

TABLE OF CONTENTS

Section I: International Affairs

Section II: Regional Development, Integration and Globalization

1.	Anis BENABED	<i>SMEs' Multinationalization by Oil and Gas MNCs within the Business Internationalization Process for De-carbonization, Sustainability, Mutual Cooperation in the Carbon Market and Business Values: An Analytical Approach with a Model</i>	2
2.	Anis BENABED	<i>Deciphering the Applicability of Marketing for Companies' Ownership and Business Internationalization as Key for Market Leadership</i>	10
3.	Bogdan Andrei BÎNĂ Emilia ȚIȚAN Mihaela MIHAI	<i>The Influence of Foreign Direct Investment on the Inflation Rate in Romania: A VAR Approach</i>	19
4.	Răzvan-Ionuț DRUGĂ	<i>Erasmus Plus Mobilities and the Development of Soft Skills: A Key Driver of Student Engagement in International Experiences</i>	31
5.	Fazel Ebrihiam FREEKS	<i>Family Well-Being in the Face of Economic Turmoil: Perspectives of Devoted Fathers as Mentors</i>	39
6.	Roxana Elena LEPĂDATU Anca Raluca OTTO Mihnea JURCA	<i>Green Deal and the Role of Circular Economy in Reaching Climate Neutrality</i>	48
7.	Florina LEȚA (MIHAI)	<i>Constructing National Reputations in Post-Communist Europe: A Comparative Analysis of Romania and Poland</i>	57
8.	Nicolae PLATON	<i>Rural Tourism Development in the Republic of Moldova in Terms of Benefits and Constraints</i>	66
9.	Raluca PODAȘCĂ	<i>Study on Digitalization in the Context of Adopting Artificial Intelligence</i>	73
10.	Raluca PODAȘCĂ	<i>Multiple Regression Analysis of Indicators that Determine Competitiveness</i>	80

Section III: Economic and Social Studies

1.	Alina Georgeta AILINCĂ	<i>Principal Component Analysis for Some Energy Poverty Indicators for EU27</i>	87
2.	Ioan ANTOFIE	<i>Strategic Governance in the Health Sector: Integrating Stakeholders into the Decision-Making Process</i>	96
3.	Ioan ANTOFIE	<i>Organizational Resilience in the Face of Systemic Risks: Lessons from Recent Crises in the Healthcare Sector</i>	102
4.	Tiberiu Cristian AVRĂMESCU	<i>Middle Class Analysis in Some Countries of Central and Southeast Europe</i>	109
5.	Tiberiu Cristian AVRĂMESCU	<i>Romania and The Eurozone Accession: The Nominal Convergence Criteria</i>	117

6.	Adela BÂRA Simona-Vasilica OPREA	<i>Large Language Models and Transformer Architecture in Electricity Price Forecasting</i>	126
7.	Marius Dan BENȚA Claudiu Liviu MANEA Costin Daniel AVRAM	<i>Inflation Analysis and Impact on the Business Environment in Romania</i>	136
8.	Sorinel COSMA	<i>Landmarks of Constantin Stere's Economic Ideology</i>	141
9.	Adina CRISTE Iulia LUPU	<i>Beyond Monetary Policy: Expanding the Communication Frontiers of Central Banks</i>	146
10.	Marian IONEL	<i>Tourism Demand - Primary Factor of the Tourism Services Market</i>	152
11.	Iulia LUPU Adina CRISTE	<i>Geopolitical Risk and Economic Policy Uncertainty: A Regime-Dependent VAR Analysis</i>	158
12.	Claudiu-Liviu MANEA Marius Dan BENTA Costin Daniel AVRAM	<i>The Impact of Artificial Intelligence on Occupations Requiring Higher Education in Romania</i>	166
13.	Daniela Gheorghița MARIA (IFTIMOV)	<i>Digital Education in Romania and Funding Programs</i>	176
14.	Daniela Gheorghița MARIA (IFTIMOV)	<i>Changes in Building Tax Legislation in Romania over the Past Twenty Years</i>	181
15.	Lavinia MASTAC	<i>Less Cash, Same Shadow? Payment Trends and Informality in the European Union</i>	189
16.	Camelia MIHAI Dorinela NANCU	<i>Beyond Percentages: What Does Inflation Say About Romania?</i>	199
17.	Octavia MOISE George BANGHIORRE Mari-Isabella STAN	<i>Sustainability of Public Water Networks in Romania: Assessment of Failures and Network Expansion</i>	205
18.	Elena OCENIC	<i>Beyond the Rainbow: Aligning Hydrogen Color Codes with CO₂ Emissions for a Transparent Energy Transition</i>	215
19.	Simona-Vasilica OPREA Adela BÂRA	<i>Development of a Retrieval-Augmented Generation (RAG) Chatbot</i>	225
20.	Amelia-Loredana PANĂ-DUICAN (ETEGAN)	<i>The Impact of Gender on Individuals' Motivation and Engagement in Cultural Events</i>	235
21.	Rodica PISICĂ	<i>CO₂ Emissions, Inequality, and Growth: How Does the Republic of Moldova Compare to the Baltic States and the EU Average?</i>	245
22.	Nicoleta SÎRGHI Maria Magdalena DOROIMAN	<i>The New Challenges of Artificial Intelligence in Digital Transformation and Economic Competitiveness</i>	255
23.	Constantin-Daniel VĂDUVA	<i>Social Economy Initiatives in the Romanian Orthodox Church: An Analysis of its Contribution to Community Development and Social Welfare</i>	264
24.	Cristina Mihaela ZAMFIR	<i>Euphemisms and Idioms Cropping up in Business Rhetoric</i>	273

Section IV: Marketing – Management

1.	Gabriela Nicoleta ANDRIȘAN Andra MODREANU	<i>Industry 4.0: Competitive Strategies and Sustainability</i>	280
2.	Corina Aurora BARBU Alexandra POPA Alina Elena IONAȘCU	<i>Entrepreneurship in the Digital Age: Adaptation and Innovation</i>	287
3.	Marius BOIȚĂ Gheorghe PRIBEANU Ionela Mihaela MILUTIN	<i>Sustainable Management as a Strategic Factor in the Transition to a Green Economy: A Case Study on the Renewable Energy Sector in Romania</i>	294
4.	Alecsandra Andreea BURCEA (SCINTEE)	<i>Digital Governance in Local Public Administration: Between Transparency and Hypercontrol</i>	301
5.	Alecsandra Andreea BURCEA (SCINTEE)	<i>Emotional Economy in the Digital Age: How Conversational Analytics Shapes Team Morale in Collaborative Platforms</i>	308
6.	Irina CĂLUGĂREANU Sergiu AFTENEV	<i>Construction Finishing Materials Market: Strategic Challenges and Opportunities for Paint Manufacturer</i>	315
7.	Andreea Adriana CIOABĂ Silviu-Mihai NITU-GRANZULEA	<i>Assessing Organizational Culture Influences on Performance</i>	325
8.	Gabriel DINU Loredana DINU	<i>Voting Decision and the Influences on Voter Behavior</i>	331
9.	Loredana DINU Gabriel DINU	<i>The Influence of the Anchoring Effect on Buying Behavior in E-Commerce</i>	341
10.	Mihaela Matilda DUDUIALA	<i>About Ethical Management in Justice Activity</i>	352
11.	Ștefan-Daniel FLOREA Norina POPOVICI	<i>From Formal Certification to Authentic Leadership in Healthcare</i>	357
12.	Ramona Cristina GHIȚĂ Mihai-Alexandru ȘTEFĂNESCU-DRAGOTĂ Andreea Teodora AL-FLOREI	<i>Examining the Impact of Educational and Professional Environment Quality on Academic Achievement and the Outcomes of Integrated Quality Management Implementation</i>	362
13.	Dragoș GRUIA Norina POPOVICI	<i>The Efficiency of Public Expenditure Management and Its Effects on Quality of Life in Romania</i>	370
14.	Alexandru IOAN	<i>Integrating an AI Copilot into a Knowledge Management System for Civil Protection: A Development-Oriented Case Study from Romania</i>	378
15.	Ramona-Diana LEON	<i>Knowledge Sharing through Culturally Embedded Online Customer Behavior in the Era of Human-Centric Industry 5.0</i>	388
16.	Nicoleta Andreea NEACȘU Anca POPESCU	<i>The Effects of Marketing Strategies on Parents' Buying Behavior. Case Study: Baby Food Market</i>	398
17.	Silviu-Mihai NITU-GRANZULEA Andreea Adriana CIOABĂ	<i>Study Concerning Organizational Culture Influences on Corporate Social Responsibility</i>	408
18.	Anca POPESCU Nicoleta Andreea NEACȘU	<i>Beauty Influencers on Social Media: How They Shape Consumer Emotions and Brand Loyalty in the Cosmetics Industry</i>	414

19.	Cătălina Loredana ROGOZEANU (DRĂGHIA) Delia Mioara POPESCU Cezar BRAICU	<i>Sustainable Leadership - Skills and Strategies for Responsible Management</i>	423
20.	Ana-Maria SĂCUIU Angela-Eliza MICU Otilia-Ana LUNGU	<i>The Contribution of Artificial Intelligence in Talent Retention</i>	432
21.	Petruța Ionela STANCA Tudor TĂRBUJARU	<i>The Impact of Leadership on the Labor Market in Romania: Stability, Mobility and Digitalization</i>	440
22.	Mihai-Alexandru ȘTEFĂNESCU-DRAGOTĂ Ramona Cristina GHÎȚĂ Andreea Teodora AL-FLOREI	<i>Analysis of the Direct Influences of Quality Vectors of the Educational Process and Learning Environment on Educational Quality and Performance</i>	450
23.	Cristian Marius TOMA Vasilica TOMA	<i>Synergies in Research - Management of Research Projects in Multidisciplinary Teams and Partnerships</i>	456
24.	Sorin-George TOMA	<i>A Glimpse into the Worldwide Startup Ecosystems</i>	463
25.	Sorin-George TOMA	<i>Analyzing the Evolution of the Biggest Companies Operating in Romania during the COVID-19 Pandemic</i>	471
26.	Roxana-Marcela ZAHARIA Gabriela GHEORGHIU Cristina Elena GEORGESCU	<i>Digital Transformation in Hospitality Services: Conceptual Framework and Managerial Implications</i>	478
27.	Roxana-Marcela ZAHARIA Corina Aurora BARBU Cristina Elena GEORGESCU	<i>Smart Tourism and Digital Experience: Tools, Platforms and User Preferences in the Post-COVID Context</i>	485

Section V: Finance and Accounting

1.	Anișoara Niculina APETRI Ancuța Anisia CHELBA	<i>Impacts of Macroeconomic Factors on Insolvency: Case of Romanian Companies</i>	495
2.	Camil Ciprian CÎRNU Alma-Maria PETCU Dan-Michael SCHAWLOWSKI	<i>Mapping the Intersection of Cost, Employee Benefits, and ESG: A Bibliometric Analysis of Corporate Sustainability and Performance</i>	501
3.	Andreea-Roxana CROCNAN	<i>From Disclosure to Impact: ESG Reporting as a Driver of Financial Outcomes Across Romanian Sectors</i>	510
4.	Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Raluca Andreea TRANDAFIR	<i>The Role of Administrative Digitalization and Economic Development in Shaping Fiscal Efficiency: A Cross-National Analysis</i>	516
5.	Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Raluca Andreea TRANDAFIR	<i>Democracy, Trust and Taxes: Does Civic Engagement Matter for Fiscal Equity?</i>	523
6.	Gabriel MOCANU Alexandra DĂNILĂ Gabriela GHEORGHIU	<i>Tax Optimization in the International Business Environment</i>	534
7.	Traian Cristin NICOLAE	<i>Aspects Regarding the Multidimensionality of Accounting Information Systems Tools</i>	545
8.	Traian Cristin NICOLAE	<i>Trends in the Processes of Implementing Accounting Information Paradigms in Digitalized Systems</i>	554

9.	Andreea Larisa OLTEANU (BURCĂ) Alina Elena IONAȘCU Daniel LIPARĂ	<i>Best Practices in Internal Control, Auditing, and Sustainable Investment Efficiency</i>	564
10.	Oana OPRIȘAN	<i>Taxation of Corporate Profits in Romania and Poland: Key Similarities and Differences</i>	572
11.	Oana OPRIȘAN	<i>Public Finance and the Green Transition: Romania's Strategic Path in Implementing the European Green Deal</i>	581
12.	Florina POPA	<i>Theoretical and Practical Approaches on the Relation between Taxation and Indicators of Inequality</i>	589
13.	Raluca-Andreea POPESCU-PREDULESCU	<i>Exploring the Future of IT Careers in Romania Amid Tax Incentive Cuts: A Case Study</i>	606
14.	Mircea-Iosif RUS	<i>The Importance of Key Indicators in a Trading Company</i>	611