OVIDIUS UNIVERSITY OF CONSTANTA



FACULTY OF ECONOMIC SCIENCES

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ASSOCIATION OF ECONOMIC FACULTIES FROM ROMANIA

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THE INTERNATIONAL CONFERENCE

Present

Issues of

Global

Economy



- 20th Edition -June, 29th – July, 1st 2023 Constanta, ROMÂNIA



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- Răzvan ZAHARIA, Bucharest University of Economic Studies, Romania.



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CONFERENCE PROGRAM

Conference Venue: "Ovidius" University of Constanța, 1 University Alley, Campus (A Building) Senate Room, 1st Floor

Thursday - June, 29th 2023

After 14:00	Participants' arrival	Constanta, Romania
	Friday – June, 30 th 20	23
11:00-11:30	Participants' registration	Senate Room, Campus (A Building) 1st Floor
11:30-11:45	Welcoming Speech Elena Cerasela SPĂTARIU, PhD. Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta Dan Marcel ILIESCU, PhD. Rector, "Ovidius" University of Constanta Diane Corina VANCEA, PhD. President of the Senate, "Ovidius" University of Constanta Elena CONDREA, PhD. Vice Rector, "Ovidius" University of Constanta	Senate Room, Campus (A Building) 1st Floor
11:45-12:15	Plenary Session – Paper presentation Peculiarities of the Romanian Higher Education System's Evolution – Historical Landmarks and Statistical Data Nicolae ISTUDOR, PhD. Rector, Bucharest University of Economic Studies Organizational Culture – Promoter of Technological Innovation and Sustainable Development Lăcrămioara MANSOUR, PhD. Student The Bucharest University of Economic Studies Elena Cerasela SPATARIU, PhD. Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta Gabriela GHEORGHIU, PhD. Vice Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta	Senate Room, Campus (A Building) 1st Floor
12:15-13:30	Doctor Honoris Causa Award Ceremony Dumitru MIRON, PhD. President of the Senate, The Bucharest University of Economic Studies	Senate Room, Campus (A Building) 1st Floor



14:00 – 17:00	Festive Lunch	"B'Arca" Restaurant Tabacariei Lake, Constanta
17:00 – 18:30	Papers presentations – Parallel Sessions: - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting - Economic and Social Studies - Marketing-Management	Senate Room, Campus (A Building) 1st Floor Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor

Saturday – July, 1st 2023

Virtual paper presentations – Parallel Sessions

10:00 - 13:00	Section 1. International Affairs Section 2. Regional Development, Integration and Globalization https://us02web.zoom.us/j/2299927039?pwd=YXRqTjJxYWNsMk03SjBzK0hqUWhpQT09 Meeting ID: 229 992 7039 Passcode: 24032020		
	Section 3. Economic and Social Studies <a href="https://example.com/https://example.co</th><th>Webex Meetings link:
//meetingsemea3.webex.com/meet/lazarcristinam</th></tr><tr><th>Section 4. Marketing – Management</th><th>Webex Meetings link: https://ovidius.webex.com/meet/stecon</th></tr><tr><td>Section 5. Finance – Accounting</td><td>Webex Meetings link: https://ovidius.webex.com/meet/traian.nicolae		
	13:00	Closing Conference Session Conclusions. Official Closing Session	Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor



Section 1. International Affairs Section 2. Regional Development, Integration and Globalization

Session Chair: Cristina DUHNEA, PhD. Ionela MUNTEANU, PhD., Loredana Georgiana SCHIPOR, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta Join Zoom Meeting https://us02web.zoom.us/j/2299927039?pwd=YXRqTjJxYW

https://us02web.zoom.us/j/229992/039?pwd=YXRq1jJXYW NsMk03SjBzK0hqUWhpQT09

Meeting ID: 229 992 7039 Passcode: 24032020

Available on 1st of July starting at 10:00 AM

Constantin ANECHITOAE	Intellectual Property versus Artificial Intelligence
Constantin ANECHITOAE	The National Maritime Border – The Border of the European Union
Anis BENABED	The role of Business Internationalization and Resilience for SMEs and Companies: Trends and Unanticipated Risks
Anis BENABED, Andreea-Cristina BOERU	Globalization and the Trending Connection of Sustainable Business, Energy and AI: Trends and Values
Patricia BOSTAN, Cristina Mihaela LAZĂR, Ionel BOSTAN	Transition of Medical Waste Management (MWM) from Romania to the Circular Economy Paradigm: Expectations and Objective Limits
Florica BRAŞOVEANU	Impact of Regional Development on the Environment
Florica BRAŞOVEANU	The Role of Legislation and Legal Institutions in Promoting Sustainable Development at the Regional Level
Charles CHATTA, Dikeledi Jacobeth WARLIMONT, Nawa LEBOGANG	The Future of Blockchain Technology and its Application and Challenges with Regard to International Migration within the African Union
Alina COSTEA	Global Village, Different Customs
Adina CRISTE, Iulia LUPU	Reflections on Croatia's Accession to the Euro Area
Ionut Marius CROITORU, Cosmin Alexandru SPIRIDON, Geanin Georgian JURUBITA	Regional Development at the European Level: A Bibliometric Analysis from 2019 to 2023
Claudia Ioana DOBRE	Evolution of the Romanian Imports and Exports in 2022, the Year with the Highest Inflation



Cristina DRUMEA	Financial Crisis Cyclicality in Europe under the US Financial Disturbances' Impact. A Logical Framework
Cristina DUHNEA, Andreea-Daniela MORARU	Challenges for the Internationalization of Universities in the Current Context
Adriana Ioana FILIP CROITORU, Mihaela Gabriela TODRICAN ROSCA, Romeo Aurelian CLINCIU	Administration, Financing and Decentralization of the Schools System in Romania
Adriana Ioana FILIP CROITORU, Monica Ioana TOADER	Researching Local Community Satisfaction in Mihai Viteazu Village
Gideon Simon GHAJIGA, Dikeledi Jacobeth WARLIMONT, Pius Shaun WARLIMONT	Leap-Frogging the Competition through Blue Ocean Strategy: A Compelling Case for Small and Medium Enterprises
Ion Dănuț JUGANARU, Bogdan PLETEA	The Transition to a More Sustainable Business Model in Tourism. Sustainable Coastal Destinations Best Practices
Irina Teodora MANOLESCU, Mihai TĂLMACIU, Mioara MIHĂILĂ	Distinctive Elements of the Tourist Valorization of Natura 2000 Sites
Cristian MOŞNIANU	The War Economy in the Russian-Ukrainian Conflict
Adrian POP	Comparative Analysis of the Attractiveness of the Business Environment in Central and Eastern European Countries
Hamzat SALAMI, Joy Eleojo EBEH, Ojo Aminu YAKUBU	Machine Learning Diagnosis of Dengue Fever: A Cost-Effective Approach for Early Detection and Treatment
Lara-Greta MERLING, Kevin CASHMAN	Credibility and Convergence: Did Euroization Deliver for Montenegro?
Lara-Greta MERLING, Kevin CASHMAN	How Effective Was Assistance to the Vulnerable Countries During the Pandemic? Comparing the Debt Service Suspension Initiative and Special Drawing Rights
Pumela MSWELI, Dexter Lejay-Jayson RYNEVELDT	A Framework for Implementing a Twin Peak Financial Regulatory Model: Institutional Logics Theoretical Perspect
Pumela MSWELI, Xoliswa Eugenia KULE	Voices of Women in Boards Count, Effective Participation Counts More: A Board Gender Diversity Theoretical Framework



Anca-Jeanina NIŢĂ	Constitutional Requirements Regarding the Protection of Public Interest in Economic Activity
Claudia Livia PAU, Mihaela MARTIN, Florența Diana TĂNASE	Hate Crimes in Globalization Era. Good Practices in Analysing Them in European Union Countries
Gabriela Iuliana PARASCHIV (GANEA) Mari-Isabella STAN	Exploring the Impact of Companies Profiles on Environmental Activities
Gabriela Iuliana PARASCHIV (GANEA) Mari-Isabella STAN	A Survey Concerning Environmental Action: The Need for Collective Engagement
Irina Andreea PEGULESCU	Digitalization in Project Management
Anca-Cristina STANCIU, Irena NICULITA	Social Responsibility in Retail Trade
Laurențiu-Mihai TĂNASE, Irene-Ioana DRĂGHICI, Norina POPOVICI	Transfer Pricing in the European Union Context



Section 3. Economic and Social Studies

Session Chair: Cristina Mihaela LAZĂR, PhD. Marian IONEL, PhD. Ramona Nicoleta DINU, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta

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Carmen Mihaela VĂRĂȘTEANU (BĂICEANU), Claudia POPA	Psiho-social Implications of Economic Crisis in Education
Eleonora BÂCĂ	Creating a Narrative Arc for Business Communication Courses- Promoting Attention, Motivation and Meaningfulness
Alic BÎRCĂ	The Public Employment Service – The "Catalyst" for Connecting Employers and the Unemployed in the Labour Market
Angelica BUBOI (DĂNĂILĂ)	Overall Impact of Specific Regulations on the Statutory Auditor's Behaviour
Alina BUZARNA-TIHENEA GĂLBEAZĂ	Interviews in Business Communication
Octavian CEBAN, Ionela-Roxana PETCU, Andreea MIRICĂ	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
Monica CHELARU GAIDARGI, Tudor Andrei HOLERGA, Catalin Gheorghe ZEMELEAGA	Study on the Consumption and Demand of Organic Food Products
Corina Georgiana CIOROIU, Daniel LIPARĂ	Insolvency and Insolvency Likelihood Prediction in the Near Future Using Artificial Intelligence
Sorinel COSMA	Nicolae Suțu's Economic Works: Relevance and Particularities
Sorinel COSMA	Traditional and Modern Aspects in Ion Ghica's Economic Writings
Nicolae DURĂ, Cătălina MITITELU	The Managerial Activity of the Central Executive Organisms of the Romanian Orthodox Church
Nicolae DURĂ, Cătălina MITITELU	The Juridical-Canonical Basis of the Management of Movable and Immovable Ecclesiastical Assets



Giorgiana Roxana ENE	A Snapshot of Where We Are. A Gross Domestic Product Analysis Related to Household Energy Price Index in the European Union
Ion FRECAUTAN, Carmen NASTASE, Sergei GRISHUNIN	Is Climate Policy Effectiveness Important for Country's Competitiveness Among EU Member States?
Ștefania Rodica HUBEL (ANGHEL), Elena CONDREA	Age and Perception: Exploring the Influence on Sustainable Tourism
Ștefania Rodica HUBEL (ANGHEL), Elena CONDREA	The Way Residence Shapes the Perception of Sustainable Tourism
Marian IONEL	Romania's Tourism Market. Trends and Influencing Factors
Marian IONEL	Importance and Impact of Tourist Resources and Attractions on Tourist Destinations
Diana JOIȚA, Doru Claudiu DAMEAN	Aspects of Gender Vulnerability in the Just Transition Process
Florina LEȚA (MIHAI) Diane Paula Corina VANCEA	Ethics in Education – Exploring the Ethical Implications of Artificial Intelligence Implementation
Georgiana Maria LUNGU, Costin Daniel AVRAM, Radu BĂLUNĂ	Comparative Analysis of Investor Communication Practices in Listed Companies
Carmen-Liliana MĂRUNŢELU	The Edupreneur: Empowering Education through Entrepreneurial Innovation
Ionela MUNTEANU, Marioara MIREA	Understanding Commodity Investments: Factor Analysis and Bibliometric Findings
Răzvan-Aurelian MUNTEANU	Analysis of Fulfillment of the Objectives for Sustainable Development in Romania
Lavinia NĂDRAG	The Role of Phrasal Verbs in Business Communication
Lavinia NĂDRAG, Alina BUZARNA-TIHENEA GĂLBEAZĂ	Project-Based Learning in ESP. Case Study Proposal in Economic Sciences
Florentina-Ștefania NEAGU, Mihaela PURCARU, Marta TACHE	EU Energy Plans Between Energy Justice and Ethical Dilemmas. Expectations and Future Education



Elena-Loredana OCENIC	Harmonizing Hydrogen Colour Codes: Need for an Economic Policy Framework for a Global Hydrogen Market
Simona-Vasilica OPREA, Adela BÂRA, Niculae OPREA	Big Data Management and NoSQL Databases
Tatiana PĂDURARU	Eco-Innovation in the Corporate Sustainability Process and the Entrepreneurs' Vision: Implications and Opportunities for Sustainable Businesses in the Era of Climate Change
Irina-Elena PETRESCU, Mihai ISTUDOR, Răzvan-Aurelian MUNTEANU, Alexandra NEDELCU	The Competitiveness of the Romanian Agri-Food Sector in the Context of Sustainable Development
Ioana PLEȘCĂU, Cătălin DROB	Face-to-Face versus Online or Hybrid: How Students Perceive the Educational Framework
Claudia POPA, Carmen Mihaela VĂRĂȘTEANU (BĂICEANU)	The Role of Economical Education Programs in Creating the Key Competencies of 21 st Century
Mariana ROBU	The Gender Pay Gap: A Roadblock to Gender Equality and Sustainable Development
Mariana ROBU	Exploring the Wage Gap in the Republic of Moldova: A Vital Issue of Elder System
Cristina SBÎRNECIU, Nicoleta Valentina FLOREA	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?
Florența Diana TĂNASE, Mihaela MARTIN, Claudia Livia PAU	Aspects of Digitalization within Caraş–Severin Local Communities
Adina ŢIŢEI	Considerations to Eco-Innovation and Its Relationship with Economic Growth
Adina ȚIȚEI	Education as a Pillar of Human Development and Its Contribution to Productivity Growth
Alin-Gabriel VĂDUVA, Simona-Vasilica OPREA, Dragoș-Cătălin BARBU	Understanding Customers' Opinion Using Web Scraping and Natural Language Processing





Catalin Gheorghe ZEMELEAGA, Tudor Andrei HOLERGA, Monica CHELARU GAIDARGI

Romanian Agricultural Exports – Recent Trends and Performance Issues



Section 4. Marketing – Management

Session Chair:
Mariana JUGĂNARU, PhD.
Ion Dănuţ JUGĂNARU, PhD.
Alexandra POPA, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

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Ionuț ANTOHI	NEET's Entrepreneurial Intention Based on Their Socio- economical Environment
Ingrid-Georgeta APOSTOL, Giulia-Elena ZAHARIA	Consumer Perception Research on Online Influencer Marketing: A Review of Key Findings and Implication
Florin-Aurelian BIRCHI, Laurentiu-Stelian MIHAI, Patricia Cristiana BORUZESCU	Employees' Commitment to Sustainable Development Goals Approach
Patricia Cristiana BORUZESCU, Florin-Aurelian BIRCHI	The Impact of Sports Activities on Young Critical Thinking
Elena BOSTĂNICĂ, Elena GOGA, Mihai ORZAN	Exploring Barriers to Adoption of AR Filters on Social Media
Irina CALUGAREANU, Denis BUNDUCHI	Increasing the Efficiency of the Enterprise Management Process (Case Study Termoelectrica JSCo)
Bianca Andreea CALIN	Current Research Directions in Approaching the Effects Generated by Corruption and Political Risk on Competitiveness and Organizational Performance
Camelia COJAN	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
Irina DOROGAIA	The Phenomenon of Resistance to Organizational Change in Companies of the Republic of Moldova under the Conditions of Industrialization 4.0
Simona DUMITRIU, Andra-Nicoleta PLOSCARU, Ramona-Cristina GHIŢA	Evaluating the Effects of Employee Recruitment and Selection Practices on the Organizational Change Process



Iasmina-Iulia GRADINESCU, Elena BOSTĂNICĂ, Mihai ORZAN	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?
Ana-Alina ICHIM	Strategic Elements of Diversity Management in the Educational System – Case Study: CLIM
Margareta ILIE, Constantin ILIE	Entrepreneurship Trends. How the Future Looks Like
Constantin ILIE, Margareta ILIE	Education 4.0. Between Generation Z and Industry 4.0 needs
Elena Manuela ISTOC, Mihaela Adina MATEESCU, Daniela Nicoleta BALEANU	Marketing of Tourism Destinations in the Post-Covid Era – Challenges of the New Normal
Ion Dănuț JUGANARU	Recent Evolutions and Trends in the Fairs and Exhibitions Industry, Industry, Before and After the COVID-19 Pandemic
Mariana JUGANARU, Daniela POPESCU, Felicia BALTA	Investigating Jewelry Buying Behavior During the Pandemic
Mariana JUGANARU, Daniela POPESCU, Sorina GIRBOVEANU	The Impact of Intelligent Virtual Assistants on Purchasing Behavior
Lăcrămioara MANSOUR, Elena Cerasela SPATARIU, Gabriela GHEORGHIU	Organizational Culture – Promoter of Technological Innovation and Sustainable Development
Daniel METZ, Cristina Ionela TOADERE, Cosmina Laura RAŢ	Study on Measuring and Analysing the Quality of Road Freight Transport Service
Constantina –Alina MILOŞ ILIE, Andreea-Daniela MORARU	The Impact of Major Crises on the Behavior of the Consumer of Tourism Services – A Perspective on the Impact of the COVID 19 Crisis
Cristina MIRONESCU HOLBAN	A New Perspective to Talent Management in Romanian Public Institution
Andreea Nicoleta NEACȘU, Adriana TULBURE	Marketing Strategies Applied on the Romanian Pharmaceutical Market



Amalia Cristina NEDELCUŢ, Răzvan Liviu NISTOR, Călin MOLDOVAN-TESELIOS	Perceptions on the Managerial Competencies Needed in the Organization of Festivals: Case Study
Iuliana OBREJA	Influencer's Authenticity from the Perspective of Generation Z Consumers
Larisa PATRU GRIGORIE, Ciprian Laurențiu PATRU, Corina Aurora BARBU	Digitalization of Medical Services – A New Ally for Malpractice Risk Management
Andra-Nicoleta PLOSCARU, Simona DUMITRIU, Iulian GEORGESCU	Analysis of the Influences of Professional Training and Personal Development Practices Exercised in the Change Process
Ioana Maria POPESCU (IACOBESCU), Rodica PAMFILIE, Stelian OLARU	Commonalities and Dissimilarities in the Process of Innovation Management. A Comparable Perspective Based on Business Size
Ana Maria PREDILA	The Importance of Ethical Communication in the Medical System
Daniela Corina ROTESCU, Cristinel Sorin SPINU, Ionuț RIZA	Risk and Security Management for Accident Prevention
Adriana SCRIOSTEANU, Maria Magdalena CRIVEANU	The Relevance of the Correlation of Some Economic Variables for the Achievement of Sustainable Development Objectives at the Level of the European Union
Adrian SERBAN-COMANESCU	Google Ads or How to Promote Yourself Effectively on the Internet
Cătălina SITNIKOV, Carmen Maria MIHALCEA, Sofia Mihaela ROMANESCU	Improving the Management of Local Public Administration
Ionela STANCA PETRUTA, Denisa Mihaela ŞULA, Ștefan Liliana NICOLAE	Human Resource Management from the Perspective of Ergonomical Requirements at the Workplace
Dimitrie STOICA, Angela-Eliza MICU, Maricica STOICA	How to Manage HoReCa Food Waste by Using Digital Technologies?
Sorin-George TOMA	The Evolution of the World's Most Valuable Brands in the Period 2018-2023
Sorin-George TOMA	The Age of Agile Enterprises



Adriana TULBURE, Andreea Nicoleta NEACȘU	Study on Visual Identity Elements Used in the Coffee Market in the Digital Age
Iulian VIERU,	Adapting Organizational Culture Analysis Tools for SMEs:
Irina Teodora MANOLESCU	Application for Veterinary Clinics



Section 5. Finance – Accounting

Session Chair: Nicolae TRAIAN, PhD. Alina Elena IONASCU, PhD. Silvia GHIŢĂ-MITRESCU, PhD. Faculty of Economic Sciences, "Ovidius" University of Constanta

Webex Meetings link: https://ovidius.webex.com/meet/traian.nicolae
Available on 1st of July starting at 10:00 AM

Valentin Marian ANTOHI, Nicoleta CRISTACHE	Testing Population Health Security through a Correlative Economic Development Model
Nicoleta ASALOŞ, Costică ROMAN, Patricia BOSTAN	Pharma Sector under the Influence of the Parafiscal Mechanism: Clawback Tax
Nicoleta ASALOŞ, Ionel BOSTAN	Orientation of Public Audit Missions to the IT Activity Carried out within the State Authorities/Entities
Ionela Cornelia CIOCA	Accounting and Tax Specifics Regarding Cryptocurrency Trading at National and European Level
Elena DOBRE	Oriented Projects Companies and Global Digital Financial Projects-Case Study of Central Bank Digital Currency
Irene-Ioana DRĂGHICI, Laurențiu-Mihai TĂNASE, Norina POPOVICI	The Stability of the Revenues to the Budget of the European Union
Costinela FORTEA, Monica Laura ZLATI, Ioana LAZARESCU	Analysis of the Sustainable Development of the Eastern European Countries from the Perspective of the Transition to the Green Economy
Silvia GHIȚA-MITRESCU	The Influence of Banking Services Digitalization on Consumer Loyalty
Silvia GHIȚA-MITRESCU, Ionuț ANTOHI	NEETS' Perception on Financing an Entrepreneurial Endeavour
Alina Elena IONAȘCU, Alexandra POPA, Roxana Marcela ZAHARIA	Level of Financial Education in South-Eastern Europe
Iulia IUGA, Ruxandra LAZEA	The Impact of Economic Freedom on the Economic Growth in EU Countries



Activity



Cristina SBÎRNECIU, Nicoleta Valentina FLOREA	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?
Alin Vasile STRACHINARU	The Impact of Public Debt on Sustainable Development. The Romanian Case
Teodora Maria SUCIU	Quantifying Economic Performance: Forecasting in the Romanian Clothing Industry
Sergiu ŞOIMU, Galina BĂDICU, Diana RENCHECI	Requirements for Audit Firms Regarding the Prevention and Combating of Money Laundering
Marius George TASCA	The Evolution of Digital Banking Services and Products in Romania Before and after the COVID19 Pandemics
Gabriela TRAILA	Developments and Perspectives Regarding the Impact of Digital Transformation on the Banking System in Romania
Adina TRANDAFIR	Political Budget Cycles. Evidence from Romania
Liviu Andrei TOADER, Florentina CHIŢU, Dorel Mihai PARASCHIV	The Relationship Between the Environmental Tax Revenues and the Greenhouse Gas Emission in Romania
Mariana VLAD	A Brief Analysis on the Dynamic Effects of the Minimum Wage on the Economy in Romania