



**Faculty of Business Administration in Foreign Languages**

**Bucharest University of Economic Studies**

**Society for Business Excellence**

## **PROGRAMME**

**of**

# **The 17th International Conference on Business Excellence Rethinking business: Sustainable leadership in a VUCA world**

**23-25 March 2023, Bucharest, Romania**



## Conference Program - in brief

**Day 1**  
**23 March 2023**

**Plenary Session - Piata Romana, no 6, Hall of Madgearu Room**

**9.30 – 10.00 Registration** (Hall of Madgearu Room, Bucharest University of Economic Studies)

**10:00 - 10:30 Conference's Opening, Madgearu Room, Bucharest University of Economic Studies**

**Welcome speeches:**

**Alina Mihaela DIMA** – Vice-Rector of the Bucharest University of Economic Studies, Romania

**Tănase STAMULE** – Dean, Faculty of Business Administration in foreign languages, Bucharest University of Economic Studies, Romania

**Mihail BUȘU** – Vice-Dean, Faculty of Business Administration in foreign languages, Bucharest University of Economic Studies, Romania

**10.30 – 12.00 Plenary Session Madgearu Room, Bucharest University of Economic Studies**

**Keynote speakers:**

Senator **Monica-Cristina ANISIE** – Chair, Committee for Education of the Romanian Senate

Deputy **Ioan-Sabin SĂRMAȘ** – Chair, Committee for Information and Communications Technology of the Chamber of Deputies of Romania

**Katja Christine PLATE** – Head of the KAS Offices Romania and Republic of Moldova

*Q&A*

**12:00-13:00 Reception** (Hall of Madgearu Room, Bucharest University of Economic Studies)

**Day 2**  
**24 March 2023 (Calea Grivitei, no 2-2A)**

**9:00-11:00 Parallel Sessions**

**11:00-11:30 Coffee Break**

**11:30-13:00 Parallel Sessions**



**13:00-14:00 Lunch (Calea Grivitei, no 2-2a)**

**14:00-15:30 Parallel Sessions**

**15:30-16:00 Coffee Break**

**16:00-17:00 Parallel Sessions**

**19:00-23:00 Conference Dinner and Award Ceremony, Athenae Palace Hilton Bucharest (Episcopiei 1-3, Bucharest 010292)**

### **Day 3**

**25 March 2023 (social program)**

**Networking trip to Crama de Piatra Winery including lunch and transportation**

**10:00 Departure Piața Romană 6, București 010374**

**18:00 Return to Bucharest**



**Day 1**  
**23 March 2023**

**Plenary Session**

**Madgearu Room, Bucharest**  
**University of Economic Studies,**  
**Piața Romană 6**



**Day 2**  
**24 March 2023**

**Parallel Sessions**

**FABIZ Building**  
**(Calea Grivitei, no 2-2A)**

Please consider the following indications:

***If you will attend physically:*** please check the conference program for identifying the room where the works of your section take place and make sure to be five minutes earlier. Once you are there, please upload your presentation on the existing computer. In this way, when your paper is scheduled, all you have to do is to open it and start your presentation!

***If you will attend online:*** please check the conference program and connect to the zoom link available for your section. Be ready to share the screen with the session's chair when your presentation is scheduled.



## **Minitrack: NEW CHALLENGES FOR MACROECONOMIC MODELLING**

***Minitrack Chair: Petre CARAIANI***

***Room 4103, Calea Griviței no. 2-2A***

**9.00 – 10.00**

***For online participation:***

***<https://ase.zoom.us/j/84528882628?pwd=L21mY1JSekliUmE5VmZyYTUzbVIDUT09>***

**Oil News Shocks, Inflation Expectations and Social Connectedness**

**Petre CARAIANI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ranking the Most Systemically Risky Companies in Romania**

**Marius MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The relationship between the budgetary fiscal policy and macroeconomic indicators, a comparative study of Germany-France versus Romania-Bulgaria**

**Cristina Elena CAZACU**

*Transilvania University of Brasov, Brasov, Romania*



## **Minitrack: YOUNG RESEARCHERS' COLOCVIUM FOR FIRST TIME AUTHORS**

**Minitrack Chairs: Vanesa Mădălina VARGAS, Raul BAG**

**Room 4103, Calea Griviței no. 2-2A**

**15:00-16:30**

**For online participation:**

**<https://ase.zoom.us/j/84294504707?pwd=bWNablRPcjBTdm80cEtlQlRraHZPQT09>**

**Meeting ID: 842 9450 4707**

**Passcode: Young2023**

**Clusters, Business Planning and Economic Growth: Stockholm's Artificial Intelligence and Big Data Cluster**

**Gabriela CALINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Exploring the Digital Divide: A Comparative Study of EU Countries on E-Commerce, ICT, and Internet Usage**

**Alexandra-Nicoleta DURNOI**

*Bucharest University of Economics Studies, Bucharest, Romania*

**Cosmin Alexandru TEODORESCU**

*Bucharest University of Economics Studies, Bucharest, Romania*

**Vanesa VARGAS**

*Bucharest University of Economics Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Sustainability of Local and Rural Development: Challenges of Extremely Deprived Communities**

**Mihaela Simona ȘTEFĂNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sofia Elena COLESCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela PĂCEȘILĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana Maria PRECUP,**

*Romtens Foundation, Bucharest, Romania*

**Theodor HĂRĂȚĂU**

*Romtens Foundation, Bucharest, Romania*

**The Rise of the Mobile Internet: Tracing the Evolution of Portable Devices**

**Cosmin Alexandru TEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vanesa Madalina VARGAS**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Alexandra-Nicoleta CIUCU (DURNOI)**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**An Investigation on Real Estate Market Dynamics and Bubble Formation Modeling**

**Luana Cristina Rogojan**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Elena CROICU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luana Cristina ROGOJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Challenging sanctions: what price is Belarus willing to pay to maintain the autocratic regime?**

**Saeed AHMED**

*Bucharest University of Economic Studies, Bucharest, Romania*



### **A Review On The Impact Of Shadow Banking On Financial Markets Prudential Regulation**

**Andreea-Elena Croicu**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Laura Andreea Iancu**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Luana Cristina Rogojan**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

### **Modern approaches in credit risk modeling: A literature review**

**Laura Andreea Iancu**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Andreea-Elena Croicu**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*

**Luana Cristina Rogojan**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania*





**Minitrack: BUSINESS DIGITALIZATION**  
**Minitrack Chairs: FLORINA PINZARU, Catalina Alexandra CHINIE**  
**Room 4107, Calea Griviței no. 2-2A**

**10.30-13:00**

**For online participation:**  
**<https://ase.zoom.us/j/81100674760?pwd=c2JmQVdNQklOSDI6V96QzUzOW5kQT09>**

**The influence of the COVID-19 pandemic on the CSR practices in the Romanian banking sector**  
**Georgiana-Loredana SCHIPOR (FRECEA)**

**Cristina DUHNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Study on the behavior and preferences of social media users, after the pandemic era**

**Ștefania-Maria ARMĂȘELU**

*The Romanian Agency for Quality Assurance in Higher Education, Bucharest Politehnica University of Bucharest, Romania*

**Dana Corina DESELCU**

*Bucharest Politehnica University of Bucharest, Romania*

**Improving Supply Chain Management with "Self-Transactional Materials". Proposal of a Case Study from business processes**

**Elena PUICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**ERP systems as a part of business digitalization**

**Laura – Eugenia – Lavinia BARNA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan – Ștefan IONESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**A study into the implementation of Robotic Process Automation in different business processes**

**Andreea-Izabela BOSTAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana VIRGOLICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Digital Transformation during COVID-19 Pandemic – a bibliometric analysis**

**Andrei Constantin TÎRNOVANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marian NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Julia Anamaria ȘIȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Jacqueline MUJAYA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The Link between Business Benefits and ERP Systems: A Bibliometric Analysis**

**Casiana Maria DARIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**How Companies Can Gain a Sustainable Competitive Advantage in the New Digital Era? The Case of Romania**

**Doru Alexandru PLESEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adrian PETRE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stelian Mircea OLARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**14:00-16:00**



### **What digital technologies are used today by accounting firms to deliver services?**

**Adrian ISIP**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Technical analysis of RFID and IoT technologies integration in product recall digitalization process**

**Andreea-Alina CORNEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Exploring Enterprise Resource Planning (ERP) development: challenges, opportunities and how can help companies navigate turbulent contemporary times**

**Ciprian-Sorin CHIRVASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea ZAMFIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **An Innovative Future through Robotic Process Automation, A Case Study**

**Andreea Nicoleta BICHEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Corina Georgiana ȘERBAN (PATRINTAS)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dragos BUJOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **The Emerging Generation Z Workforce in the Digital World: A Literature Review on Cooperation and Transformation**

**Mihai-Alin LAZAR**

*National University of Political Studies and Public Administration*

**Alexandra ZBUCHEA**

*National University of Political Studies and Public Administration*

**Florina PINZARU**

*National University of Political Studies and Public Administration*

### **Digitalization of Business – Implications on Tax Evasion Dimensions**

**Bogdan – Florian AMZUICA\***

*Bucharest University of Economic Studies, Bucharest, Romania*

**Roxana – Adriana MITITELU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ileana NIȘULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Tool integrations for monitoring solutions and associated performance analysis**

**Alexandru COCIORVA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicoleta ONOFREI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandru-Lucian VÎLCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **The Effect of Digital Talent and Digital Capability on Bank Performance: Perspective of Regional Development Bank Employees**

**Audy THUDA**

*Management Department, BINUS Business School, Jakarta, Indonesia*

**Rano KARTONO**

*Management Department, BINUS Business School, Jakarta, Indonesia*

**Mohammad HAMSAL**

*Management Department, BINUS Business School, Jakarta, Indonesia*

**Asnan FURINTO**

*Management Department, BINUS Business School, Jakarta, Indonesia*

### **An Overview of ETL Cloud Services: An Empirical Study Based on User's Experience**

**Andreea VINES**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Laura TANASESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **Minitrack: RETHINKING LEADERSHIP IN CHALLENGING TIMES**

**Minitrack Chairs: Alina Mihaela DIMA, Sebastien POINT**

**Room 4103, Calea Griviței no. 2-2A**

**10:00-11:30**

**For online participation:**

**<https://ase.zoom.us/j/86290966801?pwd=K1NSRlFrVTFYMFQwTmdlZVBZS3ZFZz09>**

### **EXPLORING BUSINESS LEADERSHIP IN A START-UP ACTIVE IN THE CONSTRUCTION MATERIALS INDUSTRY**

**Dan Andrei PANDURU**

*Politehnica University of Bucharest*

**Alina PREDA**

*Politehnica University of Bucharest*

### **Top leaders' perception of career success and their work attitudes after the COVID-19 pandemic**

**Isabelle Biclesanu**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adela JANSEN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Judith Anci KIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sebastien POINT**

*EM Strasbourg Business School*

### **Study on the impact of organizational culture, knowledge management and digitalization on sustainable leadership**

**Iuliana Zavatin**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Andreea Bianca ENE (CONSTANTIN)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dragoș BUJOR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan Alexandru FRĂȚILOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **RESILIENCE OF THE MANAGEMENT OF HEALTHCARE PROVIDERS CAUSED BY THE COVID-19 PANDEMIC**

**Ion Marius SAVIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Impact of social network usage on employees' work performance in public organizations: Evidence from Vietnam**

**Le Thanh Tung**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*

**Dinh Van HOANG**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*

### **The women leadership. A human-centered approach**

**Ana Maria Bocaneala**



*Bucharest University of Economic Studies, Bucharest, Romania*

**Marta-Cristina SUCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Decebal Octavian DUMITRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

#### **LEADERSHIP VS. MANAGEMENT - OPTIMIZING PERFORMANCE MANAGEMENT IN PUBLIC HEALTH**

**Cristiana Maria ANGHEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

#### **Minitrack: APPLYING ML AND AI TO FINANCE, BUSINESS AND SOCIETY**

**Minitrack Chairs: Daniel PELE, Miruna MAZURENCU MARINESCU PELE, Sadok BEN YAHIA**

**Room 4315, Calea Griviței no. 2-2A**

**14.00-17.00**

**For online participation:**

**<https://ase.zoom.us/j/84783304004?pwd=VUtPSGR5bXJlOVhVZU9qNTFQS2dvdz09>**

**Can Machine Learning models predict inflation? A case study on Romania**

**Codrut IVASCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Banking Chatbots: How Artificial Intelligence Helps the Banks**

**Ionuț-Alexandru CÎMPEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Denis-Alexandru DRAGOMIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Răzvan Daniel ZOTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The Applicability Of Machine Learning In Prediabetes Prediction**

**Oana Virgolici**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Horia Virgolici**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana-Ramona Bologa**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Time series forecasting of stock price for maritime shipping company in COVID-19 period using Multi-step Long short-term memory (LSTM) networks**

**Ahmad Ghareeb**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Young people's adjustment to post-pandemic work styles**

**Valentina-Diana LACUTA**

*Politehnica University of Bucharest*

**Corina DESELCU**

*Politehnica University of Bucharest*

**Liliana DUMITRESCU**

*Politehnica University of Bucharest*



**Crasoveanu Fowzi-Constantin**

*Politehnica University of Bucharest*

**Minitrack: HUMAN RESOURCES – A GAME CHANGER OF THE BUSINESS STRATEGY**

***Minitrack Chair: Alecsandrina DEACONU; Simona GOIA***

***Room 4113, Calea Griviței no. 2-2A***

***15.30-18.00***

***For online participation:***

***<https://ase.zoom.us/j/85632547981?pwd=dVlhVGFXbEV6KzFpQVJLN2VSNXk1QT09>***

***Meeting ID: 886 7225 5003***

***Passcode: 102324***

**Technological, Physical and Cultural Strategy for Generation X and Y toward Their Performance**

**Jefta HARLIANTO**

*Bina Nusantara University, Jakarta, Indonesia*

**HARJANTO Prabowo**

*Bina Nusantara University, Jakarta, Indonesia*

**MOHAMMAD Hamsal**

*Bina Nusantara University, Jakarta, Indonesia*

**BOTO Simatupang**

*Bina Nusantara University, Jakarta, Indonesia*

**The Lagging of HR Analytics Adoption rate: Understanding from Individual Attitude of HR**

**Professionals**

**Jefta HARLIANTO**

*Bina Nusantara University, Jakarta, Indonesia*

**Rano Kartono RAHIM**

*Bina Nusantara University, Jakarta, Indonesia*

**Mohammad HAMSAL**

*Bina Nusantara University, Jakarta, Indonesia*

**Asnan FURINTO**

*Bina Nusantara University, Jakarta, Indonesia*

**Mobile working stress and employee innovative behavior: exploring the role of organizational conflict and work engagement**

**Luki SUARDI**

*BINUS University, Jakarta, Indonesia*

**Asnan FURINTO**

*BINUS University, Jakarta, Indonesia*



## **EMPLOYEES' MOTIVATION IN KNOWLEDGE-BASED ORGANIZATIONS IN THE IT INDUSTRY**

**Aurel Mihail ȚÎȚU**

*"Lucian Blaga" University of Sibiu, Sibiu, Romania*

**Madalina Maria PANĂ**

*"Lucian Blaga" University of Sibiu, Sibiu, Romania*

## **Satisfaction and performance of Romanian employees working in the accountancy and human resources fields**

**Liliana DUMITRESCU, Dana-Corina DESELCU, Valentina Diana LACUTA, Bogdan-Vasile DANCIU**

*University "Politehnica" of Bucharest, Bucharest, Romania*

## **A case study of accounting firm related to human capital development, work-life balance and motivation of employees**

**Ana-Maria COCARIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **Exploring the Relationship between Organizational Cultures, Openness to Experience and Work Engagement**

**Damlasu UYUĞ ŞENGÜN, Tuğba TUĞRUL**

*İzmir University of Economics, İzmir, Turkey*

## **Continuous professional training in the banking of the future.**

**Anamaria MIŞA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A study of the requirements for online teaching and learning in Romanian schools**

**Florentina Ecaterina JOGA**

*Bucharest University of Economic Studies*

## **Emotional intelligence of IT&C professionals: How does it influence the work engagement?**

**Ramona Ştefania IGREȚ, Oana-Alexandra BURCĂ, Mihaela COVRIG, Simona Irina GOIA (AGOSTON)**

**Cristian – Virgil MARINAŞ**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A study of the requirements for online teaching and learning in Romanian schools**

**Florentina Ecaterina JOGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **Preparing Students for Successful Business Careers in a Changing Society: Good practices from a private high school in Romania**

**Florentina Alina GRIGORESCU (PIRVU)**

*University "Politehnica" of Bucharest, Bucharest, Romania*



**Minitrack: DRIVING MARKETING PERFORMANCE THROUGH ARTIFICIAL INTELLIGENCE,  
VIRTUAL REALITIES AND OTHER NEW TECHNOLOGIES**

***Minitrack Chairs: Corina PELAU, Mirko GATI and Dan-Cristian DABIJA***  
*Room 4113, Calea Griviței no. 2-2A*

**9.00-13.00**

***For online participation:***  
***<https://ase.zoom.us/j/89149052047?pwd=N0tTc2FyQlJ6WU5Dci9aYk55Zkt1UT09>***

**Improving Customer Experience Using Artificial Intelligence in Online Retail**

**Miriam Tiutiu, Dan-Cristian Dabija**

*Babes-Bolyai University Cluj-Napoca, Romania*

**Fashion joining online gaming and the Metaverse**

**Petra PATRUTI, Alexandra ZBUCHEA, Florina PÎNZARU**

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

**The role of attachment in improving consumer-AI interactions**

**Corina PELAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Christine VOLKMANN**

*University of Wuppertal, Germany*

**Maria BARBUL, Irina BOJESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**AI – powered Business Services in the Hyper Automation Era**

**Liana-Elena ANICA-POPA, Marinela VRINCIANU, Iuliana-Madalina PAPUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Suspiciousness and fast and slow thinking impact on trust in recommender systems**

**Dana RAD, Lavinia Denisia CUC, Ramona LILE**

*Aurel Vlaicu University of Arad, Romania*

**Paul Nichita CUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mioara Florina PANTEA**

*Aurel Vlaicu University of Arad, Romania*

**Darius ANTA**

*Adlai E. Stevenson High School in Lincolnshire, Illinois, USA*





**Assessing the use of artificial intelligence in digital marketing. Evidence from Romanian companies**

**Petronela Cristina SIMION, Mirona Ana Maria POPESCU**

*University POLITEHNICA of Bucharest, Bucharest, Romania*

**Moderating environmental leadership on corporate social responsibility and green innovation of SMEs performance**

**Kwabena Nsiah Takyi**

*Tomas Bata University in Zlin, Czech Republic*

**Revamping Business Services: RPA solutions landscape**

**Liana-Elena ANICA-POPA, Iuliana-Madalina PAPUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gabriela SAVA**

*Clemson University, USA*

**The Impact of the Workforce Diversity, Innovation Capacity and Corporate Social Responsibility on the Image of the Organization**

**Corina-Maria RUSU, Raluca-Simina BILȚI, Florentina-Simona BARBU; Leonard-Sergiu BĂLAN**

*Aurel Vlaicu University of Arad, Romania*

**The role of fashion influencers in shaping consumers' buying decisions and trends**

**Giulia KONDORT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Corina PELAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mirko GATI**

*Corvinus University of Budapest, Hungary*

**Ioana CIOFU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Exploring Consumer Sentiment on Central Bank Digital Currencies: A Twitter Analysis from 2021 to 2023**

**Silvana PRODAN, Dan-Cristian DABIJA, Leonardo MARINCEAN**

*Babes-Bolyai University Cluj-Napoca, Romania*

**Customer relationship management, operational digitization, production optimization and value creation through Artificial Intelligence in e-marketing**

**Timone Silviu STĂNCIOIU, Adina Eleonora SPÎNU, Cristina Maria SANDA, Vanina Adoriana TRIFAN**

*Aurel Vlaicu University of Arad, Romania*

**The impact of healthcare wage increases on the quality of health services in Romania**

**Claudia BOGHICEVICI (PANTEA)**

*University of Craiova, Romania*



**Minitrack: INTERNATIONAL BUSINESS FINANCE IN A GLOBALIZED WORLD**

***Minitrack Chairs: Cristian PĂUN; Carmen DOROBĂȚ; Ionuț DUMITRU***

***Room 4108, Calea Griviței no. 2-2A***

***15.00-16.30***

***For online participation:***

***<https://ase.zoom.us/j/6089236873>***

***Prospects for Gulf Cooperation Council sovereign wealth funds to invest in climate actions***

***Alexandru Cosmin BUTEICĂ***

***Bucharest University of Economic Studies, Bucharest, Romania***

***Banks as liquidity providers in the interbank market***

***Irina MIHAI***

***The Bucharest University of Economics Studies, National Bank of Romania, Bucharest, Romania***

***The cryptocurrency market and the financial stability Paul Cristian DONOIU\* Bucharest Academy of Economic Studies, Bucharest, Romania***

***Delia IACOB***

***Bucharest Academy of Economic Studies, Bucharest, Romania***

***The impact of Russia's invasion of Ukraine on the capital markets from the CEE countries***

***Ela-Andrada PUSCASU***

***Bucharest University of Economic Studies, Bucharest, Romania***

***Is there any effect of ESG scores on portfolio performance in South Africa?***

***Diana-Mihaela SANDU***

***The Bucharest University of Economic Studies, Bucharest, Romania***

***The contagion of international crises: implications of inflation and investor sentiment on stock and treasury bond returns***

***Maria-Cristina ZWAK-CANTORIU***

***The Bucharest University of Economic Studies, Bucharest, Romania***



**Minitrack: TECHNOLOGY ENTREPRENEURSHIP**  
***Minitrack Chairs: Sorin ANAGNOSTE; Francesco BELLINI; Marco SAVASTANO***

**9.00-10.00**

**Online participation:**  
***<https://ase.zoom.us/j/81318631351?pwd=RnY4SVUvSDhwdjlJbitYbDMwc3pKdz09>***

**Approaches to support disruptive innovations within entrepreneurship education**

**Ileana HAMBURG**

*AT, Westfälische Hochschule Gelsenkirchen, Germany*

**AI for car damage detection and repair price estimation in insurance: market research and introducing a novel solution**

**Vladimir GHITA, Denis IORGA, Laurentiu-Marian NEAGU, Mihai DASCALU, Gheorghe MILITARU**

*University Politehnica of Bucharest, Bucharest, Romania*



### **Minitrack: KNOWLEDGE ECONOMY**

***Minitrack Chairs: Violeta Mihaela DINCĂ; Elena-Mădălina VĂTĂMĂNESCU***  
***Room 4201, Calea Griviței no. 2-2A***

**9.00-13.00**

***For online participation:***

***<https://ase.zoom.us/j/86281383535?pwd=dnM4aU9tWnZUWlBoMTJlU1F3bXd1dz09>***

***Meeting ID: 862 8138 3535***

***Passcode: 261191***

#### **Wisdom Management: A Semantic Analysis**

**Constantin BRĂTIANU**

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

**Ruxandra BEJINARU**

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

#### **Knowledge economy in the retraining process**

**Bianca Alexandra BLĂNUȚĂ**

**Anca BOGDAN**

*Bucharest University of Economic Studies*

#### **Bibliometric analysis regarding knowledge strategies in intelligence**

**Nicolae Alexandru BUDEANU**

*Bucharest University of Economic Studies*

#### **Steps to implement Knowledge Management in SMEs**

**Andreea Bianca CAMARĂ**

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

#### **A bibliometric analysis of four constructs interconnections: innovation, competitive advantage, agility and performance**

**Loredana JERDEA**

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

#### **Organizational Commitment: A Bibliometric Analysis**

**Radu MARIN**

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

#### **Digitally Enabled Decision Making In Big Crop Farms : Inspiration for a Balanced Decision Making Metaphorical Model**

**Paul Stefan MARKOVITS**

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



**Use of knowledge management in companies - an overview of energy consumption strategy on short term**  
**Mihai SANDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nurturing Neuroplasticity as an enabler for Growth Mindset through Lifelong Learning and Knowledge Dynamics**

**Roxana-Maria STĂNEIU**

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

**A Bibliometric Analysis of the Role of the Intellectual Capital in the Organizational Agility and Performance**  
**Mădălina-Elena STRATONE**

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

**The role of an integrated quality management system in improving performance in the port organization**  
**Andreea Maria UNGUREANU**

*University Politehnica of Bucharest, Bucharest, Romania*

**Cristian Vasile DOICIN**

*University Politehnica of Bucharest, Bucharest, Romania*

**Costel STANCA**

*Constanta Maritime University, Constanta, Romania*

**Aurel Mihail TITU**

*"Lucian Blaga" University of Sibiu, Sibiu, Romania*

**The impact of the COVID-19 pandemic on entrepreneurship in Romania**  
**Beatrice TROCINESCU, Alexandra Cătălina NEDELCU**

*Bucharest University of Economic Studies*

**Knowledge Vulnerabilities Scoring System and the Knowledge Economy**  
**Vlad-Mihai URSACHE**

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

**A co-occurrence scrutiny of transformational leadership, employee engagement, well-being and burnout via a bibliometric analysis**

**Florina VINTILĂ, Elena-Mădălina VĂTĂMĂNESCU**

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

**Impact of flexible working opportunities on Romanian employees work-life balance and interest in acquiring new knowledge**

**Violeta Mihaela DINCĂ**

*Bucharest University of Economic Studies*

**Simona MOAGĂR-POLADIAN**

*Institute for World Economy, Romanian Academy, Bucharest, Romania*



## **Minitrack: APPLIED STATISTICS IN ECONOMICS AND MANAGEMENT**

***Minitrack Chairs: Mihail BUSU and Enrico PRINZ***

***Room 4201, Calea Griviței no. 2-2A***

***15.00-18.00***

***For online participation:***

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

**An analysis of the perceptions regarding the traditional versus alternative educational system**

**Aura CADIS, Mihail BUSU**

*Bucharest University of Economic Studies*

**The use of intelligent technologies in the development of digital transformation as a government strategy**

**Marius STEFAN**

*Bucharest University of Economic Studies*

**The Level of Resources and Quality of the Health System in the Romanian Country**

**Andreea BREAZU, Ana Alexandra OLARIU, Ștefan Cătălin POPA, Cătălina Florentina POPA**

*Bucharest University of Economic Studies*

**Communication model assessment based on organizational emotional intelligence**

**Vilcu Adrian, Raluca-Petronele Lazarescu, Ionut-Viorel Herghiligiu**

*Gheorghe Asachi Technical University, Iasi, Romania*

**An analysis of semiconductor stocks as an opportunity for portfolio diversification**

**Irina-Maria TRUCMEL**

*Bucharest University of Economic Studies*

**What drives the economic activity in the oil-producing countries? An empirical evidence for Caspian Countries**

**George-Eduard Grigore; Radu-Cristian Mușetescu; Simona Nicolae; Oana Vlăduț**

*Bucharest University of Economic Studies*

**Analysis of the Educational System - An Econometric and Managerial Perspective**

**Irina-Denisa MUNTEANU**

*Bucharest University of Economic Studies*

**The Evolution of Economic Disparities in Romania during the COVID-19 Pandemic: A Comparative Analysis of Pre-Existing and Emerging Challenges**

**Mihai ANTONIA and Luciana SIMION**

*Bucharest University of Economic Studies*



**Intervention economic policy in question: The Impact of Privatization of State-Owned Enterprises on Cost-Efficiency in Ethiopia. Insights from the case of Ethio-Telecom**

**Alula Nerea GEBEREMESKEL**

*Bucharest University of Economic Studies*

**Dominique LEPORE**

*University of Macerata, Macerata MC, Italy*

**Mattia TASSINARI**

*University of Macerata, Macerata MC, Italy*

**Maruf Mohammad Sirajum MONIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**EXPLORING THE RELATIONSHIP BETWEEN TOURISM AND SUSTAINABLE DEVELOPMENT GOALS. EVIDENCE BASED ON CONTENT ANALYSIS**

**Aurel MARIN**

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

**Laurentiu BOCIOACA**

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

**Assessing the level of fiscal multipliers during the phases of the business cycle**

**Robert-Adrian GRECU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**An analysis of the European Union Regulation on Electric Energy Market**

**Stelian GRASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra Mădălina POPP**

*Bucharest University of Economic Studies, Bucharest, Romania*

**An overview of the European Union Legislation regarding the Natural Gas Market**

**Stelian GRASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ruxandra Mădălina POPP**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The impact of the beauty industry on the economic growth at the European Union level**

**Oana TURCU, Cristian BRANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Communication strategies within the public and private companies in Romania**

**Cristian BRANCU, Oana TURCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Minitrack: STRATEGIC OPTIONS FOR AN UNCERTAIN FUTURE and DESIGN THINKING**  
**Minitrack Chair: Mihaela Cornelia DAN, Shahrazad HADAD and Dalia POLEAC**  
**Room 4209, Calea Griviței no. 2-2A**

**10.00-13.00**

**For online participation:**

**<https://ase.zoom.us/j/85354648085?pwd=SXlFa1ZWcGdRZmFuNGc0YlFNNkdSUT09>**

**Meeting ID: 853 5464 8085**

**Passcode: 302459**

**Entrepreneurial crisis strategies for the organizations of the future**

**Irina DOGARU, Florentina-Mirela MARINESCU, Iyad ISBAITA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sustainable financing and ESG investments in the context of the VUCA environment**

**Mădălina Ioana MONCEA, Răzvan Cătălin DOBREA, Cristina DIMA, Mihaela MINCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bucharest Stock Exchange financing opportunities for Romanian IT SMEs**

**Mariana CIUREL**

*Bucharest Stock Exchange, Politehnica University of Bucharest, Bucharest, Romania*

**Dana Corina DESELNICU**

*University Politehnica of Bucharest*

**Ileana Violeta BOTEZ**

*Bucharest Stock Exchange, Bucharest University of Economic Studies, Bucharest, Romania*

**Strategic Analysis for the transition to E-Commerce for a Romanian Retailer**

**Fowzi-Constantin CRASOVEANU, Dana-Corina DESELNICU, Mircea Constantin OPRIS, Valentina Diana LACUTA**

*Politehnica University of Bucharest, Bucharest, Romania*

**Identifying opportunities for improving business processes within e-commerce companies: Evidence from Romania**

**Georgian ANDREI, Gheorghe MILITARU, Raluca Georgiana ION (POPA), Crina Andreea DUTA**

*Politehnica University of Bucharest, Bucharest, Romania*

**Romanian Market Strategies in the Pharmaceutical Industry**

**Mircea Constantin OPRIS, Dana Corina DESELNICU, Fowzi-Constantin CRASOVEANU**

*Politehnica University of Bucharest, Bucharest, Romania*

**Turnaround management diagnosis in a Romanian company using the RAISA digital platform**

**Eugen LASCU and Dana Corina DESELNICU**





*Politehnica University of Bucharest, Bucharest, Romania*

**Measuring the added value of competitive intelligence in business**

**Silvia-Denisa TARANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Assembling and leading mission driven teams. A strategic design framework**

**Dalia POLEAC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Analysis of innovation strategy and technological implementation within the tertiary sector in Romania**

**Nicolae-Marius VAVURA and Iulia Ruxandra TICAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **Minitrack: ACCOUNTING AND SUSTAINABLE MANAGEMENT IN A DYNAMIC WORLD**

**Minitrack Chairs: Adriana DUȚESCU; Robin JARVIS**

*Room 4108, Calea Griviței no. 2-2A*

**9.30-13:00**

**For online participation:**

***<https://ase.zoom.us/j/82334635065?pwd=Mkw1ejd0ODJQUE1lV1JaZUJ5eWxHdz09>***

***Meeting ID: 823 3463 5065***

***Passcode: 490658***

**Empirical assessment of carbon reduction and energy transition targets of European companies**

**Voicu Dragomir, Madalina DUMITRU, Adriana DUTESCU, Mădălina Florentina PEREVOZNIC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The conceptual link between country competitiveness and corporate ESG performance**

**Oana-Marina RADU, Voicu D. DRAGOMIR, Liliana IONESCU-FELEAGĂ**

*Bucharest University of Economic Studies*

**The technological context of Artificial Intelligence in financial services**

**Mirela Simina MIHAI, Adriana DUTESCU**

*Bucharest University of Economic Studies*

**Longitudinal study of research interest on sustainability reporting: A bibliometric analysis**

**Miruna Iuliana CUNEA, Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies*

**Green accounting and reporting - achievements so far and opportunities ahead: Critical research of sustainability reports of Romanian companies**

**Lacramioara Mansour, Elena Cerasela SPĂTARIU**

*Bucharest University of Economic Studies*

**Dynamics of research on corporate governance under crisis conditions: A bibliometric analysis**

**Andreea Madalina BOJAN, Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies*



**Electricity in Romania: Production, Imports and Sponsorship – a CSR perspective**

**Nicoleta-Elena CRISTEA, Alula Nerea GEBEREMESKEL**

*Bucharest University of Economic Studies*

**The role of accountants and the accounting profession in achieving the sustainable development**

**Alis Elena PETRICICA**

*Bucharest University of Economic Studies*

**The Impact of AI solutions in Accounting and Audit – A Quantitative Analysis Based on TOE Framework**

**Mirela Simina Mihai**

*Bucharest University of Economic Studies*

**A new paradigm of management and accounting in the VUCA world and the impact on tax evasion**

**Bogdan-Florian AMZUICA**

*Bucharest University of Economic Studies*

**Navigating the Impact of Artificial Intelligence on International Financial Reporting Standards (IFRS)**

**Nermin Sharbek**

*Bucharest University of Economic Studies*

**Determinants of audit quality and connections with economic development and education**

**Catalin-Paul PACURARU-IONESCU, Marius CÎMPAN, Sorin Nicolae BORLEA**

*Babes-Bolyai University, Univeristy of Oradea, Bucharest University of Economic Studies*

**Connections between the model of the supreme public audit institution and some economic, social, political, and cultural variables**

**Marius CÎMPAN, Catalin-Paul PACURARU-IONESCU, Sorin Nicolae BORLEA, Georgiana Oana STANILA**

*Babes-Bolyai University, Univeristy of Oradea, Bucharest University of Economic Studies,*

*Bucharest University of Economic Studies*

**Human resources disclosure in the annual reports: A case of Romanian listed companies from the medical and pharmaceutical industry**

**Ana-Maria Bratu, Camelia Iuliana LUNGU**

*Bucharest University of Economic Studies*



**Minitrack: SOCIAL INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM**

***Minitrack Chairs: Carmen PĂUNESCU***

***Room 4209, Calea Griviței no. 2-2A***

***15:00-18:00***

***For online participation:***

***<https://ase.zoom.us/j/2769618649>***

***The role of Romanian Startup Hubs – a bridge between a business idea and the reality of the economic sector***

***Ștefan ION, Ioana ȚURCAȘ, Brenda-Andreea MUȘA (PIUARU) & Bianca TESCAȘIU***

*American Hotel Academy, Brașov, România*

*Transilvania University of Brașov, Brașov, România*

*Transilvania University of Brașov, Brașov, România*

*Transilvania University of Brașov, Brașov, România*

***Digitalisation of micro-enterprises - barriers and priorities. Evidence from Romania***

***Enikő MÁTYUS***

*Bucharest University of Economic Studies & University of Strasbourg*

***Digital transformation for education forced by COVID-19. Case Study - a rural school from Romania***

***Irina-Miruna RADU***

*Bucharest University of Economic Studies*

***Digital transformation and digital culture: A literature review of the digital cultural attributes to enable digital transformation***

***Diana Andreea FIRICAN***

*Bucharest University of Economic Studies*

***The role of community characteristics in entrepreneurship in Vietnam: An importance-performance analysis***

***Khanh Hung DOAN***

*Bucharest University of Economic Studies*

***Social enterprises – a key factor in strengthening cohesion and a fair transition***

***Narcisa Alexandra PANIE & Tamara Maria NAE***

*Bucharest University of Economic Studies*

***The salience of social enterprise: a 'fictional', functional tale of three sectors cooperation***

***Alexandru URECHE***

*Bucharest University of Economic Studies*



***The influence of risk management and the strategic planning on sustainable business performance of SMEs: The case of Palestine***

**Hasan MAKKAWI**

*Bucharest University of Economic Studies*

***Social entrepreneurship and social innovation in the entrepreneurial ecosystem***

**Maruf Mohammad Sirajum MONIR & Alula Nerea GEBEREMESKEL**

*Bucharest University of Economic Studies*

***Young, wild & entrepreneurial: Generation Z's affinity for entrepreneurship***

**Petronela CÎRSTEA & Sorin ANAGNOSTE**

*Bucharest University of Economic Studies*

***Socio-economic wellbeing and behaviour at school or work. To what extent are they related? Evidence from Romania***

**Carmen PĂUNESCU & Ruxandra ARGATU**

*Bucharest University of Economic Studies*

## **Minitrack: GREEN ENERGY. DIGITAL CIRCULAR ECONOMY AND CLIMATE TARGET**

***Minitrack Chairs: Dumitru TANȚĂU; Holger BERG***

***Room 4315, Calea Griviței no. 2-2A***

**9.00-13.00**

***For online participation:***

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

***Is Hydrogen the future golden boy of maritime transportation?***

**Stelian GRASU**

*Bucharest University of Economic Studies*

***Project management in the wind energy field. Case study: Evaluation of wind energy projects through the net present value***

**Maria Alexandra MAASSEN**

*Bucharest University of Economic Studies*

***Research on power aggregators within the European internal electricity market***

**Dan PALADE**

*University Politehnica of Bucharest*

***The need to decarbonise the energy sector to reduce pollution and its negative impact on human health***

**Laura Alexandra DOROFTEI, Gheorghe MILITARU, Ioan BITIR-ISTRATE**

*University Politehnica of Bucharest, Bucharest, Romania*

***A PERFORMANCE-DRIVEN ECONOMIC ANALYSIS OF A LSTM NEURAL NETWORK USED FOR PREDICTING BUILDING ENERGY CONSUMPTION***

**Delia BALACIAN, Stelian STANCU**

*Bucharest University of Economic Studies*

***Healthcare Environmental Footprint: proposal to deliver sustainability through an innovative value stream using a circular economy approach.***

**William Harold Leiva PEREZ**

*Bucharest University of Economic Studies*

***The Role of Climate Change News in Pharma Industry***

**Bogdan Ionut ANGHEL, Radu LUPU**

*Bucharest University of Economic Studies*

***Internet of Things - one of the digital steps that companies should consider towards circular economy and sustainability. An exploratory case study defined by the sustainable retrospective of one of the top global retail groups***



**Denisa-Roxana BOTEA-MUNTEAN, Raluca CONSTANTINESCU**  
Bucharest University of Economic Studies

**Exploring the Role of Consumers in Promoting a Circular Economy: Increasing Awareness and Engagement**  
**Louisa Maria BUCUR**  
Bucharest University of Economic Studies

**Redefining the hydrogen “colours” based on carbon dioxide emissions: a new evidence-based colour code**  
**Elena Loredana OCENIC, Adrian TANTAU**  
Bucharest University of Economic Studies

**Energy transition: how solar PV would shape the final household electricity consumption. An economic analysis on sizing, integration and risk of prosumer energy systems**  
**Lucian PAMFILIE, Miruna PROSCANU**  
Bucharest University of Economic Studies, Bucharest, Romania

**The biogas an alternative between certainty and uncertainty for the transition to green energy**  
**Negrea Camelia**  
Bucharest University of Economic Studies, Bucharest, Romania

**The interplay between risk framing, attitude toward policy, negative affect and hard policy support**  
**Berker ÖZCURECI**  
Izmir University of Economics, Izmir, Türkiye  
**Tuğba TUĞRUL**  
Izmir University of Economics, Izmir, Türkiye

**The biogas an alternative between certainty and uncertainty for the transition to green energy**  
**Camelia Gabriela NEGREA**  
Bucharest University of Economic Studies, Bucharest, Romania

**Risk management in the electricity market and the transition to NET 0 via DLT (blockchain technology)**  
**Răzvan TUDOR**  
Bucharest University of Economic Studies, Bucharest, Romania

**Tackling Climate Change: Effective Measures for Accelerating the Decarbonisation of Maritime Transport amid a World of Mounting Distress**  
**Maria Judith Kristina BACIU**  
Bucharest University of Economic Studies, Bucharest, Romania

**The energy crisis and its real impact on the inflation rate**  
**Paula MUNTEANU**  
Center for Study and Research for Agro-Forestry Biodiversity “Acad. David Davidescu”, Romanian Academy, Bucharest, Romania  
**Getuța DAVID**  
School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy, Bucharest, Romania



**Minitrack: GLOBAL CHALLENGES IN THE TRANSITION TO THE NEW ECONOMY**  
**Minitrack Chair: Octavian-Dragomir JORA**

**10.00-13.00**

**Online participation:**

**<https://ase.zoom.us/j/83434401443?pwd=dWR0QlhZeUdUdlE1Vy9wcEJ4dElXQT09>**

***“East Side Story”: Enduring lessons from Mises’s plan for post-war reconstruction in the Danubian Europe***

**Matei-Alexandru APĂVĂLOAEI**

**Octavian-Dragomir JORA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Assessing the electric and electronic devices acquisition in Romania within the context of circular economy requirements. A Poisson regression approach***

**Rodica GHERGHINA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana Camelia GEORGESCU (CREȚAN)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana DUCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anca Mirela POSTOLE**

*Titu Maiorescu University, Bucharest, Romania*

***Industry 4.0 in Central and Eastern Europe: Is Romania ready to embrace the Fourth Industrial Revolution?***

**Mihai-Răzvan NEDELCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Sustainability study of projects financed by European funds in Romania, the South-Muntenia Development Region***

**Elvira Alexandra GHERASIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ana-Maria BOCĂNEALĂ**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The cultural economics of the United Arab Emirates: When dark money buys shiny art***

**Alexandru Florin PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The link between corporate ESG performance and the UN Sustainable Development Goals***

**Oana-Marina RADU, Voicu D. DRAGOMIR, Liliana IONESCU-FELEAGĂ**



*Bucharest University of Economic Studies, Bucharest, Romania*

***Central bank digital currencies analyzed in a Banking School versus Currency School framework***

**Tudor Gherasim SMIRNA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihaela IFRIM**

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

**Mihai Vladimir TOPAN**

**Andreas STAMATE-ȘTEFAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of the methodical basis for evaluating the resources of an organization in the aspect of greenness***

**Ilona SKAČKAUSKIENĖ**

*Vilnius Gediminas Technical University, Vilnius, Lithuania*

**Juliana SMIRNOVA**

*Vilnius Gediminas Technical University, Vilnius, Lithuania*

***The impact of political exits on dividend policy***

**Mohamad YOUNESS**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Can domestic tourism demand play a main driver for the postpandemic recovery strategy? Evidence from Vietnam***

**Le Thanh TUNG**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*

**Le Anh DUC**

*Ho Chi Minh City Open University, Ho Chi Minh City, Vietnam*



**Minitrack: Business Internationalization and Globalization**  
**Minitrack Chairs: Luminita NICOLESCU; Mariana NICOLAE**

**9.30-11.30**

**Online participation:**

**<https://us02web.zoom.us/j/83934939777?pwd=TjkyU1NTRzg0R2lzQUNTWkExSXM2QT09>**

**The influence of Covid-19 on exports and imports. European cases during 2020-2021**

**Adrian Tudor TUDORACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Private, state-owned or hybrid? State-owned multinationals as strategic form of corporate ownership**

**Olga CRETU**

*Moscow School of Management Skolkovo: RUSSIAN FEDERATION*

**International cooperation and solving transfer pricing disputes: a discussion about mutual agreement procedures**

**Mihail LUPU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**COVID-19 impact on Romania's agri-food trade: opportunity or threat**

**Iout SARACUTU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The VUCA World of Arab and Moldovan Migrants in Romania**

**Vlad I. ROȘCA, Monica ROMAN, Smaranda CIMPOERU, Ioana MANAFI, Elena-Maria PRADA, Laura MUREȘAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Rethinking manager's core competence paradigm by integrating intercultural competence at its heart**

**Diana TUDORAN, Alecxandrina DEACONU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The advantages and disadvantages of taxation strategies applied on MNEs in the European Union**





**Laurențiu-Mihai TĂNASE, Irene-Ioana DRĂGHICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bitcoin, gold and crude oil versus the US dollar – A GARCH volatility analysis**

**Flavius Cosmin DARIE, Alexandra Dorina MIRON**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bullwhip effect |Demand variation and amplification within supply chains**

**Elena-Simona Ionel, Alexandra-Dorina Miron**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Identifying and Measuring the Importance of the Lawyer's Personal Brand Elements – A Qualitative Research**

**Georgiana – Gabriela MANEA, Bianca TESCAȘIU**

*The Brasov University of Transylvania, Romania*

**The Impact of Trade Flows on Economic Development in the Black Sea region**

**Ioan-Cătălin MURĂRAȘU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**GLOBAL ECONOMIC RECESSION AS A MAJOR RISK BEYOND BUSINESS INSIGHTS AND ECONOMIES**

**Anis BENABED**

*University of Economic Studies, Bucharest, Romania*

**Andrei BULGARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**GLOBALIZATION BEYOND BUSINESS SUSTAINABILITY, ENERGY AND THE ECONOMY OF THE FUTURE**

**Anis BENABED**

*Bucharest University of Economic Studies, Bucharest*

**Andreea BOERU**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Minitrack: GLOBAL SECURITY: UNDERSTANDING THE PRESENT AND MAPPING THE  
FUTURE**

***Minitrack Chairs: Narciz BĂLĂȘOIU; Gregory SIMONS***

***Room 4207, Calea Griviței no. 2-2A***

***11.00-13.00***

***For online participation:***

***<https://ase.zoom.us/j/4306556416>***

***Meeting ID: 430 655 6416***

**Urban Resilience and Security Today. Difficulties of the multi-domains and factor-based approach  
between theory and practice**

**Olga BUCOVEȚCHI, Dorel BADEA**

*Landforce Academy „Nicolae Bălcescu” Sibiu, Sibiu, Romania and „Lucian Blaga” University, Sibiu*

**Logistics security in the era of big data, cloud computing and IoT**

**Gabriela Ioana Enache**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Security management in the context of supply chains technological upgrades**

**Gabriela Ioana Enache**

*Bucharest University of Economic Studies, Bucharest, Romania*

**A brutal examination: the efficiency of defense policies on military expenditure, in the context of  
Ukraine war**

**Alexandra Carmen Bran**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Does military spending spur economic growth? An empirical approach.**

**Alexandra Carmen Bran**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Smart Homes: Analysis of IoT Security Indicators**

**Gabriel Vasilescu**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **Minitrack: Circular Economy: A SUSTAINABLE SOLUTION FOR A SUSTAINABLE FUTURE**

**Minitrack Chairs: Raluca DRĂCEA, Jonel Subic, Marko JELOCNIK**

**Room 4012, Calea Griviței no. 2-2A**

**10.30-13.00**

**Online participation:**

**<https://ase.zoom.us/j/5023865157>**

### **"ECONOMIC EFFICIENCY OF INVESTMENT IN FACILITIES AND EQUIPMENT FOR GRAINS STORING"**

**Jonel Subić, Marko Jeločnik**

*Institute of Agricultural Economics, Volgina, Serbia*

### **An outline of the links between the Sustainable Development Goals and the transformative elements of formulating a fair agri-food trade policy – a measurable EU achievement**

**Elena-Mădălina DEACONU, Simona Roxana PĂTĂRLĂGEANU Irina-Elena PETRESCU, Mihai DINU**

**Andrei SANDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **The relevance of the circular economy in the context of sustainable development**

**Luiza-Florentina ZĂPUCIOIU, Maria-Cristina STERIE, Theodor Anton DIMITRIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Energy efficiency lookouts.**

**Gyöngyi TORÓ, Laura CIOBANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Quality and sustainability strategies implemented by fast food restaurants**

**Nicoleta Andreea NEACȘU, Adriana TULBURE**

*Transilvania University of Brasov: Universitatea Transilvania din Brasov*

### **The impact of circular economy on economic development. A review of EU's countries**

**Alin-Cristian MARICUȚ, PhD. Giani-Ionel GRĂDINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Measuring the circular economy inside European Union, using Sankey's Diagram of material flow and fuzzy clustering**

**Andreea PERNICI, Stelian STANCU, Denisa Elena BĂLĂ, Ioana RENARD**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **"Efficient capture of solar energy in Romania: approach in territorial profile using predictive statistical techniques"**

**Cătălin-Laurențiu ROTARU, Diana TIMIȘ, Giani-Ionel GRĂDINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### **Current trends in sustainable tourism destinations over the last decade: A systematic literature review**

**Helena SURYA, Harjanto PRABOWO, Mohammad HAMSAL, Boto SIMATUPANG**

*BINUS Business School Doctor of Research in Management, Bina Nusantara University, Jakarta, Indonesia*

### **"Assessing the electric and electronic devices acquisition in Romania within the context of circular economy requirements. A Poisson regression approach"**

**Rodica GHERGHINA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Georgiana Camelia GEORGESCU (CREȚAN)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana DUCA**



*Titu Maiorescu University, Bucharest, Romania*

**Mirela Anca POSTOLE**

*Titu Maiorescu University, Bucharest, Romania*

**Circularity and municipal waste in Romania. An evaluation between 2011 and 2021**

**Luiza Loredana NĂSTASE**

*University of Craiova, Craiova, Dolj, ROMANIA*

**"Environmental economy and green transition in the European Union: two complementary concepts"**

**Teodora NACU, Emilia JERCAN**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Minitrack: Circular Economy: VIRTUAL ENVIRONMENTS- NEW COMPETITIVENESS CHALLENGES**

***Minitrack Chairs: Raluca LADARU, Mariarosaria LOMBARDI***

**10.30-12.30**

**Online participation:**

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***New leadership models for the digital and entrepreneurial society-Recovering from COVID-19 in an increasingly digital economy***

***Marta STOIAN***

*Bucharest University of Economic Studies, Bucharest, Romania*

***The evolution of agricultural holdings – Bibliometric analysis***

***Gabriela-Dalila Stoica***

*Bucharest University of Economic Studies, Bucharest, Romania*

***The influence of the company size, financing structure and assets efficiency on the positive net result in the agri-business sector***

***Dumitru-Florin MOISE***

*Bucharest University of Economic Studies, Bucharest, Romania*

***Impact of the influence factors for the operating profit of companies from Romanian agri-business sector***

***Dumitru-Florin MOISE***

*Bucharest University of Economic Studies, Bucharest, Romania*

***Economic analysis of the waste market in Romania***

***Andreea Daniela GIUCĂ***

*Bucharest University of Economic Studies, Bucharest, Romania*

***Domestic Tourist Consumption for Tourist Destinations in Romania in the Period 2014-2019***

***Iuliana NICOLAE, Dumitru NANCU, Andrei Marcel MANOLE, Gheorghe Dan ISBASOIU***

*Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences, Ploiesti, Romania*

***The impact of Covid-19 on tourist destinations in Romania***

***Dumitru NANCU, Mihai MIEILA, Andrei Marcel MANOLE, Gheorghe Dan ISBASOIU***

*Petroleum-Gas University of Ploiesti, Faculty of Economic Sciences, Ploiesti, Romania*

***The role of universities in achieving the key objectives of the Circular Economy Strategy***

***"Florin-Bogdan MATEI, Ina NIMERENCO, Bianca Eugenia SOARE, Giani Ionel GRĂDINARU***

*Bucharest University of Economic Studies, Bucharest, Romania*

***Funding opportunities for Romania through the National Recovery and Resilience Plan***

***Corina CREȚU***

*Bucharest University of Economic Studies, Bucharest, Romania*



**Minitrack: Circular Economy: Multiple criteria decision making in ruptured times:  
the role of unfulfilled prophecies in shifting research paradigms  
Minitrack Chairs: Adriana Miclea; Catalin Dobrea**

**14.00-15.30**

**Online participation:**

**<https://us02web.zoom.us/j/81087416615?pwd=V0YxRVpGejZqVVJUSVB1WlFWd3ZxZz09>  
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***Performance evaluation of green ports: A case study in Turkey***

**Mehmet Ali TAS**

*Turkish-German University, İstanbul, Türkiye*

**Esra ÇAKIR**

*Galatasaray University, İstanbul, Türkiye*

***Composite indicators used in measuring hybrid threats***

**Aradavoaipei Apolzan IRENA, Cristian-Silviu BANACU, Marin ANDREICA, Lucian IVAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***A Comparative Study of R&D Investments in Romania and the EU: Insights from Horizon 2020 Projects***

**Adrian-Constantin POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adrian-Ovidiu HOHA**

*National School of Political and Administrative Studies, Bucharest, Romania*

***ARTIFICIAL INTELLIGENCE - SOURCE OF INSPIRATION OR A PROBLEM?***

**Elena-Iulia CHITA, Silvia DUMITRESCU-POPA, Bianca MOTORGA, Mihnea PANAIT**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Behavioral Economics and Technology Innovation: Using Choice Architecture to build and scale Products***

**Maria Alexandra CRACIUN**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **Minitrack: Intelligence Competitive Systems: Models and Practices**

**Minitrack Chairs: Mireille RADOI, Irena CHIRU**

*Room 4103, Calea Griviței no. 2-2A*

**14.00-16.00**

**Online participation:**

**<https://us04web.zoom.us/j/71473343129?pwd=DCuIpZhXLxiDxloI9WM8YQdlIYEYyHq.1>**

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**Looking at competitive intelligence as an emergent practice. Recent developments and key takeaways from Romania**

**Irena CHIRU**

**"Mihai Viteazul" National Intelligence Academy, Bucharest, Romania**

**Mireille RADOI**

*Bucharest University of Economic Studies*

**GAME THEORY AND ITS USEFULNESS IN THE DEVELOPMENT OF INNOVATIVE STRATEGIES**

**Denisa Ligia Matei**

*Bucharest University of Economic Studies*

**Predictive Analytics Functionalities in Supply Chain Management**

**Elena Puica**

*Bucharest University of Economic Studies, Bucharest, Romania*

**"Romania's cluster potential. Integrating intelligence systems to spur competitiveness in the agriculture industry"**

**Cristina-Ioana Coman, Valentin COJANU**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Minitrack: SPORTS BUSINESS**  
**Minitrack Chairs: Vlad ROSCA**

**12.00-13.30**

**Online participation: <https://ase.zoom.us/j/87512154613?pwd=Q3pUdnBjRzljTTM5Rk9BcThuaG9lZz09>**  
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**Meters Wide: A Failed Mediatic Annexation of Sporting Heroes During Pandemic Times?**

**Vlad I. ROSCA, Vasile-Teodor BURNAR**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Player exploitation in esports. Esports organizations policies and business strategies**

**Teodora Dominteanu, Neluța Smîdu, Andreea Voinea, Corina-Claudia Dinciu, Maria-Cristiana Porfireanu, Adrian IACOBINI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**What are esports? Introduction to the global phenomenon of esports**

**Teodora Dominteanu, Neluța Smîdu, Andreea Voinea, Corina-Claudia Dinciu, Maria-Cristiana Porfireanu, Adrian Iacobini**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Sports forensic: academic and practical approaches**

**Irina BAKHAYA**

*Police Academy „Alexandru Ioan Cuza” Bucharest, Romania*

**Sorin Cristian NIȚĂ**

*Bucharest University of Economic Studies*

**Flavius Valentin JAKUBOWICZ**

*Bucharest University of Economic Studies*





**Minitrack: COMPLEXITY**  
**Minitrack Chairs: Valentina GHINEA**  
**14.00-15.00**

**Online participation: <https://ase.zoom.us/j/82576016803?pwd=OXZuSFUyYUpzWEJBd2pVZVVpcUFOZz09>**

**Meeting ID: 825 7601 6803**  
**Passcode: 255766**

**THE JOURNEY OF DOCTORAL RESEARCH. CHALLENGES AND LESSONS LEARNT**

**Dragos DANTIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The new dimensions of critical dependence on space systems**

**Marius Eugen OPRAN**

*University Politehnica of Bucharest, Bucharest, Romania*

**The pension systems reform as a symptom of capitalism financialization**

**Antonia Ioana ION**

*Università degli Studi di Milano Statale, Milano, Italia*

**E-Learning in Higher Education During the COVID-19 Pandemic: A Bibliometric Analysis**

**Adina-Liliana PRIOTEASA, Carmen Nadia CIOCOIU, Laurentiu LAZAR, Mihaela MINCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*



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