

TABLE OF CONTENTS

Section I: International Affairs

Section II: Regional Development, Integration and Globalization

1.	Anis BENABED	<i>Oil and Gas Production, Exports and Imports as Critical Business Internationalization Operations for Companies in Globalization: An Analytical Approach</i>	2
2.	Anis BENABED	<i>Multinational Companies as a Business Internationalization Driving Strategy: Implications for Competitive Advantages and Business Values</i>	12
3.	Florica BRAȘOVEANU	<i>Advancing Sustainable Development: The Role of European Environmental Law in Regional Integration and Globalization</i>	20
4.	Florica BRAȘOVEANU	<i>Transparency and Public Participation in EU Environmental Decision-making: Strengthening Global Governance and Regional Cooperation</i>	28
5.	Irina-Ștefana CIBOTARIU	<i>Methods of Measuring and Analyzing Inflation and its Effect on Economic Growth</i>	36
6.	Irina-Ștefana CIBOTARIU	<i>Internal Control Tools to Strengthen the Fight Against Fraud in the European Union</i>	46
7.	Claudia Ramona CIOCNITU (STOICONI)	<i>Strategies for Implementing Sustainability in Entrepreneurial Businesses</i>	53
8.	Elena CONDREA Ștefania-Rodica HUBEL (ANGHEL) Mari-Isabella STAN	<i>Local Development through Collaborative Action: A Study on the Central Dobrogea Local Action Group (GAL-DC) and its Project-Based Associative Framework</i>	61
9.	Iulia Oana FLOREA Kamer-Ainur AIVAZ Diane Paula VANCEA	<i>The Hidden Mechanisms and Impact of International Economic Criminality: A Bibliometric Perspective</i>	72
10.	Fazel Ebrihiam FREEKS Dikeledi Jacobeth WARLIMONT Pius-Shaun WARLIMONT	<i>Economic Challenges on Motherhood and Womanhood and the Issue of Gender-Based Violence (GBV) in the South African Society</i>	80
11.	Gideon Simon GHAJIGA Dikeledi Jacobeth WARLIMONT Lavinia Eugenia NADRAG	<i>Enhancing Governance and Public Administration Reform in BRICS Countries: Challenges and Opportunities</i>	90
12.	Cătălin GRĂDINARU Sorin-George TOMA Andra MODREANU	<i>Innovation at the Global Level: An analysis of the Global Innovation Index in the Period 2021-2023</i>	97
13.	Deogratius KIMOLO Nicholaus ODHIAMBO Sheilla NYASHA	<i>Inflation Dynamics in Post-Independence Rwanda</i>	105
14.	Irina Teodora MANOLESCU Mihai TALMACIU Mioara MIHĂILĂ	<i>Integrating Ecotourism into Regional Development: A Study on Natura 2000 Sites in the North-East Region of Romania</i>	117
15.	Bogdan MUNTEANU	<i>Immediate Geopolitical and Economic Considerations on the Israel-Hamas Conflict in the First Two Weeks since 7 October 2023</i>	128

16.	Maria ORHEAN-VRÂNCEANU Ancuța LUCACI Carmen Eugenia NĂSTASE	<i>Eco-Innovation -Pioneer of the Green Economy in the Development of the Entrepreneurial Environment. Study Case: Eco-Innovation Performance across Post-Socialist Countries in Europe</i>	136
17.	Cristina – Iuliana PETROVAN (MARANDA)	<i>Enhancing International Public-Private Partnerships by Entering New Markets like Asia and Africa</i>	145
18.	Anca Cristina STANCIU Ștefania-Rodica HUBEL (ANGHEL) Mari-Isabella STAN	<i>A Demographic Exploration of Associative Entities in the Local Action Group</i>	154
19.	Anca-Cristina STANCIU, Valentina Irena TUDORAN (NICULIȚĂ)	<i>ISO 37001- A Global Anti Bribery Standard</i>	164
20.	Laurențiu-Mihai TĂNASE Maxim CETULEAN Norina POPOVICI	<i>The Impact of Tax Avoidance in the European Union</i>	170
21.	Sorin-George TOMA	<i>The Evolution of the World Motor Vehicle Production in the Period 2018-2022</i>	175

Section III: Economic and Social Studies

1.	Camelia BEJAN	<i>Action Nominalizations in Business English: A Corpus Study</i>	181
2.	Alina BUZARNA-TIHENEA (GALBEAZA)	<i>Developing Speaking Skills through Debates. Case Study Proposal in Business English</i>	190
3.	Maxim CETULEAN Laurențiu-Mihai TĂNASE Norina POPOVICI	<i>The Social Impact of Digital Transformation at the European Level</i>	198
4.	Sorinel COSMA	<i>Landmarks in A. C. Cuza Economic Thinking</i>	203
5.	Sorinel COSMA	<i>Ion Ionescu de la Brad's Economic and Social Thinking</i>	209
6.	Doru Claudiu DAMEAN Diana JOIȚA	<i>Energy Efficiency Financing, an Opportunity to Reduce Energy Poverty in the South-East Region of Romania</i>	214
7.	Mihaiela Eugenia DAVID	<i>The Use of EI (Emotional Intelligence) in Crisis Management: The Relevance of Keynes's Thinking for the Post-Capitalist Society</i>	223
8.	Ioana Raluca DIACONU Bogdan Andrei TILIUȚĂ	<i>The Impact of the Russian-Ukrainian Conflict on Romania's Economy</i>	232
9.	Liliana GHERGHINA	<i>Analysis of the Employed Population Evolution and of the Gross Domestic Product in Services, in the Western Region of Romania</i>	237
10.	Ioana GUTU Romeo ASIMINEI	<i>Reaching Destinations Through Virtual Tourism– The Case of Romania</i>	247
11.	Florina LEȚA (MIHAI)	<i>The Connection between Business Ethics and the Organizational Culture</i>	258
12.	Daniel LIPARĂ Marian IONEL	<i>Uncovering the Attractiveness of the Romanian Market: A Data-Driven Approach</i>	267
13.	Georgiana Maria LUNGU Costin Daniel AVRAM Luminița POPESCU	<i>New Challenges of Financial Communication in the Context of Sustainability Standards</i>	277
14.	Paul Stefan MARKOVITS	<i>Digital Transformation of Agriculture in Romania: A Change Management Perspective</i>	282
15.	Daniela-Melania MIHAI Smaranda-Nicoleta-Cristina TOMA	<i>The World Electricity Production and the Current Global Energy Crisis in Brief</i>	292
16.	Andreea MIRICA Adina NEAMTU Irina-Elena STOICA	<i>Pupils Left Behind? An Analysis on the Data from National Evaluation Exams in Romania 2023</i>	300
17.	Alunica MORARIU	<i>Civil Service Reform – Expectations Related to the Implementation of The National Recovery and Resilience Plan (NRRP)</i>	307
18.	Alunica MORARIU	<i>Phasing of the Contest for the Occupation of Public Office, a Solution to Increasing Competition and Transparency in the Process of Recruiting Candidates</i>	316

19.	Aurora MURGEA	<i>The Dark Side of Digitalization: Wealthier but Unhappier</i>	326
20.	Aurora MURGEA	<i>Digitalisation and Happiness in the European Union</i>	335
21.	Stere STAMULE Marian OANCEA Nicolae VRANA	<i>The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Crucea Commune, Constanta, Romania Systems in order to Enable the Decarbonization in Romania</i>	343
22.	Stere STAMULE Marian OANCEA	<i>The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Tulcea Municipality, Romania Systems in order to Enable the Decarbonization in Romania</i>	354
23.	Irina-Elena STOICA	<i>Effective Promotion and Communication in modern Censuses: A study about 2021 Romania's Census</i>	364
24.	Andreea-Maria TANASĂ Simona-Vasilica OPREA Adela BĂRA	<i>Web Scraping and Review Analytics. Extracting Insights from Commercial Data</i>	370
25.	Adina ȚIȚEI	<i>Social Protection Expenditure - Comparisons and Discussions for the EU Countries</i>	380

Section IV: Marketing – Management

1.	Solomia ANDREȘ	<i>Analysis of Management Challenges and Strategies in Human Resources at the Level of a Company with a Tradition in Resita</i>	385
2.	Corina-Aurora BARBU Alexandra POPA Roxana-Marcela ZAHARIA	<i>The Use of Digital Technologies in Tourism Management</i>	394
3.	Nicolae Alexandru BUDEANU	<i>Implementation of Knowledge Management in Intelligence Agencies: a VOSviewer Bibliometric Analysis</i>	402
4.	Raluca-Giorgiana CHIVU (POPA) Ionuț-Claudiu POPA	<i>Unveiling the Power of Social Media: Innovative Strategies and SOCMINT Insights in Modern Marketing</i>	411
5.	Georgiana Elena CONSTANTIN Anca Ioana BLAGA	<i>The Impact of Online Advertising on the Purchase Decision</i>	418
6.	Ioana Raluca DIACONU Bogdan Andrei TILIUȚA	<i>The management of Organizational Culture Change in Financial-Banking Institutions in Iași County - Case Study</i>	426
7.	Gabriel DINU Loredana DINU	<i>The Influence of Social Groups on the Voting Behavior of the Resita Voter</i>	437
8.	Loredana DINU Gabriel DINU Jeanina-Biliana CIUREA	<i>Analysis of Consumer Perception Regarding the Quality of Services Offered by Casa Ecologica Guesthouse</i>	442
9.	Adriana Ioana FILIP (CROITORU) Malina DARJA	<i>The Impact of Social Networks on Buying Decisions</i>	453
10.	Liliana GHERGHINA	<i>The Identification of the Preference, Motivation, Attitude and Satisfaction of Consumers towards Resorts from the Semenic Tourist Area</i>	459
11.	Erika-Ligia HELER	<i>Employees' Perception of Corporate Sustainable Development: A Bibliometric Examination</i>	470
12.	Ion Dănuț JUGĂNARU Narcisa Georgiana MOȘOIU	<i>Trends in the Evolution of the Average Length of Stay in Tourist Destinations on the Romanian Black Sea Coast</i>	481
13.	Komalpreet KAUR Elena ZHAO Vanina Adoriana TRIFAN	<i>A Story of Vision and Leadership: Unveiling the Samsung Electronics Brand's Path to Success</i>	491
14.	Lăcrămioara MANSOUR (STOIAN) Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	<i>Organizational Performance and Corporate Governance form the Inside Out</i>	501
15.	Angela-Eliza MICU Alexandra DOGARESCU	<i>Study on Recruiters Opinion Towards AI-Tools to Facilitate the Hiring Process within a Company</i>	511
16.	Daniela-Melania MIHAI Smaranda-Nicoleta-Cristina TOMA	<i>Tourist Demand for Romania over the Last Three Decades</i>	518
17.	Mirela Felicia PETRIC Cristina Ionela TOADERE Claudiu FEIER	<i>The Impact of Organisational Communication Quality on Employee Satisfaction</i>	526

18.	Alexandra POPA Corina-Aurora BARBU Roxana-Marcela ZAHARIA	<i>Human Resources Management in Tourism Industry</i>	535
19.	Alina PUȚAN Mălina DARJA	<i>Entrepreneurship Issues in post Covid Period. Case of Romanian SME's</i>	544
20.	Cristina Teodora ROMAN Cristina Ionela BULAT	<i>Quality in Higher Education: a Comparison Between Legal and Academic Approach</i>	549
21.	Dimitrie STOICA Angela-Eliza MICU Maricica STOICA	<i>Study on Consumers' Opinion Towards Doggie-to-go-bags in the Context of Food Waste Management</i>	556
22.	Adrian ȘERBAN-COMANESCU	<i>Google Ads, Meta, TikTok, Which is the Best Way of Paid Promotion?</i>	562
23.	Mihaela Rodica ȘOMLEA	<i>The Role of Communication in Managing Resistance to Change</i>	569
24.	Cristina Ionela TOADERE Maria METZ Claudiu FEIER	<i>The impact of Management Practices on Organizational Effectiveness in a Transport Company</i>	577
25.	Cristian Marius TOMA Irina Teodora MANOLESCU Vasilica TOMA	<i>Exploring Perceptions and Practices in Organizing University Scientific Research</i>	586
26.	Otilia-Maria TRĂȘCA	<i>Workaholism: A Modern Epidemic in Professional Environments</i>	595

Section V: Finance and Accounting

1.	Andreea-Simina ARDELEAN Ionuț-Constantin CUCEU Viorela-Ligia VĂIDEAN	<i>Poverty as a Determinant of Corruption - a Parametric Approach</i>	604
2.	Nicoleta ASALOȘ Ionel BOSTAN	<i>Updating and Developing the Normative Framework for Strengthening the Internal Public Audit Function in State Institutions and Companies</i>	614
3.	Galina BADICU Victor COJOCARU Dorinela NANCU	<i>Aspects of Accounting Cost for Development of Customized Software Products</i>	623
4.	Alexandrina BRÎNZĂ Viorica IOAN Ioana LĂZĂRESCU	<i>Critical Analysis of the Sharpe Ratio: Assessing Performance and Risk in Financial Portfolio Management</i>	633
5.	Georgiana BURLACU Ioan-Bogdan ROBU	<i>The Influence of Covid-19 Pandemy on Financial Fraud Risk Assessment</i>	640
6.	Mihaela – Lavinia CIOBĂNICĂ	<i>Methodology for Implementing the Investment Decision in the Certain Economic Environment</i>	652
7.	Corina Georgiana CIOROIU Alina Elena IONAȘCU Andreea Larisa OLTEANU (BURCĂ)	<i>Fiscal Policies to Diminish the Deficit in Romania</i>	662
8.	Ana Carolina COJOCARU Nicolai JIERI Nicoleta ASALOȘ	<i>Current Research Trends in IFRS 15 Revenue from Contracts with Customers: a Comprehensive Review</i>	670
9.	Narcis-Alexandru CORMAN	<i>The Effects of Budget Constraints in the Ministry of Internal Affairs in Romania</i>	679
10.	Carina-Bianca DARANUȚA	<i>Main Expenditures of NATO through NSIP in Romania</i>	683
11.	Alexandra DĂNILĂ	<i>The Role of ESG Factors in Improving Firm Financial Performance</i>	688
12.	Cezar Cătălin ENE	<i>Econometric Insights into Non-Governmental Credit Fluctuations: A Case Study of Romania</i>	694
13.	Maria Simona ENE	<i>Assessing Economic Inequality Through the Lorenz Curve in Central and Eastern European Countries</i>	700
14.	Lilea GRIGOROI Cristina Mihaela LAZĂR Svetlana MIHAILA	<i>Relevance Versus Irrelevance of Scientific Research Skills to the Practice of the Accounting Profession</i>	707
15.	Iulia Cristina IUGA Ionela Cornelia CIOCA Teodor HADA	<i>Insolvency of Companies in Romania</i>	718
16.	Cristina Mihaela LAZĂR Ionel BOSTAN	<i>Emphasizing the Coercive Side of the Anti-Tax Evasion Rules</i>	725
17.	Liliana LAZARI Roman VIERU	<i>Accounting Treatment of Tax on Income according to NAS and IFRS</i>	733
18.	Aurel-Constantin LUPU Oana Raluca IVAN	<i>Bibliometric Analysis of the Literature on Reporting Non-Financial Information in Emerging Economy Countries</i>	740

19.	Aurel-Constantin LUPU Oana Raluca IVAN	<i>Non-Financial Reporting Frameworks in Emerging Economies</i>	745
20.	Lăcrămioara MANSOUR (STOIAN) Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	<i>Organizational Culture, Corporate Governance and Accounting Outcomes</i>	751
21.	Corina Elena MANTA Alexandra DĂNILĂ	<i>Tax Evasion in the European Union</i>	760
22.	Andreea MOCANU Maria GROSU Ioan-Bogdan ROBU	<i>The Impact of IFRS on Audit Quality in Romania</i>	767
23.	Ionela MUNTEANU	<i>A Literature Review of Institutional Performance and Circular Economy</i>	775
24.	Irena MUNTEANU	<i>The Banking System in Romania in the Current Period</i>	783
25.	Irena MUNTEANU	<i>The European Central Bank, The Federal Reserve System and the Challenge of Inflation</i>	789
26.	Traian Cristin NICOLAE	<i>Reflections on Methods of Digital Processing of Very Large Amounts of Accounting Information</i>	795
27.	Traian Cristin NICOLAE	<i>Considerations Regarding Applications of Financial Instruments in Accounting Systems</i>	802
28.	Andreea Larisa OLTEANU (BURCĂ) Alina Elena IONAȘCU	<i>The Importance of ESG in Real Estate Investments</i>	810
29.	Oana OPRIȘAN Maria SERBANESCU (DUMITRACHE)	<i>Weaknesses and Strengths in the Evolution of the Romanian Tax System</i>	818
30.	Oana OPRIȘAN Maria SERBANESCU (DUMITRACHE)	<i>Assessing the Impact of European Funds Absorption in Romania in the Context of Financial Stability</i>	826
31.	Anișoara – Elena PAVELESCU (BELBE)	<i>Contributions to the Improvement of the Process of Internal Audit at Public Educational Entities by Using Chatbots</i>	833
32.	Mitică PEPI	<i>Effect of Annual Financial Results on the Stock Price</i>	841
33.	Alina PUȚAN	<i>Impact of Non-Financial Reporting on Stakeholder Decisions</i>	849
34.	Mircea-Iosif RUS	<i>The Importance of Financial Profitability in the Activity of a Company</i>	856
35.	Mircea-Iosif RUS	<i>Fiscal Risk in the Activity of a Company</i>	861
36.	Andrei Cristian SPULBĂR	<i>Exploring the Dynamics of Digital Assets through Vector Autoregressive Modeling (VAR): Implications for Fintech and Financial Systems</i>	866
37.	Mariana ZAMFIR	<i>Analysis of Investment Projects by Discounting Methods</i>	877