



# PROGRAMME

## THE 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON ECONOMICS AND SOCIAL SCIENCES

Innovative Models to Revive the Global Economy

15 - 16 October 2020

our partners



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**Nicolae ISTUDOR**

Rector, Bucharest University of Economic Studies, Romania

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Universität Wuppertal, Germany  
WALTER FARKAS Erich, University of Zurich, Switzerland  
WIERENGA Berend, Rotterdam School of Management, Netherlands  
WOODS Michael, University of Aberystwyth, Wales, United Kingdom  
ZIMMERMANN Klaus F., Bonn University (em.) and Global Labor Organization, Germany

## Session Chairs

André Cabanis, Université Toulouse 1 Capitole, France  
Cezar – Petre Simion, Bucharest University of Economic Studies, Romania  
Charlotte Ene, Bucharest University of Economic Studies, Romania  
Christine Volkmann, Wuppertal University, Germany  
Claudiu Herteliu, Bucharest University of Economic Studies, Romania  
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Gabriela Tigu, Bucharest University of Economic Studies, Romania  
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Ionel Dumitru, Bucharest University of Economic Studies, Romania  
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Nadia Albu, Bucharest University of Economic Studies, Romania  
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Cristian Valeriu Paun, Bucharest University of Economic Studies, Romania  
Radu Musetescu, Bucharest University of Economic Studies, Romania

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STATE Olimpia, Bucharest University of Economic Studies, Romania

## Conference Assistant Manager

**Vanesa Mădălina VARGAS**

Bucharest University of Economic Studies, Romania

## Publishing Opportunities

**The presented papers will be published by Sciendo (De Gruyter) in a Conference Proceedings Volume**

The volume proceedings will be submitted to various indexing services, including:  
Web of Science – Conference Proceedings Citation Index, ProQuest, Publons, Naver Academic, Baidu Scholar, Cabell's Directory, CNKI Scholar (China National Knowledge Infrastructure), CNPIEC, DOAJ (Directory of Open Access Journals), EBSCO Discovery Service, EconBiz, Google Scholar etc.

In addition, a selection of the best papers will be published in other journals **indexed in WoS and Scopus.**

# CONFERENCE PROGRAM

## - IN BRIEF -



# Day 1

15 October 2020

- Plenary Session - Online -

## 11:00 - 11:30 | Conference Opening

Alina Mihaela DIMA – Vice-Rector of the Bucharest University of Economic Studies  
Marius PROFIROIU - Vice-Rector of the Bucharest University of Economic Studies  
Fabrizio D'ASCENZO - Dean of Faculty of Economics, Sapienza University of Rome, Italy

## 11:30 - 12:15 | Plenary Session

Berend WIERENGA, Rotterdam School of Management, Erasmus University (RSM), Netherlands.

Keynote speech: The role of marketing in the company: drivers of success in marketing careers

## 12:15 - 13:00 | Plenary Session

Maria Isabel NOVO-CORTI, Universidade da Coruña, Spain.

Keynote speech: Tax pressure, tax evasion and perceived wellbeing. Fiscal morality and social sustainability

## 13:00 - 14:00 | Break

## 14:00 - 16:00 | Workshop ReStart Economia

### Moderators

Ion ANGHEL, Vice-Rector of the Bucharest University of Economic Studies

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

Cătălin DOBREA, Bucharest University of Economic Studies

# Day 2

16 October 2020

- Parallel Sessions -

## 08:00 - 18:00 | Parallel Sessions

# DAY 1

15 October 2020

## Plenary Session

Online Streaming



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# Guest speakers



## Berend Wierenga

**Rotterdam School of Management, Erasmus University (RSM), Netherlands**

*The role of marketing in the company: drivers of success in marketing careers*

Berend Wierenga is a highly respected marketing scholar with a long-standing career in the field. He is Professor of Marketing at Rotterdam School of Management, Erasmus University (RSM). He also held visiting positions at business schools abroad, including the Stanford Graduate School of Business, the Wharton School of the University of Pennsylvania and INSEAD (Fontainebleau). His main research areas are marketing decision making, marketing models, and marketing management support systems. He has published widely on these topics in books and in the top journals of the field. Professor Wierenga was the founder of the Department of Marketing Management and Scientific Director of ERIM (Erasmus Research Institute of Management). He has also been actively involved in the European academic marketing scene, especially in EMAC (European Marketing Academy). He was the first Editor of IJRM, the International Journal of Research in Marketing. He was appointed Officer in the Order of Oranje-Nassau in The Netherlands, and he received the inaugural EMAC Distinguished Marketing Scholar Award, as well as the Ad Fontes Penning of the Erasmus University.



## Isabel Novo-Corti

**Universidade da Coruña, Spain**

*Tax pressure, tax evasion and perceived wellbeing. Fiscal morality and social sustainability*

Isabel Novo-Corti is a Full Professor of Economic Analysis at the University of A Coruña (UDC-Spain), coordinator of the EDaSS research group on Economic Development and Social Sustainability and member of the SET-LASE research group on socioeconomics at the Universidad Autónoma de Madrid. She is a member of the University Institute of Maritime Studies; research fellow at the International Economic Institute (University Jaume I - Spain); member of the Economic Forum of Galicia (Spain), among other memberships. She was Head of the Department of Economic Analysis and Business Administration at the UDC. She is the director of the Atlantic Review of Economics, guest editor of Journal of Cleaner Production and other, Energies. She is a member of the editorial board of Plos One and Economic Research Studies Journal. Her research focuses on economics, labour market and social sustainability, as well as public policies and sustainability in the framework of Knowledge Society. She has published several books and chapters and papers in the most prestigious academic journals such as the Technological and Economic Development of Economy, Journal of Cleaner Production, Marine Pollution Bulletin, Computers in Human Behavior, among others. She has contributed chapters to books published by Springer, Palgrave Macmillan and Routledge. She has been a visiting scholar at Washington University (Missouri, USA), Reading (United Kingdom), Harvard University (Massachusetts, USA), University of Oxford (United Kingdom) and Universidad Autónoma de Madrid (Spain). Her works have been awarded in several International Conferences.

# Workshop ReStart Economia

Thursday, 14:00-16:00

Online Streaming

ReStart Economia's main goal was to find solutions for the Romanian SMEs in order to help them survive the actual COVID situation and to support them through recommendations in order to avoid a real economic crisis. Moreover, economic recommendations were sent to the government to develop enhanced policies destined for improving the economic situation. The economic and social effects of the pandemic phenomena have imposed the necessity in many countries of government interventions in order to maintain the stability of the system or innovative solutions.

## **CONFERENCE HONORARY PRESIDENT**

Nicolae ISTUDOR, Rector of the Bucharest University of Economic Studies

## **MODERATORS**

Ion ANGHEL, Vice-Rector of the Bucharest University of Economic Studies

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

Cătălin DOBREA, Bucharest University of Economic Studies

# DAY 2

16 October 2020

## Parallel Sessions

Online Presentations



# MINITRACK: GLOBAL WORLD AFTER CRISIS – TOWARDS A NEW ECONOMIC MODEL

Minitrack Chairs: Radu Muşetescu, Cristian Păun

10:00 - 15:00

## **THE MODEL OF THEORY OF THE ENTROPY VALUE FOR THE INSTITUTIONAL PERFORMANCE IN PUBLIC ADMINISTRATION**

Dumitru Alexandru BODISLAV, Mihaela Diana OANCEA NEGESCU, Maria Alexandra SÂRBU, Cristina PARTAL

*Bucharest University of Economic Studies, Bucharest, Romania*

**Ghenadie CIOBANU**

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

## **IMPACT OF ACTIONS OF EX-SOVIET CROSS-BORDER ORGANIZED CRIME GROUPS ON REGIONAL ECONOMIC DEVELOPMENT**

**Marius TRĂISTARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BUSINESS CONTINUITY DURING THE COVID-19 PANDEMIC. WAYS OF WORKING IN ROMANIAN COMPANIES**

**Anca BOGDAN, Francisca-Elena ZAMFIR**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MANAGEMENT OF WASTE WATER PROCESSING IN THE FOOD INDUSTRY**

**Ovidiu Cristian Andrei BUZOIANU, Marian NĂSTASE, Cristina DIMA, Maria Alexandra SARBU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Antoneta Marcela NICULESCU**

*National Institute of Research and Development for Industrial Ecology, Bucharest, Romania*

## **ANALYSIS OF ECONOMIC CYCLES IN KONDRATIEV'S LONG CYCLE THEORY AND IN BEJAN'S CONSTRUCTAL THEORY**

**Radu ISAIC, Cristian PAUN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INTELLIGENT DEVELOPMENT OF CITIES IN THE 21ST CENTURY**

**Marius Constantin PROFIROIU, Carmen Valentina RĂDULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF INNOVATION IN HEALTH-MEDICINES AND THE SUSTAINABLE DEVELOPMENT WHILE INCREASING HEALTH AND WELL-BEING**

**Georgiana Beatrice GHEORGHE (COŞOVEANU)**

*Bucharest University of Economic Studies, Bucharest, Romania*



## **REAL CONVERGENCE IN THE EUROPEAN UNION: INSIGHTFUL EVIDENCE FROM THE NEW MEMBER STATES**

Ana-Maria HOLOBIUC, Dumitru MIRON

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SKILLS NEEDS IN ROMANIA IN THE CONTEXT OF TECHNOLOGICAL CHANGE**

Adina Maria IORGANDA (VODĂ), Mihaela ȚICAL (MATEI), Monica ROMAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CHALLENGES IN EDUCATION LEVELS OF GENERATIONS**

Sorin Petrică ANGHELUȚĂ, Cristina ALPOPI, Ghenadie CIOBANU, Silviu DIACONU

*Bucharest University of Economic Studies, Bucharest, Romania*

Mihaela Diana OANCEA NEGESCU

*INCSMPS Bucharest, Romania*

## **THE INFLUENCE OF THE GLOBALIZATION PROCESS IN THE NATURAL ENVIRONMENT**

Florina BRAN, Roxana SÂRBU, Dumitru Alexandru BODISLAV, Cătălin Răzvan DOBREA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MANAGEMENT OF MARKETING OF SERVICES WITHIN THE COMMERCIAL COMPANIES**

Roxana SÂRBU, Loredana Maria POPESCU, Sorin Petrică ANGHELUȚĂ, Petruț Cristian VASILACHE, Elena Rusalca VELICU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CHALLENGES REGARDING FOOD RESOURCES IN THE CONTEXT OF GLOBALIZATION AND POPULATION GROWTH**

Carmen Valentina RĂDULESCU, Florina BRAN, Sorin BURLACU, Cătălin Răzvan DOBREA, Silviu DIACONU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MANAGEMENT OF WATER RESOURCES AT THE GLOBAL LEVEL**

Sorin BURLACU, Petruț Cristian VASILACHE, Elena Rusalca VELICU, Ștefania-Cristina CUREA, Oleg MARGINA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ANALYSIS OF THE EFFECTS OF GLOBAL HEATING ON WORLD SECURITY**

Ovidiu Andrei Cristian BUZOIANU, Silviu DIACONU, Carol Cristina GOMBOȘ

*Bucharest University of Economic Studies, Bucharest, Romania*

Antoaneta Marcela NICULESCU

*National Institute of Research and Development for Industrial Ecology, Bucharest, Romania*

Amelia DIACONU

*Artifex University, Romania*

# MINITRACK: GLOBAL WORLD AFTER CRISIS – TOWARDS A NEW ECONOMIC MODEL

Minitrack Chairs: Radu Muşetescu, Cristian Păun

10:00 - 15:00

## **THE COMPETITIVENESS OF THE ROMANIAN INDUSTRY SECTOR IN THE CONTEXT OF THE NEW EUROPEAN INDUSTRIAL STRATEGY AND THE GLOBAL PROTECTIONISM TRENDS**

**Ionuț BUȘEGA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ART IN THE EYES OF ECONOMISTS**

**Ana-Corina DIMITRIU (Chiscareanu), Gheorghe HURDUZEU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ANALYSIS OF GRANGER CAUSALITY BETWEEN THE MIGRATION AND GROSS DOMESTIC PRODUCT IN ROMANIA**

**Mihai PAUNICA, Catalina MOTOFEI, Gabriela-Lidia TANASE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Alexandru MANOLE**

*“ARTIFEX” University of Bucharest*

## **CALCULATION, INCENTIVES AND THE TERMS OF TRADE ARGUMENT FOR PROTECTION**

**Mihai-Vladimir TOPAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Carmen-Elena MCCAFFREY (DOROBĂȚ)**

*Manchester Metropolitan Business School, UK*

# MINITRACK: SUSTAINABILITY FOR FUTURE BUSINESS

Minitrack Chairs: Stefan Bratosin, Gabriela Tigu

9:00 - 12:00

## **COLLABORATIVE COMPLEXITY ON BIOECONOMY PATH**

Ștefania-Daniela BRAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CLUSTERING AND MULTIPLE REGRESSION ANALYSIS OF THE RENEWABLE ENERGY SECTOR IN THE OECD COUNTRIES**

Irina GEORGESCU, Ane-Mari ANDRONICEANU

*Bucharest University of Economic Studies, Bucharest, Romania*

Irina Virginia DRAGULANESCU, Mihaela Cornelia SANDU

*University of Bucharest, Bucharest, Romania*

## **MULTIFACTORIAL COMPONENTS ANALYSIS OF THE RENEWABLE ENERGY SECTOR IN THE OECD COUNTRIES**

Ane-Mari ANDRONICEANU, Irina GEORGESCU, Cosmin DOBRIN

*Bucharest University of Economic Studies, Bucharest, Romania*

Irina Virginia DRAGULANESCU

*University of Bucharest, Bucharest, Romania*

## **TRANSFORMING THE ORGANIZATION ... TOWARDS RESILIENT BUSINESSES WITHIN THE 4TH INDUSTRIAL REVOLUTION**

Cristian Constantin FRANCU

*Majoritas, Bucharest, Romania*

Raluca Mariana GROSU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUPPLY CHAIN STRATEGY IN THE CONTEXT OF LOGISTICS OUTSOURCING**

Cristian NEGRUȚIU, Enas ABOURA, Cristinel VASILIU

*Bucharest University of Economic Studies, Bucharest, Romania*

Aharon TZINER

*Peres Academic Center, Rehovot, Israel*

## **AN EMPIRICAL STUDY: TRAINING, EDUCATION AND OTHER DETERMINANTS LINKED TO THE DEVELOPMENT OF A GROWTH AND INNOVATIVE MINDSET - ESSENTIAL IN A SUSTAINABLE BUSINESS CONTEXT**

Carmen Florentina VLASCEANU, Gabriela TIGU

*Bucharest University of Economic Studies, Bucharest, Romania*



## **THE IMPACT OF CORONAVIRUS EPIDEMIC ON THE SMALL BUSINESSES IN ROMANIA**

**Daniela Elena MOCANU**

*Copilul Calator SRL, Bucharest, Romania*

**Olimpia STATE**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABILITY THROUGH LEARNING AND DEVELOPMENT IN OUTSOURCING SECTOR**

**Teodora TODORAN, Raluca Andreea POPA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EFFICIENT BUSINESS GOVERNANCE – A SOLUTION FOR A SUSTAINABLE DEVELOPMENT**

**Oana BOGDAN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **POSSIBILITIES TO IMPROVE RISK MANAGEMENT IN THE CONTEXT OF IMPLEMENTING A QUALITY MANAGEMENT SYSTEM**

**Gabriela Elena BIȚAN, Teodora Elena FOGOROS, Stelian-Mircea OLARU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cătălin PETCU**

*University Politehnica of Bucharest, Romania*

## **TOURISM IN THE BRICS COUNTRIES IN THE CONTEXT OF THE COVID-19 PANDEMIC**

**Iuliana POP**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **AUTOMATED ALGORITHMIC DECISION-MAKING PROCESSES AND INTERNET OF THINGS-ENABLED BIG DATA ANALYTICS FOR ENVIRONMENTALLY SUSTAINABLE URBAN DEVELOPMENT**

**George LĂZĂROIU**

*Spiru Haret University, Bucharest, Romania*

**Katarina VALASKOVA**

*University of Zilina, Zilina, Slovak Republic*

**Bogdan ALEXANDRU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **A DECADE OF GREENHOUSE GAS EMISSION ASSESSMENT**

**Iulian GOLE, Victor-Marian DUMITRACHE**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Florentina Olivia BĂLU**

*University of Geneva, Geneva, Switzerland*

## **EMOTIONAL INTELLIGENCE - A CATALYST FOR SUSTAINABILITY IN MODERN BUSINESS**

**Cătălin PÎRVU, Maria Roxana BRIȘCARIU, Oana Matilda SABIE, Stefan Gabriel BURCEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

# MINITRACK: SUSTAINABILITY FOR FUTURE BUSINESS

Minitrack Chairs: Stefan Bratosin, Gabriela Tigu

13:00 - 16:00

## **AN INTRA-RESIDENTIAL SMART METERING SYSTEM – DESIGN AND IMPLEMENTATION**

Simona-Vasilica OPREA, Adela BARA, Osman Bulent TOR

*Bucharest University of Economic Studies, Bucharest, Romania*

Bogdan TUDORICA

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

## **ENTREPRENEURIAL COMPETENCES IN TRAINING OF THE FUTURE ROMANIAN FARMERS**

Victor-Marian DUMITRACHE, Iulian GOLE, Petronela-Evelina BĂLU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SWOT ANALYSIS FOR THE RURAL DEVELOPMENT STRATEGY 2014-2020 IN THE MIHAI VITEAZU COMMUNE**

Monica Ioana TOADER, Mihaela ȘTEFAN (HINT)

*“1 Decembrie 1918” University of Alba Iulia, Romania*

Andreea MARIN-PANTELESCU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CORRUPTION AND ITS IMPLICATIONS IN ROMANIA**

Maria NIȚU, Dorel PARASCHIV

*Bucharest University of Economic Studies, Bucharest, Romania*

Mihăiță-Andrei GHEORGHE

*National Defence University “Carol I”, Bucharest, Romania*

## **CONTEMPORARY BUSINESS - BETWEEN SUSTAINABILITY AND WASTE**

Mustafa AL-MAFRACHI, Alexandru Valentin TEODOROV, Hanaa Najm ABED

*Bucharest University of Economic Studies, Bucharest, Romania*

## **LOGISTICS OUTSOURCING AND SERVICE PROVIDERS – A CRITICAL REVIEW**

Enas ABOURA, Cristian NEGRUȚIU, Roxana SÂRBU, Mihaela BUCUR

*Bucharest University of Economic Studies, Bucharest, Romania*

## **OUTLOOK OF TRANSITION TO A SUSTAINED FUTURE BUSINESS**

Anis BENABED

*Poltava National Technical Yuriy Kondratyuk University, Ukraine*

## MINITRACK: FINANCIAL PERSPECTIVES IN TURBULENT TIMES

Minitrack Chairs: Erich Walter Farkas, Emilia Câmpeanu

9:00 - 12:00

### **GET TOKENIZED... THE SPECIFICITY OF PERSONAL TOKENS IN THE CONTEXT OF TOKENIZATION AND AXIOLOGICAL CATEGORIZATION**

Kamilla MARCHEWKA-BARTKOWIAK, Karolina NOWAK

*Poznan University of Economics and Business, Poznań, Poland*

### **COVID 19 AND ITS IMPACT ON MONEY MULTIPLICATION AND MONEY SUPPLY**

Kamelia ASSENOVA

*University of Ruse, Ruse, Bulgaria*

### **FINANCIAL CONSUMERS – PROMOTERS OF SUSTAINABLE DEVELOPMENT? EVIDENCES FROM EUROPE AND CENTRAL ASIA**

Adrian STANCU, Mirela PANAIT

*Petroleum - Gas University of Ploiesti, Romania*

Lukman RAIMI

*American University of Nigeria, Yola, Nigeria*

Maria PALAZZO

*University of Salerno, Fisciano (SA), Italy*

### **RESEARCH REGARDING THE REACTIONS OF ROMANIAN FACEBOOK USERS ON COVID-19 PANDEMIC**

Cristian Bogdan ONETE, Sandra Diana CHIȚA, Doru Alexandru PLEȘEA

*Bucharest University of Economic Studies, Bucharest, Romania*

### **CONSEQUENCES OF EXITS FROM POLITICAL UNIONS ON DIVIDEND POLICY: THE CASE OF ETHIOPIAN SPLIT**

Mohamad YOUNESS

*Bucharest University of Economic Studies, Bucharest, Romania*

### **ON RANDOM WALK HYPOTHESIS. A SHORT TEST FOR THE BUCHAREST STOCK EXCHANGE**

Andrei STANCULESCU

*Bucharest University of Economic Studies, Romania*

Costin Emilian PIRVU

*British American Tobacco, Romania*

## **FINANCIAL LITERACY, RISK AVERSION AND FINANCIAL BEHAVIORS: WHAT SHAPES THE PREFERENCE FOR CAPITAL MARKET PARTICIPATION?**

Andreea STOIAN, Nicoleta VINTILĂ, Filip IORGULESCU, Radu CIOBANU, Cosmin CEPOI, Aurora Elena DINA (MANOLACHE), Andreea Elena DRAGHIA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **VOLATILITY EPISODES AND PATTERNS IN CURRENCY RETURNS**

Alexandra HOROBET, Radu LUPU

*Bucharest University of Economic Studies, Bucharest, Romania*

Aleksandar SHIVAROV

*Varna University of Economics, Varna, Bulgaria*

Lucian BELASCU

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

Iulia LUPU

*Romanian Academy, National Institute of Economic Research, Romania*

## **THE INFLUENCE OF ECONOMIC FREEDOM, GOVERNMENT EFFECTIVENESS AND HUMAN DEVELOPMENT ON SHADOW ECONOMY IN THE EUROPEAN UNION**

Sorina Emanuela ȘTEFONI

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ASSESSMENT OF THE NEXUS BETWEEN THE BANKING SYSTEM AND GOVERNMENT DEBT MARKET: PAST TRENDS AND FUTURE CHALLENGES**

Kamilla MARCHEWKA-BARTKOWIAK

*Poznań University of Economics and Business, Poznań, Poland*

Iustina Alina BOITAN, Emilia Mioara CAMPEANU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TERRORIST NETWORKS AS SOCIAL NETWORK**

Diana Mihaela STANCULESCU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EVALUATING THE PERFORMANCE OF THE ENTERPRISE IN THE TELECOMMUNICATIONS SECTOR AND THE IMPACT OF R&D ON PROFITABILITY**

Efrosenia VEZITEU (BALITCHI), Vasile ILIE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **AUDITING PRACTICES DURING PANDEMIC TIMES – IMPLICATIONS, PROSPECTS AND LEADING FACTORS**

Iustina Alina BOITAN

*Bucharest University of Economic Studies, Bucharest, Romania*

Sanja SEVER MALIŠ, Mateja BROZOVIĆ

*University of Zagreb, Croatia*

## **ROMANIAN STOCK MARKET UNDER GLOBAL PANDEMIC: DO TRADERS CARE ABOUT COVID-19 NEWS?**

Ludovic TRIFU

*Bucharest University of Economic Studies, Bucharest, Romania*



OUR PARTNERS



# MINITRACK: EDUCATION FOR SUSTAINABLE DEVELOPMENT: IMPACT ON UNIVERSITY, BUSINESS AND SOCIETY

Minitrack Chairs: Christine Volkmann, Roxana Clodnițchi

8:00 - 11:00

## **EFFECTIVE WEB PRESENCE SOLUTIONS FOR ENHANCING THE E-FASHION CUSTOMERS' SATISFACTION**

Sorin ANAGNOSTE, Isabelle BICLESANU, Bianca NEGOIASA

*Bucharest University of Economic Studies, Bucharest, Romania*

Claude CHAILAN

*EM Strasbourg Business School, Strasbourg, France*

## **THE PERFORMANCE OF PUBLICLY FUNDED STARTUPS IN ROMANIA**

Petre CARAIANI, Mihail BUSU, Shahrazad HADAD, Bianca Cynthia INCZE, Vanesa VARGAS

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SOCIAL MEDIA AS STRATEGIC ADVERTISING TOOL FOR SME'S SUSTAINABILITY: A CONCEPTUAL STUDY FROM GHANAIAN PERSPECTIVE**

John AMOAH, Abdul Bashiru JIBIRIL

*Thomas Bata University, Zlín, Czech Republic*

## **PREDICTORS OF FINANCIAL ADVICE: AN EVIDENCE FROM A DEVELOPING NATION**

Khurram Ajaz KHAN, Jaroslav BELAS

*Thomas Bata University, Zlín, Czech Republic*

Mohammad Anam AKHTAR

*Dubai International Academic City, Dubai, UAE*

## **STRATEGIC MANAGEMENT IN SMES AND ITS SIGNIFICANCE FOR ENHANCING THE COMPETITIVENESS IN THE V4 COUNTRIES -A COMPARATIVE ANALYSIS**

Beata GAVUROVA, Jaroslav BELAS, Jan DVORSKY

*Thomas Bata University, Zlín, Czech Republic*

Martin CEPEL

*Pan-European University in Bratislava, Slovak Republic*

## **ENGINEERING SOCIAL INNOVATION THROUGH NAGAOKA REVIEW IN NIIGATA (JAPAN)**

Tudor TOMOS, Ana DAMASCHIN, Michelle LIM, James CHUA

*Nagaoka University of Technology, Japan*

Hiroaki KANEKO

*Globis University, Japan*

## **THE EVOLUTION OF THE ENERGY SECTOR IN THE LOW CARBON TRANSITION**

Ileana Georgiana GHEORGHE, Violeta SIMA

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

Marko JELOCNIK, Jonel SUBIC

*Institute of Agricultural Economics, Belgrade, Serbia*

## **RESIDENTS` PERCEPTIONS OF SOCIO-CULTURAL IMPACTS OF TOURISM IN VRNJAČKA BANJA, SERBIA**

Nataša ĐORĐEVIĆ, Snežana MILIĆEVIĆ

*University of Kragujevac, Vrnjačka Banja, Serbia*

## **LOCAL COMMUNITIES AND ECO-TOURISM: ATTITUDES OF RESIDENTS TOWARDS CONSERVATION AND ECOTOURISM IN YAMMOUNEH NATURE RESERVE OF LEBANON**

Abdallah AWATEF, Oana-Diana CURTEANU, Adrian Bogdan CURTEANU

*Bucharest University of Economic Studies, Bucharest, Romania*

Hamie Mohamad BAKER

*Lebanese International University, Lebanon*

## **CURED MEAT CONSUMER BEHAVIOUR IN CONTEXT OF THEIR SOCIODEMOGRAPHIC CHARACTERISTICS**

Aleksandar GRUBOR, Nikola MILICEVIC, Nenad DJOKIC

*University of Novi Sad, Subotica, Republic of Serbia*

## OPEN MEETING OF UNESCO CHAIRS ON EDUCATION FOR SUSTAINABLE DEVELOPMENT



11:00 - 13:30



### OPENING REMARKS

Alina Mihaela DIMA, Vice-Rector, Bucharest University of Economic Studies

Daniela ZAHARIA, Secretary-General, Romanian National Commission for UNESCO

Tănase STAMULE, Dean of the Faculty of Business Administration in Foreign Languages

Anca BOGDAN, Director of UNESCO Chair for Business Administration

Igor KITAEV, Programme Specialist Education, UNESCO Regional Bureau for Science and Culture in Europe

Christine VOLKMANN, UNESCO Chairholder for Entrepreneurship and Intercultural Management, University of Wuppertal, Germany

### KEYNOTE SPEECHES:

Igor KITAEV, Programme Specialist Education, UNESCO Regional Bureau for Science and Culture in Europe

Christine VOLKMANN, UNESCO Chairholder for Entrepreneurship and Intercultural Management, University of Wuppertal, Germany

Slavica SINGER, UNESCO Chairholder in Entrepreneurship Education, University in Osijek, Croatia

### MODERATOR

Roxana CLODNIȚCHI, Vice Dean of the Faculty of Business Administration in Foreign Languages

14:00 - 17:00

### LIMITS ON SUSTAINABILITY AT THE CROSSROADS '20

Christine VOLKMANN

*UNESCO Chairholder for Entrepreneurship and Intercultural Management, University of Wuppertal, Germany*

Ileana GAVRILESCU

*Innovation laboratory at the University of Wuppertal, Germany*

### ROLE OF THE UNIVERSITY IN SUSTAINING THE RELEVANCE OF KNOWLEDGE AMID THE FUTURE SHOCK

Slavica SINGER

*UNESCO Chairholder in Entrepreneurship Education, University in Osijek, Croatia*



## **EU AND UNESCO EDUCATIONAL INITIATIVES INTEGRATION FOR ENVIRONMENTAL EDUCATION ON SUSTAINABLE WATER RESOURCES MANAGEMENT**

**Charalampos SKOULIKARIS**

*UNESCO Chair INWEB, Aristotle University of Thessaloniki, Thessaloniki, Greece*

**Jacques GANOULIS**

*UNESCO Chair INWEB, Aristotle University of Thessaloniki, Thessaloniki, Greece*

## **SOCIAL ENTREPRENEURSHIP EDUCATION IN ACADEMIA: A MOOC SCHEME ANALYSIS**

**Carmen PĂUNESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Davorka VIDOVIC**

*University of Zagreb, Zagreb, Croatia*

## **ORGANIZATIONAL KNOWLEDGE SHARING OVERVIEW - EARLY 2020S ASSESSMENT**

**Violeta Mihaela DINCĂ, Grigoras Mihnea GINGIOVEANU LUPULESCU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Elke KITZELMANN**

*The University of Innsbruck, Innsbruck, Austria*

## **COMPARATIVE ANALYSIS OF THE CONCENTRATION DEGREE AND SUSTAINABLE DEVELOPMENT OF THE ECONOMIC KEY SECTORS. ROMANIA VERSUS UE.**

**Mihail BUSU**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Luis Miguel FONSECA**

*Porto School of Engineering, Polytechnic of Porto, Portugal*

## **DEVELOPING ECONOMIC STUDENTS' RESEARCH SKILLS – A STEP TOWARDS INCREASING EMPLOYABILITY CHANCES**

**Florina MOHANU, Viorela-Valentina DIMA, Valentin LAZĂR**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE EVOLUTION OF INEQUALITIES AND THE IMPACT OF EDUCATION ON ECONOMIC GROWTH IN ROMANIA**

**Sorin Cristian NITA, Marilena Ionica RADULICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Gunnar GUNNARSSON**

*Central Bank of Iceland, Reykjavik, Iceland*

## **THE IMPACT OF M-LEARNING AND E-LEARNING IN THE EDUCATION SYSTEM IN CRISIS SITUATIONS**

**Ciobanu RAREȘ – CONSTANTIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INNOVATIVE EDUCATIONAL MODELS TO REVIVE THE EDUCATION SYSTEM AFTER PANDEMIC CRISES**

**Anca-Georgeta LUȚAN (PETRE)**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **NAVIGATING A GLOBAL PANDEMIC WITH BUSINESS EXCELLENCE IN MIND: THE WHYS AND THE HOWS**

Monica GOT

*Bucharest University of Economic Studies, Bucharest, Romania*

## **EDUCATIONAL ASSESSMENT TYPOLOGIES WITHIN THE TECHNOLOGICAL CONTEXT: 2020 CHALLENGES**

Dominic NEGRICI

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PROFESSIONALISATION OF TEACHERS IN HIGHER EDUCATION AS A CHALLENGE**

Roxana BRIȘCARIU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PERSPECTIVES OF ONLINE EDUCATION IN THE CONTEXT OF THE COVID-19 PANDEMIC CRISIS**

Alina Mihaela DIMA, Maria Alexandra MAASSEN

*Bucharest University of Economic Studies, Bucharest, Romania*

Babak MEHMANPAZIR

*EM Strasbourg Business School, Strasbourg, France*

**17:00 - 17:30**

## **CLOSING REMARKS & CONCLUSIONS**

## MINITRACK: ECONOMIC POLICIES FOR NON-CYCLICAL CRISES

Minitrack Chairs: Isabel Novo Corti, Grigore Ioan Piroșcă

14:00 – 17:00

### **BUSINESS INCUBATORS AND BUSINESS CHAMPIONS AS KEY DRIVERS FOR ENTREPRENEURSHIP INITIATIVE**

Marta-Christina SUCIU, Răzvan - George COTESCU

*Bucharest University of Economic Studies, Bucharest, Romania*

Francesco BELINI

*Sapienza University of Rome, Rome, Italy*

### **ROMANIAN BUSINESS STUDENTS' MIGRATION INTENTIONS. AN EMPIRICAL ANALYSIS OF PERCEPTIONS AND MOTIVES**

George SERBAN-OPRESCU, Liana BADEA, Mihaela Roberta STANEF, Silvia IACOB, Laurentiu Gabriel FRANCU

*Bucharest University of Economic Studies, Bucharest, Romania*

Isabel NOVO-CORTI

*University of A Coruña, A Coruña, Spain*

### **THE EFFECTS OF COVID-19 ON EMERGING ECONOMIES IN ASIA AND PUBLIC POLICIES TO SUPPORT THE ECONOMY**

Ionela VOINEA

*Bucharest University of Economic Studies, Bucharest, Romania*

Xose PICATOSTE

*University of A Coruña, A Coruña, Spain*

### **THE CONTAGION OF ECONOMIC CRISES IN THE VISION OF THE CONSTRUCTAL THEORY**

Radu ISAIC

*Bucharest University of Economic Studies, Bucharest, Romania*

### **CAN THE GENERATION GAP BE EXPLAINED ECONOMICALLY OR JUST SOCIOLOGICALLY?**

Mihaela Roberta STANEF-PUICĂ, Silvia Elena IACOB, Grigore Ioan PIROSCĂ, Nicolae MOROIANU

*Bucharest University of Economic Studies, Bucharest, Romania*

Carlos Ramirez VALDEBENITO

*Universidad de Santiago de Chile, Chile*

### **ECONOMIC GROWTH VERSUS CORONAVIRUS PANDEMIC**

Adina Teodora PAȘA, Mihaela MUȘAT, Nicoleta ONOFREI

*Bucharest University of Economic Studies, Bucharest, Romania*

### **RESPONDING TO COVID 19: GENDER INEQUALITY CHALLENGES**

Tamara Maria NAE, Narcisa Alexandra PANIE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **MATERIAL COMFORT INFLUENCE UPON THE LIFE FULFILMENT DURING COVID-19**

Mihaita NICULAE, Iuliana COMAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ALTERNATIVE UNEMPLOYMENT RATES IN ROMANIA**

Clara VOLINTIRU, George STEFAN, Anca PARASCHIV

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HOW TO COLLECT MORE? A COMPARATIVE FISCAL STUDY ON ROMANIA AND UK**

Clara VOLINTIRU

*Bucharest University of Economic Studies, Bucharest, Romania*

**John D'ATTOMA**

*University of Exeter, UK*

**Antoine MALEZIEUX**

*University of Bourgogne, France*

# MINITRACK: GLOBAL CHALLENGES FOR AGRI-FOOD SYSTEMS AND SUSTAINABLE DEVELOPMENT

Minitrack Chairs: Mariarosaria Lombardi, Diego Begalli, Simona Roxana Pătărlăgeanu  
9:00 - 12:00

## **FOREST REGENERATION IN THE CONTEXT OF CURRENT BIODIVERSITY**

Valentin LAZĂR, Ciprian ROTARU, Platagea Svetlana GOMBOS, Victor - Adrian TROACĂ, Alexandru - Gabriel POSTOLACHE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE DEVELOPMENT OF ECOLOGICAL AGRICULTURE IN ROMANIA**

Maria GIRIP

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CHALLENGES IN ENVIRONMENTAL GOODS AND SERVICES SECTOR IN ROMANIA**

Bianca Eugenia LEOVEANU-SOARE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **STUDY ON THE EVOLUTION OF THE MILK MARKET IN ROMANIA**

Lacramioara Alina DRACEA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ROMANIAN FOREIGN AGRI-FOOD TRADE IN THE CONTEXT OF GLOBAL CHALLENGES**

Ioana PANAIT, Marian Catalin CUCU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **IMPACT OF RURAL DEVELOPMENT POLICY IN EUROPEAN CONTEXT**

Ana-Maria BOLOHAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **FOOD TRADE BETWEEN CHINA AND ROMANIA: BEFORE AND AFTER THE COVID-19 PANDEMIC**

Vasillii EROKHIN, Tianming GAO

*Harbin Engineering University, Harbin, China*

Anna IVOLGA

*Stavropol State Agrarian University, Stavropol, Russian Federation*

## **SUSTAINABLE DEVELOPMENT GOALS AND AGRO-FOOD SYSTEM: THE CASE STUDY OF THE FUTURE FOOD INSTITUTE**

Sara ROVERSI, Claudia LARICCHIA

*Trust Future Food Institute, Bologna, Italy*

Mariarosaria LOMBARDI

*University of Foggia, Foggia, Italy*

## **THE SHORT-TERM EFFECTS OF THE COVID-19 PANDEMIC ON THE AGRI-FOOD VALUE CHAINS IN ROMANIA**

Raluca IGNAT, Marius CONSTANTIN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **TOWARDS SUSTAINABLE DEVELOPMENT IN THE EUROPEAN LABOUR MARKET BY SUPPRESSING CORRUPTION**

Simona Roxana PĂTĂRLĂGEANU, Marius CONSTANTIN, Mihai DINU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HOW IMPORTANT ARE THE SUSTAINABLE DEVELOPMENT GOALS? A BIBLIOMETRIC AND MODERN DATA ANALYSIS.**

Vlad Constantin TURCEA, Raluca Andreea ION

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE MAIN DETERMINANTS OF AGRICULTURE IN ROMANIA DURING THE IMPLEMENTATION OF THE NATIONAL RURAL DEVELOPMENT PROGRAMME 2007-2013**

Georgeta-Madalina MEGHISAN-TOMA, Vasile Cosmin NICULA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **RISK RANKING OF CHEMICAL HAZARD ARISING FROM THE ADMINISTRATION OF ANTIBIOTICS IN ANIMAL HUSBANDRY**

Alina STANCU, Suvorov NICOLAE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BIBLIOGRAPHIC ANALYSIS OF THE CONCEPT OF SMART AGRICULTURE**

Carmen-Lenuța TRICĂ, Marinela ILIE

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ECONOMIC-ECOLOGICAL DYSFUNCTIONALITIES IN ROMANIA. PARCELING AND USE OF LAND SURFACES**

Alexandru - Gabriel POSTOLACHE, Victor - Adrian TROACĂ, Ciprian ROTARU, Svetlana PLATAGEA COMBOȘ, Valentin LAZĂR

*Bucharest University of Economic Studies, Bucharest, Romania*

## **PROMOTING SUSTAINABLE FOOD CHOICES: AN ELICITATION OF YOUNG ITALIAN VIEWPOINTS ON DIFFERENT POLICY OPTIONS**

Elena Claire RICCI, Roberta CAPITELLO, Ricardo SCARPA, Diego BEGALLI

*University of Verona, Italy*

## **A CONCEPTUAL FRAMEWORK ON EVALUATION OF BIOECONOMY DEVELOPMENT**

Steliana RODINO

*Bucharest University of Economic Studies, Bucharest, Romania*

Marian BUTU, Alina BUTU

*National Institute of Research and Development for Biological Sciences*

## **SUSTAINABLE DEVELOPMENT OF THE AGRICULTURAL SECTOR UNDER THE PRESSURE OF CURRENT GLOBAL CHALLENGES. CASE STUDY: THE ROMANIAN WINE SECTOR AND THE ROMANIAN ORGANIC SECTOR**

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

*Bucharest University of Economic Studies, Bucharest, Romania*

## **IMPACT OF SEASONALITY OF FRUIT PRODUCTION ON TRADE BALANCE AND PRICES**

Irina Elena PETRESCU, Ionut Laurentiu PETRE, Georgiana Adriana TĂRĂȘILĂ

*Bucharest University of Economic Studies, Romania*

## **NUDGING AS POLICY TOOL OF LOCAL GOVERNMENT FOR IMPROVING THE ECOLOGICAL BEHAVIOUR**

Răzvan Aurelian MUNTEANU

*Bucharest University of Economic Studies, Romania*

# MINITRACK: THE ROLE OF INNOVATION IN PUBLIC AND PRIVATE ORGANIZATION

Minitrack Chairs: André Cabanis, Cezar – Petre Simion, Oana Matilda Sabie

9:00 - 12:00

## **PUBLIC PROCUREMENT IN ROMANIA: PROBLEMS AND SOLUTIONS**

Ionel PREDA, Cezar-Petre SIMION

*Bucharest University of Economic Studies, Bucharest, Romania*

## **IMPACT OF TOURISM ACTIVITIES ON SUSTAINABLE COMMUNITY DEVELOPMENT**

Abdo KATAYA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF EMOTIONAL INTELLIGENCE IN THE CAREER DEVELOPMENT OF EMPLOYEE IN PUBLIC ORGANIZATIONS**

Milos POLIAK

*University of Zilina, Zilina, Slovak Republic*

Oana Matilda SABIE, Elvira NICA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **COMPUTATIONALLY NETWORKED URBANISM AND BIG DATA-DRIVEN DECISION-MAKING PROCESSES FOR INTERNET OF THINGS-ENABLED SMART CITIES**

Elvira NICA

*Bucharest University of Economic Studies, Bucharest, Romania*

Tomas KLIESTIK, Vladimir KONECNY, Katarina VALASKOVA

*University of Zilina, Zilina, Slovak Republic*

## **NETWORKED DIGITAL TECHNOLOGIES AND URBAN BIG DATA ANALYTICS FOR INTERNET OF THINGS-ENABLED SMART GOVERNANCE**

Gheorghe H. POPESCU

*"Dimitrie Cantemir" Christian University, Bucharest, Romania*

Maria KOVACOVA, Jana MAJEROVA

*University of Zilina, Zilina, Slovak Republic*

## **AN EXPLORATORY ANALYSIS OF THE CONSUMER RESISTANCE DETERMINANTS REGARDING THE USAGE OF NANOTECHNOLOGY IN FASHION INDUSTRY**

Andreea-Ionela PUIU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **FROM TRADITIONAL TO DIGITAL: A STUDY ON BUSINESS MODELS IN THE CONTEXT OF DIGITALIZATION**

Teodora Elena FOGOROȘ, Mihaela MAFTEI, Stelian Mircea OLARU, Gabriela Elena BIȚAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **ARTIFICIAL INTELLIGENCE ADOPTION IN PROJECT MANAGEMENT: MAIN DRIVERS, BARRIERS AND ESTIMATED IMPACT**

**Constanta-Nicoleta BODEA**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cosmin MITEA, Oana STANCIU**

*PricewaterhouseCoopers Romania, Bucharest, Romania*

**13:00 – 16:00**

## **BUILDING A COGNITIVE ENTERPRISE AT MONET TECHNOLOGIES IN JAPAN**

**Alexandra DUTESCU-DAMBOVITA, Luiza GATAN, Cosmin DOBRIN**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Cristian VLAD, Kyoko KOKUSHO**

*IBM Japan, Tokyo, Japan*

## **THE IMPACT OF REMOTE WORKING ON ORGANIZATIONAL COLLABORATION AT SNOW PEAK**

**Keita SUGIYAMA**

*IBM Japan, Tokyo, Japan*

**Seiko ADACHI,**

*Bucharest University of Economic Studies, Bucharest, Romania*

**Nil Postius ECHEVERRI, Bianca YAMAGUCHI, Christian KUHNA**

*Nagaoka University of Technology, Nagaoka, Japan*

## **THE IMPORTANCE OF HUMAN RESOURCES IN FRUGAL INNOVATION CREATED IN INDIA**

**Marius PROFIROIU, Toru TAKAHASHI,**

*Bucharest University of Economic Studies, Bucharest, Romania*

**James CHUA**

*Nagaoka University of Technology, Nagaoka, Japan*

**Cristian VLAD, Keita SUGIYAMA**

*IBM Japan, Tokyo, Japan*

## **REDESIGNING WORK AT IBM IN JAPAN DURING THE COVID-19 PANDEMIC CRISIS**

**Vlad CRISTIAN, Ishida HIDEKI, Sugiyama KEITA, Kokusho KYOKO**

*IBM Japan, Tokyo, Japan*

**Marius PROFIROIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **HEALTH TECHNOLOGY ASSESSMENT ON THE AGENDA OF THE FIRST ROMANIAN PRESIDENCY OF THE COUNCIL OF THE EUROPEAN UNION**

**Larisa MIHOREANU, Marius Constantin PROFIROIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **BUSINESS AGILITY – THE KEY FOR BUILDING INNOVATIVE SOLUTIONS IN AN IT ORGANIZATION**

**Maria Daniela LICA**

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DIGITAL TRANSFORMATION FOR PUBLIC AND PRIVATE ORGANIZATIONS. CHALLENGES AND OPPORTUNITIES FOR ROMANIA**

Oana-Raluca TOFAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INNOVATION IN FAMILY BUSINESS**

Adriana CIOCA, Wehbe KASSAM, Delia POPESCU, Constanta POPESCU

*Valahia University, Targoviste, Romania*

## **THE ROLE OF THE CLOUD FOR MOBILE SOLUTIONS IN CRISIS SITUATIONS**

Alexis-Valentin ZAHARIA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SUSTAINABILITY ISSUES AND CONSUMPTION REQUIREMENTS, AGRICULTURAL LAND PRODUCTION PRACTICES FROM A CLIMATE CHANGE PERSPECTIVE**

Lavinia POPESCU, Adela Sorinela SAFTA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **DEVELOPING A NEW MODEL FOR MONITORING AND EVALUATING PUBLIC SERVICES PERFORMANCE**

Ioan RADU, Cleopatra ȘENDROIU, Mihai Ludovic DEMETER, Alexandra Irina PĂDUREAN (BADEA)

*Bucharest University of Economic Studies, Bucharest, Romania*

## **FACTORS AND BARRIERS OF LEAN IMPLEMENTATION. A DELPHI MODEL DEVELOPMENT IN THE FREIGHT TRANSPORTATION SECTOR.**

Mihaela Cornelia POPESCU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **INNOVATION AND ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT**

Irina SHAKHRAMANIAN

*Stavropol State Agrarian University, Stavropol, Russian Federation*

# MINITRACK: CURRENT CHALLENGES WITHIN DEMOGRAPHIC DATA: MEASUREMENT, COLLECTION, RETRIEVAL, ANALYSIS AND REPORTING

Minitrack Chairs: Peter Richmond, Claudiu Herteliu

11:00 - 14:00

## **INTEGRATION AND ADAPTATION PROCESS OF YOUNG REFUGEES AND ASYLUM SEEKERS IN EUROPE: A SURVEY DATA ANALYSIS**

Amira KOBEISSI, Hiba MOHAMMAD

*Bucharest University of Economic Studies, Bucharest, Romania*

## **THE ROLE OF GEOGRAPHIC MAPPING AND DOCUMENTATION SYSTEMS IN THE CONTEXT OF SARS-COV-2: CHALLENGES AND OPPORTUNITIES**

Eduard Gabriel CEPTUREANU, Sebastian CEPTUREANU

*Bucharest University of Economic Studies, Bucharest, Romania*

## **UNRAVELLING MORTALITY**

Peter RICHMOND

*Trinity College Dublin, Dublin, Ireland*

Bertrand ROEHNER

*University Pierre and Marie Curie, Paris, France*

## **THE IMPACT OF HIGHLY-EDUCATED MIGRANTS AND R&D INVESTMENTS ON INNOVATION IN TEN EU COUNTRIES**

Elena-Alexandra SINOI

*West University of Timisoara, Timisoara, Romania*

## **THE IMPACT OF COVID-19 PANDEMIC ON THE NUMERICAL DATA FROM NEWS. A BENFORD LAWS APPROACH**

Marcel AUSLOOS

*School of Business, University of Leicester, UK*

Claudiu HERTELIU

*Bucharest University of Economic Studies, Bucharest, Romania*

*London South Bank University, School of Business, UK*

Adrian PANA

*Center for Health Outcome & Evaluation, Bucharest, Romania*

## **FORECASTING DEMOGRAPHIC PATTERNS THROUGH OPTIMIZED MODEL OF MARKOV CHAIN NATURE**

Cerqueti ROY

*Sapienza University of Rome, Italy*

Eduard Gabriel CEPTUREANU, Sebastian CEPTUREANU

*Bucharest University of Economic Studies, Bucharest, Romania*

**GOODNESS OF FIT MEASURES FOR LOGISTIC REGRESSION MODEL: AN APPLICATION FOR STUDENTS' EVALUATIONS OF UNIVERSITY TEACHING**

**Biagio SIMONETTI**

*University of Sannio, Benevento, Italy*

**DIDACTICS OF STATISTICS IN E-LEARNING COURSES: SOME STRATEGIES FOR IMPROVING STUDENTS PERFORMANCE**

**Pasquale SARNACCHIARO**

*University of Rome Unitelma Sapienza, Rome, Italy*

**Roberta Di GENNARO**

*University of Naples Parthenope, Naples, Italy*

**Claudiu HERTELIU**

*Bucharest University of Economic Studies, Bucharest, Romania*

*London South Bank University, School of Business, UK*

# MINITRACK: THE ROLE OF ACCOUNTING IN SUSTAINABLE DEVELOPMENT

Minitrack Chairs: Donna L. Street, Nadia Albu

14:00 - 16:00

## **STRATEGIC ALIGNMENT AND BUSINESS PERFORMANCE MODEL WITHIN THE CORPORATE GOVERNANCE**

Chirața CARAIANI, Camelia I. LUNGU, Cornelia DASCĂLU, Liana E. ANICA-POPA, Ionuț F. ANICA-POPA, Carmen A. STOIAN

*Bucharest University of Economic Studies, Bucharest, Romania*

## **SMART DATA AS A RESULT OF ERP SYSTEM AND HUMAN CAPITAL**

Roxana IGNA, Diana NIȚĂ, Marius PANTAZI

*Bucharest University of Economic Studies, Bucharest, Romania*

## **IS ACCOUNTING CONTRIBUTING TO THE CURRENT TRENDS IN SUSTAINABLE DEVELOPMENT?**

Elena NECHITA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **CONFLICTING INSTITUTIONAL LOGICS IN THE FIELD OF FINANCIAL REPORTING ENFORCEMENT: INSIGHTS FROM AN EMERGING ECONOMY**

Catalin ALBU, Nadia ALBU

*Bucharest University of Economic Studies, Bucharest, Romania*

Sebastian HOFFMANN

*University of Edinburgh, UK*

## **ESG RATINGS OF MSCI ACWO INDEX COMPANIES: DOW 30 AND GLOBAL 500 EUROPEAN CONSTITUENTS**

Donna L. STREET

*University of Dayton, US*

## **ASPECTS REGARDING CROSS COMPLIANCE AND LEGAL REQUIREMENTS IN TERMS OF MANAGEMENT IN THE BEST CONDITIONS OF AGRICULTURAL LANDS**

Lavinia POPESCU, Adela Sorinela SAFTA

*Bucharest University of Economic Studies, Bucharest, Romania*

## **NATURAL RESOURCES VALUATION BETWEEN QUANTITATIVE AND QUALITATIVE INFORMATION**

Alexandru-Teodor CORACIONI, Tatiana DĂNESCU

*Bucharest University of Economic Studies, Bucharest, Romania*

## MINITRACK: MARKETING AND SUSTAINABILITY

Minitrack Chairs: Silvian Cențiu, Ionel Dumitru

9:00 - 12:00

### **PERFECT SUBGAME EQUILIBRIUM IN A STACKELBERG DUOPOLY**

Ciprian RUSESCU

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### **NEW WAYS OF PROMOTING AND REACHING THE HEARTS AND MINDS OF THE STAKEHOLDERS**

Daniel MOISE, Valentin LAZĂR, Delia BĂBEANU, Carol Cristina GOMBOȘ

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Amelia DIACONU

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### **CONVENIENCE STORES IN ROMANIA. WHAT HAS BEEN CHANGED AFTER COVID-19 OUTBREAK?**

Andreea STRĂTILĂ (IRIMIA)

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### **USING A DIGITAL PLATFORM TO SUPPORT MARKET RESEARCH FOR SMES**

Daniela IONIȚĂ, Lucian-Florin ONIȘOR

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Sunday Adewale OLALEYE

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### **ROMANIAN CONSUMER BEHAVIOR AND PAYMENT CHOICE IN ONLINE SHOPPING. A MARKETING PERSPECTIVE**

Mihaela CONSTANTINESCU, Andreea ORINDARU, Daniela IONITA, Stefan-Claudiu CAESCU

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### **ROMANIAN HOUSING MARKET BEFORE AND DURING THE COVID-19 PANDEMIC**

Elena IONAȘCU

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# MINITRACK: FINTECH & INSURTECH – TOWARDS A SUSTAINABLE FINANCIAL ENVIRONMENT

Minitrack Chairs: Piotr Wojcik, Pele Traian Daniel

11:00 - 13:00

## **ROMANIA'S EU PARTNERS AND THE IMPACT OF COVID-19 ON THE RELATIONSHIPS. AN EMPIRICAL ANALYSIS BASED ON PANEL DATA GRAVITY MODELS AND SCENARIOS**

Adriana Ana-Maria DAVIDESCU, Oana POPOVICI, Vasile Alecsandru STRAT

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## **MOBILE CLOUD COMPUTING AND PAYMENTS**

Ioan ADĂSCĂLIȚEI, Ion-Costel-Marius BĂLȚOI

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## **THE USAGE OF BLOCKCHAIN IN DIGITALIZATION: CASE STUDY ON DOCUMENTARY CREDIT**

Adriana CIOCA, Kassam WEHBE, Delia POPESCU, Constanta POPESCU

*Universitatea Valahia, Targoviste, Romania*

## **UNDERSTANDING THE WORLD BANK'S DOING BUSINESS REPORT: AN ANALYSIS OF THE RANKINGS OF CEE ECONOMIES**

Georgiana VRÎNCEANU, Daniel PELE

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# MINITRACK: BUSINESS LAW AND SUSTAINABLE DEVELOPMENT

Minitrack Chairs: Charlotte Ene, Roberto Panetta

12:00 - 17:00

## **INDIVIDUAL ECONOMIC ENTERPRISE. NOT ACQUIRING LEGAL PERSONALITY IS AN ADVANTAGE OR A DISADVANTAGE**

Silvia Lucia CRISTEA

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## **INTERIM - MANAGEMENT AS A NEW FORM OF EMPLOYMENT - OPPORTUNITY IN A GLOBALIZED CONTEXT ASSISTANT**

Mihaela-Emilia MARICA

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## **THE LEGAL REGIME OF COMPETITION IN INDIA**

Ovidiu – Horia MAICAN

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## **THE COMMUNICATION POLICY IN THE EUROPEAN UNION**

Ioana Nely MILITARU

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## **INCREASING THE INFORMATIC INCIDENTS**

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## **RECOVERY OF THE PREJUDICE CAUSED BY AN INSOLVENT COMPANY**

Cristina COJOCARU

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## **EVOLUTION AND CHANGE IN THE COMMON AGRICULTURAL POLICY OF THE EUROPEAN UNION**

Andreea STOICAN

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## **SOME CONSIDERATIONS CONCERNING THE SHARES**

Ana-Maria LUPULESCU

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**THE LEGAL REGIME OF INTERNSHIP IN ROMANIA IN TERMS OF THE REGULATION CONTAINED IN LAW NO. 176/2018 OF THE INTERNSHIP WITH SUBSEQUENT COMPLETIONS AND ITS RELEVANCE FOR BUSINESS ENVIRONMENT**

Radu Ștefan PĂTRU

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**CONSIDERATIONS ON SUPPORT ACTIVE MEASURES APPLICABLE IN ROMANIA IN THE CONTEXT OF THE EPIDEMIOLOGICAL SITUATIONS DUE TO THE SPREAD OF SARS-COV-2 CORONAVIRUS**

Brîndușa Oana TELEOACĂ VARTOLOMEI, Ana VIDAT

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**REPORT – CONTRACT IN THE NEW CONTEXTUAL REALITY, WHICH PRESENTS THE ADVANTAGES FOR BOTH CONTRACTING PARTIES**

Ileana VOICA

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**THE SUSTAINABLE DEVELOPMENT GOALS – A BRIEF APPRAISAL**

Charlotte Valentine ENE

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