



Bucharest University of Economic Studies
Society for Business Excellence

PROGRAMME
of
The 19th International Conference on Business Excellence
Leading Change in Disruptive Times

20-22 March 2025, Bucharest, Romania



Conference Program - in brief

Day 1
20 March 2025

Plenary Session - Aula Magna, Piata Romana, no 6

15:00 - 15:45 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

Sergiu NEGUȚ – Entrepreneur and Founder, FintechOS, Romania

15:45 - 16:00 DATA SWEEP Presentation: the platform that provides all your quantitative datasets in one file

Speaker: Cosmin-Alin Botoroga, PhD Student, CEO & Co-founder DATA SWEEP

16:00 – 16:30 Plenary Session Aula Magna, Bucharest University of Economic Studies

Keynote speaker: Martin KERN, Director of the European Institute of Innovation and Technology

Q&A Session

16:30-18:00 Reception (Hall of Aula Magna, Bucharest University of Economic Studies)



Day 2
21 March 2025 (Calea Grivitei, no 2-2A)

09.00 – 15.00 Registration (Hall of FABIZ, Bucharest University of Economic Studies)

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
22 March 2025 (social program)

Networking trip to Crama Rasova Winery including lunch and transportation

09:00 Departure Piața Romană 6, București 010374

18:00 Return to Bucharest



Day 1
20 March 2025

Plenary Session

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



Day 2
21 March 2025

Parallel Sessions

FABIZ Building
(Calea Griviței, 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 online link available for your section. Be ready to share the screen with the session's chair when your presentation is scheduled.



GUEST SPEAKER

Martin Kern has been the **Director of the European Institute of Innovation and Technology (EIT)** since 2019, following his appointment by the EIT Governing Board. Prior to this, he played a key role in the institute's leadership as **Interim Director and Chief Operating Officer**, overseeing strategic initiatives aimed at fostering innovation and entrepreneurship across Europe.

Before joining the EIT, Martin Kern built a distinguished career at the **European Commission**, where he worked for **15 years** in pivotal roles related to **EU enlargement policy, economic development, and financial assistance programs**. His expertise in EU integration was particularly impactful during his tenure as **Head of Operations at the EU Delegation to Serbia**, where he coordinated financial aid programs to accelerate Serbia's path toward EU accession. He also served as **Country Coordinator for EU financial assistance to Türkiye** and was seconded to the **Swedish Foreign Ministry** during Sweden's EU Presidency in 2009 to support EU enlargement efforts.



Earlier in his career, Martin Kern was actively involved in **monitoring and guiding the accession of Bulgaria and Romania to the EU**, ensuring the effective utilization of EU funds during their integration process. His experience in EU enlargement dates back to his work in **Lithuania and Estonia**, where he supported their EU accession efforts as part of the **EU Delegations**. His tenure in the Baltic region culminated in his role as **Acting Head of the European Commission Representation in Estonia**.

Beyond his work in EU institutions, he began his career at the **United Nations Economic Commission for Europe (UNECE)** in Switzerland, contributing to economic policy and development initiatives.

Martin Kern holds **MA degrees in Economics and English from the University of Heidelberg (Germany)** and an **MA in European Studies from the University of Reading (UK)**. His extensive expertise in **European innovation, economic policy, and EU integration** continues to shape the EIT's mission of driving innovation and entrepreneurship to strengthen Europe's competitiveness.



Minitrack: ACCOUNTABLE GOVERNANCE AND RESPONSIBLE INNOVATION IN ARTIFICIAL INTELLIGENCE

Minitrack Chairs: Christian FIESELER, Miruna Mazurencu Marinescu PELE, Mihai SACALA
Room 4010, Calea Grivitei no. 2-2A

10:30 - 13:00

For online participation:

<https://ase.zoom.us/j/91600240920?pwd=QC0lwpwLtzOhI4CjfcpmADCxaO6Vm.1>

Exploring demographic influences on public perception and adoption of autonomous vehicles: an empirical perspective

Iulia-Ioana MIRCEA, Ciprian - Sorin VLAD

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

Larisa IVASCU, Eugen ROSCA

Politehnica University of Timișoara, Romania

Assessing the impact of driver experience and cybersecurity concerns on public trust in autonomous vehicles

Ciprian - Sorin VLAD

Politehnica University of Timișoara, Romania

Iulia-Ioana MIRCEA, Eugen ROSCA

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

Larisa IVASCU

Romania Research Centre in Engineering and Management, Timisoara, Romania Academy of Romanian Scientists

The Role of AI in Accelerating UN Efforts to Achieve the Sustainable Development Goals

Pegah REZAEI, Francesco BELLINI, Irina GOROLEVA, Fabrizio D'ASCENZO

Sapienza University, Rome, Italy

The impact of artificial intelligence on the accounting profession

Petronela Alice GRIGORESCU, Ruxandra Georgescu GRIGORESCU, Maria-Magdalena Apostolache-FLOREA, Lita Andreea Nicoleta MATEI

Valahia University, Targoviste, Romania

Consumer Choice in the Age of Dark Patterns: EU Law Perspectives

Panagiotis KITSOS, Paraskevi PAPPA

University of Macedonia, Thessaloniki/ Greece

Conflict Management in Organizations Adopting Artificial Intelligence: An Analysis of Workplace Accidents and Implications for Sustainable Development in the European Union

Cătălin-Alexandru VERDES, Alexandra Andreea MIRONESCU, Madalina MAZARE, Maria Magdalena SIMION

Bucharest University of Economic Studies, Bucharest, Romania

Autonomous innovation and human sovereignty: navigating the threshold of machine-led progress in the Artificial Intelligence revolution

Mircea FLORESCU, Rodica Livia ISPAS

Bucharest University of Economic Studies, Romania

Snapshots on virtual engineers : some qualitative considerations

Cristian NEGRUTIU, Miruna Mazurencu Marinescu PELE, Mihai SACALA, Anca BOGDAN, Christian FIESELER

Bucharest University of Economic Studies, Romania

Minitrack: ACCOUNTING AND SUSTAINABLE MANAGEMENT IN A DYNAMIC WORLD



Minitrack Chairs: Adriana DUTESCU, Robin JARVIS
Calea Grivitei no. 2-2A

10:30 - 13:30 (ONLINE PRESENTATIONS ONLY)

For online participation:

<https://ase.zoom.us/j/91662300767?pwd=QSCPxCkg3zWKTHkmQsK8NICzWIRo6g.1>

Audit Market Concentration for Listed Entities in the European Union and the Impact Following the latest audit reform

Alexandru Ioan MACA, Oana V. TIRDEA (Predoaia)

Bucharest University of Economic Studies, Bucharest, Romania

A bibliometric analysis of the concept of professional judgment in accounting and financial auditing versus jurisprudence

Oana V. TIRDEA (Predoaia), Alexandru Ioan MACA

Bucharest University of Economic Studies, Bucharest, Romania

Challenges of Corporate Social Responsibility Auditing in Business

Ani MKRTCHYAN

Bucharest University of Economic Studies, Bucharest, Romania

Armen TSHUGHURYAN

Armenian State University of Economics

Nonna KHACHATRYAN

Yerevan State University

Threads of Social Pillar: A textual analysis of SDG 5, 8 and 10 in Apparel Industry

Florentina-Mădălina PEREVOZNIC, Voicu-Dan DRAGOMIR

Bucharest University of Economic Studies, Bucharest, Romania

Does the organizational culture' dimensions have the power to improve the accounting information system quality?

Lăcrămioara MANSOUR

Bucharest University of Economic Studies, Bucharest, Romania

Elena Cerasela SPĂTARIU, Cristina Elena GEORGESCU

Ovidius University of Constanta, Constanta, Romania

Factors influencing corporate governance: A structured literature review

Mădălina PREDĂ, Aurelia STEFANESCU, Ileana Cosmina PITULICE

Bucharest University of Economic Studies, Bucharest, Romania

Disclosing Innovation in Sustainable Business Models: A Stakeholder and Legitimacy Perspective

Miruna Iuliana CUNEA, Ana-Maria BRATU

Bucharest University of Economic Studies, Bucharest, Romania

The correlation between employee benefits and financial performance: a bibliometric analysis

Dan Michael SCHAWLOWSKI

Bucharest University of Economic Studies, Bucharest, Romania

A New Dimension to Corporate Governance in Preventing Financial Statement Fraud

Mirela MATEI (PANĂ), Carmen Mihaela BULAU, George STĂNESCU, Dan Marius COMAN, Valentin RADU

Valahia University, Romania

The Revolution in Artificial Intelligence: Application of the TAM Framework in the Accounting and Audit Environment of Romania

Nermin SHARBEK, Adriana DUTESCU

Bucharest University of Economic Studies, Bucharest, Romania

Minitrack: AI FOR CONSUMER ANALYTICS & SPORTS' BUSINESS



Minitrack Chairs: Vlad ROSCA , Bistra VASSILEVA

10.00 - 16.00 (AI for Consumer Analytics) online

Room 4010, Calea Grivitei no. 2-2A

17:00 - 18.30 (Sports' Business)

For online participation:

<https://ase.zoom.us/j/93978120418?pwd=0K7xYFwyqboHZVIHxyWgA1LSogbOmg.1>

Accelerating Digital Transformation: The Role of GenAI in Advanced Cloud Migration Strategies

Ivaylo DIMITROV, Snezhana SULOVA

University of Economics Varna, Bulgaria

Time Series Analysis of Bikes Sales Dataset in JASP

Julian VASILEV, Teodora DANEVA, Silvia MOMCHEVA

University of Economics Varna, Bulgaria

Pattern discovery in time series data using Python script and MS Excel

Viktor ANDREEV, Julian VASILEV

University of Economics Varna, Bulgaria

AI- Enhanced Kano Model for Data-driven Customer Analytics

Denisa Roxana SIMA, Alina POTRA, Alexandru-Vlad TARABIC, Lavinia BOGDANOVICI

Politehnica University Timișoara

The Importance of Data Quality in Sentiment Analysis: A Comparative Study of VADER and RoBERTa

Daniela Pencheva KOCHEVA

University of Economics Varna, Bulgaria

AI-driven predictive customer analytics for forecasting behavior, churn and future buying patterns

Dragoș BUJOR, Andreea Bianca ENE (Constantin)

Bucharest University of Economic Studies, Romania

Subscription-Based Services as a Tool for Attracting Digital Nomads: Opportunities for Bulgarian Hospitality Sector

Giorgina LUKANOVA, Katina POPOVA

University of Economics Varna, Bulgaria

Beyond Heuristics: A Predictive Modeling Framework for Multi-Touch Attribution in Online Marketing

Todor KRASTEVICH

University of Economics – Varna & D. A. Tsenov Academy of Economics – Svishtov / Bulgaria

Application of organic and paid search in audience targeting

Yana PANCHEVA, Mariana MARINOVA

University of Economics Varna, Bulgaria

Decoding purchase sequences: Identifying patterns in the customer journey

Todor KRASTEVICH, Bistra VASSILEVA, Yanka ALEKSANDROVA

University of Economics Varna, Bulgaria

The role of hedonic motivation in online clothing purchase decisions

David-Florin CIOCODEICA, Iustinian BARGHIER, Horia MIHALCESCU, Florina BOTEZATU

Bucharest University of Economic Studies, Romania

Performance analysis of data balancing methods for churn prediction



Yanka ALEKSANDROVA, Desislava KOLEVA

University of Economics Varna, Bulgaria

The Future of Work Needs a New Breed of Leaders: AI-Augmented Coaching for 2030

Zornitsa STEFANOVA

Sofia University St. Kliment Ohridski

The Impact of AI along the Customer Journey Mapping: How AI Agents are Changing Customer Journey

Steliana VASILEVA

D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

The impact of social media on hedonic and impulsive purchases in the Romanian clothing industry

David-Florin CIOCODEICA, Iustinian BARGHIER, Horia MIHALCESCU

Bucharest University of Economic Studies, Romania

The impact of investment activity on economic growth in agricultural holdings in Bulgaria by specialization

Damyán KIRECHEV

University of Economics Varna (Ikonomiceski universitet Varna), Bulgaria

Strategic leadership approaches for market growth: an exploratory study of the dairy industry in the Middle Eastern region

Ivan ANGELOV, Karim ALAEDDINE

Sofia University "St. Kliment Ohridski", Bulgaria

The Evolution of Football Sponsorship: Balancing Traditional Branding with Digital Fan Engagement

Bozhidar PANAYOTOV

University of Economics-Varna, Bulgaria

Leveraging Social Media to Foster Brand Engagement with Sports Female Consumers

Teodora DOMINTEANU, Liviu Marian MATAČ, Adrian IACOBINI

Bucharest University of Economic Studies

The E-Sports Phenomenon in the University Environment: Involvement, Perceptions and Challenges. A Comparative Analysis between Technical and Economics Students

Andreea VOINEA, Liviu Marian MATAČ

Bucharest University of Economic Studies, Romania

Carmen GRIGOROIU

National University of Science and Technology Politehnica of Bucharest, Romania

An empirical analysis about Romanian soccer consumers and their perception on Superliga branding's and engagement impact

Paul Tiberius COMAN, Cristian Dragoș GHEORGHE

Bucharest University of Economic Studies, Romania



Minitrack: AI FOR ENERGY FINANCE
Minitrack Chairs: Stefan LESSMAN, Roxana CLODNITCHI
Room 4010, Calea Grivitei no. 2-2A

14:00-16:30

For online participation:

<https://ase.zoom.us/j/97734728494?pwd=SjltK87gHLQ6uKYCyvVahTIXPtWs0Q.1>

In the Beginning Was the Word: LLM-Based Risk Forecasting – VaR and ES

Daniel Traian PELE

Bucharest University of Economic Studies, Bucharest, Romania. Romanian Academy - Institute for Economic Forecasting

Probabilistic forecasting of electricity prices with multivariate distributional copula regression

Alla PETUKHINA

Bucharest University of Economic Studies, Bucharest, Romania; University of Applied Sciences for Engineering and Economics (HTW) Berlin

Giorgio MAZZON, Daniele MARAZZINA

Politecnico di Milano

Towards Smarter Electricity Markets: AI Driven Day-Ahead Forecasting for

Redispatch 2.0 measures

Vlad BOLOVANEANU

Bucharest University of Economic Studies, Bucharest, Romania

Universities and Green Tech: Leading the Transition to Sustainable Artificial Intelligence. Challenges for the Knowledge Society.

Francisco J. REY

University of A Coruña, Spain

Predictive Modeling for Natural Gas Prices in Romania Using Time Series Data and Average Temperature

Artemis AIDONI, Cristian URSE, Alexandru STOICA

Petroleum and Gas University of Ploiesti, Ploiesti, Romania

Konstantinos KOFIDIS

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: APPLIED ARTIFICIAL INTELLIGENCE IN BUSINESS
Minitrack Chairs: Sorin ANAGOSTE, Francesco BELLINI, Marco SAVASTANO
Room 4007, Calea Grivitei no. 2-2A

9:00 - 13:00

For Online Participation:

Join information

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=m3f06e00c29e3ec835d0cd9dc1cb3851e>

Meeting number:

2788 647 4818

Password:

ICBE2025

(42232025 when dialing from a phone or video system)

Host key:

100904

Join by video system

Dial 27886474818@asero.webex.com

You can also dial 62.109.219.4 and enter your meeting number.

Join by phone

+49-619-6781-9736 Germany Toll

Access code: 2788 647 4818

Host PIN: 6161

Global call-in numbers

AI Chatbots: Key benefits and challenges for businesses and customers

George Cristinel ROTARU, Alexandra DUMITRU, Ruxandra STANOMIR, Serban Vladimir Galani

Bucharest University of Economic Studies

Artificial intelligence for product innovation: a bibliometric analysis

Ioan-Loreni JERDEA

National School of Political Studies and Public Administration

Artificial Intelligence and Organizational Sustainability: Neural Network Modeling for Probability-Based Scoring

Catalin Ioan BUDEANU, Ionut Viorel HERGHILIGIU, Emil Constantin LOGHIN, Tefana Catalina POHONU-DRAGOMIR

"Gheorghe Asachi" Technical University of Iasi, Romania

Optimizing incident management in telecommunications networks through the integration of Artificial Intelligence

Catalina-Ileana Catalina Racheru, Andreea-Raluca Despa, Gheorghe Militaru

National University of Science and Technology POLITEHNICA Bucharest

Navigating AI Sustainability: A Life Cycle Assessment Approach Towards Viable Future Solutions

Marco RUGGERI, Marco SAVASTANO

Sapienza University of Rome, Rome, Italy

Sorin ANAGOSTE

Bucharest University of Economic Studies



Mapping the Impact of AI Agents on Business Performance: A Bibliometric Approach

Irina BADIU, Sorin ANAGNOSTE

Bucharest University of Economic Studies

Marco SAVASTANO

Sapienza University of Rome, Rome, Italy

Work Safety in Construction and the Impact of Artificial Intelligence (AI)

Valentin FAGRASIAN

Lucian Blaga University of Sibiu, Sibiu, Romania

Identifying thematic intersections between ecology, maintenance, and sustainability: A neural network-based approach

Denisa-Alexandra NICA, Ion VERZEA, Adrian VILCU

"Gheorghe Asachi" Technical University of Iasi, Romania

Artificial Intelligence-driven economic changes in military and civilian logistics

Corina Iancu, Elena JIANU

University of Craiova, Craiova, Romania

Changes in Consumer Behavior through the Use of AI on Tourism Platforms in Disruptive Times

Mirela Cătălina TÜRKEŞ, Aurelia-Felicia STANCIOIU

Bucharest University of Economic Studies, Bucharest, Romania

Maria-Roxana COSMA

Technical University of Civil Engineering, Bucharest, Romania

A Knowledge Space for the Upskilling of Management Professionals in the Domain of Artificial Intelligence

Ciprian NEGURA

Doctoral School of Entrepreneurship Engineering and Business Management, Bucharest, Romania

The impact of AI on service industries: A bibliometric study of current research trends

Cristina VASILESCU, Militaru GHEORGHE

National University of Science Technology POLITEHNICA Bucharest, Romania

AI for Business Transformation - A Comparative Approach: The Romanian Case

Mireille RADOI

Bucharest University of Economic Studies, Bucharest, Romania

Victor VEVERA

National Institute For Research And Development In Informatics ICI Bucharest, Romania

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE TRANSFORMATION OF ORGANIZATIONS: EFFECTS ON INNOVATION, KNOWLEDGE TRANSFER AND GLOBAL COMPETITIVENESS

Dumitru GOLDBACH, Gabriel CROITORU, Nicoleta Valentina FLOREA

Valahia University of Târgoviște

Data technology triad: a model towards integrated autonomous transportation (IAT) networks

Andrei NISTOR, Cezar SCARLAT

Doctoral School of Entrepreneurship, Business Engineering & Management, Politehnica

Artificial intelligence in the forestry and agriculture sectors based on the use of drones

Mihaela TODOROVA, Gergana SLAVOVA



Minitrack: APPLIED STATISTICS IN ECONOMICS AND MANAGEMENT

Minitrack Chair: Mihail BUSU, Enrico PRINZ

Room 4012, Calea Grivitei no. 2-2A

14.00-18.00

Meeting link:

<https://asero.webex.com/meet/webex4012>

Meeting number:

2784 703 5174

Responsible Artificial Intelligence Management in Mechatronic Systems for the Automotive Industry: Ethics, Transparency, and Governance

Aurel Mihail ȚÎȚU, Emanuel BÂLC

Lucian Blaga University of Sibiu, 10 Victoriei Street, Sibiu, Romania

Daniel BÂLC

National University of Science and Technology POLITEHNICA Bucharest

Structural dynamics of local economies in Bucharest-Ilfov Region

Adelina Iuliana NENIU, Daniel PEPTENATU, Rafael GRUIA

University of Bucharest

The Satisfaction Level of the Public Attending Children's Choral Music Events

Malina Paula Teglas UNGURESAN, Roxana Carmen CORDOS, Cristina Terezia Dresan POP

Technical University of Cluj-Napoca

Analysis of Students' perception of the Concept of a Social e-Learning Platform as a Learning Support: The study of the history of communism in Romania

Sergiu Mihail CRAPCIU

Lucian Blaga University of Sibiu

Connections between energy consumption, economic growth, and pollution: A bibliometric analysis from the perspective of climate action and public awareness

George-Eduard GRIGORE, Oana VLADUT, Simona NICOLAE

National University of Science and Technology POLITEHNICA Bucharest

Empirical analysis of the European stock market to the evolution of Russian oil and gas stock market index RTSOG

Giorgiana-Roxana ENE

Bucharest University of Economic Studies

Environmental, Social and Digital Profile of Rural Municipalities in Bulgaria – Methodology and Interactions

Vanya Dencheva TSONKOVA, Maria ILCHEVA, Byanova NEVENA, Iliyan MATEEV

St. Cyril and St. Methodius University of Veliko Tarnovo

Analysis of regional GDP dynamics for the period 2008-2022 (The case of the North Central region in Bulgaria)

Nedko Ganchev MINCHEV, Veneta Hristova MATEEVA

St. Cyril and St. Methodius University of Veliko Tarnovo

The correlation between staff sufficiency and risk management effectiveness in territorial administrative units

Daniela IVAN, Ion VERZEA

"Gheorghe Asachi" Technical University Of Iasi, Romania



Indicators that influence the level of tax evasion at international level

Roxana-Veronica OPREA (VISAN)

Bucharest University of Economic Studies

Sustainability of Emotional Development in the University Environment: A SEM analysis of the relationship between Emotional Intelligence and Personality Factors

Raluca Petronela LĂZĂRESCU, Adrian VÎLCU, Cătălin VÎLCU, Cătălin-Ioan BUDEANU

Gheorghe Asachi Technical University

Recommendations for improving the service quality of mobile telecommunications

Andreea Raluca DESPA, Cătălina Ileana RACHERU, Gheorghe MILITARU

Politehnica University of Bucharest

Study regarding the intention to use 6G technology: Evidence from Romania

Alina Elena ANCU, Gheorghe MILITARU

Politehnica University of Bucharest

Agile Project Management in Large Organizations: Challenges and Solutions

Nicoleta Madalina STAN

National University of Science and Technology POLITEHNICA, Bucharest, Romania

Aurel Mihail ȚÎȚU

Lucian Blaga University of Sibiu, 10 Victoriei Street, Sibiu, Romania

Alexandra Florina IAMANDII

National University of Science and Technology POLITEHNICA, Bucharest, Romania

Cost analysis in the field of road freight transport: a specific approach

Alexandra Florina IAMANDII

National University of Science and Technology POLITEHNICA, Bucharest, Romania

Aurel Mihail ȚÎȚU

Lucian Blaga University of Sibiu, 10 Victoriei Street, Sibiu, Romania

Nicoleta Madalina STAN

National University of Science and Technology POLITEHNICA, Bucharest, Romania

Functions of the 6th generation port in the context of environmental, social and governance factors

Andreea Maria MOLDOVEANU

National University of Science and Technology POLITEHNICA Bucharest, Romania

Aurel Mihail ȚÎȚU

Lucian Blaga University of Sibiu, 10 Victoriei Street, Sibiu, Romania

Applying the TAM model in assessing pro-electrification behavior in road transport. A SEM Approach

Irina CALOTA, Augustin SEMENESCU

National University of Science and Technology Politehnica Bucharest

Alexandra PERJU-MITRAN

Romanian-American University

Cristina BUSU

Bucharest University of Economics Studies

Innovative education and family businesses: The key to adaptability and reducing school dropout rates

Florina ATANASE, Stefania-Andreea BIU

Bucharest University of Economic Studies

Social media and technological ubiquity, in agile development of e-Business solutions at the government level

Marius STEFAN

Bucharest University of Economic Studies

Risks associated with transfer pricing. Mitigation strategies.

Valeria NAPADICĂ

Bucharest University of Economic Studies



Research on How the Online Space Has Transformed the Media Industry, from Business to Public Expression

Cristian BRANCU, Oana TURCU

Bucharest University of Economic Studies

Managerial Strategies for Enhancing Business Performance in the Beauty Sector

Oana TURCU, Cristian BRANCU

Bucharest University of Economic Studies

An overview of the Insurance sector in Romania

Mihai VRIȘCU

Bucharest University of Economic Studies

Strategic guidelines for the management of state administration in Bulgaria

Daniela IORDANOVA

University of Veliko Tarnovo "St. Cyril and St. Methodius"

Sustainable Clothing Consumption In Uncertain Times: Measuring The Effectiveness Of An Extended Theory Of Planned Behavior Model During COVID-19 And Post-COVID-19

Anastasia COSMA, Luminita STANCU (BROASCA), Gina Cristina DIMIAN, and Mihaela MAFTEI

Bucharest University of Economic Studies

Comparison of supervised learning algorithms for fake news detection

Andreea-Oana RADU, Sergiu-Alexandru IONESCU

Bucharest University of Economic Studies

Post-Crisis Digital Transformation: Business Model Adaptation in Eastern Europe and the Middle East

Ahmed Hasan SHAKIR, Bogdan-Petru VRÎNCEANU

Bucharest Academy of Economic Studies, Bucharest, Romania

The Role of Fintech in Reshaping Business Models in Eastern Europe and the Middle East After COVID-19

Bogdan-Petru VRÎNCEANU, Ahmed Hasan SHAKIR

Bucharest Academy of Economic Studies, Bucharest, Romania

The impact of globalization and FDI as a business internationalization entry mode on GDP: A general analysis using the unifactorial regression model

Anis BENABED, Laurentiu Mihai Tanase

Bucharest University of Economic Studies

Oil and Gas Companies' Business Internationalization between Globalization and Slowbalization: An analytical approach for risk mitigation

Anis BENABED

Bucharest University of Economic Studies

Full paper: Multinational Oil and Gas Companies and Reaching Market Leadership Position in Business internationalization: Brand Value, Relevant Strategies and Goals for Companies in Globalization

Anis BENABED, Oana Voiculet

Bucharest University of Economic Studies



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

Minitrack Chairs: Marius MATEI, Sadok Ben YAHIA

Room 4008, Calea Grivitei no. 2-2A

9:00-13:00

For online participation:

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

Mapping machine learning research networks in financial risk prediction

Cosmin COJOCARU, Sorin IONESCU

National University of Science and Technology Politehnica Bucharest

Contributions on Automating the Financial Dunning Process Using Machine Learning

Oana-Alexandra DRAGOMIRESCU, Oana-Larisa STOICA

Bucharest University of Economic Studies

Exploring Customer Reviews in Michelin-Starred Restaurants: A Machine Learning Approach

Mine AYDEMİR DEV, Nuran BAYRAM ARLI, Onur BARCA

Bursa Uludağ University

Optimizing Demand Forecasting: Classical Statistical Models vs. AI-Driven Approaches

Coralia ZOTIC, George DINU, Mihai-Daniel ROMAN

Bucharest University of Economic Studies

Can Transition Risk Drive European Stock Market Predictions? An XGBoost Approach

Bogdan Ionut ANGHEL, Radu LUPU

Bucharest University of Economic Studies

Running Automatic Speech Recognition (ASR) model in the context of real time data streaming architecture

Robert Cristian NECULA, Pavel-Cristian CRACIUN

Bucharest University of Economic Studies

Business Risk Prediction and Management Based on Artificial Intelligence by Applying Machine Learning

Algorithms to Increase Business Flexibility and Social Stability Banking Credit Risk Approach

Mohammad Sadegh SALEM

Bucharest University of Economic Studies

The Impact of AI on Market Volatility: A Multi-Method

Zorina ALLIATA, Andreea-Mădălina BOZAGIU

Bucharest University of Economic Studies

Exchange rate targeting: evidence of the world's most controlled exchange rates

Marius MATEI, Dumitru ROMAN

Bucharest University of Economic Studies



Minitrack: BUSINESS DIGITALIZATION AND DIGITAL BUSINESS TRANSFORMATION

Minitrack Chairs: Dragos VESPAN, Florina PINZARU, Alexandra ZBUCHEA

***Room 4008, Calea Grivitei no. 2-2A
12.00 - 18.00 (lunch break 13.00-14.00)***

For online participation:

<https://ase.zoom.us/j/92792699971?pwd=iRCrAdgh5peNTf0sFA8m7I4acPmDmM.1>

Exploring the Integration of Artificial Intelligence into Lean Six Sigma Methodologies: A Roadmap for Enhancing Manufacturing Efficiency and Quality

Nicoleta-Mihaela CASANEANU(Dascalu), , Laura-Crina MIRAUTE (COCA)

Gheorghe Asachi Technical University of Iasi: Universitatea Tehnica Gheorghe Asachi din Iasi

Emil Constantin LOGHIN, Marius PISLARU

Faculty of Industrial Design and Business Management, Iasi, Romania

Do Bulgarian SMEs Differ from Their International Peers in Adoption of AI?

Lingling MA

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

Information overload in corporations. An eye tracking approach.

Rebecca Ioana CHINCEA, Maria Roxana ENE, Luisa-Izabela DUNGAN

Politehnica University Timisoara, Research Centre in Engineering and Management, Timisoara, Romania

Smart Cities: Urban Transformation through Intelligent Applications in Romania

Mihai Adrian LUNGU

Academy of Economic Studies, Bucharest, Romania

Analysis of research hypotheses regarding the use of electronic means of communication with ANAF

Florin-Ştefan PETCU, Monica IORGA, Augustin SEMENESCU, Dragoş-Florin MARCU

National University of Science and Technology POLITEHNICA Bucharest

Innovating Through Disruption: A Blend of TRIZ principles and Classical ProblemSolving Models for Agile Solutions

Denisa Roxana SIMA, Adrian Pavel PUGNA, Serban MICLEA, Adile Elena NEMOIANU

Politehnica University Timişoara

Digital Transformation and Its Effects on Citizen Engagement: A Case Study of DGASPC 5 and Sector 5 Residents

Ilie-Dănuţ NEAGOE, Dana Corina DESELNICU

National University of Science and Technology POLITEHNICA Bucharest

Factors Influencing Digitalization Adoption in Romanian SMEs

Dana Adriana LUPŞA-TĂTARU, Florin Răzvan LUPŞA-TĂTARU, Camelia Cristina DRAGOMIR-PÂNZARU

Transilvania University of Braşov, Braşov, Romania

Increasing Membership Conversion through Effective UI/UX Design in Fitness Websites

Ionut TANASE,Florina BOTEZATU, Daniela MARINICA, Elena Florentina GREJDAN

Bucharest University of Economic Studies, Bucharest, Romania

Business Automation Tools Impact Assessment

Georgiana MOICEANU, Delia-Petra TENOEL, Mirona Ana-Maria ICHIMOV

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

The impact of sustainability trends in business

Elena Florentina GREJDAN, Ionut TANASE, Lucia Nicoleta BARBU, Catalina Elena SERBAN, GeorGINANA RUSU

Bucharest University of Economic Studies, Bucharest, Romania



Business operations through artificial intelligence: Applications and Innovations Across All Departments

Claudiu ANGHEL, Daniela Mihaela NEAMȚU

University of Ștefan cel Mare, Suceava, Romania

Development of a web-based e-commerce platform for a telecommunications provider

Adrian-Costin MINEA, Dana Corina DESELNICU, Beatrice Alexandra LUPU

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

The Economic Ripple Effect of Digital Health: Opportunities and Challenges for Business Excellence in the Healthcare Sector

Niema ABDELMAGID, Doina POPESCU

Bucharest University of Economic Studies, Bucharest, Romania

Health Tourism and the Digital World

Marina COVALENCO (DOBROVOLSCHI), Codruța Adina BĂLTESCU

Transilvania University of Brașov, Brașov, Romania

Understanding Social Media Engagement: Leveraging User Reactions Through Random Forest Analysis

Jitpisut BUBPHAPANT, Premruedee JITKUEKUL, Kanyarat SUKHAWATTHANAKUN

Kasetsart University, Chalermphrakiat, Sakon Nakhon Province Campus, Thailand

Artificial intelligence for product innovation: a bibliometric analysis

Ioan-Loreni JERDEA

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

Shaping Employment Through Digital Transformation: Beyond Broadband and Security in Central and Eastern Europe

Marta STOIAN, Maxim CETULEAN, Răzvan HOINARU

Bucharest University of Economic Studies

Mihaela HOJDA

The Valahia University of Targoviste, Targoviste, Romania

Irina BAKHAYA

Police Academy „Alexandru Ioan Cuza” Bucharest, Romania

Digitalization of rural areas – Bulgarian case study

Ivan BYANOV, Petya PETROVA, Veneta HRISTOVA

St. Cyril and St. Methodius University of Veliko Tarnovo

Sustainability is A New Normal: A Netnography Approach on Fashion Brand’s Sustainable Content Marketing

Jitpisut BUBPHAPANT, Premruedee JITKUEKUL, Kanyarat SUKHAWATTHANAKUN

Kasetsart University, Chalermphrakiat, Sakon Nakhon Province Campus, Thailand

Exploring the Impact of Artificial Intelligence on Digital Transformation of Businesses: A Bibliometric Analysis

Adriana TULBURE, Anca POPESCU, Nicoleta Andreea NEACȘU

Transilvania University of Brașov, Brașov/România

Beyond digital: Organisational barriers in CRM implementation in sales companies

Mihaela GOLOGAN, Corina-Elena MIRCIOIU, Teodora-Denisa MOJOIU

Bucharest University of Economic Studies

Consumers behavior swift in public services digitization

Dumitru GOLDBACH, Iulian UDROIU, Aurelia Aurora DIACONEASA

Valahia University of Targoviste

Violeta RĂDULESCU

Bucharest University of Economic Studies

Exploring the nexus of entrepreneurship and digitalization: a review of the state-of-the-art literature



Cristian Constantin FRANCU, Raluca Mariana GROSU, Iasmina Florentina COMAN, Ștefan SAVA

Bucharest University of Economic Studies, Bucharest, Romania

Transforming Value Delivery: A Product Operating Model for Digital Innovation and Competitive Advantage

Raul Ionut RITI, Cristina Terezia DRESAN (POP), Ioana-Alexandra NĂSTĂSOIU, Laura BACALI

Technical University of Cluj-Napoca

The impact of Digital Technologies on Consumer Behavior in the Context of COVID-19: A Comparative Literature Review

Maria CHIOSEA, Luminita NICOLESCU

Bucharest University Studies of Economics, Bucharest Romania

Examination of the Influence of Website Attributes on Purchase Intentions: Application in The Online Shopping Context

Hajar RBIAA, Anas MOUKRIM, Hasnaa GABER

Hassan II university, ENCG of Casablanca, Casablanca, Morocco

The perception of Channel Integration Quality: effects on relationship quality and online customer engagement

Majdouline ATTAOUI, Hasnaa GABER

Hassan II University, ENCG Casablanca, Casablanca, Morocco

E-commerce Adoption Trends in Bulgarian Agriculture

Anna KYOSOVA

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

Side effects of digital transformation on the working environment: emerging challenges and implications

Andreea TUDOSE

National University of Science and Technology POLITEHNICA, Bucharest, Romania

The Evolution of Digital Logistics: A Bibliometric Analysis of Research Frontiers

Maxim CETULEAN

Bucharest University of Economic Studies, Bucharest, Romania

Alexia GRAMA

University of Applied Sciences BFI, Vienna, Austria

AI in Project Management: Technical Prerequisites, Digital Knowledge, and Organizational Maturity

Florina PÎNZARU, Alexandra ZBUCHEA, Mădălina-Elena STRATONE

National School of Political and Administrative Studies, Bucharest, Romania

Analysis of Student Satisfaction with Distance Learning During the Covid-19 Period: Case of ENCG Casablanca

Khalid HERRADI, Khadija SAID

Faculty of Legal, Economic and Social Sciences Ain Sbaâ Hassan II University

Sustainability Reporting in the Electric Power Sector in Bulgaria: Assessment of Industry Transformation

Petya PETROVA

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



Minitrack: BUSINESS INTERNATIONALIZATION AND GLOBALIZATION
Minitrack Chairs: Luminita NICOLESCU, Alina Irina POPESCU
9:00-11:00 (online participation only)

For online participation:

<https://ase.zoom.us/j/91916124769?pwd=MarfdbTwU8WlCdN234A03AZTGs5XYF.1>

Economic Diplomacy at the Crossroads of Digitalization and Sustainability: A New Era of Policy Diversification

Andreea-Alexandra BADULESCU, Ruxandra STANOMIR

Bucharest University of Economic Studies

Ramona SĂSEANU

University of Craiova, Craiova, Romania

How 6G technology contributes to business development: Bibliometric analysis

Andra-Sabina NEDELICU, Gheorghe MILITARU, Cătălin-George ALEXE

National University of Science and Technology POLITEHNICA Bucharest

FDIs in Romania: Balancing Growth and Security

Alexandru NAZARE, Flavius Cosmin DARIE

Bucharest University of Economic Studies, Romania

Navigating Global Automotive Logistics A Case Study of Dacia's AILN Supply Chain Performance

Attila TURI

Politehnica University of Timisoara: Universitatea Politehnica Timisoara

Circular economy: a solution towards decreasing material import dependency across EU. Assessing the impact of private investment related to circular economy sectors and circular material use rate on the material import dependency across the EU.

Maria GHEORGHE, Veronica TENEA

Bucharest University of Economic Studies, Romania

Artificial Intelligence in International Tourism

Maria HAMCERENCU

Bucharest University of Economic Studies, Romania

Students' entrepreneurial intentions: an analysis of attitudes and constraints in a complex business environment

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

Bucharest University of Economic Studies, Romania

Harnessing Public-Private Partnerships: A Collaborative Approach to Funding Technology Transfer in Higher Education. Case study from Bulgaria

Olga IGNATOVA

Sofia University „St. Kliment Ohridski“, Faculty of Economics and Business Administration, Sofia, Bulgaria

Commercial disputes between the EU and China

Andreea Cristina PAHONTU, Gheorghe HURDUZEU

University Of Economic Studies, Bucharest, Romania

Stefan-Lucian PAHONTU

Hampshire Trust Bank, London, UK



Drivers of Capital Market Development: The Role of Economic Growth, Credit, and Trading Activity in Romania, Poland, and Hungary

Eliza Nicoleta NEGOI, Floarea Iuliana SUSU, Alexander Victor ATTIA

Bucharest University of Economic Studies, Bucharest, Romania

Alexandru COITA

Independent researcher, Bucharest, Romania

Daniel NIȚOI

Romanian Academy, Research Institute for Quality of Life, Bucharest

Internationalization of Romanian Small and Medium-sized Enterprises (SMEs): Key Drivers, Barriers and Strategic Insights from a Monte-Carlo Simulation

Ioana Alexandra DINU, Sorin Cristian IONESCU

Politehnica University of Bucharest, Romania



**Minitrack: CHALLENGES AND STRATEGIES OF ACHIEVING RESILIENT AND SUSTAINABLE
AGRI-FOOD SYSTEMS UNDER GLOBAL CHANGE**

**Minitrack Chairs: Raluca Georgiana LADARU, Mariarosaria LOMBARDI, Andreea Apetrei
KALVERAM**

Room 4106, Calea Grivitei no. 2-2A

08.30-10.30

For online participation:

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

Food waste in Romania: Economic, social and ecological dimensions in the context of the circular economy
Eliza GHEORGHE, Raluca MITULESCU (AVRAM), Alecsandra PĂRNUȘ (RUSU), Nicoleta ILIE (MARIN)
Bucharest University of Economic Studies, Bucharest, Romania

Cacao and Coffee Value Chains: an Overview on Similar Strategies to Improve Resilience and Sustainability through Technology
Riccardo MAZZUCHELLI, Carlo AMENDOLA, Marco SAVASTANO
Sapienza – Dipartimento di Management, University of Rome, Rome, Italy

Blockchain application for sustainable farming in Africa: Insights from literature and policy documents
Nana Araba ACHEAMPOMAA, Francesco BELLINI
Sapienza University of Rome, Rome, Italy

Agrivoltaics- A Component of the Modern Albanian Agriculture
Eva HYNA
Agricultural University of Tirana, Albania

The journey of Romanian honey from the hive to the consumer
Alina BUTU
National Institute of Research and Development for Biological Sciences, Bucharest, Romania
Marian Valentin POPESCU
Technical University of Civil Engineering Bucharest
Anton Theodor DIMITRIU, Ramona Ovidia POPA
Bucharest University of Economic Studies, Romania
Andreea GIUCA
Institute of Research for Agriculture Economy and Rural Development, Bucharest, Romania

The pressure of urban sprawl on agricultural land in the emerging system of Bucharest Municipality
Daniel Constantin DIACONU, Daniel PEPTENATU, Andrei Rafael GRUIA, Manuel Fabian GRUIA
University of Bucharest, Interdisciplinary Center for Advanced Studies (CISA-ICUB), Bucharest, Romania

Challenges and Strategies of Achieving Resilient and Sustainable Courier Sector within a MultiHazards Environment in Romania
Lavinia IANCU
Bucharest University of Economic Studies, Bucharest, Romania

Sustainable Water Management in Agriculture: A Meior Challenge for Romania
Tudor Andrei HOLERGA
Bucharest University of Economic Studies, Bucharest, Romania

Performance drivers in a sustainability-oriented economy
Alma Maria PETCU, Andreea THEODORESCU
Bucharest University of Economic Studies, Bucharest, Romania
Bibliometric inferences between food security and nutritional security



Gabriela-Larisa BARBU (DRAGNE), Bogdan Ionuț PANCIU

Bucharest University of Economic Studies, Bucharest, Romania

The economic efficiency of tomato cultivation and the impact of the "de minimis" scheme on the profitability and competitiveness of Romanian farmers

Andreea-Daniela GIUCĂ, Diana Maria ILIE, Rozi Liliana BEREVOIANU

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

An overview of the recent situation on the milk sector sources and resources

Alexandra Marina MANOLACHE, Diana Maria ILIE, Rodica CHETROIU

Research Institute for Agriculture Economy and Rural Development Bucharest, Romania

Particularities of the tomato market in Romania in the period 2019-2023

Andreea-Daniela GIUCĂ, Diana Maria ILIE, Rozi Liliana BEREVOIANU

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

Analysis of carbon dioxide emissions for cars in Europe

Raluca Georgiana LĂDARU, Liviu PURCĂREA, Victor Marian DUMITRACHE, Evelina Petronela BALU

Bucharest University of Economic Studies, Romania



Minitrack: CURRENT MACROECONOMIC CHALLENGES FOR ENTREPRENEURS AND THE BUSINESS ENVIRONMENT

Minitrack Chairs: Mina IVANOVICI, Christian NASULEA, Boris DZIURA

Room 4102, Calea Grivitei no. 2-2A

09:00-12:00

For online participation:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=me854e738623a17a5aad449a5a6be999>

Meeting number:

2789 037 1754

Password:

ICBE2025

(42232025 when dialing from a phone or video system)

Host key:

867435

Nowcasting GDP in Romania: A Dynamic Factor Model Approach

Cristina-Elena BEJENARU

Bucharest University of Economic Studies

The Flat Tax and Tax Revenues – A Synthetic Control Approach

Aleksandar KOSULIEV, Eliza STANEV

Angel Kanchev University of Ruse

The Economic Impact of Minimum Wage Increases on Entry-Level Employment. The Case for Romania

Viorela Denisa STROE, Daria Elisa VUC

Bucharest University of Economic Studies

A Bibliometric Analysis on Overeducation, Undereducation, and Employability

Daria Elisa VUC, Viorela Denisa STROE

Bucharest University of Economic Studies

Investment in lifelong learning under the auspices of current turbulent, dynamic and challenging times

Oana-Raluca TOFAN, Marta Christina SUCIU

Bucharest University of Economic Studies

From Life Space to Cyberspace: Reimagining Lewin's and Bourdieu's Field Theories for the Digital Era

Vlad ROSCA, Boris Dziura

Bucharest University of Economic Studies, University of Economics in Bratislava

Telecommuting, the "New Normal" in 2024 In IT, HoReCa and Ridesharing industries

Manuela Vasi TUNCA

Bucharest University of Economic Studies

The decision-maker factor - through the lens of sustainable development goals

Getuta David, Paula MUNTEANU

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

Climate change and corporate financial stability

Mihaela Neagu IORGA

Bucharest University of Economic Studies



Public Sector Entrepreneurship and the Role of SOEs: Workforce Distribution, Economic Growth, and Innovation

Raya KANAZIREVA

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

Relation of macro national indicators to the development of art-cultural entrepreneurship

Ivan Dimitrov STOYANOV, Nedko MINCHEV, Todor MARINOV

St. Cyril and St. Methodius University of Veliko Tarnovo

Adaptive Policies designed in order to better Support Local Entrepreneurs in the Context of Geopolitical Unrest and War

Diana MARDAROVICI, Marta Christina SUCIU

Bucharest University of Economic Studies



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

Minitrack Chair: Dana BOLDEANU, Florin MIHAI, Tamás OROSZ

Room 4107, Calea Grivitei no. 2-2A

9:00-12:00

For online participation:

<https://ase.zoom.us/j/95688987912?pwd=T1hWRBNSRQ7PFyBeaAemMDpvJtyduS.1>

The integration of ERP systems and technologies for process automation: A bibliometric analysis

Andreea MĂLDĂREANU

Bucharest University of Economic Studies, Romania

The Impact of the COVID Pandemic on Banking Digitalization: An Analysis of Digital Payments and Digital Bank Revenues

Florin MIHAI, Ofelia Ema ALECA, Daniel-Marius IORDACHE

Bucharest University of Economic Studies, Bucharest, Romania

A Rule-Based Machine Learning Approach for Multi-Class Customer Churn Prediction in O2C Process

Md Easin ARAFAT, Kawkab BOURESSACE, Asuah GEORGINA

Eötvös Loránd University

Andreea Gabriela TANASE

Bucharest University of Economic Studies, Romania

Smart ERP Systems - From Data to Decisions

Silvia-Daniela POHRIB

Technical University of Cluj-Napoca, Romania

ALEXANDRU-SILVIU GOGA

University of Transylvania Brasov, Romania

Adrian PÎSLA

Technical University of Cluj-Napoca, Romania

From WOS to ChatGPT: Exploring Digital Transformation in Accounting through Keyword Analysis for "Artificial Intelligence" and "ERP Systems"

Laura – Eugenia – Lavinia BARNA, Corina – Cătălina HURDUCACI (GOREA), Bogdan – Ștefan IONESCU

Bucharest University of Economic Studies, Romania

A BOM-Driven Approach to Order Quantity Reduction in Logistics

Madalina Floriana FAGET, Marian MOCAN

Politehnica University of Timisoara, Romania

Do ERP Systems Drive Revenue Growth in Romania's Gambling Industry? Insights on Consumer Spending and Internet Usage

Daniel-Marius IORDACHE, Florin MIHAI, Ofelia Ema ALECA

Bucharest University of Economic Studies, Bucharest, Romania

The Role of ERP Systems in Driving Corporate Sustainability

Irina Bogdana PUGNA, Dana Maria BOLDEANU

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: CIRCULAR ECONOMY: A SUSTAINABLE SOLUTION FOR A SUSTAINABLE FUTURE

Minitrack Chairs: Carmen Valentina RĂDULESCU, Jonel SUBIC, Sorin BURLACU

Room 4103, Calea Grivitei no. 2-2A

9.00-15.00

For online participation: <https://ase.zoom.us/j/92423962560?pwd=SjLaP2DKWfsS8yVEc7cl82az4npeX6.1>

INDUSTRIAL RELOCATION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT: A CASE STUDY OF ROMANIAN MANUFACTURING COMPANIES PARTNERSHIPS

Beatrice Alexandra LUPU, Dana Corina DESELNICU, Adrian-Costin MINEA, Marian George PIERSINARU
National University of Science and Technology POLITEHNICA Bucharest, Bucharest, Romania

CHALLENGES AND OPPORTUNITIES IN IMPLEMENTING CIRCULAR ECONOMY STRATEGIES: A FOCUS ON THE 2030 AGENDA

Cătălina-Mihaela LUPU
Bucharest University of Economic Studies, Bucharest, Romania

ECONOMIC GROWTH AND CIRCULAR ECONOMY: A STATISTICAL APPROACH TO RESOURCE MANAGEMENT

Timea AGACHE, Andrei AGACHE, Larisa IVASCU
Politehnica University of Timisoara, Timisoara, Romania

DESIGNING INTERNET OF THINGS SYSTEMS FOR CIRCULAR ECONOMY AND DIGITAL PRODUCT PASSPORTS – A REQUIREMENTS ENGINEERING PERSPECTIVE

Sorin-Daniel GHEORGHE
Bucharest University of Economic Studies, Bucharest, Romania

WASTEWATER TREATMENT AND THE USE OF NANOPARTICLES, A FORM OF CIRCULAR ECONOMY IN THE PHARMACEUTICAL INDUSTRY

Laura-Crina MIRAUTE (COCA), Nicoleta Mihaela CASANEANU (DASCALU), Marius PISLARU
Gheorghe Asachi Technical University of Iasi, Romania

GREEN MARKETING AND CULTURAL SUSTAINABILITY: STRATEGIES FOR BUILDING A SUSTAINABLE FASHION BRAND IN A CIRCULAR ECONOMY

Denisa-Roxana BOTEANU-MUNTEAN, Daniela MARINICĂ, Adrian Ionuț MOȘESCU, Paul COSMOVICI
Bucharest University of Economic Studies, Bucharest, Romania

EXPLORING THE LINKAGES BETWEEN CIRCULAR BIOECONOMY AND SUPPLY CHAIN MANAGEMENT

Yuheng ZHU, Giannis T. TSOULFAS
Agricultural University of Athens, Thiva, Greece

CITIES OF THE FUTURE HOW GREEN INFRASTRUCTURE SHAPES URBAN LIVING

Geanin Georgian JURUBIȚĂ, Georgiana MOICEANU, Andrei Dan PANDURU, Andra NEDELICU
National University of Science and Technology Politehnica Bucharest, Bucharest, Romania

CIRCULAR ECONOMY AND SUSTAINABILITY IN THE FAST-FOOD INDUSTRY: A MARKETING APPROACH

Adrian GRANCEA, Nicoleta Andreea NEACSU, Marius BALASESCU
Transilvania University of Brașov, Brașov, Romania

LEVERAGING BY-PRODUCTS: UNDERSTANDING CONSUMER PREFERENCES FOR SUSTAINABLE AND STORY-DRIVEN PRODUCTS

Dadiana DABIJA
Stefan cel Mare University of Suceava, Suceava, Romania



ROMANIA'S TRANSITION TO A CIRCULAR ECONOMY: AN EMPIRICAL ANALYSIS

Irina PUIU, Cornelius SECIU, Daniel ȘOLDAN, Vicențiu-Mihai MATEESCU

Bucharest University of Economic Studies, Bucharest, Romania

DYNAMICS OF CIRCULAR ECONOMY INDICATORS IN EUROPEAN COUNTRIES

Andreea-Daniela GIUCĂ, Steliana RODINO, Daniela VOICILĂ

Research Institute for Agricultural Economy and Rural Development (ICEADR), Bucharest

THE EFFICIENCY OF THE DEPOSIT-RETURN SYSTEM IN ROMANIA: A STATISTICAL AND COMPARATIVE ANALYSIS

Monica IORGA, Augustin SEMENESCU, Dragoș-Florin MARCU, Bogdan FLOREA

National University of Science and Technology POLITEHNICA Bucharest

SHAPING THE FUTURE: CIRCULAR ECONOMY TRANSITION MODELS IN THE EUROPEAN UNION

Reni PANTCHEVA

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

ADAPTIVE REUSE OF INDUSTRIAL HERITAGE IN THE PERSPECTIVE OF CIRCULAR ECONOMY: A TOOL FOR SUSTAINABLE DEVELOPMENT

Florentina-Cristina MERCIU, Marian Andrei VINTILĂ, Cristian Constantin DRĂGHICI, George-Laurențiu MERCIU

University of Bucharest, Bucharest, Romania

COMPARATIVE BIBLIOMETRIC INSIGHTS: SUSTAINABILITY VS. CORPORATE SUSTAINABILITY IN A GLOBAL AND ROMANIAN CONTEXT

Irina PUIU, Cornelius SECIU, Claudiu-Nicolae GHINEA,

Bucharest University of Economic Studies, Bucharest, Romania

Katica RADOSAVLJEVIĆ

Institute of Agricultural Economics, Belgrade, Serbia

LEVERAGING CIRCULAR ECONOMY R-STRATEGIES FOR BUSINESS MODEL INNOVATION: AN EXPLORATORY CASE STUDY

Cristina Terezia DREȘAN (POP), Raul Ionut RITI, Ioana-Alexandra NĂSTĂSOIU, Laura BACALI

Technical University of Cluj-Napoca, Cluj, Romania

THE CONTRIBUTION OF EUROPEAN BUSINESS STAKEHOLDERS TO ACCELERATING THE CIRCULAR ECONOMY IN THE EUROPEAN INDUSTRY

Oana MIONEL,

National University of Science and Technology POLITEHNICA Bucharest, Bucharest, Romania

Mihaela ȘTEFĂNESCU

Ministry of Environment, Waters and Forests, Bucharest, Romania

ANALYSIS OF STUDENT FINANCIAL BEHAVIOR

Laura MARCU

"VALAHIA" University of Târgoviște, Romania

Maria Roxana COSMA

Technical University of Civil Engineering Bucharest, Romania

Petruț Cristian VASILACHE

Bucharest University of Economic Studies, Romania

THE IMPACT OF THE GEOPOLITICAL SITUATION ON INFLATION IN THE CURRENT PERIOD

Oana Camelia IACOB (PARGARU)

National University of Science and Technology POLITEHNICA Bucharest, Bucharest, Romania

Romeo Catalin CRETU

The University of Agronomic Sciences and Veterinary Medicine in Bucharest (USAMV Bucharest), Romania

Madalina Ioana MONCEA, Daniel ȘOLDAN

Bucharest University of Economic Studies, Romania



THE STANDARD OF LIVING IN THE COUNTRIES OF THE EUROPEAN UNION

Romeo Catalin CRETU

The University of Agronomic Sciences and Veterinary Medicine in Bucharest (USAMV Bucharest), Romania

Oana Camelia IACOB (PARGARU)

National University of Science and Technology POLITEHNICA Bucharest, Bucharest, Romania

Andreea Maria MANESCU

Bucharest University of Economic Studies, Romania

Radu Florin CHIOTAN

"VALAHIA" University of Târgoviște, Romania

ROMANIAN CONSUMERS AND ETHICAL CHOICES: EXPLORING ATTITUDES, ACTIONS, BARRIERS AND DEMOGRAPHIC DISPARITIES

Anca Ioana MARTIN, Georgiana Elena CONSTANTIN, Alina Andrea MIRON, Gabriela Iuliana MUNTEANU

Bucharest University of Economic Studies, Romania

EXPLORING FINANCIAL CONTAGION AND THE ENERGY KUZNETS CURVE IN THE CONTEXT OF ROMANIA'S TRANSITIONS TO A CIRCULAR ECONOMY

Ștefan IONESCU, Irina GEORGESCU, Ionuț NICA, Camelia DELCEA

Bucharest University of Economic Studies, Bucharest, Romania

CRYPTOCURRENCY MANAGEMENT FROM THE BEGINNING TO THE PRESENT

Cristina DIMA, Răzvan Cătălin DOBREA, Mădălina Ioana MONCEA, Eduard Laurențiu ION

Bucharest University of Economic Studies, Romania

CHALLENGES AND PROSPECTS FOR EU ECONOMY: ADDRESSING PROBLEMS AND SHAPING FUTURE DIRECTIONS FOR A SUSTAINABLE GROWTH

Florentina Olivia BĂLU

University of Geneva, Geneva, Switzerland

Iulian GOLE, Marian Victor DUMITRACHE, Ana Mădălina BÎGU (POTCOVARU)

Bucharest University of Economic Studies, Romania

ENHANCING THE CIRCULAR ECONOMY IN THE EUROPEAN UNION WITH MACHINE LEARNING

Radu-Ioan MOGOȘ, Gheorghe PĂCURAR, Mădălina Ioana MONCEA, Victor-Adrian TROACĂ

Bucharest University of Economic Studies, Bucharest, Romania

OVERVIEW OF ARTIFICIAL INTELLIGENCE FORESIGHT IN PREVENTING RECESSIONS AND OVERHEATING

Dumitru-Alexandru BODISLAV, Florina BRAN, Cristina DIMA, Valeriu Ionuț ANDREI

Bucharest University of Economic Studies, Bucharest

BUSINESS INTELLIGENCE AND GOVERNMENTAL EFFICIENCY – SYNERGY FOR THE 21ST CENTURY

Florina BRAN, Dumitru-Alexandru BODISLAV, Mihai DINU, Raluca Florentina CREȚU

Bucharest University of Economic Studies, Bucharest

ADAPTIVE LEADERSHIP MODELS IN PUBLIC ADMINISTRATION: STRATEGIES FOR MANAGING CHANGE IN THE DIGITAL AGE

Carmen Valentina RĂDULESCU

Bucharest University of Economic Studies, Bucharest, Romania

Ioan I. GĂF-DEAC

INCE - CEMONT Romanian Academy, Bucharest

Sorin BURLACU, Liviu PURCĂREA

Bucharest University of Economic Studies, Bucharest, Romania

EDUCATION FOR SUSTAINABLE DEVELOPMENT: THE ROLE OF UNIVERSITIES IN SHAPING THE LEADERS OF THE FUTURE

Sorin BURLACU

Bucharest University of Economic Studies, Bucharest, Romania

Ioan I. GĂF-DEAC

INCE - CEMONT Romanian Academy, Bucharest

Carmen Valentina RĂDULESCU, Răzvan Marian PÎRCĂLĂBESCU

Bucharest University of Economic Studies, Bucharest, Romania



ASPECTS OF THE QUALITY OF EDUCATION

Petrică Sorin ANGHELUȚĂ, Ștefan Gabriel BURCEA, Ana Mădălina BÎGU (POTCOVARU), Vicențiu Mihai MATEESCU

Bucharest University of Economic Studies, Bucharest, Romania

EMPLOYABILITY AND LEVEL OF UNIVERSITY EDUCATION

Marian NĂSTASE, Delia BĂBEANU, Vicențiu Mihai MATEESCU, Petrică Sorin ANGHELUȚĂ

Bucharest University of Economic Studies, Bucharest, Romania

SOCIAL INFLUENCE STRATEGIES AND THE EFFECTS ON HUMAN RESOURCES IN MODERN ORGANIZATIONS

Ovidiu Andrei Cristian BUZOIANU, Maria Loredana POPESCU, Oana Matilda SABIE, Loredana Nicoletta MEGA

Bucharest University of Economic Studies, Romania

ECONOMIC ANALYSIS OF THE CRIME RATE IN ROMANIA IN THE PERIOD 2010-2023

Maria Loredana POPESCU, Loredana Nicoletta MEGA, Andreea Maria MANESCU, Ovidiu Andrei Cristian BUZOIANU

Bucharest University of Economic Studies, Romania

THE USE OF REVERSE SUPPLY CHAINS IN THE TEXTILE INDUSTRY

Albena VUTSOVA, Emil MITOV

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

EXAMINING THE CONNECTION BETWEEN AUDIT, ESG, AND THE IMPACT ON INVESTMENT EFFICIENCY: A BIBLIOMETRIC ANALYSIS

Andreea Larisa OLTEANU BURCĂ

Bucharest University of Economic Studies, Bucharest, Romania

INNOVATION IN THE CIRCULAR ECONOMY IN THE WATER SECTOR: A CASE STUDY ON WABAG WATER SERVICES ROMANIA

Daniela STAICU

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: DATA SCIENCE AND MACHINE LEARNING FOR ECONOMIC RESEARCH & CAUSEFINDER: CAUSALITY IN THE ERA OF BIG DATA AND AI

Minitrack Chairs: Adriana AnaMaria DAVIDESCU, Mihai GHEORGHE, Kiran SOOD
Room 4008, Calea Grivitei no. 2-2A

10:00-12:00

For online participation:

<https://ase.zoom.us/j/93105482669?pwd=O4TluaaEP8m8MBUJBSk885nwxqCr15.1>

Understanding Employment Dynamics Over Time through the Lens of Religion and Ethnicity: A Bibliometric Approach

Adina Teodora STOICA-UNGUREANU

Bucharest University of Economic Studies, Romania

The effects of the Covid-19 crisis among young people in the labour market. A bibliometric approach.

Anamaria Beatrice ALDEA

Bucharest University of Economic Studies, Bucharest, Romania

The Intersection of AI and ESG: Exploring Overlapping Skills in the Romanian Labour Market

Gianina Maria PETRASCU, Cristina BOBOC

Bucharest University of Economic Studies, Romania

Navigating the Path to Sustainability: Modeling Romania's Energy Transition with AI and Econometrics

Diana AGAFITEL, Andrei PISICĂ, Adriana AnaMarina DAVIDESCU, Eduard-Mihai MANTA

The Bucharest University of Economic Studies, Bucharest, Romania

Central Bank Digital Currencies (CBDC) Sentiment Score Analysis of News using Chat GPT-4.0 from January 2018 to June 2024

Renata Ayumi Hokama Penteado ALVES

School of Economics (EESP) Fundação Getulio Vargas (FGV) São Paulo, São Paulo,

From Insights to Trust: A Review of AI-Driven Business Analytics Literature

Alina Cornelia Chiriac LUCHIAN, Vasile STRAT

Bucharest University of Economic Studies

Ovidiu JIANU, Monica DRAGOICEA

POLITEHNICA Bucharest, Bucharest, Romania

Exploring causality and impact between Romanian urban Real Estate developing and Green Spaces

Cătalin-Laurențiu ROTARU, Giani-Ionel GRĂDINARU

Bucharest University of Economic Studies

Silvia PARUSHEVA, Slaveya ZHELYAZKOVA

University of Economics, Varna, Bulgaria

Analyzing Regional Trends in Erasmus+ Project Funding and Thematic Clusters

Ioana-Diana PETRE, Mihai GHEORGHE, Mihail BUSU

Bucharest University of Economic Studies, Bucharest, Romania

Digital health defined by eHealth and mHealth: A bibliometric analysis

Iulia Elena NEAGOE, Giani-Ionel GRĂDINARU

Bucharest University of Economic Studies

Artificial Intelligence in ESG and Sustainable Finance: A Bibliometric Analysis of Research Trends

Ioana BIRLAN, Adriana DAVIDESCU, Eduard MANTA, Cristina GEAMBASU

Bucharest University of Economic Studies



Mapping AI Adoption Across Europe: A Cluster Analysis of National Responsibility

Cristina GEAMBASU, Ioana BARLAN, Adriana DAVIDESCU, Eduard MANTA

Bucharest University of Economic Studies

Time Series Forecasting with LightGBM Under Data Scarcity: An Application to Romania's Inland Gas Consumption

Robert-Ștefan CONSTANTIN, Adriana DAVIDESCU, Eduard MANTA

Bucharest University of Economic Studies, Bucharest, Romania

Exploring the Relationship Between Innovation, Informality, Inequality and Tax Evasion through a Bibliometric Analysis

Zouhair ENNAOUMI

University of Salerno, Salerno, Italy

Eduard Mihai MANTA

Bucharest University of Economic Studies, Bucharest, Romania

The business value of text analysis and topic modeling: evaluating sentiment shifts in mobile game reviews after updates

Bogdan MIREA, Giani Ionel GRADINARU

Bucharest University of Economic Studies, Romania



Minitrack: ECONOMICS OF EDUCATION AND IMPACTFUL PUBLIC SERVICE LEADERSHIP

Minitrack Chairs: Madlena NEN, Anca BOGDAN

Room 4207, Calea Grivitei no. 2-2A

09:00- 12.00

For online participation:

<https://ase.zoom.us/j/97822862946?pwd=x4MEhg2pbSlap7gVwHMMzQakN8lPnw.1>

Assessing the Levels of Cultural Intelligence among Human Resource Managers and Academics in Bulgaria: Implications for the Local Culturally Diverse Workforce

Hristina SOKOLOVA

University of Ruse "Angel Kanchev", Bulgaria

Cultural inclusivity of higher education in the EU. Are we ready to welcome a more diverse Europe?

Hristina SOKOLOVA

University of Ruse "Angel Kanchev", Bulgaria

A Pilot Study about the Green Transformation Knowledge of Students from Bulgaria and Romania

Irina KOSTADINOV, Diana ANTONOVA, Ana TODOROVA

University of Ruse "Angel Kanchev", Bulgaria

Bogdan FLEACA

National University of Science and Technology POLITEHNICA Bucharest, Romania

The Role of the Military Leader in Relieving Stress in Situations of Armed Conflict

Ruxandra DUTA, Cosmin GHERASIE

Bucharest University of Economic Studies, Romania

Constantin MATEESCU

Bucharest Military Technical Academy "Ferdinand I", Romania

TQM and Excellence Models in Public Sector in Context of Sustainability: A Bibliometric Analysis

Maria BOLBOCEANU

Bucharest University of Economic Studies, Romania

STEM Education: A Future Pedagogy

Nicoleta MIREA, Constantin Florea BOGDEA, Anca DRAGHICI

Politehnica University of Timisoara, Romania

Mapping Green Competencies in the Academic Community in Bulgaria and Romania through a Pilot Survey

Irina KOSTADINOVA, Ana TODOROVA, Svilen KUNEV

University of Ruse "Angel Kanchev", Bulgaria

Elena FLEACA

National University of Science and Technology POLITEHNICA Bucharest, Romania

Research on the inhibitory mechanism of transactive memory systems and group characteristics on high school students' creative thinking capacity: a fuzzy-set qualitative comparative analysis approach

Ziyi FENG, Shijia LONG

Tianshui Normal University, China

Wei Chen

Chongqing University, China

Artificial Intelligence – Accelerator for sustainable development in universities

Delia Maria ROZOVLEAN

Politehnica University of Timisoara, Romania



Labor market assessment and the role of education in the period 2022-2023

Delia-Maria ROZOVLEAN, Roxana KASAI

Politehnica University of Timisoara, Romania

Bibliometric analysis of informal payments in the medical care system

Tomina-Maria MANCI, Monica Violeta ACHIM

Babeş-Bolyai University, Cluj-Napoca, Romania



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

Minitrack Chairs: Corina PELAU, Mirko GATI, Dan-Cristian DABIJA
Room 4202, Calea Grivitei no. 2-2A

09.30-16.00

For online participation:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=mbabe9373651debebbcd3354211eccd9d>

Meeting number:

2733 005 5849

Password:

ICBE2025

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Host key:

164059

Digitalization and Sustainability: New Technologies, Challenges and Trends

Diana – Maria PREDA (NAUM), Daniela – Elena MOCANU, Olimpia STATE

Bucharest University of Economic Studies, Romania

Digital Visibility and CSR Reporting: A Comparative Analysis of Romania's Leading Retailers

Alina-Andrea MIRON, Alin STANCU, Anca Ioana BLAGA, Silviu OJOG

Bucharest University of Economic Studies, Bucharest, Romania

Can AI redefine best practices in human resources?

Romina-Medea GHETIE, Lavinia-Denisia CUC, Dana RAD, Mioara-Florina PANTEA, Silviu-Gabriel SZENTESI

Aurel Vlaicu University of Arad, Romania

The evolution and future directions of women's entrepreneurship: A bibliometric review

Dorin IANCU

Valahia University of Targoviste, Romania

Georgiana-Tatiana BONDAC

"Aurel Vlaicu" University of Arad, Romania

Raul Adrian LILE

Bucharest University of Economic Studies, Bucharest, Romania

Analysis of the use and impact of artificial intelligence on managerial decisions and organizational processes

Vanessa-Luisa SIDOR, Lavinia-Denisia CUC, Dana RAD, Teodor-Florin CILAN

Aurel Vlaicu University of Arad, Romania

Garbriel CROITORU

Valahia University of Targoviste, Romania

Feelings, Functions, Familiarity: A Bibliometric Analysis of Psychological Ownership in Human-AI Interactions

Ioana-Alexandra CIOFU, Corina PELAU, Giulia KONDORT, Cristian CARAIANI

Bucharest University of Economic Studies, Bucharest, Romania

Augmented and Virtual Reality in Retail: A Bibliometric Analysis

Helmut DRAGOMIR, Corina PELAU

Bucharest University of Economic Studies, Bucharest, Romania

Mirko GATI

Corvinus University of Budapest, Hungary



Digital Transformation of Public Administration Services: Lessons for Romania

Adriana Madalina BUCUR (COSCONEL), Sorina-Geanina STANESCU, Liana-Elena ANICA-POPA, Aurelia-Aurora DIACONEASA

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

Social efficiency in Romanian education services

Andreea MARIN-PANTELESCU, Cristina STATE, Mihaela HINT (ȘTEFAN)

Bucharest University of Economic Studies, Romania, Decembrie 1918 University, Alba-Iulia, Romania

Exploring the role of culture in European entrepreneurial success: qualitative insights and strategic recommendations for coalition capital

Klaus Bruno SCHEBESCH, Radu Lucian BLAGA, Florin Lucian ISAC, Vanina Adoriana TRIFAN

"Vasile Goldis" Western University of Arad, Romania, Aurel Vlaicu University of Arad, Romania

AI-Driven Marketing in Agrifood: How Smart Technologies Shape Consumer Choices and Retail Strategies. A Critical Analysis of the Literature

Ana-Maria BADEA, Maria-Bogdana NECSESCU, Betty COHEN- TZEDEC

Bucharest University of Economic Studies, Romania

Leveraging AI to Lead Change and Understand User Satisfaction on Music Streaming Platforms

Carmen ACATRINEI, Maria Andreea TOMESCU (TILIBAȘA), Mirela Cătălina TÜRKEȘ

Bucharest University of Economic Studies, Romania

The use of AI for a better user experience in e-commerce websites

Ionut TANASE, Lucia Nicoleta BARBU, Alice Elena MUNTEANU, Georgiana RUSU

Bucharest University of Economic Studies, Romania, Titu Maiorescu University, Bucharest, Romania

Demystifying negotiations: from classic to online competences

Liana STANCA, Dan-Cristian DABIJA, Luiza SOUCA, Oana ENASEL

Babeș-Bolyai University Cluj-Napoca, Romania

Study on the fruit and vegetable consumption habits in Romania

Grigorie SANDA, Florentina BARBU, Cristina Maria SANDA, Timone Silviu STANCIOIU

Aurel Vlaicu University of Arad, Romania

A bibliometric analysis of gender stereotypes in AI

Stefana POP, Catalin CURMEI, Roxana CIOC

Bucharest University of Economic Studies, Romania

ARTIFICIAL INTELLIGENCE MEETS SEMIOTICS: OPTIMIZING ADVERTISING

Roxana MIHALACHE

Ion Ionescu de la Brad University of Life Sciences, Iași, Romania

Mădălina-Maria BREZULEANU

Gheorghe Asachi Technical University, Iași, Romania

Destigmatizing Generative A.I. for Marketing Content Development

Svilen IVANOV, Vladimir ZHECHEV

University of Economics-Varna, Varna, Bulgaria

The consumer behavior of Turkish return migrants in Istanbul

Moritz Martin BOTTS, Celal ARSLAN

Turkish-German University, Istanbul, Turkey

Multichannel Marketing in the Romanian Pharmaceutical Industry: A Pre-, During, and Post-COVID-19 Comparison

Mariana ARSENE, Dana Corina DESELCU, Sorin ARSENE

National University of Science and Technology Politehnica Bucharest, Romania



Using a Software Methodology to Evaluate Public Interest in Cultural Park Heritage

Sorin MARIN

Astronomical Institute of the Romanian Academy

Medical Tourism Industry Analysis at the Level of European Union

Claudia PANTEA (BOGHICEVICI)

Bucharest University of Economic Studies, Romania



Minitrack: FINANCE AND BANKING IN A TECHNOLOGICALLY INTEGRATED WORLD

Minitrack Chair: Mihaela IACOB, Cosmin-Octavian CEPOI

Room 4208, Calea Grivitei no. 2-2A

09:00 - 15.30

Online participation:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=m318fde7b3873daeb93eed22d5a816a16>

Meeting number:

2733 151 3377

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767132

Determinants of financial cycle correlations in selected EU member states

Robert-Adrian GRECU, Matei-Nicolae KUBINSCHI, Nicoleta SIRBU

Bucharest University of Economic Studies, Bucharest, Romania

The Diffusion of non-banking services in the Bulgarian banking market

Gergana SIRA KOVA-YORDANIVA

Faculty of Economics and Business Administration, Sofia University St. Kliment Ohridski, Sofia, Bulgaria

The Role of Cash Flow Statements in Assessing Corporate Liquidity: Insights from Bulgarian Banks

Fanya FILIPOVA, Atanas ATANASOV, Rumyana MARINOVA, Teodora ZAPRYANOVA

University of Economics - Varna, Bulgaria

Business and Financial Cycles in Romania: An Empirical Investigation

Cristina-Elena BEJENARU

Bucharest University of Economic Studies, Bucharest, Romania

Determinants of credit growth in selected Central and Eastern European countries

Rodica GHERGHINA, Emilia-Mioara CÂMPEANU, Georgiana-Camelia GEORGESCU, Robert-Adrian GRECU

Bucharest University of Economic Studies, Bucharest, Romania

House price determinants in the European Union: the role of macroprudential policy

Mihai ALIMAN, Radu POPA

Bucharest University of Economic Studies, Bucharest, Romania

Digital banking, Capital Market, Financial Education and Public-Private Partnerships: Pillars of Economic development in Romania

Isabelle Margareta OPREA, Marius-Robert GEORGESCU, Liviu-Gelu DRAGHICI, Cornel PANAIT

Romanian Academy, National Institute for Economic Research "Costin C. Kirițescu"

The impact of digitalization and artificial intelligence in finance. The impact on financial markets trading

Theo-Dorian BUFTEA, Ioana VĂDUVA-SIMA, Cristina TUȚU, Adrian Pavel VULCU

Investment and Development Bank, Ministry of Finance, Emergency Clinical Hospital Bagdasar Arseni

Cryptocurrency and Financial Stability: An investigation into the effects of Bitcoin ETFs

Paul DONOIU

Bucharest University of Economic Studies, Bucharest, Romania



Behavioural Finance Perspectives: Market Anomalies and Investor Decision Making

Cornel PANAIT

Romanian Academy, National Institute for Economic Research "Costin C. Kirişescu"

Investigating the Nexus between Financial Indicators and Corporate Income Tax in Europe

Alexandra Ioana VINTILĂ, Vasilica Izabela FOMETESCU

Bucharest University of Economic Studies, Bucharest, Romania

Mapping the Landscape of Macroprudential Policies: A Bibliometric Analysis

Leonard-Dan UZUM, Stefania STANCU

Bucharest University of Economic Studies, Bucharest, Romania

Smart contracts and blockchain technology: innovations, applications, and challenges in the digital economy

Tudor-Gabriel BUDIŞTEANU

Bucharest University of Economic Studies, Bucharest, Romania

Cluster analysis of financial risk profiles across the EU

Razvan UIFALEAN

Bucharest University of Economic Studies, Bucharest, Romania

Impact of risk on gender diversity and board size - Case Study Northern Europe

Ioana RADU (GOBEAJĂ), Georgeta VINTILĂ

Bucharest University of Economic Studies, Bucharest, Romania

The ESG Effect: Unveiling Its Influence on Capital Structure in Finance

Eugen-Marian VIERESCU, Ana-Gabriela RUSU, Andreea Mădălina BOZAGIU, Adina Elena CĂLIN

Bucharest University of Economic Studies, Bucharest, Romania

Do institutional traders' biases vary by the type of asset they trade?

Florin GROSU

Bucharest University of Economic Studies, Bucharest, Romania

Does information and communication technology influence the shadow economy? A panel data analysis for EU countries

Adrian BOJAN, Monica Violeta ACHIM

Babes-Bolyai University, Cluj-Napoca

Assessing ESG and profitability in S&P 500 industrial companies: a panel data approach

Georgiana DANILOV

Bucharest University of Economic Studies, Bucharest, Romania

Determinants of adopting extraordinary bank taxes in the Euro Area in the post-COVID 19 era

Radu POPA, Mihai ALIMAN

Bucharest University of Economic Studies, Bucharest, Romania

Impact of ESG ratings on brown sector firms' financial performance

Ioan-Iulian NOROCEL, Laura OBREJA BRAŞOVEANU

Bucharest University of Economic Studies

Climate Risk Management Governance Disclosure in Euro Area Central Banks Managing Foreign Reserves: Valuation The Role of the Board

Ahmad KAAB OMEIR, Deimante VASILIAUSKAITE, Wenting MENG

Vilnius University, Lithuania

The Digital Yuan vs. the Digital Euro: Diverging Paths in Central Bank Digital Currency (CBDC) Developments

Thomas PAULOVICI

Bucharest University of Economic Studies, Bucharest, Romania



Work climate and economic performance in the context of the Green Deal implementation in Romania

Ionel BRAN, Anastasia-Cristiana DUMITRU

Bucharest University of Economic Studies, Bucharest, Romania

Demystifying consumers' adoption of a digital euro in the euro area

Constantin Cătălin DUMITRESCU

Bucharest University of Economic Studies, Bucharest, Romania

Managerial overconfidence and corporate debt decisions: A Meta-analysis of the moderating role of demographic characteristics

Adil CHERKAOUI

Hassan II University of Casablanca, Morocco



**Minitrack: FUTURENOMICS: FROM EXPLORING TO EXPLOITING SOCIETAL MEGA-TRENDS,
CATALYSTS AND GAME-CHANGERS**

Minitrack Chair: Octavian-Dragomir JORA

Room 4108, Calea Grivitei no. 2-2A

15.00 - 17.00

For online participation:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=m6c9b973671bd1bf2feecb21c7ba9cdd0>

Meeting number:

2788 250 7349

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Host key:

552211

The Commonsensical Economics of the Nonsensical Warfare: Between Free Markets and State Planning

Petru-Răsvan IATAN, Octavian-Dragomir JORA

Bucharest University of Economic Studies, Bucharest, Romania

Evaluating the Influence of Emerging Technological Megatrends on Youth Education: A Systematic AI-Based Assessment Contributing to SDG 4.4 on the Enhancement of Technical and Vocational Skills

Laurențiu Gabriel DINCĂ, Cristian-Gabriel IANC, Alexandra GHINEA

Bucharest University of Economic Studies, Romania

Globalization and Digitalization: A New Form of Colonialism? Digital Economic Dependence in the Global South

Anamaria HOLOTĂ, Hesam JEBELI-BAKHT-ARA

Bucharest University of Economic Studies, Romania

Literature Review on the Path to a Green City

Alexandra COROIAN, Larisa IVAȘCU

Bucharest University of Economic Studies, Bucharest, Romania

Wartime Supply Chain Reconfiguration: Geopolitical and Economic Realignments in Polish-Ukrainian Relations

Bogdan COZMA

Bucharest University of Economic Studies, Bucharest, Romania

The Perspectives of the Three Seas Initiative in Overcoming the Economic Disparities in Europe

Andreea-Raisa ȚĂRÎNĂ

Bucharest University of Economic Studies, Romania



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

Minitrack Chairs: Narciz BALASOIU, Gregory SIMONS
Room 4102, Calea Grivitei no. 2-2A

13.00-15.00

Online participation:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=m361d1943701ad32ca6d67c917199234c>

Meeting number:

2732 454 5952

Password:

ICBE2025

(42232025 when dialing from a phone or video system)

Host key:

388872

Greenland's Arctic Role: Trade, Resources & Geopolitics

Flavius Cosmin DARIE, Gabriela Ioana BALASOIU

Bucharest University of Economic Studies

Importance of physical customs control risk management: a comprehensive approach

Neta-Ionelia SAPTEBANI, Marian MOCAN

Politehnica University of Timișoara

Hybrid warfare through interference in electoral processes using advanced technology and its impact on global security. Case study: the 2024 Romanian presidential election

Eugen GABOR

National University of Political Studies and Public Administration (SNSPA)

Marian OANCEA

The Bucharest University of Economic Studies

Vladimir PRIPP

University of Bucharest

Digitalization of Romania's National Security Sector: A PESTLE Analysis

Eliana BULIGA, Doina POPESCU

Bucharest University of Economic Studies, Bucharest, Romania

The economic impact brought on by recent malware developments

Alexandru-Cristian BARDA, Cătălin-Emilian BOJA

Bucharest University of Economic Studies, Bucharest, Romania

Study regarding the intention to use 6G technology: Evidence from Romania

Alina-Elena ANCU, Gheorghe MILITARU

University POLITEHNICA of Bucharest

Strategic Autonomy and defense Procurement: European Union's Response to Geopolitical Uncertainties

Alexandra BRAN, Gabriela-Ioana BALASOIU

Bucharest University of Economic Studies

Shaping Employment Through Digital Transformation: Beyond Broadband and Security

Marta STOIAN, Maxim CETULEAN, Razvan HOINARU, Mihaela HOJDA

Bucharest University of Economic Studies, Bucharest, Romania

Artificial Intelligence in Security: Balancing Institutional Efficiency and the Protection of Individual Rights



Narciz BALASOIU

Bucharest University of Economic Studies, Bucharest, Romania

The impact of digitalization on physical customs control, by evaluating the use of non-destructive scanners and artificial intelligence-based systems

Neta ȘAPTEBANI

Bucharest University of Economic Studies, Bucharest, Romania

Challenges for the Implementation of the Pan-European Corridor No. 8

Petar PENCHEV, Stanislav STANEV

University of Ruse, Ruse, Bulgaria



Minitrack: HUMAN RESOURCES: A GAME CHANGER FOR BUSINESS STRATEGY & COMPLEXITY

Minitrack Chairs: Valentina GHINEA, Alexandrina DEACONU, Simona Irina GOIA
Room 4106, Calea Grivitei no. 2-2A

13:30 - 18:30

For online participation:

<https://ase.zoom.us/j/93264226474?pwd=TrdBI9hfCH37hb1MKuMUif2Enuw8hh.1>

The Complex Issue of Regional Imbalances in China's Provincial Business Environment

Cao LIDONG, Lyudmila MIHAYLOVA

University of Ruse "Angel Kanchev", Ruse, Bulgaria

Emil PAPAZOV

University of National and World Economy, Sofia, Bulgaria

EXPERIMENTAL FILM AS A BUSINESS: WHY DON'T ART STUDENTS CARE ABOUT TECHNOLOGY, AND ENGINEERING STUDENTS ARE NOT AWARE ABOUT IT?

Adrian ZĂVOIANU, Cezar SCARLAT, Corina Ionela DUMITRESCU, Cristina Petronela SIMION, Alexandra IOANID

National University of Science and Technology Politehnica Bucharest, Romania

A bibliometric analysis of the employee well-being from a sustainable perspective

Mihai-Alexandru-Valentin COSTEA, Daniela Cristina MOMETE

National University of Science and Technology Politehnica Bucharest, Romania

Banking Communication Practices in Human Resources Recruitment through LinkedIn

Laura MARCU, Miruna Ioana MANEA

Valahia University of Targoviste, Romania

Key- crosscultural competences for successful expatriate management

Diana TUDORAN, Cristian TUDORAN

The Bucharest Academy of Economic Studies, Romania

Human Resources and GDPR Compliance: Lessons from Romanian Data Protection Case Law on Workplace Privacy

Dana VOLOSEVICI

Petroleum-Gas University of Ploiesti, Ploiesti, Romania

Motivating employees using e-HRM tools - a managerial challenge

Alexandrina DEACONU, Sorina Ioana MIȘU, Monica TRICULESCU, Alice ȘTEFĂNESCU

Bucharest University of Economic Studies, Bucharest, Romania

Managerial perspectives on employee wellbeing in the North-East Region of Romania

Nicoleta-Andreea FILIP, Ion VERZEA, Dănuț-Constantin FILIP

Gheorghe Asachi Technical University of Iasi, Romania

Stejărel BREZULEANU

"Ion Ionescu de la Brad" Iasi University of Life Sciences, Romania

The Relationship Between Perceived Stress and Work Engagement - Evidence from Public Institutions Managing EU Funds

Adina-Raluca OLTEANU, Cătălina RADU

Bucharest University of Economic Studies, Bucharest, Romania



Demotivation at workplace and factors that generate it
Ciprian GRIGORESCU, Constanța Laura ZUGRAVU, Gheorghe Adrian ZUGRAVU
Universitatea "Dunărea de Jos" din Galati, Galati, Romania

Reconfiguring the Role of HR in the Romanian Penitentiary System: A Successful Strategy in the VUCA Environment
Ștefan Adrian CIOBĂNESCU, Vasile Cătălin CĂPITANU, Gabriel POPESCU, Cristina-Elena UNGUREANU
National University of Science and Technology POLITEHNICA, Bucharest, Romania

Online education in the context of working from home: challenges and opportunities. A systematic literature review and a bibliometric analysis
Mihaela MELENCIUC
Bucharest University of Economic Studies, Bucharest, Romania

Digitalization in HRM – possible decisions
Ivan Dimitrov STOYANOV, Veneta HRISTOVA, Georgi NIKOLAEV
St. Cyril and St. Methodius University of Veliko Tarnovo, Veliko Tarnovo, Bulgaria

Talent management as a key driver for enhancing the attractiveness of maritime transport
Alexi Antimov ALEXIEV, Yuliyar NARLEV
University of Economics, Varna, Bulgaria

The Impact of Disruptive Changes on the Relationship Between the Work Environment and Economic Performance
Anastasia-Cristiana DUMITRU
Bucharest University of Economic Studies, Bucharest, Romania

Future-proofing Human Resources. Strategic Foresight and AI in the revolution of Talent Management
Dana FATOL
Politehnica University Timisoara, Romania
Alexander MANU
OCAD University Toronto, Canada
Marian MOCAN
Politehnica University Timisoara, Romania

Key leadership functions for achieving long-term competitive advantage in business
Ivan Ilchev ANGELOV
Sofia University "St. Kliment Ohridski", Faculty of Economics and Business Administration, Sofia, Bulgaria

Employee ownership: a viable "distributist" option for enterprises operating in Romania?
Mihnea-Tudor ORJAN
Bucharest University of Economic Studies, Bucharest, Romania

Technological documents are related to the organization of the activity, the management of human resources and the financial and accounting activities in the organization
Bozhana STOYCHEVA
Angel Kanchev University of Ruse, Ruse, Bulgaria
Irena POPOVIĆ
Krapina University of Applied Sciences, Krapina, Croatia

Integrating Agile Capability Framework, People-Driven Excellence, Holistic Skill Integration, and Actionable Learning Systems: A Comprehensive Model for Enhancing Organisational Adaptability and Innovation in Dynamic Markets
Kanyarat SUKHAWATTHANAKUN
Kasetsart University, Chalermphrakiat Sakon Nakhon Province Campus, Thailand
Chatchai POUNGSUWAN
King Mongkut's University of Technology North Bangkok, Thailand



The Artificial Intelligence Talent Puzzle: How Company Size Shapes Hiring Patterns in AI
Maayan NAKASH, Or PERETZ
Department of Management, Bar-Ilan University, Ramat Gan, Israel

Building Resilience in students for STEM careers
Florentina Alina GRIGORESCU
National University of Science and Technology Politehnica, Bucharest, Romania

Investigating the Relationship between Professional Engagement, Job Satisfaction, and Academic Performance: Insights for Academic Career Management
Elena-Cristina UDREA, Augustin SEMENESCU, Alin Marius MATEI, Dana ȘERBAN
National University of Science and Technology Politehnica Bucharest, Bucharest, Romania

Trends and expectations for development in the Romanian Business Environment. A focus on employees' related issues
Octavia Ana ALBU, Cătălina Alexandra CHINIE, Simona Irina GOIA (AGOSTON), Tănase STAMULE
Bucharest University of Economic Studies, Bucharest, Romania

Youth Perception of Public and Private Healthcare Services: Managerial Strategies for Improved Accessibility and Trust
Corina-Elena MIRCIOIU, Bianca-Andreea BALINT, Nicoleta CĂRUCERU, Ioana-Marcela CIOANTĂ-PĂCURARU
Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: IDA INSTITUTE FOR DIGITAL ASSETS
Minitrack Chairs: Wolfgang Karl HAERDLE, Dan Traian PELE
Room 4105, Calea Grivitei no. 2-2A

Online participation:
<https://ase.zoom.us/j/94434717373?pwd=q9XRqa0MhUCINE6zNDWa0rXBos9iq0.1>

10:00-12:00

LLM-Driven Stock Prediction: Capturing Market Trends with LLaMA

Rahul TAK

Marie Skłodowska-Curie Actions (MSCA) Digital Finance, Bucharest University of Economic Studies, Romania

Daniel Traian PELE

Bucharest University of Economic Studies, Bucharest, Romania, Institute for Economic Forecasting, Romanian Academy

Cryptocurrency Trading Pairs and Benford's Law: Investigating Market Irregularities

Cornel GRIGORECU, Antoaneta AMZA

Bucharest University of Economic Studies, Bucharest, Romania

Cryptocurrency Market Analysis: Insights from Metcalfe's Law and Log-Periodic Power Laws

Andrei Theodor GINAVAR, Alexandra Ioana CONDA, Miruna Mazurencu-Marinescu-PELE, Daniel Traian PELE

Bucharest University of Economic Studies, Bucharest, Romania

Cryptocurrencies in a Changing Financial Landscape: A systematic Review

Siang-Li JHENG, Alexandra Ioana CONDA, Daniel Traian PELE

Bucharest University of Economic Studies, Bucharest, Romania

Wolfgang Karl HÄRDLE

Blockchain Research Center, Humboldt-Universität zu Berlin



Minitrack: INTERDISCIPLINARY APPROACHES TO LABOUR MARKET
Minitrack Chairs: Petre CARAIANI, Liviu COTFAS, Camelia DELCEA
Room 4205, Calea Grivitei no. 2-2A

Online participation:

<https://ase.zoom.us/j/95040156452?pwd=LPnVVbZVXONJtwCQvVLeSjuLo0gUEn.1>

10:30 - 12:00

Fire-induced evacuation in concert venues: An agent-based simulation approach using NetLogo

Camelia DELCEA, Livia Diana IANCU, Paul-Adrian DRAGOI, Andra SANDU

Bucharest University of Economic Studies, Bucharest, Romania

AI-Driven Talent Management: Improving Matching Performance with Heuristic-Guided Large Language Models

Bianca Ioana TRIFAN, Stefan Daniel DUMITRESCU

Bucharest University of Economic Studies, Bucharest, Romania

Adaptive Economic Systems: Analyzing the Influence of Infrastructure, Unemployment and Tourism on Romanian Salaries

Camelia DELCEA, Dana-Maria TEODORESCU, Adrian DOMENTEANU, Corina IOANAS

Bucharest University of Economic Studies, Bucharest, Romania

Predicting Financial Performance in the Romanian Transportation Sector: A Machine Learning Approach

Camelia DELCEA, Ana-Maria MARCU; Adrian DOMENTEANU; Georgiana-Alina CRISAN

Bucharest University of Economic Studies, Romania

The Evolution of Romanian Transportation Companies: Insights from Financial Data through a Machine Learning Approach

Camelia DELCEA, Gabriel DUMITRESCU, Adrian DOMENTEANU, Elena Gabriela DOBRE

Bucharest University of Economic Studies, Bucharest, Romania

Global Trends in Employee Retention Research: A Bibliometric and Network Analysis

Camelia DELCEA, Ioana IOANAS; Bianca CIBU; Adrian DOMENTEANU

Bucharest University of Economic Studies, Bucharest, Romania

The relationship between the labor market and higher education indicators

Caraiani PETRE, Cecilia CIOCARLAN, Bogdan SAFTIUC

Bucharest University of Economic Studies, Bucharest, Romania

From Burnout to Balance: A Bibliometric Review of Research on Work Schedules and Employee Well-Being

Camelia DELCEA, Anca-Elena VLAD, Adrian DOMENTEANU, Bianca CIBU

Bucharest University of Economic Studies, Romania



Minitrack: INTERNATIONAL BUSINESS FINANCE IN A GLOBALIZED WORLD
Minitrack Chairs: Cristian PAUN, Carmen DOROBAT and Ionut DUMITRU/Radu MUSETESCU
Room 4207, Calea Grivitei no. 2-2A

14:00 - 17:00

Online participation:

<https://ase.zoom.us/j/6089236873?omn=95094511360>

Multinational Companies' Significant Role on Innovation in Health and International Foreign Investments
Georgiana Beatrice GHEORGHE (COSOVEANU)
Bucharest University of Economic Studies, Romania

The Great Romanian Exodus to Western Europe: Statistics, Trends, and Insights on the Causes of Migration
Cristian MANOLACHI, Cristian PĂUN
Bucharest University of Economic Studies, Bucharest, Romania

Enhancing Foreign Investments in Central and Eastern Europe: The Role of the Three Seas Initiative in Attracting Middle Eastern and Asian investors
Andrei Eduard DICA, Gheorghe HURDUZEU
Bucharest University of Economic Studies, Romania

Formal and Informal Institutional Factors as Predictors of Small Firm Growth
Fëllënza Lushaku-Elshani
Sofia University St. Kliment Ohridski

Revisiting the dynamics of CEE capital markets
Andreea IORDACHE, Razvan Ioan TATARU, George Cristian TATARU
Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: KNOWLEDGE ECONOMY IN A GEOPOLITICAL CONTEXT
Minitrack Chairs: Violeta Mihaela DINCA and Madalina Elena VATAMANESCU
Room 4206, Calea Grivitei no. 2-2A

Online participation:
<https://ase.zoom.us/j/87873255872?pwd=MuULMJNPlxoWdgTlargcwKc6RCykvD.1>

9:30-13:00

Integrating Artificial Intelligence and Artificial Knowledge in the Knowledge Management Systems

Constantin BRATIANU

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

Ruxandra BEJINARU

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

Sustainability in the Knowledge Economy: A Bibliometric Analysis of Research Trends and Strategic Insights

Victor-Emanuel CIUCIUC, Elena-Mădălina VATAMANESCU

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

Exploring the intersection of professional social networks and competitiveness: A systematic review and bibliometric analysis

Petrică-Dumitru BECHES, Pompei MITITEAN, Lucian-Claudiu ANGHEL, Maria-Manuela CATRINA

National University of Political Studies and Public Administration

The intersection of project management and automation: a bibliometric analysis

Remus-Bogdan BESNEA, Ioan-Loreni Jerdea

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

From policy shifts to career shifts: How political changes fuel professional reconversion in the knowledge economy

Bianca Alexandra BLANUTA

Bucharest University of Economic Studies, Romania

Geopolitical dynamics and business strategies in the knowledge economy: a bibliometric analysis

Flavia BOGOEVICI

Bucharest University of Economic Studies, Bucharest, Romania

Advancing the Knowledge Economy in the Energy Sector: A Bibliometric Study of Global Research Dynamics

Ștefan MARGARITESCU

Bucharest University of Economic Studies, Bucharest, Romania

Evolution of gas prices - from the start of the war in Ukraine to today

Mihai SANDU

Bucharest University of Economic Studies, Romania

Successful Implementation of the Knowledge-Economy Concept by Lebanese Companies on the Romanian Market

Beatrice TROCINESCU

Bucharest University of Economic Studies, Bucharest, Romania

Consumer Behavior of Young Adults in the Luxury Industry

Emoke MOLNAR, Tănase STAMULE

Bucharest University of Economic Studies, Bucharest, Romania

Ramona SASEANU

University of Craiova, Craiova, Romania



Qualitative study on the energy potential of Romania
Violeta-Mihaela DINCA, Anca BOGDAN, Madlena NEN, Iulian ION
Bucharest University of Economic Studies, Romania



Minitrack: MULTIPLE CRITERIA DECISION MAKING
Minitrack Chairs: Adriana MICLEA, Catalin DOBRE

14:00-16:00

Online ONLY participation:

<https://us02web.zoom.us/j/86233653012?pwd=ow2qaQABT3lh0A5Bfyqe7aCKy3948J.1>

Meeting ID: 862 3365 3012

Passcode: 306749

Country Brand as an Important Phenomenon of Modern Society

Angela MADAN

Bucharest University of Economic Studies, Bucharest, Romania

COMPOSITE INDICATORS USED IN MEASURING HYBRID THREATS

Irena APOLZAN (ARĂDĂVOAICEI), Cristian-Silviu BĂNACU, Marin ANDREICA, Lucian IVAN

Bucharest University of Economic Studies, Bucharest, Romania

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

Adrian-Constantin POPESCU, Adrian Ovidiu HOHA

Bucharest University of Economic Studies, Romania

ARTIFICIAL INTELLIGENCE - SOURCE OF INSPIRATION OR A PROBLEM?

Elena Chita, Bianca MOTORGA, Mihnea PANAIT

Bucharest University of Economic Studies, Bucharest, Romania

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

Maria Alexandra CRACIUN

Bucharest University of Economic Studies, Romania

Employee Participation in Decision-Making in Dubai Companies: A Qualitative Study

Bassam ABUKHARMA

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: NEW CHALLENGES FOR MACROECONOMIC MODELLING
Minitrack Chair: Petre CARAIANI
Room 4205, Calea Grivitei no. 2-2A

Online participation:
<https://ase.zoom.us/j/92060515427?pwd=kRNZVK6Xfp8jppq3bgEbEq1u7kslr0K.1>

9.00-10.30

Investor Sentiment Spillovers and Tail Risk Spillovers
Caraiani PETRE, Dan Gabriel ANGHEL
Bucharest University of Economic Studies, Romania

Bond Markets and Economic Growth: Evidence from European Union Economies
Andrada PUSCASU
Bucharest University of Economic Studies, Bucharest, Romania

An Impact Analysis of Labor Market Dynamics on Macroeconomic Processes
Tiberiu BORZA
Bucharest University of Economic Studies, Bucharest, Romania

Assessing the impact of institutions on social development
Ionut JIANU, Maria-Daniela TUDORACHE, Constantin Stefan SIMION
Bucharest University of Economic Studies, Romania

Macroeconomic uncertainty in disruptive times
Saša STJEPANOVIC, Daniel TOMIC
University of Pula, Faculty of economic and tourism



Minitrack: PERFORMANCE AND COMPETITIVENESS OF AGRO-FOOD
Minitrack Chairs: Irina Elena PETRESCU, Mihai DINU, Ammar MOUAKY
Room 4011, Calea Grivitei no. 2-2A

Online participation:
<https://ase.zoom.us/j/6685301717?pwd=L0gyR0JqMTh4ZVVYRXVWV0Uyd2swdz09>

Meeting ID: 668 530 1717
Passcode: 1Kfv1s
09:00 - 11:00

Techno-economic comparison of renewable energy-driven cooling systems for food preservation in a Nigerian farm

Ammar MOUAKY

Green Energy Park, Benguerir, Morocco

ECONOMIC EFFECTS OF INVESTING IN ENTERPRENEURIAL INITIATIVES IN RURAL COMUNITIES: CASE STUDY OF GREENHOUSE STRUCTURES PRODUCTION

Marko JELOČNIK, Jonel SUBIĆ

Institute of Agricultural Economics, Belgrade, Serbia

Anna IVOLGA

Stavropol State Agrarian University, Stavropol, Russia

Vasilii EROKHIN

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

The LEADER funding of Well-being in Northeast Region of Romania

Mădălina Melania ALEXA

Bucharest University of Economic Studies, Bucharest, Romania

EVALUATION OF CRITERIA FOR COMMUNICATION WITH CONSUMERS OF AGRICULTURAL PRODUCTS

Miroslav NEDELJKOVIĆ

Institute of Agricultural Economics, Belgrade, Serbia

Adis PUŠKA

Department of Public Safety, Government of Brčko District, Brčko, Bosnia and Herzegovina

Florentina MARIN

Bucharest University of Economic Studies, Romania

Competitiveness analysis of the Romanian agri-food sector

Alina Florentina GHEORGHE, Irina Elena PETRESCU, Simona Roxana PĂTĂRLĂGEANU, Mihai DINU, Irina Elena PETRESCU

Bucharest University of Economic Studies, Bucharest, Romania

Andreea APETREI KALVERAM

Universidad Catolica de Valencia, Valencia, Spain

Food security- element of Romania's common agricultural policy in the European context

Mihai DINU, Catalin Octavian MANESCU, Florin DOBRE

Bucharest University of Economic Studies, Bucharest, Romania

Emil GRATIANU

Wallachia University, Targoviste, Romania

The impact of the pandemic on the IT industry in Romania

Irina Elena PETRESCU, Florin DOBRE, Daniel SOLDAN, Radu Florin CHIOTAN

Bucharest University of Economic Studies, Bucharest, Romania

The Role of AI Tools in Increasing the Efficiency of Research and Teaching

Irina Elena PETRESCU, Florentina Olivia BALU, Oana Matilda SABIE

Bucharest University of Economic Studies, Bucharest, Romania



**Minitrack: RESHAPING ACCOUNTING THROUGH DIGITAL TRANSFORMATIONS,
TECHNOLOGICAL ADVANCEMENTS, AND INNOVATIONS**

Minitrack Chairs: Sinziana-Maria RÎNDAȘU, Vlad-Andrei PORUMB

Room 4012, Calea Grivitei no. 2-2A

09:00 - 13:00

Online participation:

Meeting link:

<https://asero.webex.com/meet/webex4012>

Meeting number:

2784 703 5174

Evolution of global governance and audit committee: bibliometric analysis

Elena Claudia BADEA (FLOREA)

Bucharest University of Economic Studies, Bucharest, Romania

Accounting for the Stars: Changing Financial Practices in the Space Industry

Oana Cristina STOICA, Sinziana-Maria RÎNDAȘU, , Liliana IONESCU-FELEAGĂ

Bucharest University of Economic Studies, Bucharest, Romania

Vlad-Andrei PORUMB

University of Manchester

The impact of artificial intelligence in auditing. A bibliometric analysis

Elena Claudia BADEA (FLOREA), Mădălina Preda, Andreea Larisa OLTEANU BURCĂ

Bucharest University of Economic Studies, Bucharest, Romania

From Traditional Accounting to Sustainable Digital Accounting: The Role of Artificial Intelligence

Adina-Theodora NECULA, Corina-Cătălina HURDUCACI (GOREA), Bogdan NEDELICU

Bucharest University of Economic Studies, Bucharest Romania

Forensic Accounting in the Knowledge and Innovation Society: A Bibliometric Approach

Andreea- Nicoleta LIȚĂ (MATEI), Silviu Ionel STOICA, Petronela-Alice GRIGORESCU, Valentin RADU

Valahia University of Targoviste

Financial reports of universities in the context of digital and technological transformation - bibliometric analysis

Paula-Paraschiva DRAGAN (SPIRIDON), Camelia-Daniela HAȚEGAN, Carmen-Mihaela IMBRESCU

West University of Timisoara

Ionut Marius CROITORU

National University of Science and Technology POLITEHNICA Bucharest, Romania

The impact regarding the use of robotic process automation and artificial intelligence in accounting services industry

Adrian ISIP

Bucharest University of Economic Studies, Bucharest, Romania

Employee Benefits: A Bibliometric and Narrative Review

Camil-Ciprian CIRNU

Bucharest University of Economic Studies

Examining the Connection between Audit, ESG, and the Impact on Investment Efficiency: A bibliometric Analysis

Andreea Larisa OLTEANU BURCA

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: RETHINKING LEADERSHIP IN CHALLENGING TIMES
Minitrack Chairs: Vanesa TEODORESCU, Dileta JATATAUTAITE
Room 4011, Calea Grivitei no. 2-2A

14:00 - 15:30

Online participation: <https://ase.zoom.us/j/96935161847?pwd=MFSytQ4DV90MqdiDbVakMpguAvaEao.1>

Mapping the Landscape of Responsible Management: A Bibliometric Analysis
Andrei AGACHE, Timea AGACHE, Marian MOCAN
Politehnica University of Timisoara, Piata Victoriei 2, 300006 Timisoara, Romania

Role of the European Funds' Absorption on School Management
Georgeta BOLOJAN, Georgeta-Madalina MEGHISAN-TOMA, Petre-Marius BOGDAN
Bucharest University of Economic Studies, Bucharest, Romania

The demographic and occupational factors 'influence over the development accessed solutions
Adela JANSEN
Bucharest University of Economic Studies, Bucharest, Romania

A Comparative Bibliometric Analysis of Emotional Intelligence in Leadership Performance
Cristina NECULA
Bucharest University of Economic Studies, Bucharest, Romania

Breaking Barriers: A Comparative Analysis of Gender Quotas and the Evolution of Equality in Decision-Making Bodies
Nicoleta-Rodica TILOIU
Bucharest University of Economic Studies, Bucharest, Romania

A new paradigm of teaching and learning – the motivational teacher leader
Corina VEDEANU
Valahia University of Târgoviște, Târgoviște, România
Academy of Romanian Scientists

Evolution of the classical leadership styles in a digital environment
Iliya LINDOV
Sofia University "St. Kliment Ohridski", Sofia, Bulgaria



Minitrack: SOCIAL INNOVATION AND IMPACT ENGAGEMENT
Minitrack Chairs: Carmen PAUNESCU; Mary McDonnell NAUGHTON
Room 4108, Calea Grivitei no. 2-2A

09:00 - 15:00

Online participation: Meeting link:

Meeting link:

<https://asero.webex.com/asero/j.php?MTID=m1b2c54cbbba65ce6a8585addf5ab0893>

Meeting number:

2784 286 8652

Password:

ICBE2025

(26462533 when dialing from a phone or video system)

Host key:

531674

Cohost:

carmen.paunescu@ase.ro

Innovation culture overview: Bibliometric Analysis over Three Decades

Ana-Maria TORJESCU

Bucharest University of Economic Studies, Bucharest, Romania

Social Innovation and Impact Digitalisation: A Pilot Study on the OCER Platform

Elena Cristina UDREA, Alin Marius MATEI, Augustin SEMENESCU, Alexandru Dorian FĂINĂ

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

Exploring the Green Transition: An Analysis Using QDA Miner on Annual Sustainability Reports

Emanuel CIOBANU, Aura GILOVAN

Bucharest University of Economic Studies, Bucharest, Romania

Bibliometric Analysis: Reward Systems in Enhancing Employee Performance, Motivation and Innovation

Dragoş Stelian BOTOACĂ

Bucharest University of Economic Studies, Bucharest Romania

Exploring meaningful criteria for engaging in community projects in the retail sector. Case Study of Lidl in Romania

Diana Filofteia PARASCHIV

Future-Proofing Tourism: Artificial Intelligence & Innovation A bibliometric analysis

Ioana POLEC, Ana-Maria TORJESCU, Emanuel CIOBANU

Bucharest University of Economic Studies, Bucharest, Romania

Combating Loneliness: The Ethical Implications for Society

MARY MCDONNELL NAUGHTON

Technological University of the Shannon, Midlands, Athlone, Ireland

The Intricacies of Social Reintegration – a Viewpoint from a Sustainable Development Goal 16 Perspective

Mirela Manuela VECU (UDREA), Daniela Cristina MOMETE

National University of Science and Technology Politehnica Bucharest, Romania

Place, role and functions of clinical social work in the field of healthcare

Evgeniya BRATOEVA, Svilena RUSKOVA, Svilen KUNEV

University of Ruse "Angel Kanchev", Ruse, Bulgaria

The Impact of Innovation Strategy on Business Performance in Public vs. Private Healthcare: A Systematic Literature Review



Gina MATEI, Cristian Constantin FRANCU

Bucharest University of Economic Studies, Bucharest, Romania

Methods of Coping and Response of Vulnerable Personnel to the Mistreatment Experienced in the Labor Market

Marius-Ionel ANTON, Dana Corina DESELNICU

University of Science and Technology POLITEHNICA Bucharest, Bucharest, Romania

Vincent CASSAR

University of Malta, Msida, Malta

How to understand the customer preferences regarding spectacle frames? A grounded theory approach

Maria Roxana ENE

Politehnica University Timisoara, Research Centre in Engineering and Management, Timisoara, Romania

Sabina Alina POTRA, Adrian Pavel PUGNA, Rebecca Ioana CHINCEA

Politehnica University Timisoara

The Digitalisation of Social Entrepreneurship: Development and Practical Implications from a Bibliometric Perspective

Ruxandra ARGATU, Nicolae-Marius VAVURĂ

Bucharest University of Economic Studies, Bucharest, Romania

Reimagining urban futures: The role of public administration and technology in navigating demographic transitions

Constantin Florin BOGDEA, Florin DRAGAN, Nicoleta MIREA, Larisa IVASCU

Politehnica University of Timisoara

Co-management – a tool for enhancing satisfaction of stakeholders in the social ecosystem

Svilena RUSKOVA, Dima SPASOVA, Svilen KUNEV, Evgeniya BRATOEVA

University of Ruse "Angel Kanchev", Ruse, Bulgaria

Assessing the potential of civic crowdfunding as an alternative mechanism for financing social innovation in Romania

Dumitru Dragoş JALIU

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

Ana-Maria FĂRCĂŞANU-RĂVAR

The Executive Agency for Higher Education, Research and Innovation Funding (UEFISCDI), Bucharest, Romania

Identifying and analyzing emerging social networks with global level growth potential considering Gen Z preferences

Claudia Cristina STAN (BIZON)

University of Economic Studies, Bucharest, Romania

Geoproducts. Local stories included in international branding

Cristina TOMA, Sorin MARIN

Doctoral School Simion Mehedinţi „Nature and Sustainable Development”

Faculty of Geography, University of Bucharest Interdisciplinary Center for Advanced Studies (CISA-ICUB)

Cristian CIOBANU

Haţeg Country UNESCO Global Geopark

Alexandru ANDRĂŞANU

Faculty of Geology and Geophysics, University of Bucharest

Controlled Anxiety for Stress Management and HR Innovation in Creative Industries (Measurement by Biometrics in a Controlled Stressor Environment)

Diana ANTONOVA, Silvia BELOEVA

University of Ruse Angel Kanchev, 8, Studentska St, 7004, Ruse, Bulgaria

Providing an Electric Bike Rental Service for On-Demand Couriers through the Micro-Provisioning Systems

Vasile ALIXANDRU

Bucharest University of Economic Studies, Romania



Minitrack: STRATEGIC OPTIONS FOR AN UNCERTAIN FUTURE

Minitrack Chairs: Mihaela-Cornelia DAN

Room 4203, Calea Grivitei no. 2-2A

09:00 - 12:00

Online participation: <https://ase.zoom.us/j/94610202766?pwd=Y5XNmU2pVXB0BQUwppqKpbpLQvcFj4.1>

Analyzing attachment style and resilience capacity of future entrepreneurs

Raluca Petronela LĂZĂRESCU, Mihaela Brîndușa TUDOSE, Cătălin VÎLCU

Gheorghe Asachi Technical University of Iasi, Romania

Exploring the role of financial literacy in enhancing firm access to finance: insights from Romania

Simona-Mihaela ICHIM, Mihaela NEAGU-IORGA

Bucharest University of Economic Studies, Romania, National Bank of Romania

Agility, Flexibility, Responsiveness and Competitiveness – the Challenge to Define the Difference

Petar PENCHEV, Irena KENAROVA-PENCHEVA

University of Ruse "Angel Kanchev", Ruse, Bulgaria

Global Perspectives on Digital and AI Legislation: A Comparative Study of Data Protection, AI Governance, and Healthcare Innovations with a Focus on Romania

Cristian Constantin FRANCU, Ștefan SAVA

Bucharest University of Economic Studies, Romania

Perspectives on integrating artificial intelligence into business reorganization

Delia BĂBEANU, Valerica MAREȘ

Bucharest University of Economic Studies, Romania

Trends in integrating artificial intelligence into innovative business models in automotive sales

Sabin-Alexandru BĂBEANU

Bucharest University of Economic Studies, Romania

Approbation of a Model for Measuring the Value of the Internal Brand in Companies from the Garment Industry in Bulgaria

Irena KENAROVA-PENCHEVA, Petar PENCHEV

University of Ruse "Angel Kanchev", Ruse, Bulgaria

The Multidisciplinary Solution to the Maintenance Contracts Management Problem

Mădălina-Laura VELEȘCU, Ion VERZEA, Adrian VÎLCU

The "Gheorghe Asachi" Technical University of Iasi-Romania

Rachid CHAIB

Freres Mentouri University, Constantine, Algeria, Department of Engineering Transport and Environment Laboratory LITE, Constantine, Algeria



Minitrack: SUSTAINABILITY REPORTING: THE ACCOUNTING PROFESSION'S ROLE IN SUSTAINABLE DEVELOPMENT

Minitrack Chairs: Elena-Mirela NICHITA, Simona RUSANESCU

Room 4311, Calea Grivitei no. 2-2A

09:30 - 12:00

Online participation: <https://ase.zoom.us/j/96797636562?pwd=1Yo02BWpr2Ax7ny8BFelVXtTlrSYLb.1>

Tracking of Planetary and Social Boundaries in Banking: A Content Analysis of Sustainability Reports in Central-Eastern Europe

Răzvan-Octavian GIURCĂ

Bucharest University of Economic Studies, Bucharest, Romania

Does ESG assumption improve financial performance?

Alma Maria PETCU

Bucharest University of Economic Studies, Romania

The Evolving Role of Accountants in Sustainability Reporting: A Bibliometric Analysis

Andreea DINU

Bucharest University of Economic Studies, Bucharest, Romania

Beyond earnings management and ESG performance. The effects of corporate governance mechanisms

Andreea Madalina BOJAN

Bucharest University of Economic Studies, Romania

Does corporate governance impact involving in corporate social responsibility activities?

Ruben POP, Beatrice-Larisa DUMNICI, Monica Violeta ACHIM

Babes-Bolyai University, Cluj-Napoca, Romania

The Role of Accounting Profession in Sustainability Reporting and the Need for Changes in Accounting Education

Nadezhda POPOVA-YOSIFOVA, Svetlozar STEFANOV, Daniela GEORGIEVA

University of Economics - Varna, Varna, Bulgaria

Evaluating and Measuring the Social License to Operate

Dragoș TĂNASE

Bucharest University of Economic Studies, Bucharest, Romania

Hide-and-peek in earnings management-financial performance nexus: The influence of corporate governance mechanisms

Andreea Madalina BOJAN

Bucharest University of Economic Studies, Bucharest, Romania

Factors affecting the Internal Audit Effectiveness: empirical evidence from the professionals' perception within an emerging country

Natalia Maria GEAPCĂ

Bucharest University of Economic Studies, Bucharest, Romania

Implementing DNSH in banking sector: Challenges and Opportunities for sustainable finance

Gabriela CIUREA-ERCAU

Bucharest University of Economic Studies, Bucharest, Romania

Research on the dissemination of environmental information in the Publishing Industry at international level

Alexandra ȘTEFAN, Ileana Cosmina PITULICE, Aurelia ȘTEFĂNESCU

Bucharest University of Economic Studies, Bucharest, Romania



Mapping the Landscape of Diversity, Equity, and Inclusion with a setting in Corporate Governance Research
Raluca-Andreea ACHIM
Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: SUSTAINABLE DEVELOPMENT, TECHNOLOGY AND INNOVATION: NEW HORIZONS FOR A POST-PANDEMIC PERIOD

Minitrack Chairs: Raluca Mihaela DRACEA, Raluca IGNAT, Marko JELOCNICK
Room 4305, Calea Grivitei no. 2-2A

09:00 - 12:00

Online participation: <https://ase.zoom.us/j/91968387454?pwd=jm7HKdKVKjYWUPbfDUcOeek1bGdMKa.1>

Optimizing the relationship between profitability and corporate responsibility – the case of the Allianz Group
Mihai Radu BAJAN, Bogdan CHIRIPUCI, Laura CIOBANU, Bogdan DRAGNEA
Bucharest University of Economic Studies, Bucharest, Romania

Sustainability and Well-being in Under-Globalized Countries: PostPandemic Perspectives
Alina IONAȘCU

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

Information Systems and Knowledge Management: Theoretical Perspective of Associated Interconnection
Ștefana-Cătălina POHONȚU-DRAGOMIR, Cătălin Ioan BUDEANU, Ionuț-Viorel HERGHILIGIU, Andrei MĂMĂLIGA

"Gheorghe Asachi" Technical University of Iasi, Romania

Determinants of ESG score in the energy sector

Cristiana Adriana COSTACHE-DRAGODAN, Roxana Elena LEPĂDATU, Mihai ISTUDOR, Ștefan Alin TODERASC
Bucharest University of Economic Studies, Bucharest, Romania

Digitalization and its implications on unemployment

Ionela- Monica GAVRILESCU

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A Pillar-Based and KPI-Oriented Framework in Business Reporting for Sustainable Development

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Sustainability of Clinical Trials after the historical experience of Covid-19

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ICT Usage and Environment Analysis within the

European Union

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Romanian Academy, National Institute of Economic Research "Costin C. Kiritescu", Bucharest, Romania

Georgeta BOLOJAN

Bucharest University of Economic Studies, Bucharest, Romania



Minitrack: THE ECONOMIC LANDSCAPE WITH AI: A MACRO PERSPECTIVE
Minitrack Chairs: George ȘERBAN-OPRESCU, Silvia Elena IACOB, Isabel NOVO-CORTI
Room 4309, Calea Grivitei no. 2-2A

9:00 - 13:00

Online participation: <https://ase.zoom.us/j/97832942205?pwd=cVjIR3s2cYvYlZ8RX8XUXv3ShjRuxe.1>

AI and Human Bias: The Future of Jobs in the Labor Market

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Analysis of the Potential Effects of AI Technological Progress on Quality of Life

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Maximizing EU Funding for The Implementation of Green and Sustainable Initiatives in Cultural and Creative Cities

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The Evolution of Money: How intelligent systems reshape digital economies and consumers

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Artificial Intelligence, Inequality, and Economic Performance: An Empirical Investigation Across Europe, USA, and China

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The economics of smart parking Leveraging IoT and AI while being cost-effective

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Bogdan Mihai FRĂȚILĂ

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

Minitrack Chairs: Corina MURAFĂ, Dumitru TANTAU
Room 4310, Calea Grivitei no. 2-2A

09:00 - 11:00

Online participation: <https://ase.zoom.us/j/97689068471?pwd=1YIL7tx4VNa79kN5txVFetbdeNwDQp.1>

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An Overview of Chinese energy market

Tang LIANGYAN

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Industrial Energy Audit – The Impact of Current Regulations on Increasing Energy Efficiency in Romania

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Utilizing the Foresight Methodology and Delphi Method to Assess Innovation

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Green Hydrogen European Perspectives. Insights from Bibliometric Analysis

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Study on improving the efficiency of irrigation systems by using electricity produced by photovoltaic panels

Laura Alexandra DOROFTEI, Gheorghe MILITARU, Ioan BITIR-ISTRATE

University of Science and Technology POLITEHNICA of Bucharest



Minitrack: YOUNG RESEARCHERS' COLOCVIUM FOR FIRST TIME AUTHORS

Minitrack Chairs: Vanesa TEODORESCU, Eduard MANTA, Diana AGAFITEI

Room 4201, Calea Grivitei no. 2-2A

10:00 - 14:00

Online participation: <https://ase.zoom.us/j/98144002686?pwd=KHWtzrTVVu0kkqIHDZMXOj0CA47Mdh.1>

Applying Machine Learning Techniques to estimate the size of the Romanian shadow economy

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Bucharest University of Economic Studies/National Scientific Research Institute for Labour and Social Protection, Bucharest, Romania

Maria Cristina GEAMBAȘU, Andreea-Daniela IVAN

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Business Gifts - a bibliographic analysis

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Poisson Distribution for Dynamic Passenger Management: A Cost-Effective Strategy for Airports

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Personalized passenger experience in airports: A data-driven approach

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