FINANCING CLIMATE CHANGE MITIGATION AND ADAPTATION PROJECTS IN INDIA

Prajna Shenoy Y, Daniel Frank, Rakshith Bhandary, Virgil Popescu, Ramona Birau

THE ROLE OF FINTECH ADOPTION IN ENHANCING FINANCIAL INCLUSION: EVIDENCE FROM EMERGING ECONOMIES

Zulfiqar Ali Imran , Gabriela Ana Maria Lupu (Filip)

THE MECHANISM OF THE SETTLEMENT SYSTEM WITHIN THE STATE TREASURY

Cristina Sultănoiu (Pătularu)

INFORMATICS PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: *PROF. PHD Liviu POPESCU*

PROF. PHD Amelia BĂDICĂ

Link: <https://meet.google.com/ehv-hqto-vpw>

UNIVERSITY PROFESSORS' PERSPECTIVES ON THE RAPID TECHNOLOGIZATION OF EDUCATION: A QUANTITATIVE RESEARCH ON THE HIGHER EDUCATION IN ROMANIA

Florin Alexandru Stan

STATISTICAL ANALYSIS OF THE INSURANCE SYSTEM IN ROMANIA: METHODOLOGICAL ASPECTS AND CASE STUDY

Dan Iovan, Liviu Popescu

ECONOMIC AND PUBLIC POLICY IMPLICATIONS OF ARTIFICIAL INTELLIGENCE ON THE EDUCATION SYSTEM

Raluca Esmeralda Orban

INTERPRETATION OF SURVEY RESULTS: AN ANALYSIS OF THE MASS MEDIA PHENOMENON IN ROMANIA

Ramona SĂSEANU

STUDY ON AGRICULTURAL RAW MATERIAL EXPORTS AND IMPORTS IN EMERGING ECONOMIES IN CENTRAL AND EASTERN EUROPE AND THEIR FORECASTING

Floriana Mirela GĂMAN

CHALLENGES AND SOLUTIONS IN IMPROVING PRODUCTIVITY IN DEVOPS INFRASTRUCTURE DEVELOPMENT USING THE MODEL CONTEXT PROTOCOL (MCP)

Pavel Cristian Crăciun

STATISTICAL ANALYSIS OF EXPORTS AND IMPORTS IN SOME EMERGING ECONOMIES OF CENTRAL AND EASTERN EUROPE

Floriana Mirela GĂMAN, Liviu POPESCU

CHALLENGES AND SOLUTIONS IN IMPLEMENTING FEDERATED LEARNING USING DEVOPS PRINCIPLES

Andreea Maria Trăistaru

CONNECTING ERP SYSTEMS TO YOUR DIGITAL WORLD: CHOOSING THE RIGHT ARCHITECTURE

Andrei Victor Berceanu

INTEGRATING BUSINESS INTELLIGENCE IN THE OPTIMIZATION OF PROCESSES WITHIN PUBLIC AND PRIVATE ORGANIZATIONS

Maria Alexandra Buză

MANAGEMENT AND CSR PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: ASSOC. PROF. PHD Liviu CRĂCIUN

PROF. PHD Luminița POPESCU

PROF. PHD Silvia PUIU

Link: <https://meet.google.com/nsu-xdmi-mbg>

DESIGNING ADAPTIVE LEADERSHIP PIPELINES FOR NATO'S EVOLVING SECURITY ENVIRONMENT

Marius Emanuel Caragea

STRATEGIC ASSESSMENT OF ROMANIA'S DEFENSE POLICY (2020–2024): THEORETICAL INSIGHTS, PRACTICAL IMPLEMENTATION, AND GUIDANCE FOR POST-2025 STRATEGIC FRAMEWORKS

Marius Emanuel CARAGEA

MANAGING WORKAHOLISM: STRATEGIES FOR SUSTAINABLE BUSINESS SUCCESS

Otilia Maria TRĂȘCĂ

THE IMPACT OF CSR ON GENERATION Z RETENTION

Luminița POPESCU

STRATEGIES FOR ATTRACTING AND RETAINING EMPLOYEES IN THE DIGITAL ERA

Luminița POPESCU

TEACHERS' PSYCHOLOGICAL WELL-BEING: A MANAGERIAL IMPERATIVE FOR EDUCATIONAL SUSTAINABILITY

Elena Anemona Burcu, Luminița Popescu

THE ROLE OF MANAGEMENT IN TURNING STRESS INTO A RESOURCE

Elena Anemona Burcu

ETHICAL DIMENSIONS OF THE USE OF AI IN THE EVALUATION OF HUMAN RESOURCES PERFORMANCE

Liviu CRĂCIUN

THE DIMENSIONS OF QUALITY IN E-LEARNING EDUCATION FROM STUDENT PERSPECTIVE: AN EVALUATION AND IMPROVEMENT FRAMEWORK

Liviu CRĂCIUN

DATA, DIET, AND DECISIONS: THE ROLE OF ARTIFICIAL INTELLIGENCE IN MANAGING PUBLIC HEALTH

Maria Emilia Dinculeană

THE 100-YEAR ARC OF PUBLIC HEALTH: MANAGEMENT LESSONS FROM PANDEMICS, NUTRITION, AND MENTAL WELL-BEING (1925-2025)

Maria Emilia Dinculeană

STUDY ON THE CLASSICAL AND MODERN DIMENSIONS OF CHANGE MANAGEMENT

Constantin Răzvan Dediu

ANALYSIS OF CONCEPTUAL DIMENSIONS AND THE TYPOLOGY OF ORGANIZATIONAL INNOVATION

Constantin Răzvan Dediu

ONLINE CONSUMER BEHAVIOR: TRENDS, MOTIVATIONS AND IMPLICATIONS FOR

MARKETING

Ariana Mihaela Stănescu, Anca Francisca Cruceru

MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL, Friday 24.10.2025, 12:00-14:00

Chairs: *PROF. PHD Daniela POPESCU
ASSOC. PROF. PHD Cătălin BARBU
ASSOC. PROF. PHD Sorina GÎRBOVEANU*

Link: <https://meet.google.com/pss-aeer-dku>

INFLUENCERS IN TOURIST DESTINATION BRAND MANAGEMENT

Cătălin Mihai Barbu, Liviu Crăciun, Sorin Marius Tudor, Răducu Ștefan Bratu

IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN THE BUSINESS MODEL

Daniela Victoria Popescu, Mariana Jugănar, Cătălin Mihai Barbu, Sorina Raula Gîrboveanu

SOCIAL ENTREPRENEURSHIP FOR CIRCULAR ECONOMY

Cătălin Mihai Barbu, Daniela Victoria Popescu, Sorina Raula Gîrboveanu

MEASURING AND IMPROVING CUSTOMER EXPERIENCE

Daniela Victoria Popescu, Cătălin Mihai Barbu, Sorina Raula Gîrboveanu

THE CUSTOMER JOURNEY PROCESS AND EXPERIENCE TOUCHPOINTS

Sorina Raula Gîrboveanu, Mihail Cătălin Barbu, Daniela Victoria Popescu

THE INVOLVEMENT OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

Daniela Victoria Popescu, Sorina Raula Gîrboveanu, Mirela Sîrbu, Adina Dinu

ANALYSIS AND INFLUENCE OF ADVERTISING ON THE CONSUMER'S PURCHASE DECISION

Daniela Victoria Popescu, Sorina Raula Gîrboveanu, Mirela Sîrbu

THE RELATIONSHIP BETWEEN EMOTION AND CONSUMER BRAND EXPERIENCE

Sorina Raula Gîrboveanu, Daniela Victoria Popescu, Mirela Sîrbu

INTERCONNECTING DIGITAL TRANSFORMATION AND SUSTAINABLE DEVELOPMENT: INNOVATIVE STRATEGIES FOR INCREASING CORPORATE PERFORMANCE

Andreea Adriana Simion, Andreea Văcuț

THE COMPLEXITY OF INSTITUTIONAL TRANSITION TOWARDS SUSTAINABILITY: A SYSTEMIC PERSPECTIVE ON TRANSFORMATION

Andreea Adriana Simion, Andreea Văcuț

SOCIAL RESPONSIBILITY IN PUBLIC ORGANIZATIONS AND DIGITAL ECOSYSTEMS: EFFECTS ON SME PARTICIPATION IN PUBLIC PROCUREMENT AND SERVICES

Lucian Cosmin Mitucă

ECONOMICS PANELS, Saturday 25.10.2025, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Ramona PÎRVU VASILAS*
ASSOC. PROF. PHD Narcis MITU

THE IDDO INDEX: MEASURING GROWTH, INEQUALITY, AND EQUITABLE PROSPERITY IN THE EU-27

Narcis Eduard MITU

FROM ECONOMIC GROWTH TO SOCIAL PROGRESS: ASSESSING ROMANIA'S PERFORMANCE THROUGH THE SOCIAL PROGRESS INDEX (SPI) AND EU-SPI

Dacia-Petronela COSTEA

THE ROLE OF DIGITALIZATION IN ACHIEVING EUROPEAN GOALS

Lavinia-Adelina MITRACHE

ARTIFICIAL INTELLIGENCE AND DIGITAL TRANSFORMATION IN ROMANIAN EDUCATION

Ramona Pîrvu Vasilaş, Despina Florina Neguţ

INTEGRATING ARTIFICIAL INTELLIGENCE INTO ORGANIZATIONAL PROCESSES: OPPORTUNITIES, CHALLENGES, AND STRATEGIC IMPLICATIONS

Ramona Pîrvu Vasilaş, Alina Constantina Ciurilă (Tapi)

HARNESSING EDUCATION FOR ECONOMIC RESILIENCE: EU STRATEGIES AND ROMANIA'S PATH TO ALIGNMENT

Răducu Ştefan Bratu, Oana Alexandra Călin

HEALTH AS A CATALYST FOR SUSTAINABLE DEVELOPMENT: INTERCONNECTIONS WITH HUMAN DEVELOPMENT AND ECONOMIC GROWTH IN THE EU

Laurenţiu Dragomir, Maria Nache Cimpoeru, Gheorghe Axinte

Panel 2 Chairs: *PROF. PHD Ramona PÎRVU VASILAS*
PROF. PHD Elena JIANU

PUBLIC-PRIVATE PARTNERSHIPS IN STRENGTHENING EUROPEAN ECONOMIC SECURITY

Corina Iancu, Nicoleta Cosmina Petrescu, Elena Jianu, Eliza Maria Antoniu

CONSIDERATIONS ON THE IMPORTANCE OF ECONOMIC INDICATORS IN THE ENTITY'S COMMUNICATION WITH THE BUSINESS ENVIRONMENT

Costin Daniel AVRAM

DIGITALIZATION: AN OPPORTUNITY IN COMPANIES' COMMUNICATION WITH STAKEHOLDERS

Costin Daniel AVRAM

AGRICULTURE – AN IMPORTANT BRANCH OF THE NATIONAL ECONOMY AND ITS DEVELOPMENT THROUGH THE CONVERSION FROM TRADITIONAL AGRICULTURE TO ORGANIC AGRICULTURE

Roxana Epure, Costin Daniel AVRAM

EDUCATION AS AN ECONOMIC DRIVER: EUROPEAN TRENDS AND ROMANIA'S CHALLENGES IN A GLOBALIZED CONTEXT

Oana Alexandra CĂLIN

INTEGRATION OF DIGITAL TECHNOLOGIES INTO EDUCATION: BENEFITS, CHALLENGES AND RISKS

Maria Loredana Tuță, Ionela Cristina Micu

ACCESSIBLE TOURISM IN ROMANIA – CHALLENGES AND SOLUTIONS

Maria Loredana Tuță, Ionela Cristina Micu

Panel 3 Chairs: *PROF. PHD Ramona PÎRVU VASILAS*
PROF. PHD Anca BĂNDOI

ARTIFICIAL INTELLIGENCE IN THE ECONOMY: AUTOMATION, AUGMENTATION, AND THE NEW CHALLENGE

Elvira Mariana Florea, Anca Băndoi

ASSESSING ROMANIA'S PROGRESS IN ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS: CHALLENGES AND PERSPECTIVES

Anca Băndoi, Dorel Berceanu

THE IMPACT OF ESG FACTORS ON SUSTAINABLE DEVELOPMENT AND THE ACCELERATION OF THE TRANSITION TO A SUSTAINABLE ECONOMY: A SECTORAL COMPARATIVE ANALYSIS

Marius Bogdan Olari

YOUTH MIGRATION FOR HIGHER EDUCATION IN EUROPE: PREFERENCES AND TRENDS OF ROMANIAN STUDENTS

Ștefan Codruț Florian Ciobanu, Riana Maria Ciobanu

BUILDING A SUSTAINABLE TOMORROW: THE ROLE OF RESILIENT INFRASTRUCTURE AND TECHNOLOGICAL INNOVATION IN THE EU

Dragoș Ionuț Lupșoiu

UNDERSTANDING DIGITAL SOCIETY THROUGH AI: AN INTEGRATED APPROACH TO SOCIAL MEDIA ANALYSIS

Dragoș Ionuț Lupșoiu

ARTIFICIAL INTELLIGENCE AND WORKFORCE TRANSFORMATION: TRENDS, CHALLENGES, AND RESEARCH FRONTIERS

Dragoș Ionuț Lupșoiu

Panel 4 Chairs: *PROF. PHD Ramona PÎRVU VASILAS*
ASSOC. PROF. PHD Anca TĂNASIE
ASSOC. PROF. PHD Daniel TOBĂ

THE EFFECTIVENESS OF SPORTS POLICIES IN BUILDING A SUSTAINABLE FRAMEWORK FOR SPORTS PERFORMANCE AND INCLUSION

Alexandru SIMION, Marian Costin NANU, Gabriel MANGRA

SYNERGIES OF HEALTH, PROSPERITY, AND SUSTAINABILITY: POLICY IMPLICATIONS FOR THE EU AND ROMANIA

Daniel Tobă, Maria Nache Cimpoeu

DIPLOMACY IN THE AGE OF TECHNOLOGY: BETWEEN DIGITAL COMMUNICATION AND CYBERSECURITY

Luiza Loredana Năstase

THE CONTRIBUTION OF EUROPEAN FINANCING TO LABOUR MARKET

DEVELOPMENT IN MEMBER STATES

Anca Tănasie, Riana Maria Ciobanu

THE IMPACT OF FOREIGN DIRECT INVESTMENT ON ECONOMIES

Cosmin Fratoșțeanu, Anca Tănasie

FUNDING EUROPE'S ENERGY TRANSITION: THE INTERPLAY BETWEEN EU SUBSIDIES AND MARKET PRICES

Anca TĂNASIE, Cosmin FRATOȘȚEANU, Andra Maria MANDA

SUSTAINABLE DEVELOPMENT AND THE IMPACT OF RENEWABLE ENERGY INVESTMENT ON ECONOMIC GROWTH

Luminița VOCHIȚA, Andra Maria MANDA

MAPPING THE LANDSCAPE OF SUSTAINABLE INNOVATION AND ENTREPRENEURSHIP: A BIBLIOMETRIC STUDY USING WOS DATA

Luiza Loredana Năstase

Panel 5 Chairs: *PROF. PHD Nicoleta SÎRGHI*
PROF. PHD Oana Ramona LOBONȚ
PROF. PHD Nicoleta-Claudia MOLDOVAN

MAPPING DIGITAL TRANSFORMATION IN THE EUROPEAN UNION - A CLUSTER ANALYSIS

Maria Magdalena DOROIMAN, Nicoleta SÎRGHI, Mihail Emil MONTOI

BETWEEN STORM AND STABILITY: HOW DO EU INSTITUTIONS NAVIGATE THE FISCAL RISKS OF CLIMATE CHANGE?

Oana Ramona Lobonț, Nicoleta Claudia Moldovan, Cristina Criste, Ariana Denisa Moț, Florin Costea

THEORIES OF INFLATION, GEOECONOMICS, AND GEOPOLITICS. KEY CONCEPTS, DEFINITIONS, AND IMPACT AT THE LEVEL OF EU-27 MEMBER STATES DURING THE PERIOD 2000–2024. A COMPARATIVE-HISTORICAL PERSPECTIVE AND THE CHARACTERIZATION OF THE MAIN CAUSES AND MEASURES AT THE LEVEL OF MEMBER STATES

Alia Cătălina Sîrbu (Talfes)

ECONOMIC INEQUALITY: KEY CONCEPTS, EVOLUTIONS, AND THE TRANSFORMATION OF ITS CAUSES FROM A COMPARATIVE HISTORICAL PERSPECTIVE (2000–2024). SOCIO-ECONOMIC IMPACT

Denisa Diaconeasa

INSTITUTIONAL QUALITY AS A MEDIATOR IN THE IMPACT OF EUROPEAN UNION FUNDS: COMPARATIVE EVIDENCE FROM 2013 AND 2021

Diana Bălan, Ana Cristina Nicolescu, Lavinia Mihaela Mihiț, Florin Costea

IMPLEMENTING SUSTAINABLE GOVERNANCE, A STEP TOWARDS SUSTAINABLE SUCCESS

Marieta Stanciu, Carmen Puiu

Panel 6 Chairs: *PROF. PHD Mirela CRISTEA*
PROF. PHD Grațiela NOJA

MIGRATION MANAGEMENT THROUGH GOOD GOVERNANCE IN THE EUROPEAN UNION

Mirela Cristea, Ștefan Codruț Florian Ciobanu

CLIMATE CHANGE- RESULT OF ENVIRONMENTAL IMBALANCE IN ROMANIA

Daniela Iorgovan

ANALYSING THE RELATIONSHIPS BETWEEN ECONOMIC, EDUCATIONAL AND ENVIRONMENTAL INDICATORS IN THE EUROPEAN UNION: A COMPARISON BETWEEN THE EU13 AND THE EU14

Mugur Victor Constantin IUREȘ

STRUCTURAL DIFFERENCES BETWEEN EUROPEAN UNION MEMBER STATES IN THE DEVELOPMENT OF THE BIOECONOMY: A COMPARATIVE ANALYSIS BETWEEN THE EU13 AND THE EU14

Mugur Victor Constantin IUREȘ

ADAPTING TO CHANGE: EMPIRICAL ANALYSIS OF DIGITAL TRANSFORMATION AND INNOVATION IN THE EU INSURANCE SECTOR

Mirela Cristea, Gheorghe Hurduzeu, Grațîela Georgiana Noja, Raluca Mihaela Drăcea, Silviu Valentin Cârstina

REGIONAL CONVERGENCE AND ECONOMIC SECURITY WITHIN THE EUROPEAN UNION: POLICIES, STRATEGIES, AND INSTITUTIONAL IMPLICATIONS

Eduard Ilie Copaci, Alexandra Mădălina Țăran, Grațîela Georgiana Noja, Andrea Imperia

INSIGHTS INTO REGIONAL ENERGY TRANSITION: CO₂ EMISSIONS, DECOUPLING, AND POLICY IMPLICATIONS

Raluca Mihaela Drăcea, Mirela Cristea, Grațîela Georgiana Noja, Ina Nimerenco

SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF THE EUROPEAN ECOLOGICAL TRANSITION

Marieta Stanciu, Carmen Puiu

THE IMPORTANCE OF PROSUMERS FOR THE ROMANIAN ENERGY INDUSTRY

Bogdan Andrei Budică, Adrian Florin Budică Iacob

FINANCE PANELS, Saturday 25.10.2025, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Roxana Maria BĂDÎRCEA*

PROF. PHD Jenica POPESCU

ASSOC. PROF. PHD Nicoleta Mihaela DORAN

FINANCIAL RISK AND BANKRUPTCY ANALYSIS MODELS

Jenica POPESCU, Bogdan POPA, Nela Loredana MEIȚĂ

THE TRANSFORMATION OF EUROPEAN BANKING SYSTEMS: FROM OPERATIONAL EFFICIENCY TO DIGITAL CONVERGENCE (2010–2024)

Claudia GHERȚESCU

BANKING EFFICIENCY IN ROMANIA: STRUCTURAL TRANSFORMATION, DIGITIZATION, AND EUROPEAN CONVERGENCE

Claudia GHERȚESCU, Alina Georgiana MANTA

EDUCATION FINANCING IN ROMANIA: A BIBLIOMETRIC ANALYSIS OF RESEARCH TRENDS AND SCIENTIFIC IMPACT

Leonica Elena Gorie, Gabriela Badareu, Nicoleta Mihaela Doran

ENVIRONMENTAL TAXES AND THEIR IMPACT ON CLIMATE CHANGE MITIGATION IN THE EUROPEAN UNION

Marilena Cristina Nistor (Diaconu), Roxana Maria Bădîrcea, Lavinia Mihit

BLOCKCHAIN APPLICATIONS IN THE PUBLIC SECTOR: TRENDS, RESEARCH HOTSPOTS, AND FUTURE DIRECTIONS

Sergiu Mihail Olaru, Roxana Maria Bădîrcea

THE EVOLUTION OF FINANCING STRATEGIES IN THE CONTEXT OF DIGITAL TRANSFORMATION: FROM TRADITIONAL CAPITAL TO FINTECH SOLUTIONS

Dalia Simion, Monica Pătruțescu, Marieta Stanciu

THE IMPACT OF NON-FINANCIAL REPORTING DIRECTIVES ON THE FINANCIAL PERFORMANCE OF EUROPEAN TECHNOLOGY COMPANIES: A STRUCTURAL EQUATION MODELLING APPROACH

Mirela Sichigea, Adriana Crăițar

Panel 2 Chairs: *PROF. PHD Marian SIMINICĂ*
ASSOC. PROF. PHD Daniel CÂRCIUMARU

RISK ANALYSIS FOR EUROPEAN AUTOMOTIVE COMPANIES

Daniel Cîrciumaru

ANALYSIS OF THE PERFORMANCE-RISK CORRELATION FOR EUROPEAN ENERGY COMPANIES

Daniel Cîrciumaru

ADAPTING BANKING STRATEGIES TO THE REQUIREMENTS OF SUSTAINABLE DEVELOPMENT: BETWEEN REGULATION, INNOVATION, AND SOCIAL RESPONSIBILITY

Larisa MISTREAN

GREEN TRADE: THE CONTEMPORARY TRENDS AND PERSPECTIVES UNDER INDUSTRY 5.0

Larisa MISTREAN, Ilinca GOROBET

FINANCIAL MANAGEMENT AND PRICING STRATEGIES: BALANCING PROFITABILITY AND MARKET COMPETITIVENESS

Roxana ISPAS

FISCAL METHODS AND COMPETITIVE DYNAMICS: ENHANCING ENTERPRISE FINANCIAL PERFORMANCE

Roxana ISPAS

THE IMPACT OF DIGITALIZATION ON THE JUDICIAL SECTOR

Silviu Cârștina, Marian Ilie Siminică, Daniel Cîrciumaru, Gabriela Badareu

WHERE IS THE RESEARCH ON RETURN ON EQUITY AND FINANCIAL PERFORMANCE HEADED?

Marian Ilie Siminică, Daniel Cîrciumaru, Gabriela Badareu, Silviu Cârștina

Panel 3 Chairs: *PROF. PHD Dorel BERCEANU*
ASSOC. PROF. PHD Nicoleta Mihaela DORAN
ASSOC. PROF. PHD Laura VASILESCU

GREEN FISCAL REFORMS: PATHWAYS TOWARD CLIMATE CHANGE MITIGATION AND SUSTAINABLE GROWTH

Nicoleta Mihaela Doran, Dorel Berceanu, Marilena Cristina Nistor (Diaconu)

MAPPING KNOWLEDGE AT THE INTERSECTION OF TAXATION AND DIGITALIZATION

Alexandra Ioana Georgescu, Nicoleta Mihaela Doran, Riana Maria Ciobanu

GREEN FINANCE AS A CATALYST FOR THE EUROPEAN UNION'S SUSTAINABLE ECONOMIC TRANSITION

Cristina Maria Ungureanu, Nicoleta Mihaela Doran

THE GLOBAL ECONOMY AND THE GLOBAL FINANCIAL SYSTEM

Alexandra DAEA

GREEN BONDS AS DRIVERS OF CORPORATE FINANCIAL PERFORMANCE AND INVESTOR CONFIDENCE

Laura VASILESCU

FINANCIAL PERSPECTIVES ON CORPORATE MERGERS: VALUE CREATION, RISK ASSESSMENT AND POST-MERGER PERFORMANCE

Laura Vasilescu

THE RESILIENCE OF PUBLIC FINANCES IN THE FACE OF GEOPOLITICAL CRISES: A BIBLIOMETRIC ANALYSIS

Constanța Adriana Gorie, Nicoleta Mihaela Doran, Marilena Cristina Nistor

INVESTMENT IDENTITY ON THE STOCK EXCHANGE

Dorel Berceanu, Anca Bândoi

Panel 4 Chairs: *PROF. PHD Marilen Gabriel PIRTEA*
PROF. PHD Grațiela Georgiana NOJA

TECHNOLOGICAL INNOVATION AND SUSTAINABLE FINANCE: STRATEGIES FOR DRIVING FINANCIAL PERFORMANCE IN THE DIGITAL ECONOMY

Alexandra Mădălina Țăran, Marilen Gabriel Pirtea, Grațiela Georgiana Noja, Miruna Nachescu, Alina Ionașcu

THE GLOBALISATION GAP: HOW LIMITED INTEGRATION SHAPES SUSTAINABLE WELL-BEING IN THE AFTERMATH OF THE PANDEMIC

Alina Ionașcu, Grațiela Georgiana Noja, Milena Daniela Obicean, Anastasia Rebeca Ghițun, Larisa Adelina Mocan

THE INFLUENCE OF SUSTAINABILITY PRACTICES ON CORPORATE FINANCIAL PERFORMANCE: LITERATURE TRENDS AND FUTURE RESEARCH POTENTIAL

Mihaela Diaconu, Alexandra Mădălina Țăran, Marilen Gabriel Pirtea, Grațiela Georgiana Noja, Tomasz Dorożyński

ASSESSING THE COMPETITIVENESS OF ROMANIAN AIRPORTS TARIFFS

Erzsébet Gál

INNOVATION AS A SHIELD? EXPLORING THE LINK BETWEEN DIGITAL PROGRESS AND FISCAL INTEGRITY IN THE EUROPEAN UNION

Florina Stanciu, Oana Ramona Lobonț, Andrei Trip

OPTIMIZING FINANCIAL PERFORMANCE THROUGH ESG: INSIGHTS FOR SUSTAINABLE INVESTMENTS

Laura Vasilescu, Cătălina Sitnikov

FINANCIAL LEVERAGE AS A STRATEGIC TOOL: IMPLICATIONS FOR CORPORATE

PERFORMANCE IN ENERGY SECTOR

Laura Vasilescu, Cătălina Sitnikov

ECONOMIC CRIME VS STABILITY IN COMPETITIVE ECONOMIES

Adriana Maria Anca

ACCOUNTING PANELS, Saturday 25.10.2025, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Magdalena MIHAI*
ASSOC. PROF. PHD Cristian DRĂGAN

FORECASTING CORPORATE SUSTAINABILITY REPORTING METRICS USING TIME SERIES MODELS: EVIDENCE FROM EUROPEAN LISTED FIRMS

Magdalena Mihai, Cristian Drăgan, Liviu Popescu

THE IMPACT OF ESG-INTEGRATION ON AUDIT QUALITY: A PANEL TIME-SERIES APPROACH

Liviu Popescu, Magdalena Mihai, Cristian Drăgan

TIME SERIES FORECASTING OF CARBON DISCLOSURE IN CORPORATE REPORTING: ACCOUNTING IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT

Cristian Drăgan, Liviu Popescu, Magdalena Mihai

ACCOUNTING FOR CLIMATE RISK: PREDICTIVE MODELS OF FINANCIAL PERFORMANCE UNDER SUSTAINABILITY CONSTRAINTS

Magdalena Mihai, Cristian Drăgan, Liviu Popescu

FROM HISTORICAL FINANCIAL DATA TO FUTURE SUSTAINABILITY OUTCOMES: A TIME-SERIES STUDY OF CORPORATE INTEGRATED REPORTING

Liviu Popescu, Magdalena Mihai, Cristian Drăgan

ANTIDOTE TO TP LITIGATION: QUANTIFYING THE IMPACT OF APA ROLL-BACK AND ENHANCED MAP ON THE DURATION AND VOLUME OF TRANSFER PRICING LITIGATION

Magda-Maria Derscariu (Ghica)

Panel 2 Chairs: *PROF. PHD Marian SIMINICĂ*
PROF. PHD Cerasela PÎRVU

THE HIDDEN RISKS OF GENERATIVE ARTIFICIAL INTELLIGENCE IN ACCOUNTING: ACCURACY, JUDGEMENT, CYBERSECURITY AND ETHICS

Nicolae Bobițan, Diana Dumitrescu, Anamaria Georgeta Barbu

ASSESSMENT OF THE SUSTAINABLE CORPORATE PERFORMANCE OF OMV PETROM, WINERIES PUBLIC COMPANY AND SNGN ROMGAZ SA

Ana Maria COSTEA

A CROSS-REGIONAL ANALYSIS OF FINANCIAL PERFORMANCE AND RISK IN THE INDUSTRIAL MACHINERY SECTOR: INSIGHTS FROM ROMANIA AND THE EUROPEAN MARKET

Maxim COJOCARU

ESG REPORTING BETWEEN REGULATION AND DEREGULATION

Cerasela Adriana Luciana Pîrvu , Cristian Vlad Pîrvu

ACCOUNTING TOOLS FOR BUSINESS RESILIENCE AND COMPETITIVENESS IN TIMES OF ECONOMIC UNCERTAINTY

Adriana CRĂÎȚAR, Cerasela PÎRVU

HOW IMPORTANT IS FINANCIAL LITERACY? CASE STUDY: ROMANIA VS POLAND

Marian Siminică, Ieronim Georgian Ștefan

GENDER DIVERSITY ON THE BOARDS OF STATE-OWNED VS. PRIVATE COMPANIES: WHICH GOVERNANCE BRINGS HIGHER PROFIT?

Sidonia Alisa VLĂDOI

THE IMPACT OF DIGITAL TECHNOLOGIES ON THE PERFORMANCE OF BUDGETARY CLAIMS COLLECTION

Mădălin George Safta

THE IMPACT OF ACCOUNTING, FISCAL PRINCIPLES AND AUDIT OPINION ON FINANCIAL REPORTING: A BIBLIOMETRIC ANALYSIS (2000–2024)

Ramona Ionela Hărăguș

COST, DECISION, PERFORMANCE IN MANAGEMENT ACCOUNTING

Alexandra Țârău, Emil Muntean

A LITERATURE REVIEW ON THE DIGITALIZATION OF MANAGERIAL ACCOUNTING

Constantin Răzvan Arici, Attila Tamas-Szora

TOWARDS PROACTIVE RISK MANAGEMENT: A DIGITAL CONTINUOUS-AUDIT RESEARCH STUDY ON EU-FUNDED PROJECTS

Mihai Negrea

Panel 3 Chairs: *ASSOC. PROF. PHD Valeriu BRABETE*
ASSOC. PROF. PHD Daniel GOAGĂRĂ
ASSOC. PROF. PHD Sorin Sandu VÎNĂTORU

CONTRIBUTIONS OF THE ACCOUNTING PROFESSION TO THE TAX COMPLIANCE PROCESS

Valeriu BRABETE

THE ROLE OF ACCOUNTING AND THE ACCOUNTING PROFESSION IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

Valeriu BRABETE, Daniel GOAGĂRĂ

ACCOUNTING AND THE ACCOUNTING PROFESSION IN THE AGE OF ARTIFICIAL INTELLIGENCE. A BIBLIOMETRIC APPROACH

Valeriu BRABETE, Daniel GOAGĂRĂ

THE FINANCIAL AND ACCOUNTING IMPLICATIONS AND PERSPECTIVES OF ENTITY MERGERS IN THE ERA OF SMART ACCOUNTING

Daniel GOAGĂRĂ, Valeriu BRABETE

SPECIFICS OF ABSORPTION MERGERS BETWEEN ENTITIES WITH NEGATIVE EQUITY

Daniel GOAGĂRĂ, Valeriu BRABETE

MANAGEMENT OF FINANCIAL AND ACCOUNTING FACTORS ENSURING AN EFFICIENT INTER-ENTITY MERGER PROCESS

Daniel GOAGĂRĂ

THE IMPACT OF INTEGRATING NEW DIGITAL TECHNOLOGIES ON FINANCIAL AND ACCOUNTING INFORMATION

Daniel GOAGĂRĂ

REVIEW VERSUS QUALITY OF THE ACTIVITY CARRIED OUT BY THE AUDIT TEAM

Sorin Sandu Vînătoru

PUBLICATION OF THE FINANCIAL AUDITOR'S OPINION AND POST-AUDIT MONITORING

Sorin Sandu Vînătoru

INTEGRATION OF SUSTAINABILITY REPORTING INTO THE CORPORATE GOVERNANCE OF AGRICULTURAL ENTITIES IN ROMANIA

Bernadett-Renata Kasa (Oancea)

***MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANELS,
Saturday 25.10.2025, 10:00-12:00***

Panel 1 Chairs: *PROF. PHD Cătălina SITNIKOV*

ASSOC. PROF. PHD Laura VASILESCU

DIGITAL TRANSFORMATION OF SMES IN THE EUROPEAN UNION: TRENDS, BARRIERS AND POLICY IMPLICATIONS

Cătălina Sitnikov, Laura Vasilescu

DIGITALIZATION OF ROMANIAN SMEs: CHALLENGES, PROGRESS AND STRATEGIC IMPERATIVES

Cătălina Sitnikov, Laura Vasilescu

TRACING CORPORATE GOVERNANCE AND SUSTAINABILITY: A COMPARATIVE HISTORICAL ANALYSIS ACROSS ANGLO-SAXON, ROMANIC, ASIAN, AND ROMANIAN FRAMEWORKS

Liviu Vidrașcu

THE EVOLUTION OF CORPORATE GOVERNANCE IN ROMANIA: A COMPARATIVE LEGAL AND LITERARY ANALYSIS

Liviu Vidrașcu

HOW LEADERSHIP ATTITUDE SHAPES TEAMS' BEHAVIOUR AND PERFORMANCE

Iulia Georgiana Udrică

HUMAN RESOURCE MANAGEMENT STRATEGIES IN THE CONTEXT OF ORGANIZATIONAL CHANGE: ADAPTABILITY, MOTIVATION, INNOVATION

Iulia Georgiana Udrică

ADOPTION OF DIGITALIZATION FROM THE PERSPECTIVE OF HUMAN RESOURCES MANAGEMENT AND SPECIFIC PRACTICES

Elena Diana Măriuş

SPECIFIC PRACTICES AND THEIR CONNECTION TO THE ADOPTION OF DIGITALIZATION

Elena Diana Măriuş

TYPES OF EMPLOYEES IN THE BANKING SYSTEM: SKILLS, ROLES, AND ORGANIZATIONAL TRANSFORMATIONS

Elena Florentina Croitoru

THE IMPACT OF THE COVID-19 HEALTH CRISIS ON THE BANKING SYSTEM: CHALLENGES, RESILIENCE, AND STRUCTURAL TRANSFORMATION

Elena Florentina Croitoru

HUMAN RESOURCE MANAGEMENT AS A DRIVER OF SOCIAL PERFORMANCE IN CONTEMPORARY ORGANIZATIONS

Claudia-Marinela ZĂTREANU

STRATEGIC HUMAN RESOURCE MANAGEMENT AND ITS IMPACT ON SOCIAL PERFORMANCE

Claudia-Marinela ZĂTREANU

Panel 2 Chairs: *PROF. PHD Cătălina SITNIKOV*

ASSIST. PROF. PHD Laurențiu MIHAI

LUXURY SERVICES: ESSENTIAL NEED OR EXPRESSION OF CONTEMPORARY EXTRAVAGANCE?

Cecilia Irina RĂBONȚU, Aniela BĂLĂCESCU

FROM DATA TO DECISION: AN EMPIRICAL MAPPING OF PERFORMANCE IN ROMANIA'S PUBLIC ADMINISTRATION

Cristina Cerba, Alexandra Mădălina Țăran, Flavia Mirela Barna

TRANSFORMATIONAL LEADERSHIP AS A CATALYST FOR ORGANIZATIONAL LEARNING AND SUSTAINABLE PERFORMANCE

Anca Băndoi, Mirela Sichigea, Leonardo-Geo Mănescu, Cătălina Sitnikov, Laura Vasilescu, Laurențiu Mihai

SERVICE EXCELLENCE AND HUMAN-CENTERED INNOVATION: REDEFINING CUSTOMER EXPERIENCE IN THE DIGITAL SERVICE ECONOMY

Laurențiu Mihai, Cătălina Sitnikov, Anca Băndoi, Leonardo-Geo Mănescu, Laura Vasilescu, Mirela Sichigea

MAPPING THE KNOWLEDGE LANDSCAPE OF ORGANIZATIONAL DIGITAL TRANSFORMATION: A BIBLIOMETRIC REVIEW OF THE 2010–2025 RESEARCH FRONT

Mirela Sichigea, Cătălina Sitnikov, Laura Vasilescu, Leonardo-Geo Mănescu, Anca Băndoi, Laurențiu Mihai

ENTREPRENEURIAL AGILITY AND STRATEGIC RESILIENCE IN POST-PANDEMIC ECONOMIES: EVIDENCE FROM ROMANIAN SMES

Cătălina Sitnikov, Anca Băndoi, Laurențiu Mihai, Mirela Sichigea, Leonardo-Geo Mănescu, Laura Vasilescu

INTEGRATING ESG AND SDGs INTO CORPORATE STRATEGY: PATHWAYS TO SUSTAINABLE COMPETITIVENESS FOR EUROPEAN SMES

Laura Vasilescu, Leonardo-Geo Mănescu, Anca Băndoi, Laurențiu Mihai, Mirela Sichigea, Cătălina Sitnikov

Panel 3 Chairs: *ASSOC. PROF. PHD Ionuț BĂLOI*
ASSOC. PROF. PHD Mirela SÎRBU

THE EVOLUTION OF DIGITAL MARKETING: FROM DATA-DRIVEN TO AI-AUGMENTED MARKETING

Carmen Puiu, Marieta Stanciu, Mirela Sîrbu

DIGITAL TRANSFORMATION: CHALLENGES AND OPPORTUNITIES FOR MANAGERS

Mirela Sîrbu, Daniela Victoria Popescu, Sorina Raula Gîrboveanu, Carmen Puiu

IMPACT OF USING MODERN METHODOLOGIES ON PROJECT PERFORMANCE

Mirela Sîrbu, Sorina Raula Gîrboveanu, Daniela Victoria Popescu, Carmen Puiu

IMPACT OF ARTIFICIAL INTELLIGENCE ON THE TRANSFORMATION OF MANAGERIAL SYSTEMS

Mirela Sîrbu, Carmen Puiu, Daniela Victoria Popescu, Sorina Raula Gîrboveanu

HOW SOCIO-ORGANIZATIONAL DYNAMICS SHAPE MANAGERS' RISK APPETITE IN ROMANIAN ENTERPRISES

Ionuț Cosmin Băloi

ON EMPLOYER BRANDING IN TIMES OF UNCERTAINTY

Ionuț Cosmin Băloi

FROM BUREAUCRACY TO PUBLIC VALUE: DIGITAL MARKETING AND AI FOR CITIZEN-CENTRIC GOVERNANCE

Carmen Puiu, Marieta Stanciu

DIGITAL TULIP MANIA: SYMBOLIC VALUE AND THE COLLAPSE OF ECONOMIC RATIONALITY IN CONTEMPORARY MARKETING

Carmen Puiu, Roxana Cristina Marinescu, Monica Pătruțescu

Panel 4 Chairs: *PROF. PHD Daniela POPESCU*
ASSOC. PROF. PHD Sorina GÎRBOVEANU

HUMAN RESOURCES AS A STRATEGIC VECTOR OF ORGANIZATIONAL CHANGE IN PUBLIC SERVICES

Oana Antonela Pîrvu

TRANSFORMING PUBLIC SERVICES THROUGH CHANGE MANAGEMENT AND HUMAN RESOURCE VALORIZATION

Oana Antonela Pîrvu

IDIOCENTRIC DRIVERS IN CUSTOMER EXPERIENCE MARKETING

Sorina Raula Gîrboveanu, Daniela Victoria Popescu, Mariana Jugănar

STRATEGIC APPROACHES TO OPEN GOVERNMENT IN ROMANIA

Doina Daniela Fundeanu

THE ROLE OF FAN IDENTIFICATION IN BUILDING SPORTS BRAND EQUITY

Vlad Antonius SANDU, Roberto Nicușor ȚIU, Mihai Constantin Răzvan BARBU

ALLOCENTRIC DRIVERS IN CUSTOMER EXPERIENCE MARKETING

Sorina Raula Gîrboveanu, Daniela Victoria Popescu, Adina Dinu

Panel 5 Chairs: *ASSOC. PROF. PHD Carmen Elena COCA*
ASSOC. PROF. PHD Luminița IOSIF
ASSOC. PROF. PHD Oana BOCĂNETE

LEADERSHIP STYLE AND ITS IMPACT ON EMPLOYEE SOCIAL RELATIONSHIPS

Luminița Iosif

FROM CSR TO ESG. SOCIAL AND LEGAL IMPACT

Luminița Iosif, Mirela Paula Costache

CONFLICT PATTERNS IN THE VOLUNTARY AMALGAMATION PROCESS IN THE REPUBLIC OF MOLDOVA

Valentina Cornea

MCDONALDIZATION OF PUBLIC SERVICES: BALANCING EFFICIENCY AND THE RISKS OF DEHUMANIZATION

Valentina Cornea

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF THE ECONOMY: IMPACT ON THE LABOUR MARKET AND GLOBAL INEQUALITIES

Carmen Elena Coca, Oana Bocănete

INNOVATION AND ETHICS IN DIGITAL CSR

Carmen Elena Coca, Oana Bocănete

THE SUSTAINABILITY OF DIGITAL FINANCE IN THE GLOBAL ECONOMY

Carmen Elena Coca

TRANSFORMING LOGISTICAL SUPPORT INTO THE ERA OF DIGITALIZATION

Cristian Moșnianu, Cătălin Gabriel Sandu

Panel 6 Chairs: *PROF. PHD Marian NĂSTASE*
PROF. PHD Nicoleta CRISTACHE

FUNDAMENTAL VALUES OF THE MANAGEMENT SPHERE IN THE SYSTEM OF PUBLIC ORDER AND SAFETY

Elena Casandra Ceașescu, Marian Năstase

MODERN APPROACHES IN HUMAN RESOURCES MANAGEMENT FROM THE PERSPECTIVE OF EMERGING TECHNOLOGIES

Sabin Murariu, Nicoleta Cristache

NEGOTIATED CROWD MANAGEMENT – A SOCIOLOGICAL APPROACH

Marius Iosif, Oana Pricopoaia

DIGITAL TRANSFORMATION AS A CATALYST FOR SUSTAINABLE ORGANIZATIONAL DEVELOPMENT

Ana Năstase

ANALYSIS OF THE DYNAMICS OF MANAGERIAL CAPABILITIES IN PUBLIC INSTITUTIONS

Alexandru Sebastian Chihaia, Andrei Vizitiu

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS MODEL PERFORMANCE

Stefan Adrian Susanu, Alina Matric

TWO DIVERGENT STRATEGIES OF REPUTATIONAL RISK MANAGEMENT

Andreea-Mihaela Ionică, Cristian Buşu

THE IMPACT OF DIGITALIZATION ON COMPETITIVE ADVANTAGE AND ORGANIZATIONAL PERFORMANCE IN THE MANAGEMENT OF PRIVATE FIRMS

Julia Anamaria Şişu, Diana Georgescu, Ito Satoshi

STRATEGIC ENTREPRENEURSHIP AS A DRIVER FOR SUSTAINABLE COMPETITIVE ADVANTAGE

Andrei Constantin Tîrnovanu

THE ROLE OF LEADERSHIP IN MANAGING RESISTANCE TO CHANGE IN ORGANIZATIONS

Mircea Sorin Zaharcu, Mircea-Mihai Obreja

THE RELATIONSHIP BETWEEN ORGANIZATIONAL AGILITY AND THE INNOVATION POTENTIAL OF MODERN FIRMS

Ioana Călinescu, Jacqueline Mujaya

THE INFLUENCE OF ORGANIZATIONAL CULTURE ON TEAM EFFICIENCY AND COHESION

Maria Mihaela Duca

INFORMATICS AND STATISTICS PANEL, Saturday 25.10.2025, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Amelia BĂDICĂ*

PROF. PHD Daniela DĂNCIULESCU

PROF. PHD. Alexandru ȚUGUI

IMPLICATIONS AND DETERMINING FACTORS OF THE DEVELOPMENT OF STUDENTS' ENTREPRENEURIAL SKILLS THROUGH DIGITAL LEARNING PLATFORMS

Denisa – Andrada Oancea (Dragomir)

EXTENDING THE TECHNOLOGY READINESS INDEX (TRI 2.0) TO SUSTAINABLE IOT ADOPTION IN EMERGING MARKETS

Bogdana Glovaţchi, Luminiţa Ştefania Bozdog

ENTREPRENEURSHIP AND DIGITAL BUSINESS MODELS: INTEGRATING IT INNOVATIONS FOR SUSTAINABLE COMPETITIVE ADVANTAGE

Mircea Ovidiu Mitucă

INTELLIGENT VALIDATION OF EDUCATIONAL DATA IN DIGITAL ECOSYSTEMS AND HIRING DECISIONS IN SMES

Andreea Cristina Mitru

INTELLIGENT VALIDATION OF UNIVERSITY DATA: FROM TECHNICAL TOOL TO STRATEGIC MECHANISM

Andreea Cristina Mitru

AGENTIC PROGRAMMING – A NEW TREND IN SOFTWARE DEVELOPMENT

Amelia Bădică, Antonia Pătraşcu

INTELLIGENT AGENTS IN TRANSPORTS

Amelia Bădică, Andra Mălina Neţoiu

DIGITAL TRANSFORMATION AS A DRIVER OF SUSTAINABLE INNOVATION AND ECONOMIC RESILIENCE

Valeri Viorel SITNIKOV

RETHINKING BUSINESS MODELS IN THE DIGITAL AGE: INTEGRATING INNOVATION, SUSTAINABILITY AND STRATEGIC ADAPTABILITY

Valeri Viorel Sitnikov

CHARACTERISTICS ANALYSED IN PROPOSING A DIGITAL MATURITY MODEL IN DIGITAL YOUTH WORK SECTOR

Mădălin Gabriel Florea, Gabriela Meșniță

FAN RELATIONSHIP MANAGEMENT IN THE DIGITAL ERA: CRM STRATEGIES IN ROMANIAN SPORTS CLUBS

Roberto Nicușor ȚIU, Vlad Antonius SANDU, Mihai Constantin Răzvan BARBU

THE IMPACT OF THE ALTUG SCENARIO FOR BUSINESS

Alexandru Țugui

DIGITAL COMPANIONS OR HIDDEN THREATS? A SYSTEMATIC REVIEW OF AI-DRIVEN CONVERSATIONS IN CHILDREN'S ONLINE GAMING ENVIRONMENTS

Guy Levi

TECHNOLOGICAL INNOVATION AS A DUAL ENGINE OF ECONOMIC AND INTELLECTUAL DEVELOPMENT

Paula Cobzaru

BACHELOR students PANEL, Saturday 25.10.2025, 10:00-12:00

Panel Chairs: *PROF. PHD Daniela POPESCU*
ASSOC. PROF. PHD Laura VASILESCU
ASSOC. PROF. PHD Ramona PÎRVU

THE CORRELATION BETWEEN INTERNATIONAL MONETARY POLICIES AND STOCK MARKET DYNAMICS

Elena Ilieș

THE VOLATILITY OF THE ROMANIAN CAPITAL MARKET AND THE INFLUENCE OF MACROECONOMIC FACTORS

Cristian Gabriel Nedelcu

THE IMPACT OF DIGITALIZATION ON BANKING SERVICES

Tatiana Radu

ENTERPRISE – THE ROLE IN A MODERN ECONOMY

Flavia Lorena Ali-Asan

THE DATA-DRIVEN ECONOMY: THE NEW ENGINE OF ECONOMIC GROWTH

Andreia Batîr

GREEN FINANCE AND SUSTAINABLE ECONOMIC DEVELOPMENT IN THE EUROPEAN UNION

Andreea Marina Catrina

IS IT POSSIBLE FOR AN ECONOMY TO REMAIN ETHICAL IN A HIGHLY COMPETITIVE WORLD?

Elena Larisa Mitrache

AI: FRIEND OR FOE FOR THE BIG FOUR

Cristina Rață

DIGITALIZATION AND COMPETITIVENESS OF SMES IN ROMANIA

Emanuela Gabriela Văduva

INTELLECTUAL PROPERTY IN DIGITAL BANKING SYSTEMS, WITHIN THE FRAMEWORK OF EUROPEAN LEGISLATIVE STANDARDS

Ana Maria Băndoi¹, Bianca Andreea Lupu²

ROMANIA ECONOMIC CYCLICALITY: FROM EXPANSION TO DEPRESSION

George Marius Crăciun

INTEGRATION OF ARTIFICIAL INTELLIGENCE IN FINANCIAL RISK MANAGEMENT

Mara Elena Vlădoianu

MASTER students PANEL, Saturday 25.10.2025, 10:00-12:00

Panel Chairs: *PROF. PHD Daniela POPESCU*
ASSOC. PROF. PHD Anca TĂNASIE
ASSOC. PROF. PHD Mirela SICHIGEA

RESEARCH ON THE USE OF SPORTS APPLICATIONS BY ELDERLY PEOPLE

Andrada Gabriela Anghel

ADVERTISING COMMUNICATION STRATEGIES AT A ROMANIAN COMPANY

Petrișor Constantin Bălașa

CHALLENGES REGARDING THE MANAGEMENT OF GENERATION Z EMPLOYEES

Sebiana Maria Balaure

THE INFLUENCE OF PRICE ON THE PURCHASE DECISION-MAKING PROCESS

Alexandra Cristiana Barbu Dumitrescu

CONSUMER BEHAVIOR IN THE ONLINE ENVIRONMENT

Vasile Bîscoveanu

THE IMPACT OF DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE ON CONSUMER BEHAVIOR

Andreea Rebecca Bojin

BUSINESS OPTIMISATION WITH THE USE OF DIGITAL MARKETING STRATEGIES

Ionuț Cătălin Bulat

THE ROLE OF INTEGRATED MARKETING COMMUNICATION

Maria Oana Călin

DIGITAL TECHNOLOGIES AND REAL ESTATE MARKET

Anda Andreea Cojocaru

THE IMPACT OF EXPERIENTIAL MARKETING ON THE CONSUMPTION BEHAVIOR OF YOUNG PEOPLE

Andreea Marina Cojocaru

MARKETING STRATEGIES IN THE HORECA SECTOR

Georgiana Loredana Cună Mic

THE MARKETING MIX IN THE CASE OF APPLE INC

Cristina Maria Gîtan

IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN QUALITY MANAGEMENT WITHIN TESLA COMPANY

Victoria Iuzic

GLOBAL AND NATIONAL TOURISM DYNAMICS

Daria Andreea Mazilu

THE WEBSITE, THE GOLDEN KEY TO A BUSINESS

Maria Claudia Mărunțelu Trană

INTERCULTURAL COMMUNICATION IN INTERNATIONAL TOURISM: CHALLENGES AND SOLUTIONS IN DESTINATION PROMOTION

Bianca Maria Mitroi

PERFORMANCE MANAGEMENT THROUGH CONSTRUCTIVE FEEDBACK AND EFFECTIVE COMMUNICATION

Miruna Elena Mitroi

STRATEGIC COMMUNICATION IN COLLECTIVE BARGAINING - THE ROLE OF HR BETWEEN EMPLOYEE AND MANAGEMENT

Dan Mihai Paraschiv

INTERNAL COMMUNICATION AND ITS IMPACT ON EMPLOYEE MOTIVATION

Robert Florin Popescu

TRADITIONAL VERSUS ONLINE PROMOTION IN THE CASE OF SAMSUNG

George Eduard Sava

SERVICE MARKETING BETWEEN THEORY AND APPLICABILITY: FUNDAMENTAL APPROACHES AND EXAMPLES OF EXCELLENCE

Mădălin Florin Ștefan

THE INFLUENCE OF MANAGERIAL STYLE ON EMPLOYEE SATISFACTION

Flavia Adelina Tomescu

THE USE OF AI IN COMMUNICATION AND HUMAN RESOURCES MANAGEMENT

Andrei Cristian Vasile

THE IMPACT OF THE COLLABORATIVE ECONOMY ON TOURISM: STUDY ON MAIN INDUSTRY COLLABORATIVE PLATFORMS TOURISM

Denisa Maria Vasile

ORGANIZATIONAL AGILITY IN THE DIGITAL ERA: A CASE STUDY ON A ROMANIAN COMPANY

Cristian Ștefan Vasiluță

NEGOTIATING IN CRISIS SITUATIONS: THE ROLE OF THE LEADER AS A NEGOTIATOR

Cornelia Silvia Velici Burcheci

CASE STUDY ON PSYCHOLOGICAL HARASSMENT AND ITS IMPACT ON WORK PERFORMANCE

Luciana Vișan Liță

ARTIFICIAL INTELLIGENCE-BASED APPLICATIONS IN MARKETING – CASE STUDY: MEDLIFE S.A.

Dragoș Alexandru Spătăreanu

ARTIFICIAL INTELLIGENCE: CRISIS OR OPORTUNITY FOR THE LABOR MARKET AND ECONOMIC PRODUCTIVITY?

Maria Miruna Ivănescu

THE IMPORTANCE OF AUTOMATION IN MANAGEMENT AT THE PARTNER INSTITUTIONS OF THE UNIVERSITY OF CRAIOVA

Ionuț Daniel Dodoc

INTEGRATED MARKETING COMMUNICATION APPLIED BY APPLE

Mihaela Dobre