



**Bucharest University of Economic Studies**  
**Society for Business Excellence**

**PROGRAMME**  
of  
**The 18th International Conference on Business Excellence**  
**Smart Solutions for a Sustainable Future**

**21-23 March 2024, Bucharest, Romania**



## Conference Program - in brief

**Day 1**  
**21 March 2024**

**Plenary Session - Aula Magna, Piata Romana, no 6**

**14.30 – 15.00 Registration** (Hall of Aula Magna, Bucharest University of Economic Studies)

**15:00 - 15:30 Conference's Opening, Aula Magna, 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*** – Conference Director, Faculty of Business Administration in foreign languages, Bucharest University of Economic Studies, Romania

***Alina LUCHIAN*** – Education and Academic Leader, SAS Romania

**15:30 – 17:00 Plenary Session Aula Magna, Bucharest University of Economic Studies**

**Keynote speakers:**

***Constantin BRATIANU*** – Prof. univ. dr. Emeritus – Bucharest University of Economic Studies

- ***The impact of time perception in designing knowledge strategies***

***Alexeis GARCIA-PEREZ*** – Prof. univ. dr. - Aston University, Birmingham, UK

- ***Digital transformation for enhanced organizational intelligence in the knowledge economy.***

*Q&A Session*

**17:00-18:00 Reception** (Hall of Aula Magna, Bucharest University of Economic Studies)



**Day 2**  
**22 March 2024 (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, First Floor)**

**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, Radisson Blu Hotel Bucharest (Calea Victoriei 63-81, București 010065)**

**Day 3**

**23 March 2024 (social program)**

**Networking trip to Vinalia - Crama Ceptura Winery including lunch and transportation**

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

**18:00 Return to Bucharest**



**Day 1**  
**21 March 2024**

**Plenary Session**

**Aula Magna, Bucharest University of  
Economic Studies,  
Piața Romană 6**



**Day 2**  
**22 March 2024**

**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.



# GUEST SPEAKERS



**Professor Alexeis Garcia Perez** is a distinguished academic in the field of Digital Business and Society, currently serving as a Professor at Aston Business School, Aston University, one of the largest and most successful business schools in Europe. Prof Garcia Perez also holds prominent positions as a Visiting Professor at the Centre for Business in Society, Coventry University, UK, and as a Visiting Research Scholar at the Department of Communication, Culture; Technology at Georgetown University, USA. He brings to the 18 th International Conference on Business Excellence invaluable insights into the evolving role of digital technology in business and society.



Prof Garcia Perez's research is centered on exploring the intricate relationships between people and technology, with a special focus on the significance of technology in modern business practices: digital transformation, technology adoption, digital resilience and data-driven innovation. His academic journey includes a solid foundation in Computer Science, later enriched by a PhD in Information Systems and Knowledge Management from Cranfield University, UK. This unique combination of technical and management expertise enables him to address the broader challenges of data, information, and knowledge management in both organizational and societal contexts.

Prof Garcia Perez is an active member of the executive committee of the International Association for Knowledge Management (IAKM) and co-editor of the Emerald book series "Working Practices for Knowledge Management", contributing significantly to the global discourse on knowledge management.

### **Keynote Speech: Digital transformation for enhanced organizational intelligence in the knowledge economy.**

In the swiftly evolving landscape of the 21 st century, the pertinence of digital transformation in maintaining and enhancing business competitiveness has never been more pronounced. This presentation will delve into the transformative potential of Artificial Intelligence (AI) in revolutionizing organizational intelligence and enhancing competitive advantage. In particular, the discussion will focus on how AI, as a cornerstone of digital transformation, can be strategically implemented to augment decision-making processes, optimize operations and foster innovation within organizations.

Drawing upon contemporary research and practical case studies, Professor Garcia Perez will highlight the multifaceted role of AI in enhancing data analytics, automating complex processes and facilitating predictive insights. This will encompass a discussion on AI's capacity to integrate with existing business models, its role in creating adaptive and learning organizations, and its impact on developing sustainable competitive advantages in various sectors.

The challenges and ethical considerations that accompany the adoption of AI will be explored, underscoring the importance of a balanced approach that aligns technological advancements with human values and organizational goals.

With this presentation, Professor Garcia Perez aims to provide leaders, academics and practitioners attending the 18 th International Conference on Business Excellence with an understanding of AI's transformative potential. It will provide actionable insights on harnessing AI to not only extend the intelligence of organizations but also to redefine the paradigms of business excellence in the digital age.





**Constantin Bratianu** is Professor Emeritus of Strategic Management and Knowledge Management, Bucharest University of Economic Studies, Romania. He is founding editor of the international journals Management & Marketing, and Management Dynamics in the Knowledge Economy. He delivered courses as a Visiting Professor in universities from USA, Japan, Egypt, Austria, Portugal, Poland, and Hungary. He is a full member of the Academy of Romanian Scientists. He is the President of the International Association for Knowledge

Management (IAKM), founded at Padua University, Italy. He published over 50 books and book chapters and over 250 papers in international journals and Proceedings of international conferences. He is listed by Stanford University in the top 2% of most cited scientists in the world. His academic interests are: knowledge dynamics, knowledge management, intellectual capital, strategic thinking and strategic management.

### **Keynote speech: The impact of time perception in designing knowledge strategies**

There is a big difference between measuring physical time and perception of time flowing. That difference impacts on the design of business and knowledge strategies. Designing knowledge strategies is based on the known-unknown matrix and on time perception, especially of the direction of time flowing from the past towards the future. Thus, we may distinguish exploitation knowledge strategies, acquisition knowledge strategies, knowledge sharing strategies and exploration knowledge strategies.

Knowledge strategies are at the core of business strategies in the knowledge economy. To understand them, we first understand the difference between the physical time and the perception of time and how time influences the design of knowledge strategies. The presentation focuses on generic knowledge strategies which can be applied to any organization.



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

**Minitrack Chairs: Petre CARAIANI**

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

**9:00 – 10:00**

**For online participation:**

**<https://ase.zoom.us/j/89273471418?pwd=c114dUdoQXpPSjRpSnNJTUwvSctndz09>**

### ***Oil Shocks and Firm-level Expectations***

**Petre CARAIANI**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***The role of education in influencing capital markets' liquidity in the CEE countries***

**Ela-Andrada PUSCASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***The effects of shocks on the real economy in Romania. A Bayesian FAVAR approach***

**Georgiana PLESA, George Alexandru NEACSU, Andrei Costin NEACSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***Empirical Evidences Regarding Okun's Law in the Central and Eastern Europe in the Post – Financial Crisis Period***

**Francesca Dana ANDREESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

**Minitrack Chairs: Vanesa Madalina VARGAS, Adriana DAVIDESCU, Anais HAMELIN**

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

**14:00-16:00**

**For online participation:**

**<https://ase.zoom.us/j/84564237375?pwd=STk0Qk1MWTYrRTAveWo2bzEra3loQT09>**

### ***Mapping Circular Economy Performance: EU Member States Analysis and Insights***

**Vanesa Madalina VARGAS, Alexandra-Nicoleta CIUCU (DURNOI)**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

**Cosmin Alexandru TEODORESCU, Camelia DELCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***Times of Change: Young Adults' Perceptions on Labour Market Issues Before and During the Pandemic***

**Anamaria Beatrice ALDEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***Informality and inclusion: evaluating the effects of shadow economy and informal labor in European sustainable development***



**Eduard Mihai MANTA**

*Doctoral School of Cybernetics and Statistics, Bucharest University of Economic Studies, Bucharest, Romania*

**Ioana BIRLAN**

*Faculty of Economic Cybernetics, Statistics and Informatics, Bucharest University of Economic Studies, Bucharest, Romania*

**Cristina Maria GEAMBASU**

*Doctoral School of Cybernetics and Statistics, Bucharest University of Economic Studies, Bucharest, Romania*

***Digitalization in Banking: Navigating the Effects of Automated Decision-Making on Customer Experience***

**Andreea-Raluca GAVRILA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Unveiling Financial Patterns: An In-depth Analysis of SP500 Companies Using Unsupervised Classification Techniques***

**Alexandra-Georgiana SIMA, Gheorghe HURDUZEU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stefan-Alexandru IONESCU, Cristina VEITH**

*University of Bucharest, Bucharest, Romania*

***Energy cooperatives and communities to foster social innovation in the EU - a Bulgarian Case Study - Prospects and Barriers***

**Lyubomira GANCHEVA**

*Sofia University "St. Kliment Ohridski", Sofia, Bulgaria*

***Towards Sustainable Happiness: Examining the Impact of CSR on Employee Well-being***

**Adina JIGANI, Alexandra-Nicoleta CIUCU (DURNOI), Camelia DELCEA, Nora CHIRITA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Reconceptualizing Stability: Dynamics of Shadow Banking in Financial Markets***

**Andreea-Elena CROICU, Adrian Cantemir CALIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

***Understanding Public Perception of Internet Security in the European Union***

**Vanesa Madalina VARGAS**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute for Economic Forecasting, Romanian Academy*

**Marian OANCEA, Cosmin Alexandru TEODORESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Correlation between economic growth and carbon emissions in the context of the transition to a zero-carbon economy***

**Razvan TOPA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Entrepreneurial Culture and Continuous Improvement to Handle Environmental Turbulence***

**Giuseppe PIRRONE, Margherita MILOTTA**

*University Of Pavia, Pavia, Italy*

***AR Technology Potential for Facilitating Access to Advanced Education for Students with ASD***

**Ruxandra BEJINARU, Marian-Vladut TOMA**

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

*Academy of Romanian Scientists, Bucharest, Romania*

***Artificial Intelligence - Opportunities and Challenges for Small and Medium Enterprises in Romania. A Case Study on the Exonia Group***

**Gabriela CALINESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



***How Should A Virtual University Be Managed? A Theoretical Approach***

**Viorica COMSA**

*Gheorghe Asachi Technical University of Iasi, Romania*

***Smart Urban Mobility: The Role of AI in Alleviating Traffic Congestion***

**Mihai Lungu**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: BUSINESS DIGITALIZATION AND DIGITAL BUSINESS TRANSFORMATION**

***Minitrack Chairs: Florina PINZARU, Catalina Alexandra CHINIE, Dragos VESPAN***

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

**14:00-18:00**

***For online participation:***

***<https://ase.zoom.us/j/82123841128?pwd=Tk1GL0ticEhBOUxwWEZaOHRrKzIxXz09>***

***Exploring the Impact of Digital Platforms on Publishing: A Bibliometric Analysis***

**Ana-Maria OSADCI, Alexandra ZBUCHEA, Florina PINZARU**

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

***Rules as Code in Telecommunication Industry: Routing in Fiber Optics Networks***

**Mihnea-Alexandru VĂDUVA, Ionel-Bujorel PĂVĂLOIU**

*Politehnica University of Bucharest, Bucharest, Romania*

***Mapping Organizational Performance Using Digital Technologies***

**Oana Alexandra SARCEA (MENEĂ), Alexandra ZBUCHEA, Florina PINZARU**

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

***Attitudes of respondents on the significance of digitization in multinational enterprises and its importance for well-being***

**Stanislav RUDÝ, Ľubomíra KUBÍKOVÁ**

*University of Economics in Bratislava, Košice, Slovak Republic*

***The Impact of Digitalization on the Economic Performance of SMEs in the European Union: A 2022 Analysis***

**Catalin-Alexandru VERDES, Alexandra-Andreea MIRONESCU, Madalina MAZARE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Revolutionizing Finance: Insights on the impact of Automation***

**Andreea-Izabela BOSTAN, Oana-Alexandra DRAGOMIRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Dynamics Of The ICT Workforce And The Effects On The Use Of Artificial Intelligence Technologies In The European Union***

**Florin – Valeriu PANTELIMON, Bogdan – Stefan POSEDARU, Liviu – Andrei TOADER, Mihai – Nicolae DULGHERU, Tiberiu – Marian GEORGESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Why Startups Outpace Multinationals in Leveraging DevOps***

**Pavel-Cristian CRACIUN, Robert-Cristian NECULA**



*Bucharest University of Economic Studies, Bucharest, Romania*

***The Impact of Cloud Systems on Enhancing Organizational Performance through Innovative Business Models in the Digitalization Era***

**Dragos TOHANEAN, Sorin-George TOMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Digitalization trends and expectations in Ukraine from a European perspective***

**Boris DZIURA**

*University of Economics in Bratislava, Bratislava, Slovak Republic*

**Alisa MAGDICH**

*Alfred Nobel University, Dnipro, Ukraine*

***The use of information technology in SMEs: advantages and main challenges***

**Emilia JERCAN, Teodora NACU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Digital technology as a facilitator of improving organizational performance and workplace satisfaction: A bibliometric analysis using VOSviewer***

**Andreea BARBU, Mirona Ana-Maria POPESCU, Iustina-Cristina COSTEA-MARCU, Gheorghe MILITARU, Dana Corina DESELCNICU**

*Politehnica University of Bucharest, Bucharest, Romania*

**Ştefan Alexandru CATANA**

*University of Bucharest, Bucharest, Romania*

***Digital Business Transformation: Automation and Cloud Computing' emphasis***

**Oana Alexandra SARCEA (MANEA), Alexandra ZBUCHEA, Florina PINZARU**

*SNSPA University Bucharest, Bucharest, Romania*

***How to warranty the sustainability of a company's digital transformation based on the case of Chi Forest.***

**Nan SU, Meiling YU**

*Beijing Normal University-Hong Kong Baptist University United International College (UIC), Zhuhai, China*

***Conceptual framework for unified e-government web platform***

**Mirona Ana Maria POPESCU, Andreea BARBU, Iustina-Cristina COSTEA-MARCU, Dan DUMITRIU**

*Politehnica University of Bucharest, Bucharest, Romania*

***Navigating the Digital Frontier: A Comprehensive Examination of Romanian Public Administration Digitization and Its Perceptual Implications***

**Dumitru GOLDBACH, Mircea POPA, Oana-Valeria PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The impact of digitalization on air traffic evolution and measures of reducing CO2 emissions***

**Adrian DOMENTEANU, Georgiana-Alina CRIŞAN, Camelia DELCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Madalina Ecaterina POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*The Romanian National Scientific Research Institute for Labour and Social Protection*

***Overcoming the challenges of digitalization. A study case based on DESI and EIBIS***

**Edi-Cristian DUMITRA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Machine Learning Empowerment in Industry 4.0 - Case study for micro and small enterprises in Romania***

**Flavia BOGOEVICI, Octavia ALBU, Ruxandra DUTA**

*Bucharest University of Economic Studies, Bucharest, Romania*



***Data Vault Modeling: Insights from Industry Interviews***  
**Andreea VINES, Laura-Gabriela TANASESCU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Efficiency and Cost-Effectiveness in Agile DevOps with Cloud Computing***  
**Marian STOICA, Alexandru Ionut NITU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Digital transformation of management processes: a comprehensive review of key factors***  
**Camelia CAZONI, Carmen Nadia CIOCOIU, Alexandra PIRCALABOIU, Andrei GIULESTEANU, Dana Corina DESELNICU, Stefan Alexandru CATANA**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Digital transformation in the banking sector: Evaluating continuance usage intention***  
**Comfort Adebisi ASAMOAH, Alena KLAPALOVA, Takyi Kwabena NSIAH**  
*Tomas Bata University in Zlin, Zlin, Czech Republic*

***The impact of the EU AI Act on the UN Sustainable Development Goals for 2030 – A Text Analysis***  
**Iulia CIUREA**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Attitudes of respondents on the significance of digitization in multinational enterprises and its importance for well-being***  
**Stanislav RUDY, Lubomira KUBIKOVA**  
*University of Economics in Bratislava, Bratislava, Slovak Republic*

**Minitrack: RETHINKING LEADERSHIP IN CHALLENGING TIMES**  
***Minitrack Chairs: Alina Mihaela DIMA, Sebastien POINT***  
***Room 0116, Piata Romana 6***

**10:00-13:30**

***For online participation:***  
**<https://ase.zoom.us/j/82389108678?pwd=Mk4yUy90Mjh5Y2t1WXg0S1RlU095UT09>**

***Performance evaluation in higher education – a comparative approach***  
**Alina Mihaela DIMA, Ruxandra ARGATU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Quality, Performance, Excellence: The Harmonious Organizational Triad***  
**Andreea BARBU**  
*Politehnica University of Bucharest, Bucharest, Romania,*  
*Academy of Romanian Scientists, Bucharest, Romania*

**Cezar SCARLAT**  
*PhD Supervisor, Doctoral School of Entrepreneurship, Business Engineering and Management*  
*Politehnica University of Bucharest, Bucharest, Romania*

***Philosophical leadership – a way to improve the organizational leadership using the philosophical practices***  
**Vasile HATEGAN**  
*Faculty of Economics, Aurel Vlaicu University, Arad, Romania*



***The importance of entrepreneurship and the exploration of future development directions***

**Constantin Florin BOGDEA, Geanina – Ioana BOGLUT, Grațian - Daniel GOLOSIE, Neta Ionelia SAPTEBANI**

*University Politehnica of Timisoara, Timisoara, Romania*

**Elena Cristina RADA**

*Department of Theoretical and Applied Sciences—DiSTA, Insubria University of Varese, Varese, Italy*

***Economic Whirlwinds: Navigating the Business of Sports Through the Covid-19***

**Georgiana MOICEANU , Geanin Georgian JURUBIt, Mirona Ana Maria POPESCU**

*Politehnica University of Bucharest, Bucharest, Romania*

***Improvement of cyber resilience by implementation of a digital Business Continuity Management System: evidence from Romania***

**Irina COICIU, Gheorghe MILITARU**

*Politehnica University of Bucharest, Bucharest, Romania*

***Executive Coaching and Organizational Performance– A Bibliometric approach***

**Dragos-Daniel DENDRINO, Marius-Florin Ghiberdic**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Impact of supranational institutions' financial policies on private sector led development in emerging economies. A case of the World Bank and Uganda***

**Magada CALVIN and Namagga DAMALIE**

*Uganda Institute Of Social Work And Community Development, Uganda*

***Corporate governance status of the IT companies listed on the Bucharest Stock Exchange***

**Mariana CIUREL**

*Bucharest Stock Exchange, Bucharest, Romania*

*Politehnica University of Bucharest, Bucharest, Romania*

**Corina-Ionela DUMITRESCU**

*Politehnica University of Bucharest, Bucharest, Romania*

***A D-VUCAD transitioning analysis on Romanian higher education system in the context of artificial intelligence. Challenges, Opportunities and Perspectives***

**Marcela TANASCIUC**

*Bucharest University of Economic Studies, Bucharest, Romania*

***European Elections and Financial Markets: Navigating Political Winds and Market Reactions***

**Andreea STANCEA**

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

**Cecilia CIOCIRLAN**

*Institute for World Economy, Romanian Academy*

*Bucharest University of Economic Studies, Bucharest, Romania*

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

**Andrei DESPINA**

*University of Bucharest, Bucharest, Romania,*

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

***Evolution of Educational Leadership: A Bibliometric Analysis of International Publications***

**George SECAREANU, Stefanut Iulian BUHUS, Georgeta BOLOJAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Entrepreneurship and short-term labor market sustainable functioning – the case of Romania***

**Speranta PIRCIOG, Cristina LINCARU, Catalin-Corneliu GHINARARU**

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

**Adriana GRIGORESCU**

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



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

***Minitrack Chairs: Marius MATEI, Sadok BEN YAHIA***

***Room 4202, Calea Grivitei no. 2-2A***

***9:30-13:00***

***For Online Participation:***

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

### ***The Impact Of Artificial Intelligence On The Labor Market In Romania***

**David-Florin CIOCODEICA, Ștefan-Alexandru BERBECE, Constantin-Daniel PESTREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***Artificial Intelligence Text Processing Using Retrieval-Augmented Generation: Applications in Business and Education Fields***

**Bogdan – Stefan POSEDARU, Mihai – Nicolae DULGHERU, Florin – Valeriu PANTELIMON, Tiberiu – Marian GEORGESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***A Quantitative Analysis of Default Risk Using Machine Learning and SHAP Value Interpretation***

**Coralia TANASUICA (ZOTIC)**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Doctoral School of Economic Cybernetics and Statistics (SDCSE)*

### ***Understanding Regulatory Changes: Deep Learning in Sustainable Finance and Banking***

**Bogdan Ionut ANGHEL**

*Doctoral School of International Business and Economics,*

*Bucharest University of Economic Studies, Bucharest, Romania*

**Radu LUPU**

*Department of International Business and Economics,*

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

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

### ***Cognitive Shifts: Exploring the Impact of AI on Generation Z and Millennials***

**Georgiana RUSU, Petre Sorin SAVIN, Mihai PRELIPCEAN, Lucia Nicoleta BARBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***The Applicability of Some Machine Learning Algorithms in The Prediction of Type 2 Diabetes***

**Oana VIRGOLICI, Laura Gabriela TANASESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

### ***Contributions of the artificial intelligence to data record management***

**Marius MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

*National Institute for Economic Research “Costin C. Kiritescu”, Chisinau, Republic of Moldova*

*Romanian Academy, Bucharest, Romania*

**Mihaela MATEI**

*Romanian Academy, Bucharest, Romania*

### ***How the artificial intelligence adoption impacts company risk and performance***





**Marius MATEI**

*Bucharest University of Economic Studies, Bucharest, Romania  
National Institute for Economic Research "Costin C. Kiritescu", Chisinau, Republic of Moldova  
Romanian Academy, Bucharest, Romania*

**MULTIPLE CRITERIA DECISION MAKING IN RUPTURED TIMES: THE ROLE OF UNFULFILLED PROPHECIES IN SHIFTING RESEARCH PARADIGMS**  
**Minitrack Chairs: Adriana MIHNEA, Catalin DOBREA**

**16:00-17:00**

**Online participation:**

<https://us02web.zoom.us/j/87492091546?pwd=MEtvNmlCNnRYbFU2OW05ZTdjaEVjZz09>

***Assessing Advanced Technological Applications at Airports in Turkey***

**Mehmet Ali TAS**

*Turkish-German University, Istanbul, Turkey*

***Country Brand as an Important Phenomenon of Modern Society***

**Angela MADAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

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

*Room 4008, Calea Grivitei no. 2-2A*

**17:00-19:00**

***For online participation: <https://ase.zoom.us/j/81891278036?pwd=Qm9lQnVUSWNleGtqRzBJQzhkSk5hdz09>***

***Features of an internal communication platform for corporate employees. Meeting the needs of employees in a hybrid era***

**Rebecca CHINCEA, Sabina POTRA, Matei TAMASILA**

*Politehnica University of Timisoara, Timisoara, Romania*

***Digital Training Platforms - An Effective Approach To Increase The Creativity Of Employees Working In Smes Of Balkan Countries***

**Vilyana RUSEVA, Evgeniya NIKOLOVA**

*Burgas Free University, Burgas, Bulgaria*

***Career management in a VUCA world - an ongoing debate between threats and opportunities under the technological imperative***

**Laura BENCHEA, Camelia CANDIDATU, Anca Gabriela ILIE, Dan DUMITRIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of organizational factors affecting employee satisfaction: A case study from Serbia***



**Sladana VUJICIC**

*Faculty of Business, Economics and Entrepreneurship, Belgrade, Serbia*

**Oliver MOMCILOVIC**

*University Business Academy in Novi Sad, Novi Sad, Serbia*

*Faculty of Applied Management, Economics and Finance, Belgrade, Serbia*

**Claudiu TUDORACHE**

*Bucharest University of Economics Studies, Bucharest, Romania*

***Cultural Agility in the Age of Disruption***

**Diana TUDORAN, Cristian TUDORAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The 2030 scenarios for basic digital upskilling and reskilling in Romania***

**Camelia Speranta PIRCIOG, Cristina LINCARU**

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

**Adriana GRIGORESCU**

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

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

*Academy of Romanian Scientists, Romania,*

*National Institute for Economic Research "Costin C.Kiritescu", Chisinau, Republic of Moldova,*

*Romanian Academy, Romania*

***Strategic Management of University-Business Collaboration: Exploring Partnership Approach Models in EELISA Universities***

**Oana Daniela BUGAN, Elena Cristina UDREA, Sorin Cristian IONESCU, Augustin SEMENESCU**

*National University of Science and Technology Politehnica Bucharest, Bucharest, Romania*

***Impact of european projects on human resources***

**Ionut Marius CROITORU, Razvan Mihai DOBRESCU**

*Politehnica University of Bucharest, Bucharest, Romania*

**Cosmin Alexandru SPIRIDON**

*West University of Timisoara, Timisoara, Romania*

***Enhancing Faculty Satisfaction and Performance in Higher Education: The Transformative Role of HR and Technology Integration***

**Alice ALAKOUM, Elvira NICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mohammad ABIAD**

*American University of the Middle East, Kuwait*

***A bibliometric analysis of performance management and employee well-being***

**Diana-Cristina LUNGU**

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

***Motivation as the Catalyst: Enabling Knowledge Sharing and Talent Management in Organizational Contexts***

**Ioana MARIN, Radu MARIN**

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

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

***Minitrack Chairs: Corina PELAU, Mirko GATI, Dan-Cristian DABIJA***



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

**9:30-11:00**

**For online participation:**

**<https://ase.zoom.us/j/83813836716?pwd=bkxXMGV1U01KT0xxSlIvZUJsMTFsUT09>**

**Scenario-based approach to AI's agency to perform human-specific tasks**

**Corina PELAU, Stefana POP, Ioana-Alexandra CIOFU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Understanding Next-Generation Blockchain-aware Business Services: What We've Learned So Far**

**Iuliana Madalina PETRICA (PAPUC), Liana Elena ANICA-POPA, Gabriela M. SAVA**

*Allen W. and Carol M. Schmidthorst College of Business Bowling Green State University, Bowling Green, USA*

*Bucharest University of Economic Studies, Bucharest, Romania*

**Content marketing– Innovative strategy to keep companies on the market**

**David-Florin CIOCODEICA, Constantin-Daniel PESTREA, Stefan-Alexandru BERBECE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The preferences of Generation Z for the digitalisation of the hospitality industry**

**Andreea MARIN-PANTELESCU, Mihaela STEFAN-HINT**

*Bucharest University of Economic Studies, Romania,*

*1 Decembrie 1918 University, Alba-Iulia, Romania*

**The mediating role of the financial recommender system advising acceptance in the relationship between investments trust and decision-making behavior**

**Lavinia Denisia CUC, Dana RAD, Camelia Daniela HATEGAN, Vanina Adoriana TRIFAN, Titus ARDELEANU**

*Aurel Vlaicu University of Arad, Arad, Romania,*

*West University of Timisoara, Timisoara, România*

**Expectations towards charging infrastructure as buying motive for electrical cars**

**Cristian CARAIANI, Corina PELAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mirko GATI**

*Corvinus University of Budapest, Budapest, Hungary*

**Types of AI and their suitability for performing daily activities**

**Giulia KONDORT, Roxana Ioana CIOC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Perceived quality and satisfaction regarding private labels in Romanian retail**

**Helmut DRAGOMIR, Vlad ROSCA, Stefana POP**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Consumer behavior towards food purchases before, during, and after the COVID-19 pandemic: a cluster analysis**

**Liana STANCA, Veronica CAMPIAN, Dan-Cristian DABIJA**

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

**11:15 - 13:00**

**A systematic literature review of trends in digital marketing research in Romania**

**Stefan-Alexandru CATANA**

*University of Bucharest, Bucharest, Romania,*

**Andreea BARBU**

*Politehnica University of Bucharest, Bucharest, Romania*

*Academy of Romanian Scientists*



***Analysis of the relationship between the size of family businesses and the implementation of marketing activities in the context of Slovakia***

**Samuel CHLPEK, Adrián CAKANISIN, Monika Nad'oa KROSLAKOVA**

*University of Economics, Bratislava, Slovakia*

***Regulating dark patterns in the EU: Towards a More Consumer-Centric Digital Economy***

**Paraskevi PAPPA, Panagiotis KITSOS**

*University of Ioannina, Ioannina, Greece,*

*University of Macedonia, Thessaloniki, Greece*

***Open data and smart tourism development in viticultural areas in Serbia***

**Radmila JOVANOVIĆ**

*Institute of Agricultural Economics, Belgrade, Serbia*

*Faculty of Tourism, University of Malaga, Malaga, Spain*

**Maria Paula MICHALIJOS**

*University of Malaga, Malaga, Spain,*

*University Nacional of South, Bahia Blanca Argentina*

**Cornelius SECIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The role of AI in content development among Romanian small businesses***

**Adriana TULBURE, Anca POPESCU, Nicoleta Andreea NEACSU**

*Transilvania University of Brasov, Brasov, Romania*

***Standardization of regression equation parameters in the case of multiple linear regression for an econometric model development to determine the price of apartments***

**Mioara Florina PANTEA, Silviu Gabriel SZENTESI, Noemi Florina Gabriela SZENTESI, Vanina Adoriana TRIFAN**

*Aurel Vlaicu University of Arad, Arad, Romania*

***The Impact of Social Networks on the Choice of Tourist Destinations***

**Florentina Simona BARBU, Grigorie SANDA, Corina Maria RUSU, Petronela Gianina BALINT**

*Aurel Vlaicu University of Arad, Arad, Romania*

***Assessment of emerging risks - is the INCDPM method, appropriate for the assessment of emerging risks?***

**Adriana MILEA (PARVU), Lucian-Ionel CIOCA**

*Lucian Blaga University of Sibiu, Sibiu, Romania*

***AI tools for decision-making***

**Simona VASILACHE, Bassam ABUKHARMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of the Romanian healthcare system on the basis of relevant indicators and the perspectives for the use of Artificial Intelligence***

**Claudia BOGHICEVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

***Minitrack Chairs: Carmen DOROBĂȚ; Cristian PAUN, Ionut DUMITRU***

***Calea Grivitei no. 2-2A***

***12:00-14:00***

**ICBE2024**



**Online participation:**

<https://ase.zoom.us/j/6089236873?omn=81445839626>

***Testing the validity of CAPM on Bucharest Stock Exchange***

**Florin BLAGA, Danut Georgian MIHAI, Ludovic-Cosmin TRIFU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Antonela BICHIR-GHELASE**

*Valahia University of Targoviste, Targoviste, Romania*

***The spillover effect between central and eastern European financial markets***

**Andreea-Madalina BOZAGIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The European banking Industry profitability – a driver for populism***

**Florin DANESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Inflation – causes and measures. Inflation in Romania***

**Paula MUNTEANU**

*Center for Study and Research for Agro-Forestry Biodiversity “Acad. David Davidescu”*

**Getuta DAVID**

*School of Advanced Studies of the Romanian Academy (SCOSAAR)*

***Unveiling the nuances and role of lobbying in business***

**Ciprian SANDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Effect of ESG scores on portfolio performance. Evidence from Europe***

**Diana-Mihaela SANDU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Banks Go Beyond Banking: The expansion towards non-banking services***

**Gergana SIRAKOVA-YORDANOVA**

*Sofia University St. Kliment Ohridski, Sofia, Bulgaria*

**Minitrack: APPLIED ARTIFICIAL INTELLIGENCE**  
**Minitrack Chairs: Sorin ANAGNOSTE, Marco SAVASTANO**  
**Room 4010, Calea Grivitei no. 2-2A**  
**9:00-12:00**

**For online participation:**

<https://ase.zoom.us/j/83710712434?pwd=NVJ1bFdsMkdMQXo2K1VidyT0UnJ5UT09>

***Artificial intelligence in central banking***

**Aura Elena GRIGORESCU**

*Bucharest University of Economics Studies, Bucharest, Romania*

***Enhancing Business Operations Through Microlearning, Bpm And Rpa***

**Ruxandra BEJINARIU, Marian-Vladut TOMA**



*Stefan cel Mare University of Suceava, Suceava, Romania,  
Academy of Romanian Scientists Bucharest, Romania*

***How Artificial Intelligence can influence elections: analyzing the Large Language Models (LLMs) political bias***  
**George-Cristinel ROTARU, Sorin ANAGNOSTE, Vasile-Marian OANCEA**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Unleashing the potential: harnessing generative artificial intelligence for empowering model training***  
**Alexandra DUMITRU, Sorin ANAGNOSTE**  
*Bucharest University of Economic Studies, Bucharest, Romania*  
**Marco SAVASTANO**  
*Sapienza University of Rome, Rome, Italy*

***Digital Frontiers: Assessing the Influence and Ethical Challenges of AI in Online Marketing***  
**Giulia-Elena ZAHARIA, Ingrid Georgeta APOSTOL, Petre Sorin SAVIN, Ionut TANASE**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***The intersection of entrepreneurship and artificial intelligence (AI)***  
**Marta STOIAN, Madalina-Elena DRAGOMIR**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***The impact of emerging technologies on logistics: A comprehensive analysis***  
**Madalina-Floriana FAGET**  
*Politehnica University of Timisoara, Timisoara, Romania*

***Improving the performance of corporate employees through the use of artificial intelligence: The case of Copilot application***  
**Cristina VASILESCU**  
*Microsoft Company, Bucharest, Romania*  
**Gheorghe MILITARU**  
*Politehnica University of Bucharest, Bucharest, Romania*

***Optimization of financial flows with the help of artificial intelligence in public institutions***  
**Raluca MITULESCU, Alecsandra PARNUS, Eliza GHEORGHE**

***Dynamically meta-optimized business processes using generative artificial intelligence***  
**Marius SAVA, Gheorghe MILITARU**  
*Politehnica University of Bucharest, Bucharest, Romania*

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

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

***Room 4007, Calea Grivitei no. 2-2A***

***14:00-17:00***

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

***Innovation and Digital Transformation in the Business Environment: A Case Study on Analyzing the Impact on Organizational Performance in a CAD Company***



**Alina Bianca POP**

*Technical University of Cluj-Napoca, Cluj-Napoca, Roman*

**Aurel Mihail TITU**

*Lucian Blaga University of Sibiu, Sibiu, Romania*

**Implementation of CAD/CAM/CAE Systems for Improved Design and Manufacturing Processes in Industrial Organizations**

**Aurel Mihail TITU**

*Lucian Blaga University of Sibiu, Sibiu, Romania*

**Alina Bianca POP**

*Technical University of Cluj-Napoca, Cluj-Napoca, Romania*

**Agile transformation through the performing management of it and cyber security projects, at the government level**

**Marius STEFAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Initial Coin Offerings: can ESG mitigate Underpricing?**

**Alessandro BITETTO, Paola CERCHIELLO**

*University of Pavia, Pavia, Italy*

**Strategies for improving productivity through digital upgrades: case study on RPA technology**

**Flavia Bogoevici**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Exploring Sustainable Clothing Consumption in Middle-Income Countries: A case study of Romanian consumers**

**Anastasia COSMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**European Financial Markets Integration and the politics of credit rating agencies: an econometric approach to study microeconomic dynamics and sustainability**

**Cecilia CIOCIRLAN**

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

**Andreea STANCEA**

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

**Dimitrie-Daniel PLACINTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Analysis of the effective tax rate during the Coronavirus pandemic on an emerging capital market – Romania**

**Mihai GAVRILA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oil and stock markets in ongoing flux: Impact of current events on oil price and stock market performance**

**Maria-Cristina ZWAK-CANTORIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**The impact of multiple crises on the economy. A comparative analysis of GFC, COVI-19 and the Ukraine war period**

**Giorgiana Roxana ENE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Quantification of the economic burden of premature mortality: the case for the three least and most burdensome countries within the European Union**

**William H. LEIVA PEREZ**



*Bucharest University of Economic Studies, Bucharest, Romania*

***Decision-Making in healthcare. A Bibliometric Exploration***

**Ana Alexandra OLARIU, Andreea BREAZU, Stefan Catalin POPA, Catalina Florentina POPA, Nicoleta CARUCERU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***A multivariate analysis of the interplay between energy resources, economic growth, and financial stability. Evidence from Azerbaijan***

**George-Eduard GRIGORE, Simona NICOLAE, Oana VLADUT**  
*Politehnica University of Bucharest, Bucharest, Romania*

***Analyzing the Abandonment Rates in Romanian HEIs***

**Petronela Cristina SIMION, Ph.D. Mirona Ana Maria POPESCU, Ph.D. Iustina-Cristina COSTEA-MARCU, Ph.D. Georgiana MOICEANU**  
*Politehnica University of Bucharest, Bucharest, Romania, Academy of Romanian Scientists*

***Research on data security measures in Romania***

**Mirona Ana Maria POPESCU, Ph.D. Andreea BARBU, Ph.D. Petronela Cristina SIMION, Ph.D. Georgiana MOICEANU, Ph.D**  
*Politehnica University of Bucharest, Bucharest, Romania, Academy of Romanian Scientists*

***The Beauty Boom: Analyzing the Socio-Economic Contribution of the Beauty Industry to the European Union***

**Oana TURCU, Cristian BRANCU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Assessing the Competitive Environment in the Romanian Television Industry***

**Oana TURCU, Cristian BRANCU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Risk Profiling in Insurance: Addressing High-Risk Clients and Risk Management Strategies***

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

***Raspberry Production Trends In Serbia***

**Miroslav NEDELJKOVIĆ**  
*Institute of Agricultural Economics, Belgrade, Serbia*  
**Milovoje ĆOSIĆ**  
*Institute of Forestry, Belgrade, Serbia*  
**Florentina-Emilia MARIN**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Mapping the field of change management. COVID-19 effects and future trends - a bibliometric analysis using VOSviewer***

**Marian NASTASE, Andrei Constantin TIRNOVANU, Julia Anamaria SISU, Mircea-Mihai OBREJA**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***The influence of COVID-19 phenomenon on the labour market at the european regional level***

**Teodora-Cătălina DUMITRA**  
*National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania*  
*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: STRATEGIC OPTIONS FOR AN UNCERTAIN FUTURE and DESIGN THINKING**

***Minitrack Chair: Madlena NEN, Shahrazad HADAD, Dalia POLEAC***

***Room 4107, Calea Grivitei no. 2-2A***





**14:30-16:30**

**For online participation:**

**<https://ase.zoom.us/j/83028049588?pwd=Y01obWJEdFl1VlhrL3czL0ZLamh0dz09>**

***Model for objectifying the role of critical thinking in developing students' entrepreneurial skills***

**Camelia STAICULESCU, Monica Elisabeta PADURARU, Marin DRAMNESCU, Vladimir Aurelian ENACHESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Designing Knowledge Strategies***

**Constantin BRATIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Determinants for Measuring the Value of the Internal Brand in Textile Enterprises in Bulgaria***

**Irena KENAROVA-PENCHEVA**

*Department of Management and Business Development, University of Ruse "Angel Kanchev", Ruse, Bulgaria*

**Petar PENCHEV**

*Department of Economics and International Relations, University of Ruse "Angel Kanchev", Ruse, Bulgaria*

***A Case Study of the Agile Enterprise Regarding the External Business Environment***

**Petar PENCHEV**

*Department of Economics and International Relations, University of Ruse "Angel Kanchev", Ruse, Bulgaria*

**Irena KENAROVA-PENCHEVA**

*Department of Management and Business Development, University of Ruse "Angel Kanchev", Ruse, Bulgaria*

***Understanding the need for income tax incentives. A case study on the IT sector in Romania***

**Raluca-Andreea POPESCU-PREDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Mapping Intellectual Patterns: A bibliometric Incursion into the Nexus between Organizational Culture and Employee Engagement***

**Andrei GALBENU**

*"Ion Creanga" State Pedagogical University of Chisinau, Chisinau, Republic of Moldova*

**Irina TARABAN, Alina Nicoleta BONCILICA, Maria Andreea TILIBASA, Jacqueline Nyalukamo MUJAYA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Romania-Brazil trade relationship under the threat of the coronavirus pandemic and the war in Ukraine***

**Beatrice TROCINESCU, Mihaela-Cornelia DAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Connecting the Dots: A Bibliometric Analysis Exploring the Relationship between Knowledge Management and Organizational Structure***

**Irina TARABAN, Alina Nicoleta BONCILICA, Maria Andreea TILIBASA, Ovidiu DRANGA, Dorin Felician MARCHIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Future challenges of implementing innovative business model in the automotive industry***

**Sabin-Alexandru BABEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Design Thinking with AI***

**Dalia POLEAC**

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

***Active turnaround and restructuring dichotomy under a disruptive eve***

**Eugen LASCU**



*Politehnica University of Bucharest, Bucharest, Romania*

***Coaching for the personal development of technical education students in order to insert them into the labor market***

**Florentina GASPAR**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Transformational Leadership Efficiency In An Organization***

***Vasile Cosmin GHERASIE, Cornel ZAMFIRESCU, Madlena NEN, Bogdan SAFTIUC, Octavia ALBU***

*Bucharest University of Economic Studies, Bucharest, Romania*

***Teaching careers from the perspective of graduates of training programmes for teachers (pilot study: ASE)***

***Camelia Staiculescu, Violeta Mihaela Dinca, Andreea Gheba***

*Bucharest University of Economic Studies, Bucharest, Romania*

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

***Minitrack Chairs: Adriana DUTESCU, Robin JARVIS***

*Room 4208, Calea Grivitei no. 2-2A*

**10:30-13:00**

***For online participation:***

***<https://ase.zoom.us/j/81967784980?pwd=V3p1UGdiT1pYTmFueVZGVUVaVHZwUT09>***

***Aligning Sustainable Development Goals with Human Rights Policy Integration and Implementation in European companies***

**Florentina-Madalina PEREVOZNIC, Voicu D. DRAGOMIC, Prof. PhD**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Impact of Artificial Intelligence subfields on accounting and audit sector***

**Mirela Simina MIHAI and Adriana DUTESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Some Aspects in Trade Receivables Assessment***

**Marinela ILIEVA, Vanya TSONKOVA**

*St. Cyril and St. Methodius University of Veliko Tarnovo, Veliko Tarnovo, Bulgaria*

***The characteristics and institutional factors of sustainable business models***

**Ningshan HAO, Voicu DRAGOMIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Legacy liabilities: Navigating the retroactive impact of unclaimed financial asset laws in Kenya***

**Kellen Eileen KARIUKI**

*Strathmore University, Nairobi, Kenya*

***ESG risks and financial performance. Analysis of Romanian-listed companies***

**Cosmin-Danut VEZETEU, Raluca-Ioana STANCIULESCU**

*Transilvania University of Brasov, Brasov, Romania,*

*Bucharest University of Economic Studies, Bucharest, Romania*

***Empowering Antibiotic Stewardship: Bridging Gaps in Public Awareness and Healthcare Practices***

**Cristiana Maria ANGHEL, Alexandru Ionut ALMASAN**



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

***Financial performance in relation to ESG and SDGs: A bibliometric analysis***

**Miruna Iuliana CUNEA, Iuliana-Mădălina PETRICA (PAPUC), Emil-Adrian BANCU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Accounting for Impacts: exploring sustainability reporting in Bulgarian companies under the CSRD***  
**Petya PETROVA**

*St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria*

**14:00 - 16:00**

***A meta-analysis of ESG Disclosure and Company's Economic Performance***

**Emil-Adrian BANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***TOE Framework analysis: Unlocking the Potential of Artificial Intelligence in Audit and Accounting by Assessing Readiness, Challenges, and Opportunities in Contemporary Business***

**Nermin SHARBEK, Adriana DUTESCU, Prof.PhD**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Creative accounting: A literature review***

**Alina Maria MURINEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The impact of sustainability performance on company profitability in the COVID-19 pandemic and post-pandemic context***

**Alexandra STEFAN, Aurelia STEFANESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Audit Market Concentration for Listed Entities in Romania and the impact following the latest EU Audit Reform and the Impact Following the Latest EU Audit Reform***

**Alexandru Ioan MACA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The role of accounting and audit in sustainable development***

**Alis Elena PETRICICA (VINTILA), Angelica BUBOI (DANAILA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Developments and trends in sustainability reporting***

**Alis Elena PETRICICA (VINTILA), Angelica BUBOI (DANAILA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The role of audit committees and internal audit in the context of the evolution of ESG indicators***

**Andreea Larisa OLTEANU BURCA, Elena Claudia BADEA FLOREA, Madalina PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Sustainable Finance as the Catalyst for ESG-Driven Organizational Design***

**Vlad STOICESCU, Alexandra Georgiana SIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***A model for occupational pensions privately administered for police and military personnel***

**Razvan HOINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Radu PETRE**

*Stockholm University, Stockholm, Sweden*

**Daniel NITOI,**



*Romanian Academy, Research Institute for Quality of Life, Bucharest, Romania*

**Florentina MARIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Jahara MATISEK**

*US Naval War College, Newport, Rhode Island, USA*

**Minitrack: SOCIAL INNOVATION AND IMPACT ENGAGEMENT**  
**Minitrack Chairs: Carmen Paunescu and Mary McDonnell Naughton**  
**Room 4012, Calea Grivitei no. 2-2A**

**9:00-13:00**

**For online participation:**

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

***Inclusion and diversity in healthcare organizations' teams***

**Nicoleta CARUCERU, Simona Catalina STEFAN, Ana Alexandra OLARIU, Andreea BREAZU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Do the Bulgarian media have a social marketing orientation?***

**Diana ANTONOVA, Ana TODOROVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

***Cohesion policy dedicated to human capital: A comparative analysis of ESF funded operational programs in Portugal and Romania***

**Mihaiela Simona STEFANESCU, Sofia Elena COLESCA, Mihaela PACESILA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Social cooperatives - a tool for a prosperous national economy***

**Emil MITOV, Martina ARABADZHIEVA, Albena VUTSOVA**

*Sofia University "St. Kl. Ohridski", Sofia, Bulgaria*

***The Role of Genuine Human Faces and Social Presence in Charitable Websites***

**Ionut TANASE, Lucia Nicoleta BARBU, Georgiana RUSU, Mihai PRELIPCEAN**

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

***A bibliometric analysis of Knowledge Dynamics and Open Innovation process***

**Andreea Bianca CAMARA**

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

***Concepts of Ethics to Engage the Older Person with The Community***

**Mary MC DONNELL NAUGHTON**

*Technological University of the Shannon, Athlone, Ireland*

***Digital Maturity Models - a bibliometric exploration***

**Nicolae-Marius VAVURA**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Strasbourg University, Strasbourg, France*

**Gina MATEI**



*Bucharest University of Economic Studies, Bucharest, Romania*

***Innovation at the board level: bibliometric analysis over three decades***

**Gina MATEI, Nicolae-Marius VAVURA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Creating a Digital Culture for Digital Transformation: A Literature Review of Practical Steps***

**Diana Andreea FIRICAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Discrimination against vulnerable personnel in the workplace***

**Dana Corina DESELCU**

*Politehnica University of Bucharest, Romania*

**Marius-Ionel ANTON**

*Academy of Romanian Scientists, Bucharest, Romania*

***Loan schemes granted for students as a European Union financial instrument for education inclusion in its Member States***

**Ana-Maria TORJESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Social entrepreneurship and social innovation in the entrepreneurial ecosystem under the values of social impact measurements in the case of India***

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

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: INTEGRATED ENERGY SYSTEMS, DIGITAL CIRCULAR ECONOMY AND CLIMATE CHANGE MITIGATION**

***Minitrack Chairs: Dumitru TANTAU, Holger BERG***

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

**15.00-16.30**

***For online participation:***

***<https://ase.zoom.us/j/87486865779?pwd=V1pOQTViMlpczFtMStpR1JZaGFydz09>***

***Challenges for biomass production in the context of an expansion of biogas plants***

**Camelia BUCUR**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Identification and analysis of main drivers and barriers to the promotion of PPAs for green energy***

**Elena NICULESCU,, Adrian TANTAU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Prosumer aggregators in Romania***

**Dan PALADE, Alexandra IOANID**

*Politehnica University of Bucharest, Bucharest, Romania*



***Energy transition: the impact of increasing energy production from renewable sources on the commercial optimization process of conventional power generation assets***

**Lucian Valentin PAMFILIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Political regime and governance on climate change. Evidence from the Western Balkan economies***

**Eirini TRIARCHI, Dimitrios KOLIAS, Konstantinos KARAMANIS**

*University of Ioannina, Preveza, Epirus, Greece*

***“Green” hydrogen products and their economic end-uses: an econometric perspective***

**Elena OCENIC**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Exploring the Nexus of Renewable Energy and Sustainability: A Literature Review***

**Alexandra COROIAN, Larisa IVASCU, Timea CISMA, Neta-Ionelia SAPTEBANI**

*Politehnica University of Timisoara, Timisoara, Romania*

***An overview on Brazilian Energy Market***

**Stelian GRASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***An overview on Argentina Energy Market***

**Stelian GRASU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: THE ENERGY TRANSITION: COMPETITIVENESS, FAIRNESS AND PUBLIC ACCEPTANCE.**

***Minitrack Chairs: Corina Murafa***

***Room 4011, Calea Grivitei no. 2-2A***

***15.00-17.00***

***For online participation:***

***<https://us05web.zoom.us/j/84494798868?pwd=lt78ZcAa7Q61MjKPIAL6aurbKtIM09.1>***

***State Owned Companies in the European Gaming Market: Comparative Perspectives***

**Ionut-Valeriu ANDREI**

*Bucharest University Of Economic Studies, Bucharest, Romania*

***The Driving Factors of Romania's Renewable Energy Transition: A Multidimensional Empirical Analysis***

**Tong WU, Razvan Catalin DOBREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Impact of R&D Investments on Renewable Energy Transition. A Panel Data Approach***

**Adrian PETRE, Doru Alexandru PLESEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Economic change of the energy transition***

**Alexandru TOMA**

*Bucharest University of Economic Studies, Bucharest, Romania*



***The sustainable organization design for transport services: Guarantees of Origin (GOs) via Intelligent Transportation Systems (ITS)***

**Vlad STOICESCU, Cristinel VASILIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The economic evolution of the Romanian defense market in the context of the world crisis (post-pandemic) and the imbalance of international security (military conflict in Ukraine)***

**Horia-Razvan BOTIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Small Modular Reactors in Romania's Energy Future. Two essential perspectives: capital costs and public perception***

**Alexandra CRETULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of the Communication of Social Responsibility by Energy Companies in Romania and Leveraging Blockchain for Enhanced CSR Reporting***

**Alina-Andrea MIRON, Silviu OJOG**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Controversy or consensus: launching small modular nuclear reactors in Romania***

**Adina IONESCU, Alin STANCU, Oana MOGOS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: GLOBAL CHALLENGES IN THE TRANSITION TO THE NEW ECONOMY**

***Minitrack Chair: Octavian-Dragomir JORA, Ieva BUZIENE***

***Room 4011, Calea Grivitei no. 2-2A***

***12.00-15.00***

***Online participation:***

***<https://ase.zoom.us/j/85812278584?pwd=V3E0UVBBcEdqMTY2M2YxdlhuWXRIUT09>***

***Global Cryptocurrency Regulation: A Comparative Analysis with a Focus on Romania Position***

**Tudor-Gabriel BUDISTEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Shifting Landscape: A Holistic View of Migration in Poland, Hungary, and Romania***

**Razvan Bujor**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Collaborative Economy – From Sharing to Caring***

**Ana-Maria BOCANEALA, Elvira-Alexandra GHERASIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Country-Level ESG Index Analysis: Unveiling Sustainability Dynamics and Business Opportunities in the Baltic States***

**Ieva BUZIENE**

*Vilnius University, Vilnius, Lithuania*



***Analysis of Leadership Style Change in Ecoline Romania***

**Marian CUCU**

*Politehnica University of Bucharest, Bucharest, Romania*

***The Economic Consequences of the Reflexivisation of the Concept of Intellectual Property – A Theoretical Approach***

**Petru-Rasvan IATAN, Octavian-Dragomir JORA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***E-SMART Assessment for Rural Areas (Case Study of Veliko Tarnovo Region, Bulgaria)***

**Maria ILCHEVA, Vanya TSONKOVA, Ivan BYANOV, Iliyan MATEEV, Nevena BYANOVA, Daniel DIMANOV, Yordan NIKOLOV**

*St. Cyril and St. Methodius University of Veliko Tarnovo, Veliko Tarnovo, Bulgaria*

***Interconnections in the Digital Economy: The Impact of Financial Freedom on Financial Contagion and Economic Growth***

**Stefan IONESCU, Irina GEORGESCU, Ionut NICA, Camelia DELCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***ESG Effect on the Corporate Value of Technology Companies***

**Satoshi ITO, Takatomo ITOI, Marian NĂSTASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bibu NICOLAE**

*West University of Timisoara, Timisoara, Romania*

***Postcolonialism in South Africa: Unraveling Historical Legacies and Contemporary Impacts***

**Hesam JEBELI-BAKHT-ARA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Investigating the Effects of Education and Labour Market Challenges on Income Inequality***

**Ionut JIANU, Maria-Daniela TUDORACHE, Andreea Florentina NICOLESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***SDGs Adoption within Small-Medium Enterprises (SMEs) for Sustainable Entrepreneurship***

**Georgiana MOICEANU, Cosmin ANGHEL**

*Politehnica University of Bucharest, Bucharest, Romania*

***Small and Medium-Sized Enterprises in Turbulent Times: Revisiting the Concept and Prospecting Its Developments***

**Matei-Stefan NEDEF**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Rise of Geotechnology: A Paradigm Shift from Geopolitics and Geoeconomics in the Context of Industry 4.0***

**Mihai-Razvan NEDELICU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Exploring Social Risks in the European Union Based on SDG, Composite Indicators, and PCA***

**Andreea PERNICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stelian STANCU**

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

*Centre for Industrial and Services Economics,*

*Romanian Academy*

***Economic Incentives for Environmental Conservation via Corporate Social Responsibility: Case Study of Corona's Plastic Retrieval Tournament***





**Alexandru-Florin PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Happiness, Achievement or Money: Testing a Multidimensional Model of Success among Bulgarian Social Media Users***

**Hristina SOKOLOVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

***Does Trade Openness Influence Democracy? Evidence from Ex-Communist Countries***

**Delia-Raluca SANCARIUC, Dragos Cosmin Lucian PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Intermodal Transportation Challenges in Eastern Europe: Case Study of Romania***

**Attila TURI, Geanina-Ioana BOGLUT**

*Politehnica University of Timisoara, Timisoara, Romania*

***Internal and External Processes Improvement, a New Dimension of Balance Scorecard and Its Impact on Organizational Performance***

**Simona Alexandra VOICU (APOSTOL)**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Improving the activity of the Romanian customs authority with immediate effects on combating fiscal and customs misdemeanors***

**Neta-Ionelia SAPTEBANI, Marian MOCAN, Alexandra COROIAN**

*Politehnica University of Timisoara, Timisoara, Romania*

**Vasile SOIMAN**

*National Professional Association of Customs Workers from Romania*

***Globalization and the global trending dimensions of the labor market in a challenging context: Aspects and insights***

**Anais BENABED, Iulia SISU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **Minitrack: CURRENT MACROECONOMIC CHALLENGES FOR ENTREPRENEURS AND THE BUSINESS ENVIRONMENT**

***Minitrack Chair: Mina IVANOVICI ; Christian Nasulea and Boris Dziura***

***Room 4206, Calea Grivitei no. 2-2A***

**15.00-17.00**

***For online participation:***

***<https://ase.zoom.us/j/81041770839?pwd=eWdwRTZ5eUswZndpZnRSdWE4cGhvZz09>***

***Labor market challenges in an European Union with diversified human resources***

**Patricia Petronela PETRE, Daniela Livia TRASCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Do wages follow productivity? Evidence from European countries***

**Aleksandar KOSULIEV**

*"Angel Kanchev" University of Ruse, Ruse, Bulgaria*



***Digital competencies of students towards the development of intergenerational family business***

**Daniel PAVLOV, Valentina VOINHOVSKA, Ana TODOROVA**

*University of Ruse, Ruse, Bulgaria*

***Current Challenges and Opportunities for Circular Economy in the Beauty Industry. A Bibliometric Analysis***

**Daria Elisa VUC, Mina FANEA-IVANOVICI**

*Bucharest University of Economic Studies, Bucharest, Romania*

***ESG, economic growth and banking interactions – a sustainable alchemy?***

**Ioan-Iulian NOROCEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Center of Financial and Monetary Research*

**Eugen-Marian VIERESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Reducing Regional Economic Gaps In Romania By Promoting Innovative Entrepreneurship***

**Eugenia GURZU (TRUFIN), Gabriela PRELIPCEAN**

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

***Energy Transition and European submodels. Restructuring EU economy***

**Alina ARSANI, George STEFAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Turnover tax in Romania. From legal background to economic reality***

**Gabriela-Adina PAUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Are firms from European Union financially-stressed countries more credit constrained?***

**Ionut DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ionela DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Transfer pricing in the post-BEPS era: the BEPS Package, as a tool in helping tax authorities prevent aggressive tax optimization in a specific sector. Case study: the IT industry in Romania***

**Mihai LUPU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Taxes and entrepreneurship in former communist countries***

**Delia-Raluca SANCARIUC, Dragos Cosmin Lucian PREDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Digitalization of Romania's Education Sector: A PESTEL Analysis***

**Alexandra CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: BUSINESS INTERNATIONALIZATION AND GLOBALIZATION**

***Minitrack Chairs: Luminita NICOLESCU and Mariana NICOLAE***

**9.30-11.30**

**Online participation:**

**<https://us05web.zoom.us/j/81281435992?pwd=dEg0aVRFZXZ2M2k1eVdIN2Y3ODJ0dz09>**

**ICBE2024**



***Internationalization of network enterprises from the SME sector in Poland in 2019-2022 with a focus on the Lodz Voivodeship***

**Beata ANDRZEJCZAK**

*University of Lodz, Lodz, Poland*

***The process of change by internalizing new strategies in higher education institutions***

**Teodora Odett BREAZ, Ioana Andreea CIOLOMIC, Georgiana TRIF, Claudia Olimpia MOISA**

*The "1st December 1918" University, Faculty of Economic Studies, Alba Iulia, Romania*

*Babes-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania*

***The role of AI for business and companies' leadership and internationalization in globalization: A background with analysis***

**Anis BENABED, Dragos BUJOR, Alexandra (MANITA) BULAREANU, Andreea Bianca (CONSTANTIN) ENE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The retreat of globalization and the paradigm of slowbalization: Rising trends for the global economy and business***

**Anis BENABED, Madalina MONCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Economic effects of rising energy prices***

**Livia CEBOTARI, Ada PAIERELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Internationalization of services – strategies and challenges***

**Andrei-Eduard DICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Navigating the Moral Compass: Business Ethics in the Banking Sector***

**Florina (MIHAI) LETA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of Economic Convergence in the European Union***

**Adrian LUNGU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***An Analysis of the Digital Resilience Challenge for Implementing EU Programs and Instruments***

**Dumitru MIRON, Elena-Simona IONEL, Alina-Camelia BELCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The impact of mega sports events on the strength of the national soft power: A comparative analysis***

**Luminita NICOLESCU, Alexandra BARBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Consumer behavior in the world of cryptocurrencies***

**Cezara-Georgiana RADU, Elena Roxana DEAK**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Measuring the Cultural Intelligence of Bulgarian University Professors***

**Hristina SOKOLOVA, Daniela ILIEVA**

*University of Ruse Angel Kanchev, Ruse, Bulgaria*

***Positioning Strategies of Global Online Retailers in Bulgarian Market***

**Bistra VASSILEVA**

*University of Economics of Varna, Varna, Bulgaria*



## **Minitrack: CHALLENGES, ISSUES AND OPPORTUNITIES OF ERP SYSTEMS FOR BUSINESS**

***Minitrack Chair: Dana BOLDEANU, Florin Mihai***

***Room 4203, Calea Grivitei no. 2-2A***

***9.00-11.00***

***For online participation:***

***<https://ase.zoom.us/j/86866959140?pwd=cTJrUHhWTW1DdzVwZkszMktwdW9ZUT09>***

***A multidimensional analysis of User Satisfaction with Cloud ERP systems***

***Florin MIHAI, Ofelia Ema ALECA, Dana-Maria BOLDEANU, Irina-Bogdana PUGNA***

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

***Professional Skills Of Future Accountants Working In A Digitized Environment Dominated By ERP Systems or Artificial Intelligence***

***Laura-Eugenia-Lavinia BARNA, Bogdan-Stefan IONESCU, Corina-Catalina HURDUCACI (GOREA)***

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

***Unveiling Challenges and Insights in Cloud ERP Adoption: A Case Study of the Oracle Fusion Cloud ERP***

***Sinziana-Maria RINDASU, Liliana IONESCU FELEAGA, Bogdan-Stefan IONESCU***

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

***Measuring operational efficiency: a functional analysis of core and non-core activities in a leading Romanian oil and gas retail company***

***Dan Andrei PANDURU, Petronela Cristina SIMION, Alexandra IOANID***

***National University of Science and Technology Politehnica Bucharest***

***Trends in the integration of innovative business processes into Enterprise Resource Planning applications to the green economy***

***Sabin-Alexandru BABEANU***

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

***Evaluating economic efficiency through digital technologies***

***Florin MIHAI, Ofelia Ema ALECA, Andrei STANCIU, Daniel-Marius IORDACHE***

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

***Addressing cybersecurity issues in ERP systems - emerging trends***

***Liana-Elena ANICA-POPA, Marinela VRINCEANU, Irina-Bogdana PUGNA, Dana-Maria BOLDEANU***

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

## **Minitrack: GLOBAL SECURITY: UNDERSTANDING THE PRESENT AND MAPPING THE FUTURE AND Intelligence Competitive Systems: Models and Practices**

***Minitrack Chairs: Narciz BALASOIU, Mireille RADOI and Irena CHIRU***



**Room 4106, Calea Grivitei no. 2-2A**

**14.00-16.00**

**For online participation:**

**<https://ase.zoom.us/j/4306556416?omn=87829865017>**

**Meeting ID: 430 655 6416**

***Trends in the political economy of military expenditure. The case of Europe***

**Alexandra Carmen BRAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Geoeconomic dynamics in a new economic global order from west to east***

**Flavius Cosmin DARIE, Alexandra Dorina MIRON, Iulia Cristina CIUREA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Review of Ethiopia's Foreign Policy Responsiveness Capacity to Red Sea Militarization between 1991-2018***

**Alula Nerea GEBREMESKEL**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Maruf Mohammad Sirajum MONIR**

*Huazhong Agricultural University, Wuhan, China*

**Nicoleta-Elena CRISTEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***An empirical analysis of the European Union's economy and politics in the context of the war in Ukraine***

**Alexandru-Mihaita ICHIM**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis of relationships between non-conformities, process maturity and continual improvement in information security management systems***

**Michael Matthias NAUMANN, Stelian Mircea OLARU, Georg Sven LAMPE, Fabian PITZ**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Artificial intelligence - a double-edged sword. Organized Crime's AI vs Law Enforcement's AI***

**Cornel RACOVEANU**

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

***Enhancing operations efficiency in retail oil and gas operations with DILO methodology***

**Dan Andrei PANDURU**

*National University of Science and Technology Politehnica Bucharest, Bucharest, Romania*

**Camilo Santiago COSTA LEITE**

*Intersect Strategy Consulting, Georgia, United States of America*

**Alexandra IOANID**

*Politehnica University of Bucharest, Bucharest, Romania*

*Academy of Romanian Scientists, Bucharest, Romania*

***Competitive Intelligence in the Romanian business environment. Case study-energy field***

**Miruna PROSCANU, Bogdan SAFTIUC, Mireille RADOI, Madlena NEN, Octavia ALBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Global Risks Related To Involuntary Migration**

**Irena APOLZAN (ARADAVOAICEI), Cristian-Silviu BANACU, Marin ANDREICA, Stefan SAVULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Mitrack: CIRCULAR ECONOMY: A SUSTAINABLE SOLUTION FOR A SUSTAINABLE FUTURE**  
**Mitrack Chairs: Carmen Valentina RADULESCU and Marko JELONCNIK**

**09.00-14.00**

**Online participation:**

**<https://ase.zoom.us/j/7055508807?omn=81881508988>**

***Identification Of Slovak Tourists' Attitudes Towards Digitalization For Circular Economy And Waste Management***

**Lubomira KUBIKOVA, Stanislav RUDY**

*University of Economics in Bratislava, Bratislava, Slovakia*

***Sustainability. What It Includes And Why It Would Be Good To Be Sustainable?***

**Delia Maria ROZOVLEAN**

*Politehnica University of Timisoara, Timisoara, Romania*

***Beyond Trends: Promoting Sustainability through Influencer-Driven Product Endorsements***

**Ingrid Georgeta APOSTOL, Giulia Elena ZAHARIA, Claudia Maria MIU, Georgiana Elena CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Rethinking The Circularity Of Fast Fashion. Study Case On Mass Retailers' Current Practices***

**Maria Cristina EREMIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Sustainable Consumption Patterns: Evaluating Consumer Preferences and Barriers in the Adoption of Organic Versus Conventional Agri-Food Products***

**Ana-Maria BADEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Challenges Of The Circular Economy: Inequality And Economic Behavior***

**Ioana-Silvia DUMITRESCU-POPA, Elena-Iulia CHITA, Maria-Alexandra CRACIUN, Mihnea PANAIT**

*Bucharest University of Economic Studies, Bucharest, Romania*

***From Constitutional Mandate to Holistic Sustainability: Insights from Switzerland's Strategic Approach***

**Liana PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Moving Towards Green Farming: The Challenges Of Implementing The Green Deal In Agriculture***

**Louisa Maria BUCUR**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Use Of Forestry And Agricultural Biomass In The Production Of Pellets***

**Steliana RODINO, Daniela Nicoleta VOICILA, Cristina STERIE**

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

***The Benefits of Sustainability Integration in Banking***

**Liviu PURCAREA, Carmen-Valentina RADULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Definition Of Sustainability - Bibliometric Analysis Of The Most Highlighted Papers***

**Laura-Crina MIRAUTE (COCA), Marius PISLARU**



*Gheorghe Asachi Technical University of Iasi, Iasi, Romania*

***Bibliometric Insights into Circular Economy Strategy: Mapping Key Research Streams***

**Timea CISMA, Andrei AGACHE, Larisa IVASCU, Alexandra COROIAN**

*Politehnica University of Timisoara, Timisoara, Romania*

***Circular Economy As An Approach To Reaching Sustainable Outcomes Across The Value Chain And Optimizing Modern Technologies To Boost The Circular Economy In The Fashion Industry***

**Oana MIONEL**

*Politehnica University of Bucharest, Romania*

*Ministry of Environment, Waters and Forests, Bucharest, Romania*

**Mihaela STEFANESCU**

*Politehnica University of Bucharest, Romania*

*Ministry of Environment, Waters and Forests, Bucharest, Romania*

***Exploring the Evolution of Sustainability Paradigms: From Linear to Circular Economy Models***

**Dadiana DABIJA, Carmen NASTASE**

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

***A review of the Information Technology and Operational Technology convergence using Internet of Things within the Circular Economy***

**Sorin-Daniel GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Circular Economy And Recycling of Electronic Products in The European Union***

**Radu Ioan MOGOS, Raluca Florentina CRETU, Mihai DINU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Carina Ilinca GOMBOS**

*Ministry of the Environment, Waters and Forests, Bucharest, Romania*

***The Competitiveness Of Financial Support Measures In The Context Of The Pandemic***

**Mihai DINU, Catalin Octavian MANESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Carmen Elena SPIRIDON**

*Valahia University of Targoviste, Targoviste, Romania*

**Liliana MOGOS**

*National Agency of Public Servants, Bucharest, Romania*

***The Importance Of Ecovillage Communities In Romania***

**Catalin Razvan DOBREA, Catalin Octavian MANESCU, Cristian Petrut VASILACHE, Madalina MONCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Challenges Of Projects Implemented With Financing From European Union Funds***

**Oana Camelia IACOB (PARGARU)**

*Politehnica University of Bucharest, Bucharest, Romania*

**Carmen Elena SPIRIDON, Nicolae**

*Walachia University of Targoviste, Targoviste, Romania*

**Ovidiu Andrei Cristian BUZOIANU**

*Bucharest University of Economic Studies, Romania*

**Gabriel UTA**

*Walachia University of Targoviste, Targoviste, Romania*

***The Role Of Public Authorities In The Agro-Tourism Sector***

**Ovidiu Andrei Cristian BUZOIANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Oana Camelia IACOB (PARGARU)**

*Politehnica University of Bucharest, Bucharest, Romania*

**Radu Florian CHIOTAN, Nicolae Gabriel UTA**



*Walahia University of Targoviste, Targoviste, Romania*

***Integrative Digital Governance: The Role of Public Administration in Promoting Sustainable Development Amid Post-Pandemic Technological Innovations***

**Sorin BURLACU, Ana Madalina BIGU (POTCOVARU)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Romeo Catallin CRETU**

*University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania*

**Ana Maria CALIN**

*Ministry of the Environment, Waters, Forests, Bucharest, Romania*

***Capitalism and Governance – a Macroeconomic Overview of “Everyone’s Interest”***

**Dumitru Alexandru BODISLAV, Florina BRAN, Irina Elena PETRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Radu Florin CHIOTAN**

*Walahia University of Targoviste, Targoviste, Romania*

***Improving Human Resource Management in Increasingly Fast Growing Businesses in Turbulent Times***

**Florina BRAN, Dumitru Alexandru BODISLAV, Petrica Sorin ANGHELUTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Victor Adrian TROACA**

*Romanian Lottery National Company, Bucharest, Romania*

***Professional Training In Public Administration In Romania During The Covid-19 Pandemic***

**Ioan GAF-DEAC**

*National Institute for Economic Research “Costin C. Kiritescu”, Bucharest, Romania*

**Carmen-Valentina RADULESCU, Sorin BURLACU, Cristina DIMA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Management Of Derivative Financial Products Within The Banking Activity***

**Carmen-Valentina RADULESCU, Cristina DIMA, Cristina GOMBOS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ioan I. GAF-DEAC**

*National Institute for Economic Research “Costin C. Kiritescu”, Chisinau, Republic of Moldova*

***Challenges Of Cohesion Policy At The Level Of The European Union - Simplification Tools***

**Maria Loredana POPESCU, Florin DOBRE, Oana Matilda SABIE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Bogdan VATASE**

*Walahia University of Targoviste, Targoviste, Romania*

***Use of Digital Media In The Public Sector***

**Florin DOBRE, Maria Loredana POPESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ion PARGARU, Bogdan VATASE**

*Walahia University of Targoviste, Targoviste, Romania*

***The Importance of Photovoltaic Solar Panel Recycling in Romania: Aligning with the Green Deal and Fit for 55 Strategies***

**Ioan Andrei BULGARU, Alexandra NEDELICU, Raluca-Ioana STĂNCIULESCU, Dorel-Mihai PARASCHIV**

*Bucharest University of Economic Studies, Bucharest, Romania*





**Minitrack: SUSTAINABLE DEVELOPMENT, TECHNOLOGY AND INNOVATION: NEW HORIZONS FOR A POST-PANDEMIC PERIOD (I)**  
**Minitrack Chairs: Raluca IGNAT, Raluca DRACEA and Jonel Subic**

**09.00-12.00**

**Online participation:**

**<https://ase.zoom.us/j/86450136114?pwd=RGFOZjZPRXQ3bmZlakkvN29hWEw3Zz09>**

***Electric Vehicles Charging Services Perspectives And Challenges***

**Rastislav LAUKO**

*University of Economics of Bratislava, Bratislava, Slovakia*

***Economic Impact and Adaptive Responses in the Global Hotel Industry During the COVID-19 Pandemic: A Comparative Analysis***

**Jozef GALL, Samuel CHLPEK, Alexander FRASCH**

*University of Economics of Bratislava, Bratislava, Slovakia*

***The Determinants of Green, Social, and Sustainability (GSS) Bond Issuance: Insights from European Countries***

**Nevena JOLOVIC**

*Institute of Economic Sciences, Belgrade, Serbia*

**Elena-Alexandra SINOI**

*West University of Timisoara, Timisoara, Romania*

**Matteo FOCARACCI**

*West University of Timisoara, Timisoara, Romania*

***Innovation, Digital, and Technological Capabilities in MSMEs Performance: combining PLS-SEM and NCA approach***

**Pedro Mota VEIGA**

*University of Maia, Maia, Portugal & NECE –*

*Universidade da Beira Interior, Covilha, Portugal*

***Navigating the regulatory labyrinth: Compliance dilemmas and lead user innovation in the fintech sector***

**Geoffrey Peter OTIENO, Ruth KIRAKA**

*Strathmore University, Nairobi, Kenya*

***Assessment Of The Link Between CO2 Emissions And Socio-Economic Indicators***

**Ina NIMERENCO, Bianca Eugenia LEOVEANU-SOARE, Daniela ZANESCU (PANAIT)**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Eco-Innovative Military Procurement: An Alternative Futures Approach***

**Madalina Ioana BADILA, Lucian Ionel CIOCA**

*Lucian Blaga University of Sibiu, Sibiu, Romania*

**Delia Maria OLTEAN**

*Transilvania University of Brasov, Brasov, Romania*

***The Contribution of Sustainable Businesses To Achieving Sustainable Development Goals: A Bibliometric Analysis***

**Loredana VIZITEU, Ancuta LUCACI, Maria ORHEAN-VRANCEANU**

*Stefan cel Mare University, Suceava, Romania*

***How Green Are Romania's Motorways? An Analysis Of The Impact Avoidance And Mitigation Measures Proposed For Motorway Projects In Romania***

**Silvia BORLEA**

*Bucharest University of Economic Studies, Bucharest, Romania*



**Corporate Information System And Environmental Sustainability Dimension - The Associated Link Evaluation**  
Stefana Catalina POHONTU-DRAGOMIR, Ionut-Viorel HERGHILIGIU, Adrian VILCU  
Gheorghe Asachi Technical University of Iasi, Iasi, Romania

**Financing Of Rural Tourism In Romania, Serbia And Montenegro In The Period Of Integration Into The European Union**

**Gordana RADOVIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Predrag VUKOVIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Raluca Mihaela DRACEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dejan ZEJAK**

*Biotechnical Center, Bijelo Polje, Montenegro*

**Factors That Affect Telework Adoption**

**Elena Madalina GHERGHINA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Adaptive Learning Components for Pre-University Students**

**Diana-Elena CHIVU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **Minitrack: SUSTAINABLE DEVELOPMENT, TECHNOLOGY AND INNOVATION: NEW HORIZONS FOR A POST-PANDEMIC PERIOD (II)**

**Minitrack Chairs: Raluca DRACEA, Raluca IGNAT and Jonel Subic**

**09.00-12.00**

**Online participation:**

**<https://ase.zoom.us/j/84132789971?pwd=MlIFVmZwTGhXR0JMTjlic2Rqak14Zz09>**

**Unveiling the Economic Impact of Technology Trade in Leading Global Economies**

**Maxim CETULEAN, Laurentiu Mihai TANASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Analyzing Innovation Through Bibliometrics: A Comparative Study Of Sustainable Practices In Leading Economies**

**Alina IONASCU, Gratiela Georgiana NOJA**

*West University of Timisoara, Doctoral School of Economics and Business Administration, Timisoara, Romania*

**Socio-Economic Modelers Of Environmental Performance: Empirical Evidence From The European Union**

**Raluca Mihaela DRACEA, Carmen Lenuța TRICA, Gyongyi TORO**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Simona Mirela CRISTEA**

*University of Craiova, Craiova, Romania*

**Gratiela Georgiana NOJA**

*West University of Timisoara, Timisoara, Romania*

**Empirical Analysis Of The Effects Of International Labor Migration In EU-27 Countries**



**Irina-Maria GRECU, Gratiela Georgiana NOJA**  
*West University of Timisoara, Timisoara, Romania*

***How Advanced Technologies Shape the Insurance Market: Statistical Insights At the European Union Level***  
**Elena Iulia GRIGORIE, Catrinel Delia TALABAN**  
*University of Craiova, Craiova, Romania*

***Exploring the Nexus of Financial Development, Digitalization, and Climate Change from a Bibliometric Perspective***

**Gabriela BADAREU, Marius Dalian DORAN**  
*West University of Timisoara, Timisoara, Romania*  
*University of Craiova, Craiova, Romania*  
**Alexandra Ioana GEORGESCU, Andra Gabriela DICA, Bogdan Laurentiu NICOLA**  
*University of Craiova, Craiova, Romania*

***Artificial Intelligence And Renewable Energy Utilization***

**Daniela IORGOVAN**  
*University of Craiova, Craiova, Romania*

***Sustainable Tourism in Romania: Integrating Economic, Social and Environmental Dimensions***

**Ramona PIRVU, Dana Maria STOICEA (Ignatescu), Raducu Stefan BRATU**  
*University of Craiova, Craiova, Romania*  
**Riana Maria GRUESCU (Ciobanu)**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Impact and Sustainability of Virtual Teams in an Adaptive World***

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

***Investigating Rural Development: Conceptual Framework and Measures for Achieve It***

**Marius George POPA, Stelian GRASU, Madalina POPP**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***State Aid And The Development of The Economic Environment***

**Marius George POPA, Madalina POPP, Stelian GRASU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Market Risk Factors Analysis On Public-Private Partnerships In The Livestock Sector***

**Florentina CONSTANTIN, Raluca Mihaela DRACEA, Laura CIOBANU**  
*Bucharest University of Economic Studies, Bucharest, Romania*

***Digitalization and coaching for the pre-university system***

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

**Minitrack: CHALLENGES AND STRATEGIES OF ACHIEVING RESILIENT AND SUSTAINABLE  
AGRI-FOOD SYSTEMS UNDER GLOBAL CHANGE**  
***Minitrack Chairs: Raluca LADARU; Mariarosaria LOMBARDI, Andreea APETREI KALVERAM***

**08.00-12.30**

***Online participation:***

**ICBE2024**



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***Disparities in the EU-27 Regarding Pollution and Generated Waste***

**Andreea APETREI KALVERAM**

*Catholic University of Valencia, Spain*

**Simona Roxana PATARLAGEANU, Alina Florentina GHEORGHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Value Added In Irrigated Contrary To Rainfed Corn Production***

**Marko JELOCNIK, Jonel SUBIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Anna IVOLGA**

*Stavropol State Agrarian University, Stavropol, Russia*

**Vasili EROKHIN**

*School of Economics and Management, Harbin Engineering University, Harbin, China*

***Social Capital and Environmental Performance: An Investigation in the Kenyan Meat supply chain***

**Edwin OBONYO**

*Strathmore University, Nairobi, Kenya*

**S. Wagura NDIRITU**

*Strathmore University Business School, Nairobi, Kenya*

**Marco FORMENTINI**

*University of Trento, Trento, Italy*

***Innovations Of Rural Areas As A Necessity Of Green Economy And Sustainable Development***

**Katica RADOSAVLJEVIC, Branko MIHAILOVIC**

*Institute of Agricultural Economics, Belgrade, Serbia*

**Simona Roxana PATARLAGEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mirela MITRASEVIC**

*Faculty of Business Economics, Bijeljina, Bosnia and Herzegovina*

***Technological Innovations In Agricultural Firms In Bulgaria: What Is The Role Of EU Funds?***

**Lingling MA**

*Sofia University "St. Kliment Ohridski, Sofia, Bulgaria*

***Social Responsibility As A Factor In The Survival Of Small Agricultural Producers Of Pigs In The Rural Area Of The Republic Of Croatia***

**Dragan DOKIC**

*Erdut Municipality, Bana Josipa Jelacica 4, Dalj, Croatia*

**Ranko GANTNER, Vesna GANTNER**

*Josip Juraj Strossmayer University of Osijek, Osijek, Croatia*

**Steliana MOCANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Role Of Climate Change, Employment, Government Expenditure, And Imports On The Value Of Agricultural Production In Romania***

**Alina ZAHARIA, Steliana MOCANU, Claudiu TUDORACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Vanessa P. SHONKWILER**

*University of Georgia, Georgia, United States of America*

***Evolution of the Agricultural legislation in Albania: Relevant criminal profile***

**Eva HYNA**

*Agricultural University of Tirana, Tirana, Albania*

**Enida BOZHEKU**



*University of Tirana, Tirana, Albania*

***Coordinates of Food and Nutrition Security in States with Limited Agricultural Resources***

**Mahmoud TARHINI**

*Philadelphia Private School, Dubai, United Arab Emirates*

**Ionut Laurentiu PETRE, Anton Theodor DUMITRIU, Catalin Gheorghe ZEMELEAGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Sustainable Viticulture And Organic Farming In Romania: Challenges And Opportunities For Future Development***

**Liane TANCELOV, Corina Simona DOBRE (GUDEI)**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Adjustment of Agricultural Practices to Climate Change Effects***

**Tudor Andrei HOLERGA, Catalin Gheorghe ZEMELEAGA, Monica CHELARU (GAIDARGI), Mirela STOIAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Proposal of a Gender Balance Index: An instrument for Enhancing Equality in Corporate Management Structures***

**Iuliana NICOLAE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dana VOLOSEVICI, Gheorghe Dan ISBASOIU**

*Petroleum-Gas University of Ploiesti, Ploiesti, Romania*

***Organic Agriculture As A Future Business Strategy For Sustainable Farming***

**Ramona Ovidia NICA (POPA)**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Steliana RODINO**

*The Research Institute of Agriculture Economy and Rural Development, Bucharest, Romania*

**Alina BUTU**

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

***Dietary Habits and Sustainable Online Ordering Among Romanian Provincial Students***

**Lavinia IANCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Economic Profitability Of Garlic Cultivation Through The Application Of The "De Minimis" Aid Scheme, Estimates For The Year 2024 In Romania***

**Rozi Liliana BEREVOIANU, Diana Maria ILIE, Andreea Daniela GIUCA**

*Research Institute for Agricultural Economics and Rural Development, Bucharest, Romania*

***The Dynamics Of Trade In Vegetables In Romania***

**Andreea Daniela GIUCA, Rozi BEREVOIANU, Diana Maria ILIE**

*Research Institute for Agricultural Economics and Rural Development, Bucharest, Romania*

***An Overview Of Implementation Of EU Funds In The 2014-2020 Period Of Cohesion Policy***

**Corina CRETU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Assessing the Impact of Digitisation on Progress in Agriculture: A Bibliometric Analysis***

**Cristina Maria STERIE, Laurentiu Ionut PETRE, Gabriela-Dalila STOICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Eduard Alexandru DUMITRU**

*National Agency for Land Improvements, Romania*

***Impact and Challenges of SAPS on Romanian Agricultural Competitiveness***

**Alexandru IONASCU**

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



***The Role Of Clusters In Managing Technological Challenges And Achieving Resilient Agrifood Systems At The Global Level***

**Cristiana-Ioana COMAN, Alina ALEXOAEI, Valentin COJANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Exploring the Climate Change-AI Nexus: A Bibliometric and Scientometric Study***

**Andra MECU, Florentina CHITU, Georgiana MARIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Obstacles Confronting The Romanian Agricultural Sector In Realizing The Sustainability Goals Set Forth By The European Union***

**Liane TANCELOV-IONASCU, Corina GUDEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Farm Carbon Footprint Measurement Frameworks Based on the Digitization and Environmental Sustainability Paradigm***

**Marius CONSTANTIN, Simona Roxana PATARLAGEANU, Mihai DINU, Irina Elena PETRESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***The Impact Of Non-Reimbursable European Funds In Romania***

**Razvan-Aurelian MUNTEANU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Analysis Of The Romanian Beer Sector And Romania's Position Within European Beer Trends***

**Bogdan PANCIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Lavinia Maria NETOIU**

*University of Craiova, Craiova, Romania*

**Minitrack: SPORTS BUSINESS**

***Minitrack Chair: Vlad ROSCA***

**14.00-15.30**

**Online participation:**

**<https://ase.zoom.us/j/85766544629?pwd=SThnbWlUY2c3RnVUVnMvTFNBdldJUT09>**

***Exploring the potential of digital challenges in improving the traditional national sports culture in Romania***

**Teodora Dominteanu, Neluta Smidu, Andreea Voinea, Maria-Cristiana Porfireanu, Mihaela-Loredana**

**Radulescu, Corina-Claudia Diniciu**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Extracting retrospective information through the public sharing of female golfers' contributions in a digital environment: An analytical perspective of their impact on shaping golf communities***

**Lucia MALICKOVA**

*University of Economics in Bratislava, Slovakia*



**Minitrack: COMPLEXITY**  
**Minitrack Chair: Valentina GHINEA**  
**Room 4103, Calea Grivitei no. 2-2A**

**16:00-18:00**

**For online participation:**

**<https://ase.zoom.us/j/86755142884?pwd=aWljeFMwbEZ1aFdBckFhSXNURm5LOT09>**

***The energy security of the Republic of Moldova concerning the policies adopted by the European Union - a multi-faceted and complex topic***

**Iulian ION , Violeta Mihaela DINCA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Professional reconversion: a complexity in the generational mosaic***

**Valentina Mihaela GHINEA, Bianca Alexandra BLANUTA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Understanding resilience - a conceptual framework***

**Olga BUCOVETCHI**

*National University of Science and Technology Politehnica Bucharest, Bucharest, Romania,*

*National Institute for Research & Development in Informatics - ICI Bucharest, Bucharest, Romania*

**Alexandru GEORGESCU**

*National Institute for Research & Development in Informatics - ICI Bucharest, Bucharest, Romania*

**Adrian V. GHEORGHE**

*Old Dominion University, Norfolk, Virginia, United States of America,*

*Politehnica University of Bucharest, Bucharest, Romania*

**Gabriel POPESCU**

*Politehnica University of Bucharest, Bucharest, Romania*

***Risks Assessments for the Quality Assurance Process in HEIs***

**Petrisor Laurențiu TUCA, Petronela Cristina SIMION**

*Politehnica University of Bucharest, Bucharest, Romania*

**Dana Corina DESELNICU**

*Politehnica University of Bucharest, Bucharest, Romania*

*Academy of Romanian Scientists, Bucharest, Romania*

***Complexity Of Triadic Models: The Triad Technology-Entrepreneurship-Art Of Film***

**Adrian ZAVOIANU,, Cezar SCARLAT**

*Politehnica University of Bucharest, Bucharest, Romania*

***Brown Bear A Symbol Of Past And Present***

**Ana-Gabriela ANUTOIU**

*Transilvania University of Brasov, Brasov, Romania*

**Dragos DANTIS**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ovidiu IONESCU**

*National Institute for Research and Development in Forestry "Marin Dracea" Brasov, Romania,*

*Transilvania University of Brasov, Brasov, Romania*



**Minitrack: IDA Institute for Digital Assets**  
**Minitrack Chairs: Wolfgang Karl HAERDLE, Dan Traian PELE**  
**Room 4106, Calea Grivitei no. 2-2A**

**Online participation:**  
**<https://ase.zoom.us/j/83702450717?pwd=cWxGUlRRemtNSXVzTlNNU1gxblHV6dz09>**

**10:30-14:00**

***What Drives Crypto's Volatility Persistence? A Data Analytic Probe on Ethereum***  
**Min-Bin LIN**

*Institute AIFB, Karlsruhe Institute of Technology, Karlsruhe, Germany,  
IDA Institute Digital Assets,  
Bucharest University of Economic Studies, Bucharest, Romania*

***Digital Asset Data Lakehouse. The concept based on a blockchain research center***  
**Raul Cristian Bag, Stefan Lesmann, Stefan Gaman**  
*Humboldt University Berlin, Berlin, Germany*

**Cathy Yi-Hsuan CHEN**  
*University of Glasgow, Glasgow, Scotland*  
**Wolfgang Karl HARDLE**  
*Humboldt University of Berlin, Berlin, Germany*

***Emoji-Driven Sentiments in Cryptocurrency Markets Integrating Visual and Textual Contexts***  
**Wolfgang Karl HARDLE**  
*Humboldt University of Berlin, Berlin, Germany*  
**Xiaorui ZUO**  
*Fudan University, Shanghai, China,  
IDA Institute Digital Assets,  
Bucharest University of Economic Studies, Romania*  
**Yao-Tsung CHEN**  
*National Yang Ming Chiao Tung University, Hsinchu, Taiwan*

***Financial Risk Meter for The Romanian Stock Market***  
**Alexandra CONDA, Raul Cristian BAG**  
*IDA Institute Digital Assets,  
Bucharest University of Economic Studies, Bucharest, Romania*  
**Daniel Traian PELE**  
*IDA Institute Digital Assets,  
Bucharest University of Economic Studies, Bucharest, Romania  
Institute for Economic Forecasting, Romanian Academy*  
**Miruna MAZURENCU-MARINESCU-PELE**  
*Bucharest University of Economic Studies, Romania*

***Assessing Network Risk with FRM Links with Pricing Kernel Volatility and Application to Cryptocurrencies***  
**Ruting WANG**  
*Sun Yat-sen University, Shenzhen, People's Republic of China  
IDA Institute Digital Assets,  
Bucharest University of Economic Studies, Bucharest, Romania*  
**Valerio POTI**  
*University College Dublin, Dublin, Ireland*  
**Wolfgang Karl HARDLE**  
*Humboldt University of Berlin, Berlin, Germany*





***An insightful view on digital assets***

**Stefan GAMAN, Raul Cristian BAG, Bogdan SAFTIUC**

*IDA Institute Digital Assets,*

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daniel Traian PELE**

*IDA Institute Digital Assets,*

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

*Institute for Economic Forecasting, Romanian Academy*

**Miruna MAZURENCU-MARINESCU-PELE**

*Accountable Governance and Responsible Innovation in Artificial Intelligence*

*Bucharest University of Economic Studies, Romania*

***An Application of the Financial Risk Meter to State-level Stock Market Data in the US***

**Petre CARAIANI**

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

*Institute for Economic Forecasting, Romanian Academy*

**Minitrack: AI for Energy Finance (AI4EFin)**

***Minitrack Chairs: Stefan LESSMANN and Roxana CLODNITCHI***

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

***Online participation:***

***<https://ase.zoom.us/j/88171310944?pwd=RGc5QXA0aEFZQXIBYmdQWEV2MnJvdz09>***

***14:00 - 17:00***

***The link between energy prices and stock markets in European Union countries***

**Robert-Adrian GRECU, Alexandru-Adrian CRAMER**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Daniel Traian PELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

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

***Model Prediction XGBoost for perspective of closing Cernavoda Reactor 1 and the impact on the Romanian energy system***

**Andreea CRETULESCU, Alexandru POPESCU CRETULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Day-ahead probability forecasting for redispatch 2.0 measures***

**Alla PETUKHIN, Christina ERLWEIN-SAYER, Mai Phuong PHAN**

*University of Applied Sciences, Berlin, Germany*

**Maria BASAGNOVA**

*KPMG, Berlin, Germany*

**Vlad BOLOVANEANU, Alexandra CONDA**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Optimizing Wind Energy Aggregation: A Comparative Analysis of Asset Allocation Techniques***

**Vlad BOLOVANEANU, Daniel-Traian PELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alla PETUKHINA**

*Humboldt University of Berlin, Berlin, Germany*



***Benchmarking Generations of Time Series Forecasting Models: From Econometrics to LLM***

**Alexandru-Victor ANDREI, Daniel Traian PELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Stefan LESSMANN**

*Humboldt University of Berlin, Berlin, Germany*

***Energy Uncertainty and Alternative-Nuclear Transition***

**Cosmin-Octavian CEPOI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Minitrack: CauseFinder: Causality in the Era of Big Data and AI**  
***Minitrack Chairs: Dumitru ROMAN ; Giani GRADINARU and Adriana DAVIDESCU***  
***Room 4202, Calea Grivitei no. 2-2A***

**15:30-17:00**

**Online participation: <https://ase.zoom.us/j/85257643251?pwd=NFBVrOVoxZE1QWxldnJnZTVXZ1YxQT09>**

***Measure of Network Effect on Social Media Platforms***

**Serban-Vladimir GALANI, Sorin ANAGNOSTE**

*Bucharest University of Economic Studies, Bucharest, Romania*

***Technological strategies for reducing food waste***

**Iulia Elena NEAGOE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Giani GRADINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute of National Economy, Romanian Academy, Bucharest, Romania*

***The evolution of methodologies and tools for monitoring sustainable bioeconomy***

**Bogdan Florin MATEI, Iulia Elena NEAGOE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Giani GRADINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute of National Economy, Romanian Academy, Bucharest, Romania*

***Mapping the Landscape: A Bibliometric Analysis of Rating Agencies in the Era of Artificial Intelligence and Machine Learning***

**Adriana Ana Maria DAVIDESCU, Marina-Diana AGAFITEI, Vasile Alecsandru STRAT, Alina Mihaela DIMA**

*Bucharest University of Economic Studies, Bucharest Romania*

***A Causality Perspective: Investments in Green Energy Business vs. Conventional Business***

**Diana TIMIS, Catalin-Laurentiu ROTARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Giani-Ionel GRADINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Institute of National Economy-Romanian Academy, Bucharest, Romania*

***Spatial analysis of peri-urban areas of Bucharest in the context of Big Data***

**Giani-Ionel GRADINARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*Romanian Academy, Bucharest, Romania*



**Alin-Cristian MARICUT**

*Bucharest University of Economic Studies, Bucharest, Romania*

**AI Toxicity in News articles**

**Cosmin PROSCANU, Miruna PROSCANU, Adrian COSTEA**

*Bucharest University of Economic Studies, Bucharest*

## **Workshop: Accountable Governance and Responsible Innovation in Artificial Intelligence**

**Chairs: Christian FIESELER, Miruna MAZURENCU-MARINESCU-PELE, Mihai SACALA**

*Room 4007, Calea Grivitei no. 2-2A*

**10:00-13:00**

**Panel: The changing nature of work**

**Razvan CONSTANTIN**

*Goodyear Operations Romania*

**Eden AMET**

*Goodyear Operations Romania*

**Alexandru STATIE**

*UiPath, Romania*

**Miruna MAZURENCU-MARINESCU-PELE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Anca BOGDAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Simona-Irina GOIA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nicoleta CRACIUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Dalia POLEAC**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandra DUMITRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Panel: User practices and data protection**

**Carmina ION**

*Authority for Digitalisation of Romania*

**Bogdan NICOARA**

*CEO, Bright Spaces, Romania*

**Madalina Vanesa TEODORESCU**

*Bucharest University of Economic Studies, Romania*

**Cristian Teodor NEGRUTIU**

*Bucharest University of Economic Studies, Romania*

**Vlad ROȘCA**

*Bucharest University of Economic Studies, Romania*

**Ioana CIOFU**

*Bucharest University of Economic Studies, Romania*

**Panel: Risks to individual fundamental rights posed by the use of AI tools for law enforcement**

**Cristian POPA**

*General Inspectorate of the Border Police, Romania*

**Ionut GEORGESCU**

*Safetech Innovations, Romania*



**Narciz BALASOIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Mihai SACALA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Marina Diana AGAFITEI**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Approaches for maintaining ethics in AI-drive education solutions and foster sustainability**

**Corina MIREA, Andrei BOBOCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*



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