

## TABLE OF CONTENTS

### Section I: International Affairs

### Section II: Regional Development, Integration and Globalization

1.	Constantin ANECHITOAE	<i>Intellectual Property versus Artificial Intelligence</i>	2
2.	Constantin ANECHITOAE	<i>The National Maritime Border – The Border of the European Union</i>	7
3.	Anis BENABED	<i>Fostering Business Internationalization and Resilience for Business and Companies: Risks and Resilience in Globalization</i>	13
4.	Anis BENABED, Andreea-Cristina BOERU	<i>Globalization and the Trending insights of Sustainable Business, Energy and Artificial intelligence for companies: Trends and Values</i>	24
5.	Patricia BOSTAN, Cristina Mihaela LAZĂR, Ionel BOSTAN	<i>Transition of Medical Waste Management (MWM) from Romania to the Circular Economy Paradigm: Expectations and Objective Limits</i>	34
6.	Florica BRAȘOVEANU	<i>The Impact of Regional Development on the Environment</i>	42
7.	Florica BRAȘOVEANU	<i>The Role of Legislation and Legal Institutions in Promoting Sustainable Development at the Regional Level</i>	50
8.	Charles CHATTA, Dikeledi Jacobeth WARLIMONT, Lebogang NAWA	<i>The Future of Blockchain Technology and its Application and Challenges with Regard to International Migration within the African Union</i>	58
9.	Alina COSTEA	<i>Global Village, Different Customs</i>	64
10.	Adina CRISTE, Iulia LUPU	<i>Reflections on Croatia's Accession to the Euro Area</i>	70
11.	Ionut Marius CROITORU, Cosmin Alexandru SPIRIDON, Geanin Georgian JURUBITA	<i>Regional Development at the European Level: A Bibliometric Analysis from 2019 to 2023</i>	77
12.	Claudia Ioana DOBRE	<i>Evolution of the Romanian Imports and Exports in 2022, the Year with the Highest Inflation</i>	87
13.	Cristina DRUMEA	<i>Financial Crisis Cyclicity in Europe under the US Financial Disturbances' Impact. A Logical Framework</i>	91
14.	Adriana Ioana FILIP (CROITORU), Mihaela Gabriela TODRICAN ROSCA, Romeo Aurelian CLINCIU	<i>Administration, Financing and Decentralization of the Schools System in Romania</i>	98
15.	Adriana Ioana FILIP (CROITORU), Monica Ioana TOADER	<i>Researching Local Community Satisfaction in Mihai Viteazu Village</i>	107

16.	Gideon Simon GHAJIGA, Dikeledi Jacobeth WARLIMONT, Pius Shaun WARLIMONT	<i>Leap-Frogging the Competition through Blue Ocean Strategy: A Compelling Case for Small and Medium Enterprises</i>	113
17.	Ion Dănuț JUGANARU, Bogdan PLETEA	<i>The Transition to a More Sustainable Business Model in Tourism. Sustainable Coastal Destinations Best Practices</i>	122
18.	Lara-Greta MERLING, Kevin M. CASHMAN	<i>Credibility and Convergence: Did Euroization Deliver for Montenegro?</i>	132
19.	Lara-Greta MERLING, Kevin M. CASHMAN	<i>How Effective Was Assistance to the Vulnerable Countries During the Pandemic? Comparing the Debt Service Suspension Initiative and Special Drawing Rights</i>	138
20.	Cristian MOȘNIANU	<i>The War Economy in the Russian-Ukrainian Conflict</i>	146
21.	Pumela MSWELI, Dexter L. RYNEVELDT	<i>A Framework for Implementing a Twin Peak Financial Regulatory Model: Institutional Logics Theoretical Perspect</i>	153
22.	Pumela MSWELI, Xoliswa Eugenia KULE	<i>Voices of Women in Boards Count, Effective Participation Counts More: A Board Gender Diversity Theoretical Framework</i>	162
23.	Gabriela Iuliana PARASCHIV (GANEA) Mari-Isabella STAN	<i>Exploring the Impact of Companies Profiles on Environmental Activities</i>	171
24.	Gabriela Iuliana PARASCHIV (GANEA) Mari-Isabella STAN	<i>A Brief Survey Concerning Environmental Action: The Need for Collective Engagement</i>	182
25.	Claudia Livia PAU, Mihaela MARTIN, Florența Diana TĂNASE	<i>Hate Crimes in Globalization Era. Good Practices in Analysing them in European Union Countries</i>	192
26.	Irina Andreea PEGULESCU	<i>Digitalization in Project Management</i>	200
27.	Adrian POP	<i>Comparative Study Between the Development of the Call Center Industry in Romania's Macroregions</i>	209
28.	Adrian POP	<i>The Comparative Study of the Attractiveness of Eastern European Business Environments</i>	219
29.	Hamzat SALAMI, Joy Eleojo EBEH, Yakubu Ojo AMINU	<i>Machine Learning Diagnosis of Dengue Fever: A Cost-Effective Approach for Early Detection and Treatment</i>	229
30.	Anca-Cristina STANCIU, Valentina Irena TUDORAN (NICULIȚĂ)	<i>Social Responsibility in Retail Trade</i>	239
31.	Laurențiu-Mihai TĂNASE, Irene-Ioana DRĂGHICI, Norina POPOVICI	<i>Transfer Pricing in the European Union Context</i>	245

### Section III: Economic and Social Studies

1.	Eleonora BĂCĂ	<i>Creating a Narrative Arc for Business Communication Courses-Promoting Attention, Motivation and Meaningfulness</i>	250
2.	Alic BÎRCĂ	<i>The Public Employment Service – the “Catalyst” for Connecting Employers and the Unemployed in the Labour Market</i>	256
3.	Angelica BUBOI (DĂNĂILĂ)	<i>Overall Impact of Specific Regulations on the Statutory Auditor's Behaviour</i>	265
4.	Alina BUZARNA-TIHENEA (GĂLBEAZĂ)	<i>Interviews in Business Communication</i>	276
5.	Alina BUZARNA-TIHENEA (GĂLBEAZĂ), Lavinia NĂDRAG	<i>Project-Based Learning in ESP. Case Study Proposal in Economic Sciences</i>	283
6.	Octavian CEBAN, Ionela-Roxana PETCU, Andreea MIRICĂ	<i>The Difference Between the Average Score at the National Assessment Examination and the Average Score in Lower Secondary School Cycle – A Comparative Analysis for Romania Between 2019-2022</i>	290
7.	Monica CHELARU (GAIDARGI), Tudor Andrei HOLERGA, Catalin Gheorghe ZEMELEAGA	<i>Study on the Consumption and Demand of Organic Food Products</i>	298
8.	Corina Georgiana CIOROIU, Daniel LIPARĂ	<i>Pre-Pack Proceeding - A Hybrid and Derogatory Safeguard Tool. Member States' Future Obligation of Integrating a New Mechanism in Their National Insolvency Law</i>	304
9.	Romeo-Aurelian CLINCIU	<i>European Projects – Opportunities for Institutional Development of Education in Romania</i>	311
10.	Romeo-Aurelian CLINCIU	<i>Assessing the Impact of Professional Development Programs on Employee Performance in Educational Settings</i>	319
11.	Sorinel COSMA	<i>Nicolae Suțu's Economic Works: Relevance and Particularities</i>	326
12.	Sorinel COSMA	<i>Traditional and Modern Aspects in Ion Ghica's Economic Writings</i>	331
13.	Alexandra DĂNILĂ, Dorinela NANCU	<i>Study on ESG Practices in Romanian Food Sector</i>	337
14.	Nicolae V. DURĂ, Cătălina MITITELU	<i>The Juridical-Canonical Basis of the Management of Movable and Immovable Ecclesiastical Assets</i>	344
15.	Nicolae V. DURĂ, Cătălina MITITELU	<i>The Managerial Activity of the Central Executive Organisms of the Romanian Orthodox Church</i>	352
16.	Giorgiana Roxana ENE	<i>A Snapshot of Where We Are. A Gross Domestic Product Analysis Related to Household Energy Price Index in the European Union</i>	360
17.	Ion FRECAUTAN, Carmen NASTASE, Sergei GRISHUNIN	<i>Is Climate Policy Effectiveness Important for Country's Competitiveness Among EU Member States?</i>	368

18.	Ștefania Rodica HUBEL (ANGHEL), Elena CONDREA	<i>The Influence of Respondents' Residence on their Perception of Sustainable Tourism Issues</i>	378
19.	Ștefania Rodica HUBEL (ANGHEL), Elena CONDREA	<i>Age and Perception: Exploring the Influence on Sustainable Tourism</i>	388
20.	Marian IONEL	<i>Romania's Tourism Market. Trends and Influencing Factors</i>	397
21.	Marian IONEL	<i>Importance and Impact of Tourist Resources and Attractions on Tourist Destinations</i>	402
22.	Diana JOIȚA, Doru Claudiu DAMEAN	<i>Aspects of Gender Vulnerability in the Just Transition Process</i>	406
23.	Florina LEȚA (MIHAI) Diane Paula Corina VANCEA	<i>Ethics in Education: Exploring the Ethical Implications of Artificial Intelligence Implementation</i>	413
24.	Georgiana Maria LUNGU, Costin Daniel AVRAM, Radu BĂLUNĂ	<i>Comparative Analysis of Investor Communication Practices in Listed Companies</i>	422
25.	Carmen-Liliana MĂRUNȚELU	<i>The Edupreneur: Empowering Education through Entrepreneurial Innovation</i>	432
26.	Ionela MUNTEANU, Marioara MIREA	<i>Understanding Commodity Investments: Factor Analysis and Bibliometric Findings</i>	438
27.	Lavinia NĂDRAG	<i>The Role of Phrasal Verbs in Business Communication</i>	444
28.	Florentina-Ștefania NEAGU, Mihaela PURCARU, Marta TACHE	<i>EU Energy Plans between Energy Justice and Ethical Dilemmas. Expectations and Future Education</i>	449
29.	Elena-Loredana OCENIC	<i>Harmonizing Hydrogen Colour Codes: Need for an Economic Policy Framework for a Global Hydrogen Market</i>	458
30.	Simona-Vasilica OPREA, Adela BĂRA, Niculae OPREA	<i>Big Data Management and NoSQL Databases</i>	466
31.	Tatiana PĂDURARU	<i>Eco-Innovation in the Corporate Sustainability Process and the Entrepreneurs' Vision: Implications and Opportunities for Sustainable Businesses in the Era of Climate Change</i>	476
32.	Ioana PLEȘCĂU, Cătălin DROB	<i>Face-to-Face versus Online or Hybrid: How Students Perceive the Educational Framework</i>	488
33.	Mariana ROBU	<i>The Gender Pay Gap: A Roadblock to Gender Equality and Sustainable Development</i>	496
34.	Mariana ROBU	<i>Exploring the Wage Gap in the Republic of Moldova: A Vital Issue of Elder System</i>	505
35.	Florența Diana TĂNASE, Mihaela MARTIN, Claudia Livia PAU	<i>Aspects of Digitalization within Caraș-Severin Local Communities</i>	513
36.	Adina ȚIȚEI	<i>Considerations to Eco-Innovation and Its Relationship with Economic Growth</i>	524

37.	Vlad-Mihai URSACHE	<i>Knowledge Vulnerabilities: Definitions and Interpretations</i>	529
38.	Alin-Gabriel VĂDUVA, Simona-Vasilica OPREA, Dragoș-Cătălin BARBU	<i>Understanding Customers' Opinion Using Web Scraping and Natural Language Processing</i>	537
39.	Catalin Gheorghe ZEMELEAGA, Tudor Andrei HOLERGA, Monica CHELARU (GAIDARGI)	<i>Romanian Agricultural Exports – Recent Trends and Performance Issues</i>	545

## Section IV: Marketing – Management

1.	Ingrid-Georgeta APOSTOL, Giulia-Elena ZAHARIA	<i>Consumer Perception Research on Online Influencer Marketing: A Review of Key Findings and Implication</i>	554
2.	Florin-Aurelian BIRCHI, Laurentiu-Stelian MIHAI, Patricia Cristiana BORUZESCU	<i>Employees' Commitment to Sustainable Development Goals Approach</i>	559
3.	Patricia Cristiana BORUZESCU, Florin-Aurelian BIRCHI	<i>The Impact of Sports Activities on Young Critical Thinking</i>	565
4.	Elena BOSTĂNICĂ, Elena GOGA, Mihai ORZAN	<i>Exploring Barriers to Adoption of AR Filters on Social Media</i>	570
5.	Bianca Andreea CALIN	<i>Current Research Directions in Approaching the Effects Generated by Corruption and Political Risk on Competitiveness and Organizational Performance</i>	577
6.	Irina CALUGAREANU, Denis BUNDUCHI	<i>Increasing the Efficiency of the Enterprise Management Process (Case Study Termoelectrica JSCo)</i>	586
7.	Camelia COJAN	<i>Materialism Unwrapped: Examining the Values Promoted in Television Commercials for Games and Toys During the Holiday Season. A Content Analysis of December 2020 and 2021</i>	593
8.	Irina DOROGAIA	<i>The Phenomenon of Resistance to Organizational Change in Companies of the Republic of Moldova under the Conditions of Industrialization 4.0</i>	602
9.	Simona DUMITRIU, Andra-Nicoleta PLOSCARU, Ramona-Cristina GHIȚA	<i>Evaluating the Effects of Employee Recruitment and Selection Practices on the Organizational Change Process</i>	611
10.	Iasmina-Iulia GRADINESCU, Elena BOSTĂNICĂ, Mihai ORZAN	<i>The Impact of New Technologies on the Future of Marketing: The Challenges of Adopting Artificial Intelligence-Generated Influencers in Marketing Strategy. Is the Romanian Market Ready for this Emerging Trend?</i>	617
11.	Ana-Alina ICHIM	<i>Strategic Elements of Diversity Management in the Educational System – Case Study: CLIM</i>	621
12.	Constantin ILIE, Margareta ILIE	<i>Education 4.0. Between Generation Z and Industry 4.0 Needs</i>	626
13.	Margareta ILIE, Constantin ILIE	<i>Entrepreneurship Trends. How the Future Looks Like</i>	633
14.	Elena Manuela ISTOC, Mihaela Adina MATEESCU, Daniela Nicoleta BALEANU	<i>Marketing of Tourism Destinations in the Post-Covid Era – Challenges of the New Normal</i>	641
15.	Ion Dănuț JUGANARU	<i>Recent Evolutions and Trends in the Trade Fairs and Exhibitions Industry, before and after the COVID-19 Pandemic. The ROMEXPO Company's Case (Romania)</i>	648
16.	Mariana JUGANARU, Daniela POPESCU, Sorina GÎRBOVEANU	<i>The Impact of Intelligent Virtual Assistants on Buying Behavior</i>	659

17.	Mariana JUGANARU, Daniela POPESCU, Felicia BALTĂ RUSU	<i>Investigating Jewellery Buying Behaviour During the Pandemic</i>	668
18.	Lăcrămioara MANSOUR, Elena Cerasela SPATARIU, Gabriela GHEORGHIU	<i>Organizational Culture – Promoter of Technological Innovation and Sustainable Development</i>	678
19.	Daniel METZ, Cristina Ionela TOADERE, Cosmina Laura RAȚ	<i>Study on Measuring and Analysing the Quality of Road Freight Transport Service</i>	688
20.	Constantina –Alina MILOȘ (ILIE), Andreea-Daniela MORARU	<i>The Impact of Major Crises on the Behaviour of the Consumer of Tourism Services - A Perspective on the Impact of the Covid-19 Crisis</i>	696
21.	Gabriel Dumitru MIRCESCU	<i>Corporate Social Responsibility as a Strategic Tool: Impact on Stakeholder Perceptions and Organizational Performance. Case Study: The Pharma Industry</i>	703
22.	Gabriel Dumitru MIRCESCU	<i>Exploring the Role of Leadership in Shaping Successful Strategic Management Practices</i>	709
23.	Cristina MIRONESCU (HOLBAN)	<i>A New Perspective to Talent Management in Romanian Public Institution</i>	716
24.	Andreea Nicoleta NEACȘU, Adriana TULBURE	<i>Marketing Strategies Applied on the Romanian Pharmaceutical Market</i>	723
25.	Amalia Cristina NEDELCUȚ, Răzvan Liviu NISTOR, Călin MOLDOVAN-TESELIOS	<i>Perceptions on the Managerial Competencies Needed in the Organization of Festivals: Case Study</i>	731
26.	Iuliana OBREJA	<i>Influencer's Authenticity from the Perspective of Generation Z Consumers</i>	742
27.	Larisa PATRU GRIGORIE, Corina Aurora BARBU, Ciprian Laurențiu PATRU	<i>Digitalization of Medical Services – A New Ally for Malpractice Risk Management</i>	750
28.	Andra-Nicoleta PLOSCARU, Simona DUMITRIU, Iulian GEORGESCU	<i>Analysis of the Influences of Professional Training and Personal Development Practices Exercised in the Change Process</i>	757
29.	Ioana Maria POPESCU (IACOBESCU), Rodica PAMFILIE, Stelian OLARU	<i>Commonalities and Dissimilarities in the Process of Innovation Management. A Comparable Perspective Based on Business Size</i>	762
30.	Ana Maria PREDILA	<i>The Importance of Ethical Communication in the Medical System</i>	768
31.	Daniela Corina ROTESCU, Cristinel Sorin SPINU, Ionuț RIZA	<i>Risk and Security Management for Accident Prevention</i>	772
32.	Adriana SCRIOSTEANU, Maria Magdalena CRIVEANU	<i>The Relevance of the Correlation of Some Economic Variables for the Achievement of Sustainable Development Objectives at the Level of the European Union</i>	782
33.	Cătălina SITNIKOV, Carmen Maria MIHALCEA, Sofia Mihaela ROMANESCU	<i>Improving the Management of Local Public Administration</i>	787

34.	Ionela STANCA PETRUTA, Denisa Mihaela ŞULA, Liliana NICOLAE ŞTEFAN	<i>Human Resource Management from the Perspective of Ergonomical Requirements at the Workplace</i>	796
35.	Dimitrie STOICA, Angela-Eliza MICU, Maricica STOICA	<i>How to Manage HoReCa Food Waste by Using Digital Technologies?</i>	805
36.	Sorin-George TOMA	<i>The Evolution of the World's Most Valuable Brands in the Period 2018-2023</i>	815
37.	Sorin-George TOMA	<i>The Age of Agile Enterprises</i>	822
38.	Adriana TULBURE, Andreea Nicoleta NEACŞU	<i>Study on Visual Identity Elements Used in the Coffee Market in the Digital Age</i>	829
39.	Iulian VIERU, Irina Teodora MANOLESCU	<i>Adapting Organizational Culture Analysis Tools for SMEs: Application for Veterinary Clinics</i>	838
40.	Giulia-Elena ZAHARIA, Ingrid Georgeta APOSTOL	<i>Research Based on Secondary Data into the Influence of Colours on the Online Consumer's Behaviour</i>	849



## Section V: Finance and Accounting

1.	Valentin Marian ANTOHI, Nicoleta CRISTACHE	<i>Testing Population Health Security through a Correlative Economic Development Model</i>	860
2.	Nicoleta ASALOȘ, Costică ROMAN, Patricia BOSTAN	<i>Pharma Sector under the Influence of the Parafiscal Mechanism: Clawback Tax</i>	869
3.	Nicoleta ASALOȘ, Ionel BOSTAN	<i>Orientation of Public Audit Missions to the IT Activity Carried out within the State Authorities/Entities</i>	876
4.	Mohamed Mouloud BELAID, Yamina SOUDANI, Alina Iuliana TABIRCA	<i>The Dilemma of Financial Autonomy in the Management of Public Finances at the Level of Local Governments</i>	886
5.	Ionela Cornelia CIOCA	<i>Accounting and Tax Specifics Regarding Cryptocurrency Trading at National and European Level</i>	896
6.	Alexandra DĂNILĂ, Gabriel MOCANU	<i>Transfer Prices Report. Case Study in Romania</i>	902
7.	Irene-Ioana DRĂGHICI, Laurențiu-Mihai TĂNASE, Norina POPOVICI	<i>The Stability of the Revenues to the Budget of the European Union</i>	910
8.	Costinela FORTEA, Monica Laura ZLATI, Ioana LAZARESCU	<i>Analysis of the Sustainable Development of the Eastern European Countries from the Perspective of the Transition to the Green Economy</i>	914
9.	Silvia GHIȚA-MITRESCU, Ionuț ANTOHI	<i>NEETS' Perception on Financing an Entrepreneurial Endeavour</i>	923
10.	Alina Elena IONAȘCU, Alexandra POPA, Roxana Marcela ZAHARIA	<i>Level of Financial Education in South-Eastern Europe</i>	932
11.	Iulia IUGA, Ruxandra LAZEA	<i>The Impact of Economic Freedom on the Economic Growth in EU Countries</i>	940
12.	Flavius Valentin JAKUBOWICZ, Ionela MUNTEANU, Marioara MIREA	<i>Developments in Cryptocurrency Transactions and Implications for Audit and Accounting Activities</i>	951
13.	Cristina Mihaela LAZĂR, Svetlana MIHAILA, Violeta CODREAN	<i>Improving Economic Efficiency of an Entity through Comprehensive Analysis of Receivables</i>	958
14.	Lăcrămioara MANSOUR, Elena Cerasela SPATARIU, Gabriela GHEORGHIU	<i>Accounting Informational System – Directions, Challenges, Risks and Opportunities</i>	969
15.	Alina MATEI (CHIRIAC), Kamer-Ainur AIVAZ	<i>Exploratory Analysis of Assets Nonconformities in Financial Statements</i>	978
16.	Alina MATEI (CHIRIAC), Kamer-Ainur AIVAZ	<i>A Bibliometric Analysis on Fraud in Accounting</i>	986
17.	Irena MUNTEANU, Valentina PUNGA	<i>Are Coins and Notes History in The US ?</i>	996
18.	Irena MUNTEANU	<i>Bank Lending in Romania after the Covid 19 Pandemic</i>	1001
19.	Traian Cristin NICOLAE	<i>Possibilities of the Development of the Application of Financial Instruments in the Accounting Systems</i>	1007

20.	Traian Cristin NICOLAE	<i>Reflections on the Effect of Massive Data on Digitalized Accounting Information</i>	1014
21.	Andreea Larisa OLTEANU (BURCA), Corina Aurora BARBU, Alexandra POPA	<i>Catalyzing Change: ESG Integration in the Global Economy for a Resilient and Responsible Future</i>	1022
22.	Andreea Larisa OLTEANU (BURCA), Alina Elena IONAȘCU, Roxana Marcela ZAHARIA	<i>ESG Reporting Standards in the Banking Sector: A Global Analysis</i>	1032
23.	Oana OPRIȘAN, Maria DUMITRACHE (ȘERBANESCU)	<i>Tax Pressure on People's Incomes</i>	1040
24.	Oana OPRIȘAN, Maria DUMITRACHE (ȘERBANESCU)	<i>Impact of COVID-19 on Cryptocurrency Markets</i>	1046
25.	Mircea-Iosif RUS	<i>The Impact of Sustainability in Research-Development-Innovation Activity</i>	1053
26.	Cristina SBÎRNECIU, Nicoleta Valentina FLOREA	<i>Evaluating the Impact of Emerging Technologies on the ECB's Mandate: Can the European Central Bank Use Distributed Ledger Technology and Digital Euro to Advance Financial Inclusion in Europe?</i>	1059
27.	Alin-Vasile STRACHINARU	<i>The Impact of Public Debt on Sustainable Development. The Romanian Case</i>	1071
28.	Teodora Maria SUCIU	<i>Quantifying Economic Performance: Forecasting in the Romanian Clothing Industry</i>	1083
29.	Sergiu ȘOIMU, Galina BĂDICU, Diana RENCHECI	<i>Requirements for Audit Firms Regarding the Prevention and Combating of Money Laundering</i>	1094
30.	Liviu Andrei TOADER, Florentina CHIȚU, Dorel Mihai PARASCHIV	<i>The Relationship Between the Environmental Tax Revenues and the Greenhouse Gas Emission in Romania</i>	1103
31.	Gabriela TRAILA	<i>Developments and Perspectives Regarding the Impact of Digital Transformation on the Banking System in Romania</i>	1112
32.	Adina TRANDAFIR	<i>Political Budget Cycles. Evidence from Romania</i>	1123
33.	Mariana VLAD	<i>A Brief Analysis on the Dynamic Effects of the Minimum Wage on the Economy in Romania</i>	1131
34.	Răzvan-Aurelian MUNTEANU	<i>Analysis of Fulfillment of the Objectives for Sustainable Development in Romania</i>	1141
35.	Irina-Elena PETRESCU, Mihai ISTUDOR, Răzvan-Aurelian MUNTEANU, Alexandra NEDELUCU	<i>The Competitiveness of the Romanian Agri-Food Sector in the Context of Sustainable Development</i>	1149