

XV<sup>th</sup> INTERNATIONAL CONFERENCE  
GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION  
GEBA 2023



**ALEXANDRU IOAN CUZA UNIVERSITY OF IAȘI**  
**FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION**



# XV<sup>th</sup> International Conference

**Globalization and Higher Education in  
Economics and Business Administration**

**GEBA 2023**

# PROGRAMME

**October 19-21, 2023**  
**Iași, România**

## PROGRAMME COMMITTEE

*Professor Daniela Tatiana AGHEORGHIESEI, Alexandru Ioan Cuza University of Iasi*  
*Professor Dinu AIRINEI, Alexandru Ioan Cuza University of Iasi*  
*Professor Alin Marius ANDRIEȘ, Alexandru Ioan Cuza University of Iasi*  
*Professor Laura ASANDULUI, Alexandru Ioan Cuza University of Iasi*  
*Professor Mircea ASANDULUI, Alexandru Ioan Cuza University of Iasi*  
*Professor Ovidiu Constantin BUNGET, West University of Timisoara*  
*Professor Christian CORMIER, Universite de Poitiers, France*  
*Professor Marian DĂRDALĂ, Bucharest University of Economic Studies*  
*Professor Florin DUMITRIU, Alexandru Ioan Cuza University of Iasi*  
*Professor Liliana FELEAGĂ, Bucharest University of Economic Studies*  
*Professor Marin FOTACHE, Alexandru Ioan Cuza University of Iasi*  
*Professor Iuliana GEORGESCU, Alexandru Ioan Cuza University of Iasi*  
*Professor Mircea GEORGESCU, Alexandru Ioan Cuza University of Iasi*  
*Professor Călin HINTEA, Babes Bolyai University of Cluj Napoca*  
*Professor Andreea Oana IACOBUȚĂ-MIHĂIȚĂ, Alexandru Ioan Cuza University of Iasi*  
*Professor Costel ISTRATE, Alexandru Ioan Cuza University of Iasi*  
*Professor Nicolae ISTUDOR, Bucharest University of Economic Studies*  
*Professor Vasile IȘAN, Alexandru Ioan Cuza University of Iasi*  
*Professor Cristian LITAN, Babes Bolyai University of Cluj Napoca*  
*Professor Liviu George MAHA, Alexandru Ioan Cuza University of Iasi*  
*Professor Seyed MEHDIAN, University of Michigan-Flint, U.S.A.*  
*Professor Gabriel MURSA, Alexandru Ioan Cuza University of Iasi*  
*Professor Andrei NEȘȚIAN, Alexandru Ioan Cuza University of Iasi*  
*Professor Valentin NITA, Alexandru Ioan Cuza University of Iasi*  
*Professor Razvan NISTOR, Babes Bolyai University of Cluj Napoca*  
*Professor Mihaela ONOFREI, Alexandru Ioan Cuza University of Iasi*  
*Professor Luis PALMA MARTOS, University of Seville, Spain*  
*Professor Carmen PINTILESCU, Alexandru Ioan Cuza University of Iasi*  
*Professor Marilen PIRTEA, West University of Timisoara*  
*Professor Ion POPA, Bucharest University of Economic Studies*  
*Professor Cristian POPESCU, Alexandru Ioan Cuza University of Iasi*  
*Professor Adriana PRODAN, Alexandru Ioan Cuza University of Iasi*  
*Professor Teodora ROMAN, Alexandru Ioan Cuza University of Iasi*  
*Professor Ovidiu STOICA, Alexandru Ioan Cuza University of Iasi*  
*Professor Mihaela TOFAN, Alexandru Ioan Cuza University of Iasi*  
*Professor Alexandru ȚUGUI, Alexandru Ioan Cuza University of Iasi*  
*Professor Radu TUNARU, University of Sussex*  
*Professor Giovanni VERGA, Universita degli Studi di Parma, Italy*  
*Professor Adriana ZAIȚ, Alexandru Ioan Cuza University of Iasi*  
*Associate Professor Bogdan ZUGRAVU, Alexandru Ioan Cuza University of Iasi*

## **ORGANIZING COMMITTEE**

*Professor Teodora ROMAN – President of the Organizing Committee*

*Professor Alin Marius ANDRIEȘ*

*Professor Mircea ASANDULUI*

*Professor Bogdan CĂPRARU*

*Professor Florin DUMITRIU*

*Professor Mircea GEORGESCU*

*Professor Andreea Oana IACOBUȚĂ-MIHĂIȚĂ*

*Professor Costel ISTRATE*

*Professor Andrei NEȘTIAN*

*Professor Valentin NIȚĂ*

*Professor Mihaela ONOFREI*

*Professor Daniel PĂVĂLOAIA*

*Professor Carmen PINTILESCU*

*Professor Cristian POPESCU*

*Professor Daniela POPESCU*

*Professor Ovidiu STOICA*

*Professor Mihaela TOFAN*

*Professor Adriana ZAIȚ*

*Associate Professor Elena Ramona CIORTESCU*

*Associate Professor Dan LUPU*

*Associate Professor Alexandru MAXIM*

*Associate Professor Diana RADU*

*Associate Professor Elena-Daniela VIORICĂ*

*Associate Professor Bogdan ZUGRAVU*

*Lecturer Mihai Bogdan AFRĂSINEI*

*Assistant Professor Cristina SÎRBU*

*Assistant Professor Sebastian TOCAR*

## **CONFERENCE LOCATION**

*Alexandru Ioan Cuza University of Iași,  
Faculty of Economics and Business Administration*

*Carol I Boulevard no. 22, Iași, Romania  
1<sup>st</sup> and 2<sup>nd</sup> floors*

## CONFERENCE SECTIONS

### **Section 1: Higher Education: Trends, Challenges and Online Opportunities**

*Chairs: Professor Adriana PRODAN  
Professor Cristian C. POPESCU*

### **Section 2: Entrepreneurial Economy**

*Chairs: Professor Mircea ASANDULUI  
Professor Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ  
Professor Vasile IȘAN*

### **Section 3: Quantitative Analysis under Global Challenges**

*Chairs: Professor Ion PĂRȚACHI  
Professor Carmen PINTILESCU  
Associate Professor Daniela Elena VIORICĂ*

### **Section 4: Foresight in the Globalization Era**

*Chair: Associate Professor Ciprian Ionel TURTUREAN*

### **Section 5: Globalization and Business Information Systems**

*Chairs: Professor Mircea GEORGESCU  
Associate Valerică GREAVU-ȘERBAN  
Associate Professor Laura Diana RADU*

### **Section 6: Finance and Banking**

*Chairs: Professor Sorin Gabriel ANTON  
Professor Bogdan CĂPRARU  
Professor Mihaela ONOFREI*

**Section 7: Global Context of Financial and Accounting Reporting**

*Chairs: Professor Iuliana GEORGESCU  
Professor Costel ISTRATE*

**Section 8: Marketing within the Triad: University - Business Environment – Society**

*Chair: Professor Adriana MANOLICĂ*

**Section 9: Challenges and Trends in Organizational Management**

*Chair: Professor Andrei Ștefan NEȘTIAN*

**Section 10: Public Administration and Law**

*Chair: Professor Mihaela TOFAN*

**Section 11: Business Communication**

*Chair: Lecturer Oana ALEXA*

**Section 12: Current trends in economic research**

*Chairs: Professor Daniel PĂVĂLOAIA  
Professor Ovidiu STOICA*

**Special Section Banking and Savings in the Post-Pandemic Economy**

*Chair: Professor Alin Marius ANDRIEȘ*

## PROGRAMME

### *OCTOBER 19, Thursday*

08 <sup>30</sup> -09 <sup>30</sup>	Registration
09 <sup>30</sup> -12 <sup>30</sup>	Plenary Session - Conference Opening
12 <sup>30</sup> -13 <sup>00</sup>	Coffee Break
13 <sup>00</sup> -14 <sup>30</sup>	Parallel Sessions
14 <sup>00</sup> -16 <sup>00</sup>	Round table <i>Scientific research and financial education - factors increasing financial resilience</i> Academic Workshop <i>Challenges of pre-university economic education: technology, mobility, innovation</i>
14 <sup>30</sup> -15 <sup>00</sup>	Coffee Break
15 <sup>00</sup> -16 <sup>30</sup>	Parallel Sessions
16 <sup>30</sup> -17 <sup>00</sup>	Coffee Break
17 <sup>00</sup> -18 <sup>30</sup>	Parallel Sessions
19 <sup>30</sup>	Conference Dinner – <i>La Castel Restaurant</i>

### *OCTOBER 20, Friday*

09 <sup>30</sup> -11 <sup>00</sup>	Parallel Sessions
11 <sup>00</sup> -11 <sup>30</sup>	Coffee Break
11 <sup>30</sup> -13 <sup>00</sup>	Parallel Sessions
14 <sup>00</sup>	Departure for Social Programme

### *OCTOBER 21, Saturday*

16 <sup>30</sup>	Return from Social Programme
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## DETAILED PROGRAMME

*OCTOBER 19, Thursday*

08<sup>30</sup>-09<sup>030</sup> Registration – 1<sup>st</sup> floor lobby

09<sup>30</sup>-12<sup>30</sup> Plenary Session - Conference Opening  
Room B1

**Professor Teodora ROMAN**, Dean of the Faculty of Economics and  
Business Administration, Alexandru Ioan Cuza University of Iași  
*Opening Remarks*

**Professor Mihaela ONOFREI**, Vice-rector of the Alexandru Ioan Cuza  
University of Iași  
*Welcoming Speech*

**Professor Jurica PAVIČIĆ**, University of Zagreb – Croatia  
*Higher education în Europe: Extra muros et intra*

**Professor Alexandru-Florin PLATON**, Alexandru Ioan Cuza  
University of Iași  
*The body imaginary in European and Romanian economic  
language and thought (16th-20th century)*

**Professor Ovidiu NICOLESCU**, Bucharest University of Economic  
Studies  
**Book launch:** *Starea de sănătate a managementului din  
România în anul 2022 - Raport de cercetare (The health of  
management in Romania in 2022 - Research report)*



12<sup>30</sup>-13<sup>00</sup> Coffee Break (2<sup>nd</sup> floor)

13<sup>00</sup>-14<sup>30</sup> Parallel Sessions

*Room B502, 2<sup>nd</sup> floor*

**Section: Challenges and Trends in Organizational Management**

*Chair: Professor Andrei NEȘTIAN*

1. WHAT MAKES YOUNG PEOPLE DIFFERENT? THE SUSTAINABLE PROFILE OF GENERATION Z

*Brîndușa Mariana BEJAN*

*Ciprian Marcel POP*

*Cristian Mihai DRAGOȘ*

2. THE IMPACT OF DIGITALIZATION ON OPERATIONAL MANAGEMENT IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN THE NORTH-EAST ROMANIA REGION

*Daniel-Florin DĂNILOAIA*

*Maria Viorica BEDRULE GRIGORUȚĂ*

3. JOB QUALITY WITHIN THE CAREGIVING SECTOR

*Oana-Maria COZMA*

4. EFFECTS OF THE JOB SATISFACTION ON THE EMPLOYEES FLUCTUATION - A BIBLIOMETRIC ANALYZE

*Mihaela Denis GALATANU*

5. BUSINESS SUSTAINABILITY IN THE AGE OF AI: A BIBLIOMETRIC REVIEW OF RESEARCH TRENDS

*Nancy PANȚA*

*Eugen POPESCU*

6. FOOD WASTE PREVENTION SOLUTIONS IN THE NON-FINANCIAL REPORTS OF ROMANIAN FOOD RETAILERS

*Mădălina PETREA*

7. THEMATIC EVOLUTIONS OF KNOWLEDGE RISK PUBLICATIONS IN THE RESEARCH AREA OF BUSINESS ECONOMICS

*Andrei Ștefan NEȘTIAN*  
*Silviu Mihail TIȚĂ*  
*Alexandra Luciana GUȚĂ*

*Room B503, 2<sup>nd</sup> floor*

**Section: Title Foresight in the Globalization Era**

*Chair: Associate Professor Ciprian Ionel TURTUREAN*

1. COMPARATIVE ANALYSIS OF THE RELATIONSHIP BETWEEN HUMAN CAPITAL QUALITY AND SUSTAINABLE DEVELOPMENT IN THE EU, BY COUNTRY GROUP AND ACROSS TIME

*Elisabeta JABA*  
*Christiana Brigitte SANDU*

2. DETERMINANTS OF PUBLIC HOSPITALS INEFFICIENCY IN ROMANIA

*Raluca-Elena CAUNIC*  
*Laura ASANDULUI*

3. STUDY ON FORECASTING BUCHAREST STOCK EXCHANGE MAJOR INDICES BASED ON LSTM AND CEEMDAN

*Ciprian CHIRILĂ*  
*Viorica CHIRILĂ*

4. A COMPARATIVE STUDY ON DECUPLING OF ECONOMIC GROWTH FROM HFCS EMISSIONS, EU15 VS. EU-NMS13

*Mariana HATMANU*  
*Cristina CĂUȚIȘANU*

5. POLIHEURISTIC ALTERNATIVE FUTURE APPROACH IN FOREIGN POLICY

*Horațiu MOGA*

6. FORESIGHT IN THE GLOBALIZATION ERA ON RETAIL

*Miriam TIUTIU*

## 7. THE IMPACT OF FORESIGHT ON THE FUTURE V 2.0

*Ciprian-Ionel TURTUREAN*

*Room B504, 2<sup>nd</sup> floor*

### **Section: Entrepreneurial Economy**

*Chair: Professor Vasile IȘAN*

#### 1. COVID-19 CRISIS, GOVERNMENT, AND INFLATION

*Gabriel MURSA*

*Cristian MANOLACHI*

#### 2. CAN CHINA FOLLOW A SUSTAINABLE GROWTH PATH?

*Laura DIACONU (MAXIM)*

*Cristian C. POPESCU*

#### 3. THE PROCESS OF EXTERNAL COMMUNICATION WITHIN PUBLIC INSTITUTIONS AND PRIVATE COMPANIES. IMPACT ON ENTREPRENEURS, CUSTOMERS AND CITIZENS

*Sorin TERCHILĂ*

#### 4. EFFECTS OF ENERGY EFFICIENCY FINANCING ON THE DYNAMICS OF COMPANIES' ACTIVITIES AND ON THE REDUCTION OF ENERGY POVERTY IN ROMANIA

*Costică MIHAI*

#### 5. ENTREPRENEURIAL SKILLS OF FORMER SPORTSMEN. A LITERATURE REVIEW

*Armand Florin BERTEA*

#### 6. SOME NEW KEY BENEFITS OF INTEGRATING AI IN CUSTOMER RELATIONSHIP MANAGEMENT

*Sylvester Robert RADOMIR*

7. MAJOR TRANSFORMATIONS IN THE USE OF NATURAL RESOURCES UNDER THE  
CONDITIONS OF THE MANIFESTATION OF DISRUPTIVE FACTORS OF  
DEVELOPMENT

*Costică MIHAI*

8. A SMITHIAN APPROACH OF BIG CORPORATIONS

*Vasile IȘAN*

*Room B525, 2<sup>nd</sup> floor*

**Section: Finance and Banking**

*Chair: Professor Sorin Gabriel ANTON*

1. IS FINANCIAL LITERACY RELEVANT FOR INCOME DISTRIBUTION?

*Simona-Gabriela MASCA*

2. BEHAVIORAL CHANGES AND TRENDS IN COMMERCIAL BANKS' LENDING  
POLICIES FOR COMPANIES IN ROMANIA PERSPECTIVES FOR THE NEW DECADE

*Emanuel George MEȘTERU*

*Nisful LAILA*

3. THE NEXUS BETWEEN MONETARY POLICY AND NON-BANK FINANCIAL  
INTERMEDIATION

*Constantin-Marius APOSTOAIIE*

*Irina BILAN*

4. ACCRUALS CALCULATION AS INSTRUMENT FOR INTERNAL AUDITING AND  
FRAUD DETECTION

*Bogdan-Narcis FIRTESCU*

5. PUBLIC BUDGETARY POLICIES FOR SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION IN EU COUNTRIES

*Carmen TODERAȘCU*

*Bogdan Florin FILIP*

6. CLIMATE VULNERABILITY AND DIVIDEND POLICY. EMPIRICAL EVIDENCE FROM THE EUROPEAN LISTED FIRMS

*Sorin Gabriel ANTON*

*Online Session vis MS Teams/ [Web meeting link](#)*

**Section: Current trends in economic research**

*Chair: Professor Daniel PĂVĂLOAIA*

1. FEASIBILITY OF RENEWABLE ENERGIES BASED ON ENERGY CONSUMPTION

*Stephan Peter FILSER*

*Matthias SCHMUCK*

2. MARKETING OF SOCIAL PUBLIC HOUSING IN ISRAEL

*Amihay MAGAR*

*Andreia Gabriela ANDREI*

3. EXPLORING THE ETHICAL DIMENSIONS IN DECISION-MAKING DURING CYBER CRISES

*Levi GUY*

*Alexandru ȚUGUI*

4. DEVELOPMENT OF A STRATEGY FOR MANAGING ORGANIZATIONAL CHANGE FOLLOWING THE TRANSITION TO WORK FROM HOME.

*Arie GOLDMACHER*

5. MINISTRY OF EDUCATION POLICIES WINNING COVID-19 BATTLE AND LOSING TECHNOLOGY INTEGRATION WAR

*Devorit COHEN*

*Constantin CUCOȘ*

6. THE EFFECT OF PERSONALITY CHARACTERISTICS ON THE DEVELOPMENT OF INTERPERSONAL COMMUNICATION SKILLS THROUGH ONE-TIME TRAINING

*Alon EFRAT*

*Adriana ZAIT*

7. BEING SOFT IN HARD TIMES - HOW CAN WE BETTER TEACH INTERPERSONAL COMMUNICATION SKILLS?

*Alon EFRAT*

8. FUTURE TIME - THE CHALLENGES AND TRENDS IN THE GOVERNMENT PROGRAM TO PROMOTE OPTIMAL AGING IN ISRAEL BASED ON THE TRIAD: PUBLIC ADMINISTRATION- BUSINESS ENVIRONMENT-AGING SOCIETY

*Adina ITZHAKOV*

*Diana DVORKIN*

*Yuri GIMELFARB*

9. THE MOTIVATION TO STUDY NURSING AS A SECOND CAREER: PRELIMINARY RESULTS FROM THE CROSS-SECTIONAL PILOT NATIONAL STUDY IN ISRAEL

*Adina ITZHAKOV*

10. MATHEMATICAL THINKING AND COMPUTATIONAL THINKING AS PROBLEM SOLVING METHODOLOGIES - CONCEPTUAL MODEL FOR FUTURE SPECIALISTS

*Elena KRAMER*

11. POTENTIAL EFFECTS OF ADVANCED CYBERATTACKS ON CYBERSECURITY SOFTWARE BUYERS' BEHAVIOUR

*Guy WAIZEL*

*Adriana ZAIT*

12. NIGHTLIGHT DATA AS AN INDICATOR OF REGIONAL POPULATION DISTRIBUTION IN LAOS

*Christian Rogalski*

13. AN INVESTIGATION ON THE IMPACT OF INNOVATION ON BEHAVIOR OF STOCK PRICES: THE CASE OF APPLE INC.

*Ovidiu STOICA*  
*Ștefan Cristian GHERGHINA*  
*Seyed MEHDIAN*

14<sup>30</sup>-15<sup>00</sup> Coffee Break (2<sup>nd</sup> floor)

14<sup>00</sup>-16<sup>00</sup> Special Events

*Room B413, 1<sup>st</sup> floor*

**Round table: Scientific research and financial education - factors increasing financial resilience**

*Moderator: Associate Professor Bogdan ZUGRAVU*

*Invited speakers: Valentin IONESCU - Institute of Financial Studies*  
*Professor Marian SIMINICĂ – Institute of Financial Studies*  
*Cătălin CÂMPEANU – Institute of Financial Studies*  
*Alexandru CIUNCAN – National Union of Insurance and Reinsurance Companies in Romania*  
*Ștefan MUȘGOCIU – Bucharest Stock Exchange*  
*Lucian ISAC –EstInvest*

*Room B618, 3<sup>rd</sup> floor*

**Academic workshop: Challenges of pre-university economic education: technology, mobility, innovation**

*Moderators: Professor Cristian POPESCU*  
*Professor Iuliana ȚUGUI*  
*Professor Crina CIOBANU*  
*Professor Andreea NECULAU*  
*Professor Gabriela TIPLIC*  
*Professor Laura CÂRSTEA*

15<sup>00</sup>-16<sup>30</sup> Parallel Sessions

*Room B502, 2<sup>nd</sup> floor*

**Section: Public Administration and Law**

*Chair: Professor Mihaela TOFAN*

1. HARNESSING PUBLIC SERVANT ENGAGEMENT FOR ENHANCED PERFORMANCE  
IN THE EUROPEAN UNION

*Ana-Maria BERCU*

2. THE ROLE OF PUBLIC INTERNAL AUDITING ORGANISATIONS' OPTIMAL  
STRUCTURE IN FRAUD DETECTION

*Bogdan-Narcis FIRTESCU*

3. FINANCIAL DETERMINANTS REGARDING ENVIRONMENTAL SUSTAINABILITY  
IN LOCAL COMMUNITIES

*Elena CIGU RUSU*

*Denis HYAMS-SSEKASI*

*Anca Florentina VATAMANU*

4. QUALITIES OF THE IDEAL LEADER

*Gabriel CRAP*

5. EDUCATIONAL POLICIES APPLIED IN THE EDUCATION SYSTEM FOR ECONOMIC  
GROWTH. THE CASE STUDY

*Milian NEGUTOIU*

*Tanta-Camelia GOGU*

6. A NEW TOOL FOR ANALYSING THE PERFORMANCE OF INSTITUTIONS  
REGARDING PUBLIC PROCUREMENT PROCESSES

*Cosmin Ilie UNGUREANU*

7. THE RULE OF LAW AND DOMESTIC INSIGHT FOR FISCAL AUTHORITY  
COOPERATION WITHIN EUROPEAN UNION

*Mihaela TOFAN*



8. THE BALANCE BETWEEN PROFESSIONAL LIABILITIES AND ETHICS FOR  
FINANCIAL CONSULTANTS

*Mihaela TOFAN*

*Room B503, 2<sup>nd</sup> floor*

**Section: Globalization and Business Information  
Systems**

*Chair: Associate Professor Laura Diana RADU*

1. MICROSERVICES AND THE API ECONOMY

*Cătălin STRÎMBEI*

2. SMART CITIES AND THE PANDEMIC: CHALLENGES, SOLUTIONS AND PROSPECTS

*Ioana-Maria URSACHE*

3. DISTRIBUTED AGILE TEAMS: CHALLENGES AND OPPORTUNITIES

*Laura Diana RADU*

*Daniela POPESCUL*

4. KNOWLEDGE SHARING IN SOFTWARE PROJECTS: THE (FR)AGILE EQUILIBRIUM  
BETWEEN DEVELOPMENT AND DOCUMENTATION

*Daniela POPESCUL*

*Laura Diana RADU*

5. DECODING CHATGPT: A COMPREHENSIVE ANALYSIS OF THE ARCHITECTURE,  
LIMITATIONS, AND IMPACTS

*Ștefan BOLOTĂ*

6. A WEB SCRAPING MODEL FOR COLLECTING CONTACT DATA OF PUBLIC  
INSTITUTIONS IN ROMANIA

*Valerică GREAVU-ȘERBAN*

*Room B504, 2<sup>nd</sup> floor*

**Section: Finance and Banking**

*Chair: Professor Mihaela ONOFREI*

1. REGULATORY FRAMEWORK IN NEW DIGITAL PERSPECTIVES: THE CASE OF ROMANIAN BANKING MARKET

*Marius George TAȘCĂ*

2. EXPLORING FINANCIAL STABILITY: THE DICHOTOMY BETWEEN THE GREEK AND THE CZECH MODEL

*Andrei-Ionuț PRICOP*

3. PUBLIC AND PRIVATE INVESTMENT RATE OF RETURN IN ROMANIA

*Mihai-Bogdan PETRIȘOR*

4. LABOUR TAXATION AND ENTREPRENEURIAL MOTIVATION

*Irina BILAN*

*Sebastian LAZĂR*

5. IMPLICATIONS OF ENVIRONMENTAL POLICY ON CORPORATE SOCIAL RESPONSIBILITY

*Mihaela ONOFREI*

*Dana-Claudia COJOCARU*

6. SMALL AND MEDIUM-SIZED ENTERPRISES AND SUSTAINABLE ECONOMIC DEVELOPMENT: A EUROPEAN PERSPECTIVE

*Mihaela ONOFREI*

*Angela ROMAN*

*Erika-Maria DOACĂ*

*Adelina-Andreea SIRITEANU*

*Room B525, 2<sup>nd</sup> floor*

**Section: Quantitative Analysis under Global Challenges**

*Chair: Associate Professor Elena-Daniela VIORICĂ*

1. UNDERSTANDING ECONOMIC RESILIENCE. A MULTIDIMENSIONAL APPROACH

*Maria CRASNEAN (LAZOREC)*

*Carmen PINTILESCU*

*Elena-Daniela VIORICĂ*

2. THE EFFECTS OF THE COVID-19 PANDEMIC ON REAL CONVERGENCE OF THE EUROPEAN MONETARY UNION

*Tudor Mugurel AURSULESEI*

3. QUANTILE RISK SPILLOVER BETWEEN CRUDE OIL AND STOCK MARKET SECTORS: THE CASE OF GERMANY

*Viorica CHIRILĂ*

*Ciprian CHIRILĂ*

4. URBANIZATION AND GOVERNMENT SIZE: A NONLINEAR APPROACH

*Bogdan-Gabriel ZUGRAVU*

*Dan LUPU*

*Adina DORNEAN*

5. PUBLIC DEBT SUSTAINABILITY IN EUROPEAN UNION COUNTRIES

*Alexandra-Claudia GROSU*

6. THE WTO TRADE DISPUTE SETTLEMENT. THE CASE OF THE EU ENERGY TRADE DISPUTES

*Ștefan-Cătălin TOPLICEANU*

7. EXAMINING OKUN'S LAW IN EU COUNTRIES BY CONSIDERING STRUCTURAL CHANGES

*Ciprian-Ionel TURTUREAN*

*Elena-Daniela VIORICĂ*

*Liviu-George MAHA*

*Claudiu-Gabriel ȚIGĂNAȘ*

16<sup>30</sup>-17<sup>00</sup> Coffee Break (2<sup>nd</sup> floor)

17<sup>00</sup>-18<sup>30</sup> Parallel Sessions

*Room B502, 2<sup>nd</sup> floor*

**Section: Global Context of Financial and Accounting Reporting**

*Chair: Professor Iuliana GEORGESCU*

1. SDG PERFORMANCE OF ROMANIAN BANKS: A REPORTING PERSPECTIVE

*Maria Carmen HUIAN*

*Marilena MIRONIUC*

*Mihaela CUREA*

2. THE IMPACT OF BUSINESS REGULATORY INDICATORS ON MERGERS AND ACQUISITIONS IN EU COUNTRIES

*Irina CHIRIAC*

*Iuliana Eugenia GEORGESCU*

3. APPROACHES RELATED TO THE ANALYSIS OF THE EFFICIENCY OF TRANSPORT COMPANIES IN THE REPUBLIC OF MOLDOVA

*Inga COTOROS*

4. USING THE BUDGET IN PLANNING AND TRACKING THE COSTS OF QUALITY. A CASE STUDY

*Irina GAVRILUC*

*Ionela URSU*

5. POSITIONS AND DELIMITATIONS REGARDING THE FINANCIAL PERFORMANCE - SUSTAINABILITY RELATIONSHIP IN THE CONTEXT OF ORGANIZATIONAL RESILIENCE

*Mihaela NEACȘU*

*Iuliana Eugenia GEORGESCU*

6. THE IMPACT OF GREEN CERTIFICATES ON THE ENERGY INDUSTRY: FINANCIAL IMPLICATIONS FOR ROMANIA AND THE EUROPEAN UNION

*Leontina PĂVĂLOAIA*

7. REVIEW OF LITERATURE ON THE EFFECTS OF GLOBAL CRISES ON ACCOUNTING

*Alexandra TANASĂ*

8. TRANSPARENCY IN REPORTING OF ECONOMIC ENTITIES: A SYSTEMATIC PRISMA REVIEW

*Ana - Maria PARASCAN (OBREJA)*

9. THE INFLUENCE OF THE AUDIT QUALITY ON EARNINGS MANAGEMENT LEVEL. EMPIRICAL ANALYSIS ON THE ROMANIAN QUOTED COMPANIES

*Mihai CARP*

*Mihai-Bogdan AFRĂSINEI*

*Constantin TOMA*

10. THE ENVIRONMENTAL COST OF WAR

*Mădălina DUMITRU*

*Ionela-Corina CHERSAN*

*Room B503, 2<sup>nd</sup> floor*

**Section: Higher Education: Trends, Challenges and Online Opportunities**

*Chair: Professor Cristian C. POPESCU*

1. ANTECEDENTS AND BENEFITS OF RELIGIOUS CONVERSION: AN EXPLORATORY STUDY WITHIN A PROTESTANT CONGREGATION

*Marian Rodion POP*

*Ciprian Marcel POP*

2. ECONOMY IN TRANSFORMATION: REIMAGINING WORK AND EDUCATION IN AN ERA DEFINED BY TECHNOLOGICAL DISRUPTION

*Răzvan SERBU*

*Bogdan MARZA*

*Renate BRATU*

3. THE INFLUENCE OF PSYCHOLOGICAL OWNERSHIP ON THE INTENTION TO BUY  
HIGHER EDUCATION SERVICES

*Mihaela PASCAL*

4. USING ARTIFICIAL INTELLIGENCE IN ACADEMIC WRITING: TOOLS AND  
GUIDELINES

*Alexandru MAXIM*

5. ARTIFICIAL INTELLIGENCE: MODERN TOOLS IN MEDICAL EDUCATION

*Carmen Marinela CUMPĂȚ*

*Muthana ZOURI*

*Maria Ana CUMPĂȚ*

*Daniela HUȚU*

*Nicoleta ZOURI*

6. HIGHER EDUCATION TEACHERS' CONFIDENCE IN THEIR DIVERSITY AND  
INCLUSION COMPETENCIES. INSIGHTS FROM AN EXPLORATORY STUDY

*Carmen Claudia ARUȘTEI*

*Jaana HÄKLI*

*Ruxandra CIULU*

7. EMPIRICAL INVESTIGATION OF THE RELATIONSHIP BETWEEN STUDENTS'  
MOTIVATION AND ACADEMIC PERFORMANCES

*Cristian C. POPESCU*

*Laura DIACONU (MAXIM)*

*Room B504, 2<sup>nd</sup> floor*

**Section: Globalization and Business Information  
Systems**

*Chair: Associate Valerică GREAVU-ȘERBAN*

1. OPTIMIZING ENTERPRISE SYSTEMS BY UNVEILING THE GAMIFICATION-AI  
PARADIGM FOR USER ACCEPTANCE

*Doina FOTACHE*

*Vasile Daniel PĂVĂLOAIA*

2. ACCOUNTING IN METAVERSE ECONOMY

*Alexandru ȚUGUI*

*Paula COBZARU*

3. AI AND THE WORKFORCE: NAVIGATING RIPPLE EFFECTS ON ORGANIZATIONAL PRODUCTIVITY AND ECONOMY

*Sabina-Cristiana NECULA*

*Emanuel RIEDER*

4. STUDENTS' PERCEPTION ON THE USE OF SMART TECHNOLOGIES

*Dana-Claudia COJOCARU*

*Ana Iolanda VODĂ*

5. THE QUALITY OF CODE GENERATED BY INTEGRATING LLM WITH LOW CODE/NO CODE SOFTWARE DEVELOPMENT. A STUDY CASE.

*David BURCOVSCHI*

*Florin DUMITRIU*

6. HARNESSING ARTIFICIAL INTELLIGENCE IN INFORMATION SYSTEMS DEVELOPMENT: OPPORTUNITIES AND CHALLENGES

*Gabriela MEȘNIȚĂ*

*Florin DUMITRIU*

*Room B525, 2<sup>nd</sup> floor*

**Section: Finance and Banking**

*Chair: Professor Bogdan CĂPRARU*

1. A LINKAGE BETWEEN PRODUCER AND CONSUMER PRICES IN EUROPEAN COUNTRIES

*Mile BOŠNJAK*

*Ivan NOVAK*

*Kosjenka DUMANČIĆ*

2. MINSKY AND THE AUSTRIANS, SO CLOSE AND YET SO FAR. THE S&L CRISIS REVISITED FROM A HETERODOX PERSPECTIVE

*Ignacio MARTINEZ*

*Luis PALMA*

*Antonio PORTUGAL*

3. DEALING WITH FISCAL VULNERABILITIES AT LOCAL LEVEL: GOOD PRACTICE AND LESSONS FROM RECENT CRISIS

*Andrei DASCĂLU*

*Florin OPREA*

4. THE IMPACT OF EU COHESION POLICY ON ECONOMIC GROWTH

*Adina DORNEAN*

5. THE IMPACT OF AN INDEPENDENT BOARD ON CAPITAL STRUCTURE: EVIDENCE FROM DEVELOPED ECONOMIES

*Dumitru-Nicușor CĂRĂUȘU*

6. FISCAL RULES IN THE EUROPEAN UNION: LESS IS MORE

*Bogdan CĂPRARU*

*Anastasios PAPPAS*

*Nicu SPRINCEAN*

19<sup>30</sup>

Conference Dinner – *La Castel Restaurant*



## OCTOBER 20, Friday

9<sup>30</sup>-11<sup>00</sup> Parallel Sessions

*Room B502, 2<sup>nd</sup> floor*

**Section: Business Communication**

*Chair: Lecturer Oana ALEXA*

1. WHAT'S IN A ROSE? IDIOMATIC EXPRESSIONS THROUGH THE LENS OF DIFFERENT LANGUAGES. CONTRASTIVE APPROACH

*Roxana MIHALACHE*

*Elena VELESCU*

*Carmen-Olguța BREZULEANU*

2. THE INTERDISCIPLINARITY OF SENTIMENT ANALYSIS AND ITS USE IN TEACHING

*Carina BRÂNZILĂ*

3. LATEST TRENDS IN ESP TEACHING

*Oana-Alexandra ALEXA*

4. TEACHING FRENCH FOR ACADEMIC PURPOSES TO BUSINESS STUDENTS

*Ana SANDULOVICIU*

5. TEACHING SKILLS AND COMPETENCIES FOR WORK-RELATED COMMUNICATION IN THE BUSINESS ENGLISH CLASS

*Simona MITOCARU-LUPU*

6. RETHINKING TEACHING AND LEARNING STRATEGIES IN THE BUSINESS COMMUNICATION CLASS

*Simona MITOCARU-LUPU*

7. NAVIGATING CULTURES. THE CASE OF ROMANIA

*Oana URSU*

8. KLUCKHOHN AND STRODTBERCK'S VALUE ORIENTATIONS IN A ROMANIAN  
CONTEXT - CAREER TRENDS AMONG STUDENTS

*Elena CIORTESCU*

9. DEALING WITH CULTURAL PATTERNS - AN EXPERIENTIAL APPROACH

*Elena CIORTESCU*

10. SUCCESSFULLY INTEGRATING ASPECTS WHICH AFFECT MANAGERIAL  
COMMUNICATION

*Anca Irina CECAL*

11. THE IMPACT OF LANGUAGE STEREOTYPING ON CROSS-CULTURAL  
COMMUNICATION. A GERMAN PERSPECTIVE

*Alina BRUCKNER*

*Room B503, 2<sup>nd</sup> floor*

**Section: Higher Education: Trends, Challenges and  
Online Opportunities**

*Chair: Professor Adriana PRODAN*

1. THE FAIR-TRADE AND THE PROMISES OF SUSTAINABILITY AND EQUITY. A  
SURVEY ON STUDENTS' AWARENESS AND ATTITUDES

*Mihaela IFRIM*

*Claudia STOIAN*

2. THE CURRENT DILEMMA OF THE SCIENCE OF TEACHING - THE HUMAN  
TEACHER OR THE ARTIFICIAL INTELLIGENCE?

*Ciprian APOSTOL*

*Maria GROSU*

*Camelia Cătălina MIHALCIUC*

3. QUALITY ASSESSMENT IN HIGHER EDUCATION USING A COMPOSITE INDEX.  
EMPIRICAL EVIDENCE FOR CENTRAL AND EASTERN EU COUNTRIES

*Ioana-Alexandra RÂLEA*

4. ECO-INNOVATION AND HIGHER EDUCATION IN THE EUROPEAN UNION:  
EXPLORING THE GREEN INTERCONNECTION

*Louisa-Maria BUCUR*

5. NEURODIVERSITY IN THE ACADEMIA: A NEW AGENDA

*Sorina CHIPER*

6. THE ADVANTAGES OF TEACHING MOBILITIES FOR THE ACADEMIC COMMUNITY

*Elena-Sabina TURNEA*

*Adriana PRODAN*

*Room B504, 2<sup>nd</sup> floor*

**Section: Entrepreneurial Economy**

*Chairs: Professor Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ  
Professor Mircea ASANDULUI*

1. ROMANIA-UKRAINE CROSS-BORDER COOPERATION PRIORITIES IN REGIONAL  
DEVELOPMENT: EMPIRICAL RESEARCH BASED ON THE UKRAINIAN  
STAKEHOLDERS' PERCEPTIONS

*Gabriela Carmen PASCARIU,*

*Tomás Lopes CAVALHEIRO PONCE DENTINHO*

2. DIGITAL TRANSFORMATION AS DISRUPTIVE FACTOR IN SUSTAINABLE  
DEVELOPMENT OF TOURISM COMPANIES

*Mihai TALMACIU*

*Irina Teodora MANOLESCU*

3. THE OPPORTUNITY OF LOW-COST TOURISM IN ROMANIA

*Andreea-Alina SOLTANIUC*

4. DETERMINANTS OF THE PERFORMANCE OF COMPANIES ENGAGED IN DIGITAL TRANSFORMATION

*Raluca Irina Clipa*

*Mihaela Brindusa Tudose*

*Flavian Clipa*

5. ADAPTING THE BUSSINESS MODEL IN THE FOOD & BEVERAGE INDUSTRY: NAVIGATING THROUGH THE CHANGES IN CONSUMER BUYING BEHAVIOR IN RESTAURANTS

*Elena BULAT*

6. MONETARY POLICY AND BANK RISK-TAKING: COMPARATIVE EVIDENCE FROM THE FINANCIAL CRISIS AND THE COVID-19 PANDEMIC

*Ioana PLEȘCĂU*

7. EFFECTS OF EDUCATION ON INTERGENERATIONAL TRANSFERS IN EUROPEAN FAMILIES

*Adelina PANAITÉ*

*Alexandra Cristina SÎRBU*

*Mircea ASANDULUI*

8. THE ECONOMIC INFLUENCE OF RELIGIOUS TOURISM ON IASI: A CASE STUDY OF THE SAINT PARASCHEVA FEAST

*Daniel JURAVLE*

9. NATURAL RESOURCES AND INSTITUTIONAL BACKGROUND - A CURSE OR A BENEFIT TO ECONOMIC GROWTH? EVIDENCE FROM ROMANIA AND RUSSIA

*Oana-Ramona SOCOLIUC (GURIȚĂ),*

*Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ*

10. SOCIETAL QUALITY AND SUBJECTIVE WELL-BEING AMONG EUROPEAN UNION'S OLDER ADULTS

*Alexandra Cristina SÎRBU*

*Mircea ASANDULUI*

*Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ*

*Claudiu Gabriel ȚIGANAȘ*

*Room B525, 2<sup>nd</sup> floor*

**Section: Quantitative Analysis under Global Challenges**

*Chairs: Professor Carmen PINTILESCU*

*Professor Ion PÂRȚACHI*

1. DELIVERY PREFERENCES (BIRTH) IN THE EUROPEAN UNION AND TRENDS BETWEEN 2010 AND 2021: EVIDENCE OF SHIFTS BEYOND PUBLIC HEALTH RECOMMENDATIONS

*William LEIVA*

2. FISCAL POLICY AND INEQUALITY: EVIDENCE FROM FISCAL RULES

*Jean-Louis COMBES*

*Xavier DEBRUN*

*Alexandru MINEA*

*Nestor SAWADOGO*

*Cezara VINTURIS*

3. SOCIO-ECONOMIC INEQUALITIES IN PREVENTIVE HEALTH CARE UTILIZATION AMONG THE EUROPEAN UNION POPULATION

*Dănuț-Vasile JEMNA*

*Mihaela DAVID*

4. AN ANALYSIS OF SPECIALIST LITERATURE ON FINANCING FROM EUROPEAN FUNDS AND THE EFFICIENCY OF COHESION POLICY

*Diana-Elena DAVID*

5. EMPIRICAL ANALYSIS OF STOCK MARKET PREDICTION IN CENTRAL AND EASTERN EU COUNTRIES THROUGH DEEP LEARNING MODELS

*Bogdan-Andrei DONU*

*Carmen PINTILESCU*

6. MOLDOVA GDP FORECASTING USING BAYESIAN MULTIVARIATE MODELS

*Ion PÂRȚACHI*

*Simion MIJA*

Online Session vis MS Teams/ [Web meeting link](#)

**Section: Current trends in economic research**

*Chair: Professor Ovidiu STOICA*

1. UKRAINE WAR AND ENERGY: A BATTLE IN THE STOCK MARKET

*Fátima SOL MURTA*

*Pedro BAÇÃO*

*António PORTUGAL DUARTE*

*Ana Carolina MOREIRA*

2. DYNAMICS OF THE ENTREPRENEURIAL ECOSYSTEMS: COMPARATIVE ANALYSIS BETWEEN FRANCE AND ROMANIA

*Teodora GHERMAN*

3. IMPACT OF IFRS ADOPTION ON FINANCIAL STATEMENTS COMPARABILITY. A STUDY OF EASTERN VS. WESTERN EUROPEAN COUNTRIES

*Antonia Cosmina GIUGLEA*

4. QUANTIFYING THE INTERPLAY BETWEEN SUSTAINABLE DEVELOPMENT STRATEGIES AND THE COMPLEX WEB OF GLOBAL CHALLENGES: AN IN-DEPTH ECONOMETRIC ASSESSMENT

*Diana-Maria BRANGA*

*Marin-Valentin CHEORCEA*

5. INTERNAL MIGRATION IN ROMANIA. REVISITING THE HARRIS-TODARO MODEL OF MIGRATION

*Ecaterina TOMOIAGĂ*

*Monica Ioana POP SILAGHI*

6. EFFECTS OF IMPLEMENTING TALENT MANAGEMENT IN ROMANIAN PUBLIC INSTITUTIONS

*Cristina HOLBAN*

*Maria Viorica BEDRULE-GRIGORUȚĂ*

## 7. ENTREPRENEUR PROFILE - FACTORS THAT ARE SHAPING ENTREPRENEURIAL PATH

*Ionela GAVRILĂ-PAVEN*

*Ruxandra LAZEA*

*Anca Ramona NICHITA*

## 8. THE SYNERGY BETWEEN ABM AND LABOR MARKET DYNAMICS

*Valentina CHEREGI*

*Gheorghe SILAGHI*

## 9. LOCAL PUBLIC ADMINISTRATION'S PERFORMANCE

*Andrei-Bogdan CIPERE*

## 10. RESHAPING THE LANDSCAPE: EVOLVING CHALLENGES AND TRENDS IN ORGANIZATIONAL MANAGEMENT

*Cantemir MIHU*

*Dorin BAYRAKTAR*

*Antoni Gabriel PITIC*

## 11. EVALUATING ECONOMIC AND FINANCIAL DYNAMICS: A QUANTITATIVE INQUIRY INTO THE U.S. GDP AND S&P 500 INDEX INTERRELATIONSHIP WITH HODRICK-PRESCOTT FILTER, BRY-BOSCHAN METHOD, AND GRANGER CAUSALITY ANALYSIS

*Adrian-Nicolae IANCU*

## 12. THE IMPACT OF DIGITAL BANKING ON TRADITIONAL BANKING

*Larisa MISTREAN*

## 13. GENDER ANALYSIS OF PUBLIC SPENDING FOR SOCIAL SECURITY AND WELFARE IN THE REPUBLIC OF MOLDOVA

*Nadejda BOTNARI*

*Andrei PETROIA*

*Angela SECRIERU*

14. ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION. A LITERATURE REVIEW

*Jesus HEREDIA CARROZA*

*Raluca STOICA*

15. THE IMPORTANCE OF CORPORATE GOVERNANCE AND INTERNAL AUDIT IN THE PROCESS OF SUSTAINABLE DEVELOPMENT IN THE TIMBER INDUSTRY

*Florin BOGHEAN*

*Carmen BOGHEAN*

16. FURTHER STUDIES ON THE PHENOMENON OF TAX OPTIMISATION VERSUS TAX EVASION - THE SCOURGE OF CONTEMPORARY SOCIETY

*Florin BOGHEAN*

*Carmen BOGHEAN*

17. CURRENT OPPORTUNITIES FOR THE FINANCING AND DEVELOPMENT OF THE AGRICULTURAL FOOD PROCESSING SECTOR IN THE REPUBLIC OF MOLDOVA

*Eugenia BUȘMACHIU*

18. THE IMPACT OF NEW SOCIAL MEDIA TECHNOLOGIES ON E-COMMERCE

*Virgil FATU*

19. LABOR MARKET RESILIENCE: AN EMPIRICAL ANALYSIS OF POST-PANDEMIC RECOVERY IN THE CONTEXT OF GEOPOLITICAL CONFLICT

*Laura Mariana CISMAS*

*Florin Marius PAVELESCU*

*Cornelia DUMITRU*

11<sup>00</sup>-11<sup>30</sup>      Coffee Break (2<sup>nd</sup> floor)



11<sup>30</sup>-13<sup>00</sup> Parallel Sessions

*Room B502, 2<sup>nd</sup> floor*

**Special Section: Banking and Savings in the Post-Pandemic Economy**

*Chair: Professor Alin Marius ANDRIEȘ*

1. EXTENDING THE COX MODEL FOR PREDICTING BUSINESS FAILURES:  
COMPETING RISKS, MULTISTATE MODELS AND MACHINE LEARNING

*Francesca PIERRI*

*Chrys CARONI*

2. DOES DIGITAL LITERACY IMPROVES SMES PERFORMANCE? A COMPARATIVE  
ANALYSIS

*Valentina Diana RUSU*

*Ondřej DVOULETÝ*

*Angela ROMAN*

3. MONEY MATTERS: A BAYESIAN LASSO ANALYSIS OF MATERIALISTIC VALUES IN  
SUBJECTIVE WELL-BEING

*Delia-Elena DIACONAȘU*

*Constantin REZLESCU*

*Dimitrios ASTERIOU*

*Alin Marius ANDRIEȘ*

*Georgiana JURAVLE*

4. PUBLIC SPENDING EFFICIENCY AND INDEPENDENT FISCAL INSTITUTIONS IN  
THE EU

*Bogdan CĂPRARU*

*George GEORGESCU*

*Dan LUPU*

5. THE ROLE OF BIG DATA IN THE FINTECH INDUSTRY

*Claudiu BOȚOC*

*Mohammad Daa KHALED*

6. EVALUATION OF THE SPACE-TIME EFFECTS OF COVID-19 ON LOANS, CURRENT AND SAVINGS ACCOUNTS IN ROMANIA

*Codruta MARE*  
*Darie MOLDOVAN*  
*Stefana CIOBAN*  
*Alin Marius ANDRIEȘ*

*Room B503, 2<sup>nd</sup> floor*

**Section: Global Context of Financial and Accounting Reporting**

*Chair: Professor Costel ISTRATE*

1. WHAT DO PREMIUMS PAID IN M&AS REFLECT? EVIDENCE FROM ROMANIA

*George-Marian AEVOAE*  
*Roxana-Manuela DICU*  
*Daniela-Neonila MARDIROS*  
*Florin-Ioan SCORȚESCU*

2. GENDER AND REPRESENTATION THROUGH THE EYES OF THE LEGISLATOR - A CASE STUDY OF THE ROMANIAN' WOMEN ACCOUNTING ACADEMICS

*Georgiana PUȘCAS*

3. THE IMPACT OF IFRS ON AUDIT QUALITY IN ROMANIA

*Andreea MOCANU*  
*Maria GROSU*  
*Ioan-Bogdan ROBU*

4. CONVERGENCE MATRIX OF IFRS METHODOLOGY AND SEEA FOR RECOGNITION OF MINERAL RESOURCES IN THE CONTEXT OF TRANSITION TO A SUSTAINABLE ACCOUNTING AND REPORTING MODEL: LIMITATIONS AND OPPORTUNITIES OF MOLDOVA'S PRACTICE

*Irina GOLOCHALOVA*

5. AN EXPLORATORY AND BIBLIOMETRIC ANALYSIS OF FINANCIAL FRAUD ISSUE  
IN THE CURRENT ECONOMIC CONTEXT

*Georgiana BURLACU*

*Ioan-Bogdan ROBU*

6. EVOLUTIONS IN THE BOOK-TAX DISCONNECTION: EVIDENCE FROM ROMANIA

*Costel ISTRATE*

7. A LITERATURE REVIEW ON THE DETERMINANTS OF THE TAX AVOIDANCE, IN  
THE CASE OF THE CORPORATE INCOME TAX

*Costel ISTRATE*

*Room B504, 2<sup>nd</sup> floor*

**Section: Globalization and Business Information  
Systems**

*Chair: Professor Mircea GEORGESCU*

1. CHALLENGES AND SOLUTIONS IN THE EDUCATIONAL SYSTEM DURING THE  
DIGITAL ERA A LITERATURE REVIEW

*Georgiana ZAMFIROIU*

2. THE NEW DIGITALIZED PARADIGM OF FINANCIAL-ACCOUNTING PROCESSING

*Dragoş Ovidiu TOFAN*

*Doina FOTACHE*

3. CULTIVATING DATA OBSERVABILITY AS THE NEXT FRONTIER OF DATA  
ENGINEERING: A PATH TO ENHANCED DATA QUALITY, TRANSPARENCY, AND  
DATA GOVERNANCE IN THE DIGITAL AGE

*Matthias SCHMUCK*

4. EXPLORING FACTORS INFLUENCING PRIORITIZATION OF NATIONAL ISSUES  
OVER GLOBAL POVERTY

*Daniel HOMOCIANU*

5. DIGITAL INTENSITY ASSESSMENT OF COMPANIES IN EUROPE: A COMPARATIVE  
ANALYSIS

*Ciprian DASCĂLU*

6. DIGITAL TRANSFORMATION INFLUENCE ON ORGANISATIONAL RESILIENCE  
THROUGH ORGANISATIONAL LEARNING AND INNOVATION

*Jeehan AWAD*

*Rodrigo MARTÍN-ROJAS*

*Mircea GEORGESCU*

7. DIGITIZATION, GREEN FINTECH AND A NEW GENERATION OF CUSTOMERS

*Dan Ioan TOPOR*

*Melinda Timea FÜLÖP*

*Nicolae MĂGDAȘ*

8. AN X-RAY OF EUROPEAN UNION EFFICIENCY IN INNOVATION

*Mircea Radu GEORGESCU*

*Anca Elena LUNGU*

*Ioana Andreea BOGOSLOV*

*Eduard Alexandru STOICA*

*Room B525, 2<sup>nd</sup> floor*

**Section: Marketing within the Triad: University -  
Business Environment - Society**

*Chair: Professor Adriana MANOLICĂ*

1. STAR WARS AND THE QUEST FOR GALACTIC BRAND DOMINATION IN A GALAXY  
FAR, FAR AWAY

*Juan Miguel ALCÁNTARA-PILAR*

*Elena NAVARRO-RODRIGUEZ*

*Zoran KALINIC*

*Francisco LIEBANA-CABANILLAS*

2. NETWORKING AND SWIFT TRUST IN BUSINESS NEGOTIATIONS BY INNOVATIVE FIRMS ENTREPRENEURS

*Catalin Ioan CLIPA*  
*Albrecht Fritzsche*  
*Anca Maria CLIPA*  
*Magdalena DANILET*

3. DIMENSIONS OF MOBILE SHOPPING DECISION

*Patricea Elena BERTEA*  
*Oana ȚUGULEA*  
*Claudia STOIAN*  
*Tudor TOCILĂ*  
*Corina CARA*

4. HARD LAW TAKES OVER- THE RISE OF NEW LEGISLATION TO TACKLE PROFIT SHIFTING AND TAX EVASION

*Ivan HILLIARD*  
*Maria Victoria GUTIERREZ DUARTE*

5. ART PHOTOGRAPHY: THE ECONOMIC IMPACT OF PHOTOGRAPHY CONSUMPTION IN ROMANIA

*Grigore FUSU*

6. THE OBSTACLE-STREWN PATH OF REGIONAL TOURISM DEVELOPMENT - A CAROUSEL OF BRILLIANT IDEAS, DISASTROUS INVESTMENTS, AND INCONSISTENCY

*Irina Teodora MANOLESCU*  
*Mihai TALMACIU*  
*Marian JALENCU*

7. BEST PRACTICES IN HUMANISTIC MANAGEMENT, IN A RAPIDLY CHANGING TECHNOLOGICAL WORLD

*Angelica-Nicoleta NECULAESEI*

8. A SHORT REVIEW OF META-ANALYSES ABOUT EMOTIONAL INTELLIGENCE AND TRANSFORMATIONAL LEADERSHIP

*Sergiu URSAN*

9. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIGITAL MARKETING

*Dragoş Florentin MARICIUC*

10. THE NEW MEANING OF A SMART CONSUMER

*Teodora ROMAN*

*Alexandra Raluca JELEA*

*Adriana MANOLICĂ*

*Patricea Elena BERTEA*

14<sup>00</sup>

Social Programme

*Departure for cultural and social trip (Alexandru  
Ioan Cuza University of Iaşi, Building B)*

*OCTOBER 21, Saturday*

16<sup>30</sup>

Social Programme

*Return from cultural and social trip*