



UNIVERSITY
OF
CRAIOVA



ASOCIAȚIA FACULTĂȚILOR
DE ECONOMIE DIN ROMÂNIA

DOCTORAL SCHOOL
IN ECONOMICS
University of Craiova
ROMANIA



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RIGA TECHNICAL
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15th International Conference

Competitiveness and Stability in the Knowledge- Based Economy

CONFERENCE PROGRAMME

iCOnEc 2023
Craiova, Romania,
October 27-28

FRIDAY 27th, 2023

9:00 - 9:25 - welcoming the participants at INCESA (Research Hub for Applied Sciences), 107 Decebal Bld.

**LINK <https://incesa.webex.com/meet/conference1>
Access code: 1630343550**

9:30 – 9:45 - opening address by Conference Organizers

9:45 - 11:15 - presentations by Keynote Speakers

11:20 - closing address by Conference Organizers

WORKSHOP (In Romanian)

11:30 – 13:00

”Bune practici de scriere a articolelor științifice în revistele din fluxul principal de publicații (mainstream journals)”

PANELS

14:30 – 16:00

SATURDAY 28th, 2023

PANELS

10:00 – 12:00

PLENARY SESSION, 9:45 – 11:15

LINK <https://incesa.webex.com/meet/conference1>

Access code: 1630343550

Andrei IGNAT, Assoc. Prof. PhD
Military Technical Academy „Ferdinand I”, ROMANIA
Economy and national security - Romania at the end of 2023
9:45

Jamilah AHMAD, Prof. Dr. APR, FIPR
School of Communication, Universiti Sains Malaysia (USM), MALAYSIA
Corporate Social Responsibility Dimension in Enhancing Workplace Wellbeing
10:10

Paolo D'ANSEMI, Assoc. Prof. PhD
University Tor Vergata, Rome, ITALY
Structural Reform of Public Administration
10:35

Magnús Árni MAGNUSSON, Assoc. Prof. PhD
Bifrost University, ISLAND
Living in the Era of "Global Boiling"
10:40

WORKSHOP
organized by Doctoral School in Economic Sciences
(Venue INCESA, 107 Decebal Bld.)

11:30 – 13:00

Is economics a dismal science? Lessons for young economists

Guest

Andre M.M. Kolodziejak, Prof. PhD,
Prof. PhD Maastricht University, Maastricht, THE NETHERLANDS
Senior Economist - European Commission, Brussels, BELGIUM
Expert at the European Central Bank, Frankfurt, GERMANY

Bune practici de scriere a articolelor științifice în revistele din fluxul principal de publicații (mainstream journals)

Invitați

Profesor Univ. Dr. DHC Vasile Dinu
Redactor-șef al revistei Amfiteatru Economic
Academia de Studii Economice, București, Romania
Academia Oamenilor de Știință din România
Uniunea Ziariștilor Profesioniști din România

Tema dezbaterii

Elementele structurale ale unui articol științific și Caracteristicile stilului de scriere științifică

Profesor Univ. Dr. Cristinel Vasiliu
Redactor al revistei Amfiteatru Economic
Academia de Studii Economice, București, Romania
Directorul Școlii Doctorale Administrarea Afacerilor

Tema dezbaterii

Elemente specifice tehnoredactării unui articol științific și Redactarea bibliografiei conform sistemului Harvard

Moderatori

Conf. univ. dr. Anca Băndoi
Decan Facultatea de Economie și Administrarea Afacerilor
Universitatea din Craiova

Prof. univ. dr. Marian Siminică
Director Școala Doctorală de Științe Economice "Eugeniu Carada"
Universitatea din Craiova

Prof. univ. dr. Cătălina Sitnikov
Prodecan Cercetare, Relații Internaționale
Facultatea de Economie și Administrarea Afacerilor
Universitatea din Craiova

ECONOMICS PANEL, Friday 27.10.2023, 14:30-16:00

Chairs: *PROF. EMERITUS PHD Marta-Christina SUCIU*

ASSOC. PROF. PHD Costin Daniel AVRAM

LINK <https://meet.google.com/fte-pcyy-kdq>

Marta-Christina SUCIU, Oana-Raluca TOFAN and Razvan George COTESCU	THE POTENTIAL OF SOCIAL ENTREPRENEURSHIP IN THE ROMANIAN STARTUP ENVIRONMENT
Marta-Christina SUCIU and Decebal Octavian DUMITRESCU	BRIDGING GAPS, TOWARDS A GROUNDED THEORY APPROACH IN ENHANCING THE BUSINESS INCUBATOR MODELING
Costin Daniel AVRAM, Luminița POPESCU and Rodica Camelia AVRAM	FINANCIAL COMMUNICATION OF ECONOMIC ENTITIES FROM THE PERSPECTIVE OF STAKEHOLDERS
Marius Dan BENȚA, Claudiu –Liviu MANEA and Costin Daniel AVRAM	ASPECTS OF EVOLVING GLOBALIZATION AND THEIR IMPACT ON THE BUSINESS ENVIRONMENT
Mossi BIGIRIMANA	THE IMPACT OF IMMIGRATION POLICIES ON A COMPETENT AND SKILLED WORKFORCE
Tülay GÜZEL, Yılmaz AKGÜNDÜZ, Figen SEVİNÇ BAŞOL, Gökhan TURAK, Mutlu CAN and Tarık YALÇINKAYA	THE PAST, PRESENT AND FUTURE OF TRADITIONAL ÇANAKKALE CERAMICS FROM THE PERSPECTIVE OF İSMAIL BÜTÜN ON THE UNESCO'S LIVING HUMAN TREASURE LIST
Ioana Raluca DIACONU and Bogdan Andrei TILIUȚĂ	THE IMPACT OF THE RUSSIAN-UKRAINIAN CONFLICT ON ECONOMY FROM ROMANIA

FINANCES AND CSR PANEL, Friday 27.10.2023, 14:30-16:00

Chairs: *PROF. PHD Cristi Marcel SPULBĂR*

ASSOC. PROF. PHD Marius MITRACHE

LINK <https://meet.google.com/qvt-qvzj-yhs>

Daniel Marius MITRACHE	SPECIFICITIES AND LEGISLATIVE BENCHMARKS OF CORPORATE GOVERNANCE IN PUBLIC INSTITUTIONS IN ROMANIA
Lavinia Adelina MITRACHE and Lucian Florin SPULBĂR	COMPETITIVENESS AND COMPARATIVE ADVANTAGE IN THE EUROPEAN INTEGRATIONIST CONTEXT. THE CASE OF ROMANIA
Lucian Florin SPULBĂR and Lavinia Adelina MITRACHE	DEVELOPMENTS AND PERSPECTIVES OF CENTRAL BANK DIGITAL CURRENCIES. A COMPREHENSIVE ANALYSIS OF BLOCKCHAIN AND DISTRIBUTED LEDGER TECHNOLOGY
Andrei Cristian SPULBĂR	CONSIDERATIONS ON THE TRANSFORMATION OF FINANCIAL SYSTEMS UNDER THE IMPACT OF FINTECH

Andrei Cristian SPULBĂR	REVIEW OF THE IMPACT OF FINANCIAL TECHNOLOGIES ON HUMAN INTERACTION WITH FINANCIAL SYSTEMS
Cristi Marcel SPULBĂR and Dumitru CINCIULESCU	FACTORS INFLUENCING RISK AND PROFITABILITY. ASSESSMENT OF CHANGES IN THE STRUCTURE OF THESE DETERMINANTS AS A RESULT OF THE ECONOMIC CRISIS GENERATED BY THE COVID-19 PANDEMIC
Diana Elisabeta MATICA, Luminița RUS and Dana Simona GHERAI	IMPRESSION MANAGEMENT IN FINANCIAL AND NONFINANCIAL INFORMATION DISCLOSURE - A LITERATURE REVIEW
Daniela IOV and Georgiana POPESCU	WHEN LACK OF FINANCIAL EDUCATION AND TRAINING OF THE CONTROL BODIES STIRS AN UNWARRANTED TEMPEST IN THE BANKING TEAPOT

FINANCE PANEL, Friday 27.10.2023, 14:30-16:00

Chairs: *PROF. PHD. Andre KOLODZIEJAK
ASSOC. PROF. PHD Alina MANTA*

LINK <https://meet.google.com/fka-bamy-jyr>

Andre KOLODZIEJAK and Eppe Jan POSTMA	THE RISKS OF INCREASING INTEREST RATES
Andre KOLODZIEJAK	IS ECONOMICS A DISMAL SCIENCE?
Claudia GHERȚESCU	THE IMPACT OF FINTECH ON BANKING PERFORMANCES
Claudia GHERȚESCU, Aurelian Mihai MARCU and Alina Georgiana MANTA	FINTECH TRENDS AND DIGITAL BANKING. A BIBLIOMETRIC ANALYSIS
Aurelian Mihai MARCU	THE IMPACT OF DIGITIZATION ON THE PERFORMANCE OF BANKS
Marius Dalian DORAN, Dorel BERCEANU and Nicoleta Mihaela DORAN	ENVIRONMENTAL GOVERNANCE IMPLICATIONS ON CLIMATE CHANGE RISKS
Dalia SIMION, Anca BĂNDOI and Dorel BERCEANU	OPTIMIZATION STRATEGIES FOR IMPROVING BUSINESS PERFORMANCE IN AN OPEN ECONOMY

INFORMATICS PANEL, Friday 27.10.2023, 14:30-16:00

Chairs: *PROF. PHD Georgeta ȘOAVĂ
PROF. PHD Liviu POPESCU
ASSOC. PROF. PHD Anca MEHEDINȚU*

LINK <https://meet.google.com/raf-sbos-hyc>

Bogdan Ion BOLDEA and Costin Radu BOLDEA	AN ANALYSIS OF CORRELATION AND REGRESSION PATTERNS BETWEEN INFLATION AND OTHER ECONOMIC INDICATORS FOR SOME SELECTED EUROPEAN ECONOMIES
Mukul BHATNAGAR, Sanjay TANEJA and Ercan OZEN	EVOLVING ALLIANCES: EMBODIED PERSPECTIVES OF AI'S SYNERGIES AND RISKS IN M&A
Mirela GAMAN and Liviu POPESCU	THE STUDY OF CORRELATIONS BETWEEN ECONOMIC INDICATORS IN THE AGRICULTURAL FIELD IN SOME COUNTRIES FROM EUROPEAN UNION
Ioana Andreea GÎFU and Maria Ioana POPA	A DATA-DRIVEN ANALYSIS OF THE CRYPTOCURRENCY MARKET
Lucian MIRESCU and Liviu POPESCU	THE STUDY OF CORRELATIONS BETWEEN PERFORMANCE INDICATORS IN THE HEALTH SYSTEM
Maria Ioana POPA and Ioana Andreea GÎFU	MODELLING AND PREDICTING THE BITCOIN AND ETHEREUM VOLATILITY
Georgeta ȘOAVĂ and Anca MEHEDINȚU	AN APPROACH TO THE LINK BETWEEN SOCIAL COMMERCE, DIGITAL BRANDING, AND LOYALTY

MANAGEMENT PANEL, Friday 27.10.2023, 14:30-16:00

Chairs: *ASSOC. PROF. PHD Liviu CRĂCIUN
ASSOC. PROF. PHD Radu OGARCĂ
ASSOC. PROF. PHD Luminița POPESCU*

LINK <https://meet.google.com/rdr-ifbm-hej>

Ionuț Cosmin BĂLOI	CITY TAX AS A STRATEGIC LEVER FOR DEVELOPING THE TOURISTIC IMAGE OF ROMANIAN CITIES
Ionuț Cosmin BĂLOI	TO BE OR NOT TO BE RESILIENT...AMONG THE DAILY CONCERNS OF MANAGERS
Liviu CRĂCIUN, Radu Florin OGARCĂ and Marius MITRACHE	THE IMPACT OF SOFT FACTORS AND ENTREPRENEURSHIP EDUCATION ON ENTREPRENEURIAL INTENTIONS
Luminița POPESCU, Anica IANCU, Costin Daniel AVRAM and Virgil POPESCU	RESEARCH ON THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON HUMAN RESOURCE MANAGEMENT
Carmen PUIU and Mirela SÎRBU	ROMANIA AND THE CHALLENGES OF MARKETING 4.0
Andreea Adriana SIMION and Silviu Mihai	PERSPECTIVES OF THE INSTITUTIONAL

NIȚU GRANZULEA	TRANSITION TOWARDS A SUSTAINABLE DEVELOPMENT STRATEGY
Otilia Maria TRĂȘCĂ	THE IMPACT OF WORKAHOLISM ON HUMAN RESOURCE MANAGEMENT
Otilia Maria TRĂȘCĂ	PREVENTING BURNOUT: HR'S IMPACT ON WORK-LIFE BALANCE

***MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANEL,
Friday 27.10.2023, 14:30-16:00***

Chairs: *PROF. PHD Daniela POPESCU
ASSOC. PROF. PHD Cătălin BARBU
ASSOC. PROF. PHD Sorina GÎRBOVEANU
ASSOC. PROF. PHD Roxana MARINESCU
ASSOC. PROF. PHD Natalița SPERDEA
LECT. PHD Monica PĂTRUȚESCU*

LINK <https://meet.google.com/njk-ejgx-jvn>

Cătălin Mihai BARBU, Liviu CRĂCIUN and Sorin TUDOR	BENEFICIARIES INVOLVEMENT IN THE SOCIAL INNOVATION PROCESS
Cătălin Mihai BARBU, Daniela POPESCU and Sorina GÎRBOVEANU	ON THE CUSTOMER ENGAGEMENT IN FINTECH
Daniela POPESCU, Cătălin Mihai BARBU and Sorina GÎRBOVEANU	THE INTERNET – MEANS OF PROMOTING SALES
Daniela POPESCU, Sorina GÎRBOVEANU and Mirela SÎRBU	VIRTUAL MARKETING VERSUS TRADITIONAL MARKETING IN TODAY'S MARKETPLACE
Sorina GÎRBOVEANU, Daniela POPESCU and Mirela SÎRBU	THE KEY ROLE OF EMOTION IN THE CONSUMER BRAND EXPERIENCE
Sorina GÎRBOVEANU, Cătălin Mihai BARBU and Daniela POPESCU	FROM STORY TO ACTION - THE FUTURE OF CUSTOMER EXPERIENCE DESIGN
Gheorghe Augustin CÎJMĂROIU and Natalița Maria SPERDEA	OPPORTUNITIES AND THREATS OF THE RURAL LABOUR MARKET, SOUTH-WEST OLTENIA REGION
Natalița Maria SPERDEA and Gheorghe Augustin CÎJMĂROIU	RURAL AREA AND SUSTAINABLE DEVELOPMENT
Roxana MARINESCU and Monica PĂTRUȚESCU	SUSTAINABLE DEVELOPMENT OF THE ROMANIAN ECOTOURISM AFTER PANDEMIC CRISIS
Roxana MARINESCU and Monica PĂTRUȚESCU	ADAPTING TO THE AI-TRANSFORMED ENTERPRISE: EVOLVING ROLES, SKILLS, AND ETHICAL IMPERATIVES

ECONOMICS PANELS, Saturday 28.10.2023, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Ramona PÎRVU*
ASSOC. PROF. PHD Elena JIANU

Cornelia DRĂGHICI	INNOVATION - A WAY FORWARD TO ECONOMIC SUCCESS
Nicoleta STANCIU	UNCONTROLLED ECONOMIC IMBALANCES CAN DETERMINE ECONOMIC CRISES
Elena POLI	ENTREPRENEUR AND BUSINESS RISK
Maxim CETULEAN	UNLOCKING COMPETITIVENESS: THE STRATEGIC INTERCONNECTION OF TIC INFRASTRUCTURE AND DIGITAL TRANSFORMATION IN ROMANIAN SMES
Maria Eliza ANTONIU	PARTICULARS REGARDING THE ORGANIZATIONAL CULTURE WITHIN TOYOTA COMPANY
Maria Loredana TUȚĂ and Ionela Cristina MICU	STRATEGIES FOR DIVERSIFYING THE MOUNTAIN TOURISM OFFER IN ROMANIA
Ionela Cristina MICU and Maria Loredana TUȚĂ	TRENDS REGARDING THE DEVELOPMENT OF GASTRONOMIC TOURISM IN ARGES COUNTY, ROMANIA
Mădălina BRUTU	ANALYSIS OF THE MAIN TEAMS WITHIN A MULTINATIONAL ORGANIZATION OPERATING IN ROMANIA
Mădălina BRUTU	TEAMWORK – AN ELEMENT GENERATING INCREASED PERFORMANCE FOR ORGANIZATIONS

Panel 2 Chairs: *PROF. PHD Ramona PÎRVU*
LECTURER. PHD Luiza NĂSTASE

Luiza NĂSTASE	ANALYSIS OF REGIONAL SOCIO-ECONOMIC DISPARITIES IN ROMANIA
Luiza NĂSTASE	EUROZONE AND GLOBALIZATION
Robert Ștefan URICARIU and Rareș Mihai NIȚU	SUSTAINABLE ECONOMIC DEVELOPMENT IN THE 21ST CENTURY: CHALLENGES AND OPPORTUNITIES
Claudia Steluța BERECHET	THE IMPORTANCE OF HUMAN RESOURCES IN A CONTINUOUSLY CHANGING ECONOMY
Simona Gianina MUȘAT	THE LABOR MARKET – AN IMPORTANT COMPONENT OF THE ECONOMIC SYSTEM

Dacia Petronela COSTEA	FOREIGN DIRECT INVESTMENTS: THEIR EVOLUTION AND IMPORTANCE FOR THE DEVELOPMENT REGIONS OF ROMANIA
Daniela Melania MIHAI and Smaranda Nicoleta Cristina TOMA	THE IMPORTANCE OF LEADERSHIP AND OF IMPROVING THE EMPLOYEES' MOTIVATION AND DEVELOPMENT SYSTEM, IN THE CONTEXT OF THE CURRENT CHALLENGES IN THE HOSPITALITY INDUSTRY
Oana CĂLIN	INCREASING EFFICIENCY THROUGH CONTINUOUS LEARNING AND EMPLOYEE DEVELOPMENT
Teodor Marian COJOCARU	NAVIGATING CLIMATE CHANGE: THE INTERPLAY OF GLOBAL ENVIRONMENTAL GOVERNANCE AND RISK

Panel 3 Chairs: *PROF. PHD Ramona PÎRVU*
ASSOC. PROF. PHD Daniel TOBĂ

Teodor Marian COJOCARU and Maria NACHE CIMPOERU	FROM RISK TO RESILIENCE: CLIMATE CHANGE
Elena JIANU	EXPLORING SUSTAINABLE DEVELOPMENT MANAGEMENT: IMPACT AND IMPLICATIONS IN ORGANISATIONS
Elena JIANU	DIGITIZATION – A COMPETITIVE ADVANTAGE IN THE LOGISTICS INDUSTRY
Al-Araji Fedaa ABD ALMAJID SABBAR	EXPLORING ROMANIA'S INVESTMENT ATTRACTIVENESS FOR INTERNATIONAL INVESTORS
Riana Maria GRUESCU (CIOBANU)	REIMAGINING WORK IN THE DIGITALIZATION ERA
Riana Maria GRUESCU (CIOBANU)	HIGHER EDUCATION IN ECONOMICS AND DIGITALIZATION: ADAPTING PROFESSORS AND STUDENTS TO NEW STUDY METHODS
Maria NACHE CIMPOERU and Lili ȚENEĂ	TRANSFORMING HEALTH AND WELL-BEING IN THE ERA OF SUSTAINABLE DEVELOPMENT: INTEGRATING SUSTAINABLE DEVELOPMENT GOALS INTO THE EUROPEAN AGENDA
Ramona PÎRVU and Ovidiu TOMA	SOCIAL PROTECTION AS A TOOL FOR SOCIAL COHESION AND ECONOMIC PROSPERITY
Daniel TOBĂ and Dalia SIMION	THE NEED TO STABILIZE THE ECONOMIC CYCLE THROUGH THE EFFECTS OF THE BUDGET POLICY IN ROMANIA

Anca TĂNASIE and Cosmin Daniel
FRATOȘTIȚEANU

REGIONAL AND URBAN DEVELOPMENT IN
ROMANIA – AN EU FUNDING PERSPECTIVE
ANALYSIS

Cosmin Daniel FRATOȘTIȚEANU and Anca
TĂNASIE

THE ANALYSIS OF COMPETITIVENESS
INDICATORS. THE ROMANIAN CASE

Panel 4 Chairs: *PROF. PHD Ramona PÎRVU*
ASSOC. PROF. PHD Marieta STANCIU

Teodor TĂRBUJARU and Corina JUJEA
VIJULIE

DIGITAL TRANSFORMATION: THE IMPACT
ON COMPANIES AND THE LABOUR
MARKET IN THE CONTEMPORARY ERA

Corina JUJEA VIJULIE and Andrei COJOCARU

DEMOGRAPHIC AND ECONOMIC
INTERACTION: THE IMPACT OF
POPULATION AGEING AND THE
IMPORTANCE OF YOUNG PEOPLE ON THE
LABOUR MARKET IN THE EUROPEAN
UNION

Andrada Ilinca MĂRGĂRITA

ANALYSIS OF THE RELATIONSHIP
BETWEEN ECONOMIC DEVELOPMENT AND
TRADE DEFICITS IN CEE COUNTRIES

Andrada Ilinca MĂRGĂRITA

THE RELATIONSHIP BETWEEN FOREIGN
DIRECT INVESTMENT AND TRADE
DEFICIT: AN ANALYTICAL STUDY

Adrian BOGDAN

THE RULES OF WAR AND THE ISRAEL-
GAZA CONFRONTATION: PROTECTING
CIVILIANS IN THE CONTEXT OF CONFLICT

Titu NEȚOIU

SIGNIFICANT NEWS IN THE DYNAMICS OF
COMMERCIAL EXCHANGES BETWEEN
ROMANIA AND SERBIA DURING 2023

Cristian Vlad PÎRVU

PROTECTION OF ECONOMIC FREEDOM:
APPROACHES AND TRENDS IN THE
EUROPEAN SPACE

Marieta STANCIU

THE IMPACT OF GREENHOUSE GASES ON
GLOBAL WARMING

Dana Maria STOICEA IGNĂTESCU

TOURISM IN THE ERA OF CLIMATE
CHANGE. THE IMPACT ON TOURIST
DESTINATIONS AND SUSTAINABLE
SOLUTIONS

Dana Maria STOICEA IGNĂTESCU

HOW IS INFORMATION AND
COMMUNICATIONS TECHNOLOGY
REDEFINING THE WAY WE TRAVEL?

Panel 5 Chairs: *PROF. PHD Oana LOBONȚ*
PROF. PHD Grațiela NOJA

Diana BĂLAN and Ana Cristina NICOLESCU	DECODING THE DIGITAL BOOST: HOW ESI FUNDS SHAPE EU'S DIGITAL LANDSCAPE
Emilia Zorica BOZGA and Ana Cristina NICOLESCU	THE DIGITALISATION OF COMPANIES: FUELLING GLOBAL WARMING OR THE FUTURE OF SUSTAINABLE BUSINESS?
Andreea-Florentina CRĂCIUN	OVERVIEW OF THE PROBLEM OF THE SHADOW ECONOMY AT THE EUROPEAN LEVEL
Cristina CRISTE, Ciel MAN and Oana Ramona LOBONȚ	HOW DOES RESEARCH-DEVELOPMENT-INNOVATION EXPENDITURE AFFECT ECONOMIC DEVELOPMENT?
Meng QIN and Oana Ramona LOBONȚ	GREEN BOND IN CHINA: AN EFFECTIVE HEDGE AGAINST GLOBAL SUPPLY CHAIN PRESSURE?
Ran TAO and Oana-Ramona LOBONȚ	THE WAY TO MITIGATE CLIMATE RISKS: DO GREEN FINANCE AND GREEN TECHNOLOGY ACCELERATE THE PARIS CLIMATE AGREEMENT GOALS?
Alexandra-Mădălina ȚĂRAN, Nicoleta Claudia MOLDOVAN, Grațiela NOJA, Raluca Ioana RĂCĂȚĂIAN and Marilen Gabriel PIRTEA	CLIMATE CHANGE RISK: A NEW CHALLENGE FOR GLOBAL ENVIRONMENTAL GOVERNANCE AND GOVERNANCE COOPERATION?

Panel 6 Chairs: *PROF. PHD Oana LOBONȚ*
PROF. PHD Laura Mariana CISMAȘ
ASSOC. PROF. PhD Sorana VĂTAVU

Ana Elena VARADI, Oana Ramona LOBONȚ and Sorana VĂTAVU	THE CLIMATE CHANGE INFLUENCE ON ENVIRONMENTAL GOVERNANCE AND THE EFFECTIVENESS OF ENVIRONMENTAL POLICIES IN THE EU
Sorana VĂTAVU, Cristian TUDORESCU, Oana Ramona LOBONȚ and Nicoleta Claudia MOLDOVAN	EVOLUTION OF THE SHADOW ECONOMY AND ITS IMPACT ON THE ENVIRONMENT
Mirela Aurora VĂLCEANU and Doina Rodica DĂNĂIAȚĂ	DIGITAL TRANSFORMATION OF THE COLLABORATIVE ECONOMY IN EU-27 COUNTRIES
Kai-Hua WANG, Cui-Ping WEN, Chi Wei SU and Nicoleta Claudia MOLDOVAN	QUANTILE SPILLOVERS ANALYSIS AMONG GREEN TECHNOLOGY INNOVATION, ENERGY PRICES, CARBON MARKETS: AN ERA OF SUSTAINABLE DEVELOPMENT
Cristian Mihai CISMAȘ	ASPECTS REGARDING THE RELATIONSHIP

BETWEEN CSR, DIGITAL TRANSFORMATION, AND SUSTAINABILITY FOR THE PANDEMIC AND POST-PANDEMIC PERIOD: A THEORETICAL APPROACH

Laura Mariana CISMAȘ, Florin Marius PAVELESCU and Cornelia DUMITRU

ECONOMIC GROWTH AND WELFARE – CHANGING PATTERNS IN THE CONTEXT OF PERMACRISES

Panel 7 Chairs: *PROF. PHD Mirela CRISTEA*
PROF. PHD Grațiela NOJA

Mirela CRISTEA and Grațiela NOJA

BOARD CHARACTERISTICS AND FINANCIAL PERFORMANCE OF INSURANCE COMPANIES IN EUROPE
THE SYNERGY BETWEEN INNOVATION AND PARAMETRIC MICROINSURANCE: HOW TO PROTECT VULNERABLE COMMUNITIES IN A WARMING WORLD

Elena Iulia GRIGORE

Elena Iulia GRIGORE

SUSTAINABILITY AND SOCIALLY RESPONSIBLE INVESTMENT IN THE EU: BALANCING PROFITABILITY AND RESPONSIBILITY OF INSURANCE COMPANIES

Daniela IORGOVAN

INTERLINKAGES OF ENERGY SECTOR, DIGITAL INTELLIGENCE AND SUSTAINABLE DEVELOPMENT OF COUNTRIES. A LITERATURE REVIEW APPROACH

Catrinel Delia TALABAN

DIGITAL TRANSFORMATION AND THE LABOUR MARKET IN EUROPE. A BIBLIOMETRIC ANALYSIS

Catrinel Delia TALABAN

ARTIFICIAL INTELLIGENCE AND THE LABOUR MARKET – A LITERATURE REVIEW APPROACH

Panel 8 Chairs: *ASSOC. PROF. PHD Anca BĂNDOI*
ASSOC. PROF. PHD Dan-Cristian DABIJA

Anca BĂNDOI, Dalia SIMION and Dorel BERCEANU

NEXT GENERATION EU – A REVOLUTIONARY FUNDING STRATEGY FOR A MORE RESILIENT AND SUSTAINABLE EUROPE

Dora V. SZAKACS (POPOVICI), Dan-Cristian DABIJA and Gabriela DOGARU

THE IMPACT OF THE COVID-19 PANDEMIC ON THE MEDICAL RECOVERY OF CHRONIC PATIENTS

L. MĂRINCEAN, S. PRODAN and Dan-Cristian DABIJA

DETERMINANTS OF EWOM IN THE ACCOMMODATION INDUSTRY: PERSONALITY CHARACTERISTICS VS. SITUATIONAL FACTORS

Anca PĂUNESCU, Ileana Mihaela
CHIRIȚESCU, Pavel LAZĂR, Nicoleta COTOI
and Mihaela ROȘCA

MANAGEMENT OF MEDICAL
TERMINOLOGY, VISION, MISSION,
RESULTS

Loredana Lavinia NICOLAE

EDUCATION AND KNOWLEDGE - A KEY
TO SUCCESS

Georgia Crisanda FĂGĂDAR

PHRASES IN ECONOMIC ENGLISH
LANGUAGE

FINANCE PANELS, Saturday 28.10.2023, 10:00-12:00

Panel 1 Chairs: *ASSOC. PROF. PHD Roxana Maria BĂDÎRCEA*
ASSOC. PROF. PHD Nicoleta Mihaela DORAN

Alexandru Răzvan BACIU

MAPPING STRUCTURAL FUNDS
ALLOCATED FOR ENVIRONMENTAL
PROTECTION IN ROMANIA

Alexandru Răzvan BACIU

FUNDING FOR ENVIRONMENTAL
PROTECTION: A BIBLIOMETRIC ANALYSIS

Gabriela BADAREU

FINANCIAL EFFICIENCY - DIMENSION OF
FINANCIAL DEVELOPMENT

Gabriela BADAREU and Roxana Maria
BĂDÎRCEA

THE IMPLICATIONS OF FINANCIAL
ACCESSIBILITY IN CEE COUNTRIES

Andra Gabriela DICA

FINANCING FROM NON-REIMBURSABLE
FUNDS – BIBLIOMETRIC ANALYSIS

Andra Gabriela DICA

IDENTIFICATION OF THE MAIN FUNDING
PROGRAMS 2014-2020

Cătălin Valentin Mihai LĂPĂDAT

THE NATIONAL STRATEGIC PLAN 2023 -
2027 - THE PERSPECTIVES OF ATTRACTING
EUROPEAN FUNDS IN THE RURAL
ENVIRONMENT OF ROMANIA

Cătălin Valentin Mihai LĂPĂDAT

ABSORPTION OF EUROPEAN FUNDS IN
ROMANIA

Luca GHEORGHE

THE IMPLICATIONS OF SUSTAINABLE
FINANCING ON ECONOMIC-FINANCIAL
PERFORMANCE

Ioana Cristina POPA

THE ROLE OF BUSINESS STRATEGIES AND
MODELS IN ACCELERATING THE PROCESS
OF BANKING DIGITIZATION

Alexandra Ioana GEORGESCU

DIGITALIZATION OF TAX
ADMINISTRATION IN ROMANIA

Adriana Constanța GORIE

THE EVOLUTION OF PUBLIC DEBT IN
TIMES OF CRISIS

Leonica Elena GORIE OCROTEALĂ

ANALYSIS OF EDUCATION SPENDING IN ROMANIA OVER THE LAST DECADE

Panel 2 Chairs: *PROF. PHD Cristi SPULBĂR*
ASSOC. PROF. PHD Narcis MITU

Andrei Cristian SPULBĂR

CONSIDERATIONS ON THE TRANSFORMATION OF FINANCIAL SYSTEMS UNDER THE IMPACT OF FINTECH

Andrei Cristian SPULBĂR

REVIEW OF THE IMPACT OF FINANCIAL TECHNOLOGIES ON HUMAN INTERACTION WITH FINANCIAL SYSTEMS

Dumitru CINCIULESCU

CONSIDERATIONS ON THE FINANCIAL RISK MANAGEMENT

Cezar Cătălin ENE

AN OVERVIEW OF DEEP LEARNING ARCHITECTURES IN FINANCIAL FORECASTING

Cezar Cătălin ENE

GENERAL CONSIDERATIONS ON MARKET SENTIMENT ANALYSIS USING NEURAL NETWORKS

Narcis Eduard MITU

THE COSTS OF TAXATION

Dumitru CINCIULESCU

CONSIDERATIONS REGARDING CORPORATE RISK MANAGEMENT

Maria Simona ENE

EVOLUTION OF THE GINI COEFFICIENT IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

Maria Simona ENE

ECONOMIC INEQUALITY ANALYSIS USING THE LORENZ CURVE IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

Panel 3 Chairs: *ASSOC. PROF. PHD Lavinia NEȚOIU*
ASSOC. PROF. PHD Roxana ISPAS
ASSOC. PROF. PHD Ramona BIRĂU

Lavinia Maria NEȚOIU

INVESTMENTS VERSUS DIVIDENDS. FINANCIAL DECISION AT THE LEVEL OF ECONOMIC ENTITY

Roxana ISPAS

THE FISCAL REVOLUTION AND THE IMPACT ON FISCAL POLICY IN ROMANIA IN THE PERIOD 2016-2022

Roxana ISPAS

THE IMPACT OF THE DECENTRALIZATION OF PUBLIC SERVICES ON THE FINANCES OF LOCAL PUBLIC ADMINISTRATIONS

Alexandra DAEA	THE EUROPEAN UNION’S STRATEGY FOR A NEW TAX POLICY AND MACROECONOMIC STABILITY
Ramona BIRĂU, Mircea Laurențiu SIMION, Ion FLORESCU, Petre Valeriu NINULESCU and Gabriela Ana Maria LUPU FILIP	INVESTIGATING LONG-TERM CAUSAL RELATIONSHIPS AND VOLATILITY CLUSTERING BETWEEN THE DEVELOPED AND EMERGING STOCK MARKETS FROM EUROPEAN UNION
Ramona BIRĂU, Robert Dorin FILIP, Petre Valeriu NINULESCU, Gabriela Ana Maria LUPU FILIP and Roxana Maria NIOATA CHIREAC	THE BEHAVIORAL FINANCE PARADIGM AND ITS IMPACT ON THE BEHAVIOR OF CONSUMERS IN THE BANKING INDUSTRY
Robert Dorin FILIP, Mircea Laurențiu SIMION, Roxana Maria NIOATA CHIREAC and Ion FLORESCU	A LITERATURE SURVEY ON FINANCIAL SERVICES MARKETING

Panel 4 Chairs: *PROF. PHD Jenica POPESCU*
ASSOC. PROF. PHD Dorel BERCEANU
ASSOC. PROF. PHD Daniel CÎRCIUMARU

Silviu-Valentin CÂRSTINA, Radu BUZIERNESCU, Stelian SELISTEANU, Luis BLANCO PASCUAL and Patricia Cristiana BORUZESCU	COMMERCIAL INSURANCE IN THE ROMANIAN AND SPANISH ECONOMY
Marian SIMINICA, Daniel CÎRCIUMARU, Silviu-Valentin CÂRSTINA and Mirela SICHIGEA	TRADE INSURANCE BEFORE AND DURING THE PANDEMIC. ROMANIA CASE STUDY
Dorel BERCEANU, Anca BĂNDOI and Dalia SIMION	TURBO STRUCTURED PRODUCTS – A “DANGEROUS” INVESTMENT ALTERNATIVE ON THE CAPITAL MARKET
Bogdan POPA and Jenica POPESCU	THE USE OF ARTIFICIAL INTELLIGENCE ALGORITHMS IN FINANCIAL AND BANKRUPTCY RISK ANALYSIS
Larisa MISTREAN	BANKING EVOLUTION UNDER THE IMPACT OF CONSUMER BEHAVIOR AND THE IMPLEMENTATION OF NEW INFORMATION AND COMMUNICATION TECHNOLOGIES
Daniel CÎRCIUMARU, Mirela SICHIGEA, Marian SIMINICA and Silviu-Valentin CÂRSTINA	THE IMPACT OF LEVERAGE ON ESG: EVIDENCE FROM EUROPEAN COMPANIES

Panel 5 Chairs: *ASSOC. PROF. PHD Laura VASILESCU*
ASSOC. PROF. PHD Mirela SICHIGEA

Laura VASILESCU	INCLUSIVE GREEN FINANCE – FRAMEWORK, CHALLENGES AND STRATEGIES
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Mirela SICHIGEA, Daniel CÎRCIUMARU,
Marian SIMINICA and Silviu-Valentin
CÂRSTINA

ESG RISKS SCORES AND VALUATION
MULTIPLES: EVIDENCE FROM ROMANIAN
COMPANIES

Mădălina Giorgiana MANGRA, Marieta
STANCIU, Monica PĂTRUȚESCU and Gabriel
Ioan MANGRA

THE RISKS AND CONSEQUENCES OF
PHYSICAL ACTIVITY AND SPORTS AND
THE PROTECTION OF PRACTITIONERS
THROUGH COMPULSORY SOCIAL
INSURANCE

ACCOUNTING PANELS, Saturday 28.10.2023, 10:00-12:00

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

Kása BERNADETT-RENÁTA

ECONOMIC POLICIES AND AGRICULTURAL
LEGISLATION

Mihai-Răzvan SANDA and Elian Gabriel
MILITARU

CLUSTERIZATION MODEL FOR SUPREME
AUDIT INSTITUTIONS

Cristian DRAGAN and Magdalena MIHAI

DATA NORMALIZATION IN DIGITAL
ACCOUNTING: STRATEGIES FOR DATA
INTEGRATION AND REPORTING
EFFICIENCY

Magdalena MIHAI and Cristian DRAGAN

THE ROLE OF ACCOUNTING STANDARDS
IN PROMOTING SUSTAINABLE BUSINESS
PRACTICES: A COMPARATIVE ANALYSIS
OF GLOBAL REPORTING FRAMEWORKS

Georgiana Maria LUNGU, Marioara AVRAM
and Radu Nicolae BĂLUNĂ

INCREASING THE QUALITY AND
EFFICIENCY OF FINANCIAL
COMMUNICATION BY USING THE VECTOR
INDICATOR

Anca Mădălina BOGDAN

TRANSPARENCY, COMPETITION AND
EFFICIENCY: THE IMPORTANCE OF
PUBLIC PROCUREMENT IN GOVERNANCE

Daniel GOAGĂRĂ

THE INFLUENCE OF ACCOUNTING
POLICIES ON THE FINANCIAL POSITION OF
GROUPS OF ENTITIES

Daniel GOAGĂRĂ

THEORETICAL AND METHODOLOGICAL
FOUNDATIONS OF MERGER
TRANSACTIONS

Panel 2 Chairs: *PROF. PHD Marian SIMINICĂ*
ASSOC. PROF. PHD Valeriu BRABETE
ASSOC. PROF. PHD Sorin Sandu VÎNĂTORU

Ovidiu Constantin BUNGET and Cristian
LUNGU

THE IMPACT OF COMPANY SIZE
INDICATORS ON THE AUDIT FEE

Loredana-Georgia NIȚU	ASSESSING THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE. THE HEALTHCARE INDUSTRY
Sînziana Maria RÎNDAȘU	CORPORATE DIGITAL MATURITY AS A CRITICAL SUCCESS FACTOR OF THE MANAGEMENT ACCOUNTING PROCESSES AUTOMATION-DRIVEN EVOLUTION
Sorin Sandu VÎNĂTORU	DEVELOPING A MODEL OF THE RISK MANAGEMENT CHECKLIST REGARDING FIXED ASSETS
Valeriu BRABETE and Daniel GOAGĂRĂ	EVOLUTION, REVOLUTION OR INVOLUTION IN THE ACCOUNTING PROFESSION? NEW CHALLENGES FOR NEXT-GENERATION ACCOUNTANT
Cerasela PÎRVU and Cristian Vlad PÎRVU	SUSTAINABLE COMPETITIVE ADVANTAGE IN THE VIEW OF MANAGERIAL ACCOUNTING
Oana Letiția CĂTUȚOIU and Mariana MAN	CONSIDERATIONS REGARDING THE CONTRIBUTION OF SMES FROM THE S-W OLTENIA REGION TO THE ECONOMIC DEVELOPMENT OF ROMANIA
Emil MUNTEAN	THE METHODS AND WAYS OF FINANCING THE HEALTH SYSTEM IN ROMANIA
Alexandra ȚĂRĂU	COST ANALYSIS FOR PROFIT MAXIMIZATION, PART OF MANAGERIAL BEHAVIOR IN THE BAKERY INDUSTRY

***MANAGEMENT, MARKETING AND BUSINESS ADMINISTRATION PANELS,
Saturday 28.10.2023, 10:00-12:00***

Panel 1 Chairs: *PROF. PHD Cătălina SITNIKOV
ASSOC. PROF. PHD Laura VASILESCU*

Sofia Mihaela ROMANESCU	OPTIMIZING SOCIAL PERFORMANCE IN EDUCATIONAL INSTITUTIONS THROUGH HUMAN RESOURCE MANAGEMENT
Denisa Mihaela ȘULĂ	THEORETICAL ELEMENTS OF THE INTEGRATED QUALITY STRUCTURE FOR EDUCATIONAL SERVICES AND E-LEARNING
Daniela Corina PUIU ROTESCU	SOCIAL MANAGEMENT CONTROL: IMPLICATIONS FOR ORGANIZATIONAL PERFORMANCE
Carmen Maria MIHALCEA	THE IMPACT OF QUALITY AND QUALITY

MANAGEMENT ON THE WELL-BEING AND
PERFORMANCE OF EDUCATION
EMPLOYEES: THEORETICAL
FOUNDATIONS

Cristinel Sorin SPÎNU

UNRAVELING THE IMPACT: KNOWLEDGE
MANAGEMENT EFFICIENCY IN PUBLIC
SECTOR COMPETITIVENESS

Ionela Liliana NICOLAE ȘTEFAN

QUALITY MANAGEMENT IN EDUCATION:
ISO 9000 STANDARDIZATION AND THE
ROLE OF HUMAN RESOURCES

Irina Andreea PEGULESCU

THE IMPACT OF RISK MANAGEMENT ON
PROJECTS QUALITY

Ionela Petruța STANCA

LEADERSHIP THAT INSPIRES
PERFORMANCE: THE IMPACT OF STYLES
AND BEHAVIORS IN ORGANIZATIONS

Elena Florentina RĂDUȚ CROITORU

CURRENT TRENDS ON THE BANKING
MARKET IN ROMANIA

Panel 2 Chairs: *PROF. PHD Daniela POPESCU*
ASSIST. PROF. PHD Laurențiu MIHAI

Laurențiu Stelian MIHAI and Cătălina
SITNIKOV

JOB CREATION IN THE GREEN ENERGY
SECTOR: A COMPREHENSIVE
ASSESSMENT OF THE EUROPEAN GREEN
DEAL'S IMPACT ON EMPLOYMENT

Laurențiu Stelian MIHAI and Cătălina
SITNIKOV

AFFORDABILITY AND ENERGY ACCESS: A
COST-BENEFIT ANALYSIS OF POLICY
APPROACHES TO ENSURE AFFORDABLE,
RELIABLE, AND SUSTAINABLE GREEN
ENERGY FOR ALL

Laurențiu Stelian MIHAI and Cătălina
SITNIKOV

BEYOND MOBILITY: AN ECONOMIC
VALUE ANALYSIS OF ELECTRIC VEHICLE
BATTERIES FOR ENERGY STORAGE
APPLICATIONS

Emilio SAN PEDRO

THE CRUCIAL IMPACT ON ECONOMY OF
ISRAEL-HAMAS CONFLICT NEWS

Simona RUXANDA

THE IMPACT OF IMPLEMENTING
INNOVATIVE METHODS AND TECHNIQUES
ON STUDENTS IN ROMANIAN EDUCATION

Ionuț RIZA

PROJECT MANAGEMENT: EFFICIENCY,
COMMUNICATION AND PLANNING

Claudia ZĂTREANU

THE IMPACT OF HUMAN RESOURCES
PRACTICES ON EMPLOYEE
PERFORMANCE FROM A SOCIAL
PERSPECTIVE

Panel 3 Chairs: *PROF. PHD Cecilia RĂBONȚU*
PROF. PHD Ana Gabriela BABUCEA

Cecilia RĂBONȚU and Ana Gabriela BABUCEA PARTICULARITIES OF ROMANIA'S
INTERNAL TRADE EVOLUTION BEFORE
AND AFTER THE COVID PANDEMIC CRISIS

Cecilia RĂBONȚU, Ana Gabriela BABUCEA,
Aniela BĂLĂCESCU, Irina CHIRTOC and
Dorian Andrei PANDURU THE NEED OF ENTERPRISES
DIGITALIZATION IN ROMANIA

Iulia Georgiana UDRICĂ COMPARATIVE ANALYSIS BETWEEN
ONLINE STORES AMAZON.COM AND
EMAG.RO

Marius Emanuel CARAGEA MODERN CHALLENGES TO MILITARY
MANAGEMENT. UN SECURITY COUNCIL
RESOLUTION 1325 "WOMEN, PEACE AND
SECURITY"

Alexandru SIMION, Gabriel MANGRA and
Monica PĂTRUȚESCU PERSPECTIVES ON GOVERNANCE AND
DEVELOPMENT STRATEGIES IN SPORT
ORGANIZATIONS

Panel 4 Chairs: *PROF. PHD Marian NĂSTASE*
PROF. PHD Nicoleta CRISTACHE

Oana PRICOPOAIA, Nicoleta CRISTACHE and
Alexandru Sebastian CHIIAIA THE IMPACT OF ADOPTING DIGITAL
TECHNOLOGIES AND ONLINE MARKETING
ON THE COMPETITIVENESS OF SMALL
AND MEDIUM-SIZED ENTERPRISES

Valentina BUTMALAI, Irina Olimpia SUSANU
and Sabin MURARIU KEYNESIAN AND NON-KEYNESIAN
EFFECTS OF FISCAL CONSOLIDATION

Julia Anamaria ȘIȘU, Marian NĂSTASE, Andrei
Constantin TÎRNOVANU and Narcis
RĂDUCAN LEADERSHIP STRATEGIES FOR
SUCCESSFUL PRODUCT-LED GROWTH
IMPLEMENTATION

Natalița Maria SPERDEA, Gheorghe Augustin
CÎJMĂROIU and Marius VLADU EMPLOYMENT OPPORTUNITIES FOR
NEET'S YOUNG PEOPLE FROM THE SOUTH-
WEST OLTENIA REGION THROUGH
EUROPEAN PROJECTS

Doina Daniela FUNDEANU SUSTAINABLE ECONOMIC DEVELOPMENT
INFLUENCED BY THE IMPLEMENTATION
OF EUROPEAN FUNDING PROGRAMMES
AT THE REGIONAL LEVEL IN THE 2021-
2027 MULTIANNUL FINANCIAL
FRAMEWORK

Panel 5 Chairs: *ASSOC. PROF. PHD Carmen Elena COCA*
ASSOC. PROF. PHD Daniel DĂNECI PĂTRĂU
ASSOC. PROF. PHD Romeo BOȘNEAGU

Carmen Elena COCA, Daniel DĂNECI THE INTEGRATED MODEL OF THE

PĂTRĂU, Romeo BOȘNEAGU and Simona Daniela NENCIU	FACTORS WHICH INFLUENCE THE HUMAN RESOURCES MANAGEMENT WITHIN THE RAIL TRANSPORT COMPANIES
Daniel DĂNECI PĂTRĂU, Carmen Elena COCA and Romeo BOȘNEAGU	HUMAN RESOURCES MOTIVATION - COMPONENT OF THE LABOR RELATIONS AND HUMAN BEHAVIOR DEVELOPMENT
Luminița IOSIF	GEN Z IN THE WORKPLACE- HR PROFESSIONALS PERSPECTIVES
Luminița IOSIF and Valentina CORNEA	CORPORATE SOCIAL RESPONSIBILITY FROM PR STRATEGY TO SUSTAINABILITY STRATEGY
Gabriel Cătălin SANDU	MANAGEMENT OF LOGISTICAL SUPPORT IN HUMANITARIAN AID OPERATIONS. CASE STUDY AT HUMANITARIAN SUPPORT IN THE SAHEL REGION-MALI

INFORMATICS AND STATISTICS PANEL, Saturday 28.10.2023, 10:00-12:00

Panel 1 Chairs: *PROF. PHD Alexandru ȚUGUI*
PROF. PHD Liviu POPESCU

Alexandru ȚUGUI	ORIENTED SELF LITERATURE REVIEW A KIND OF SLR FOR BUSINESS INFORMATION SYSTEMS
Paula COBZARU and Alexandru ȚUGUI	CYBERSECURITY CHALLENGES AND SUSTAINABLE SOLUTIONS IN SMART HOME-SMART CITY INTEGRATION
Ramona DIMITROV	STATISTICAL ANALYSIS OF SOME INDICATORS FROM THE ZOOTECHNIC SECTOR
Ramona SĂSEANU	COMPARATIVE STATISTICAL ANALYSIS OF SOME PERFORMANCE INDICATORS OF NEWS JOURNALS

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