

OVIDIUS UNIVERSITY OF CONSTANȚA



FACULTY OF ECONOMIC SCIENCES

in collaboration with



ODESSA NATIONAL MARITIME UNIVERSITY, UKRAINE
FACULTY OF ECONOMICS AND MANAGEMENT

and

HoRA

ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC

presents

THE INTERNATIONAL CONFERENCE

GLOBAL ECONOMY UNDER CRISIS



- 10th Edition -

December, 16th – 17th 2021
Constanța, ROMÂNIA



SCIENTIFIC COMMITTEE

- Elena Cerasela SPĂTARIU, “Ovidius” University of Constanța, Romania;
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- Valentin RADU, „Valahia” University from Targoviste, Romania;
- Natalia REVUTSKA, Batumi State Maritime Academy, Georgia;
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- Maia UKLEBA, Guram Tavartkiladze Teaching University, Georgia;
- Simona UTUREANU, “Ovidius” University of Constanța, Romania;
- Paula Diane Corina VANCEA, “Ovidius” University of Constanța, Romania;
- Răzvan ZAHARIA, Bucharest University of Economic Studies, Romania.



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Georgiana Loredana SCHIPOR
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Adina ȚÎȚEI
Simona Luize UTUREANU



CONFERENCE PROGRAM

Conference Venue: “Ovidius” University of Constanța, 1 University Alley, Campus (A Building),
 Constanta, Romania

Thursday - December, 16th 2021

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|--------------------|--|--|
| 10:30-11:00 | Participants’ registration | Senate Room, Campus (A Building), 1 st floor |
| 11:00-11:05 | Official Opening Session <i>Welcoming Speech</i> Elena Cerasela SPĂTARIU, PhD., Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta | <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon Senate Room, Campus (A Building), 1 st floor |
| 11:05-12:00 | Round Table <i>Exchange of best practices in designing and writing academic papers in accordance with deontological and ethical standards</i> (activity organized in the framework of CNFIS-FDI-2021-0540 project) Moderator: Gabriela GHEORGHIU, Project Manager, “Ovidius” University of Constanta | <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon Senate Room, Campus (A Building), 1 st floor |
| 12:00-14:30 | Hybrid presentations Section 1 <i>International Affairs</i> Section 2 <i>Regional Development, Integration and Globalization</i> | <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon Senate Room, Campus (A), 1st Floor |
| | Hybrid presentations Section 3 <i>Economic and Social Studies</i> | <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/marian.ionel A02 Room, Campus (A), 1st Floor |
| | Hybrid presentations Section 4 <i>Marketing-Management</i> | <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/angela-eliza.micu “Costin Murgescu”- E204 Room, Campus (A), 2nd Floor |



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| | Hybrid presentations Section 5 <i>Finance - Accounting</i> | Zoom Meeting link: https://us02web.zoom.us/j/86731922955?pwd=Zm5tNGFFeGg3UTBnVlpMOURjVUFxQT09 Passcode: 748252 Business Administration Research Centre - E146 Room, Campus (A), 1st Floor |
| 14:30-16:00 | Lunch Break | |
| 16:00-18:00 | Virtual presentations Section 1 <i>International Affairs</i> Section 2 <i>Regional Development, Integration and Globalization</i> Section 3 <i>Economic and Social Studies</i> Section 4 <i>Marketing-Management</i> Section 5 <i>Finance - Accounting</i> | Webex Meetings link: https://ovidius.webex.com/meet/stecon |

Friday - December, 17th 2021

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|--------------------|--|---|
| 9:00-11:30 | Paper presentations Section 1 <i>International Affairs</i> Section 2 <i>Regional Development, Integration and Globalization</i> Section 3 <i>Economic and Social Studies</i> Section 4 <i>Marketing-Management</i> Section 5 <i>Finance - Accounting</i> | Senate Room, Campus (A Building), 1 st floor |
| 11:30-12:00 | Official Closing Session <i>Conclusions</i> | Senate Room, Campus (A Building), 1 st floor |



Section 1. International Affairs

Session Chair:

Elena Cerasela SPĂTARIU, PhD.
Oana OPRÎȘAN, PhD.
Georgiana Loredana SCHIPOR, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/stecon>
Senate Room, Campus (A), 1st Floor

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| Oana Alexandra ALEXA | <i>Englishization and the Appeal of Multinational Corporations among Business Students</i> |
| Mashhour Khalaf Abdallah AL-RABIE | <i>The Role of Leadership in Modern Education</i> |
| Mashhour Khalaf Abdallah AL-RABIE | <i>Leadership and Its Importance in Sustainable Development</i> |
| Maria Alina CARATAȘ, Elena Cerasela SPĂTARIU, Gabriela GHEORGHIU | <i>The Influence of Culture on Accounting Disclosure Among Islamic Countries</i> |
| Liviu Răzvan DRAGOMIR | <i>Religious Aspects of Maritime Supply Chain Crisis</i> |
| Liviu Răzvan DRAGOMIR | <i>European Seafarers' Associations in the XX Century</i> |
| Anamaria-Nadie EMIN (LEONTE) | <i>Composites in Wind Energy</i> |
| Gideon Simon GHAJIGA, Dikeledi Jacobeth WARLIMONT | <i>The Challenge of Language and Cultural Identity in Post-Colonial Africa's National Economic Development</i> |
| Adriana GRIGORESCU, Lama AL RIHANI DIT TALLAJ | <i>New Dimensions of the Education in the New Normal</i> |
| Daniela Koltovska NECHOSKA, Renata Petrevska NECHKOSKA, Mimoza Bogdanovska JOVANOVSKA | <i>The Western Balkans Transport Systems: An Overview</i> |
| Daniela Koltovska NECHOSKA, Renata Petrevska NECHKOSKA, Mimoza Bogdanovska JOVANOVSKA | <i>E-Government Role in the Development of the Western Balkans Transport Systems</i> |



Norina POPOVICI,
Daniel FIRICĂ

*A Challenge of Service Management - Balancing the
Price of Transportation*

Neringa SLAVINSKAITE

*A Study of Robotic Process Automation (RPA) of
Accounting in Lithuania Enterprises*



Section 2. Regional Development, Integration and Globalization

Session Chair:

Gabriela GHEORGHIU, PhD.
 Dorinela NANCU, PhD.
 Cristina Mihaela LAZĂR, PhD.
 Faculty of Economic Sciences,
 “Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/stecon>
 Senate Room, Campus (A), 1st Floor

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| Kamer-Ainur AIVAZ, Mari-Isabella STAN, Dragoș-Florian VINTILĂ | <i>Drivers for Development Triggered by the Trilogy Tourism-Underwater Cultural Heritage-Environmental Protection, in Maritime Spatial Planning</i> |
| Kamer-Ainur AIVAZ, Mari-Isabella STAN, Dragoș-Florian VINTILĂ | <i>Why Should Fisheries and Agriculture Be Considered Priority Domains for Maritime Spatial Planning in the Black Sea? A Stakeholder Perspective.</i> |
| Dalina Maria ANDREI | <i>Determinants of the New Companies Formation in E.U. Member Countries. An Autoregressive ARDL Model Approach.</i> |
| Daniela - Lavinia BALASAN, Dragoș Horia BUHOCIU, Cristinel FERȚU | <i>The Current Needs of the Agrarian System in the South-East Region</i> |
| Alina BĂRBULESCU, Cristian Ștefan DUMITRIU | <i>Statistical Analysis of the Impact of Application of the European Union Rules on the Number of Death from Traffic Accidents and the CO Pollution</i> |
| Cristian Dan BIRIȘ, Valentin Partenie MUNTEANU | <i>Selection of Features of Smart Cities in the Western Region of Romania</i> |
| Ion BOTESCU | <i>The European Union, the United States and China Main Actors in the Global Economy</i> |
| Alina-Ramona BUTNARIU, Procopie-Florin GUȘUL | <i>Public Innovation in Romania: Financing Smart City Initiatives Using European Funds in Small and Medium Sized Cities</i> |
| Viorica CHIRILĂ | <i>Macroeconomic Volatility Effects on Stock Market Volatility in CEE Countries</i> |
| Viorica CHIRILĂ, Ciprian CHIRILĂ | <i>Analysis of GDP per Capita Convergence Speed in the Member States of the European Union</i> |



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| Tudor COLOMEISCHI | <i>The Process of Contemporary Globalization in the Context of the Covid-19 Pandemic</i> |
| Tudor COLOMEISCHI | <i>The Influence of the Covid-19 Pandemic on Online Acquisitions</i> |
| Ioana Claudia DOBRE | <i>Rethinking the Welfare State in Global Economy Affected by Pandemic Crisis</i> |
| Gabriela GHEORGHIU, Elena Cerasela SPĂTARIU, Maria Alina CARATAȘ | <i>E-learning Development in Romania – A National Perspective on the European Union’s Approach to Digital Education</i> |
| Cosmin IVAȘCU, Adina Elena DĂNULEȚIU | <i>Structural Developments in Agricultural Activity after Romania's Accession to the European Union</i> |
| Ion Dănuț JUGĂNARU | <i>On the 125th Anniversary of the Construction of the Modern Port of Constanta (Romania), the Largest Port on the Black Sea: Recent Developments, Perspectives and New Development Strategies</i> |
| Ion Dănuț JUGĂNARU | <i>Perspectives on the Evolution of Tourism for Business and Professional Reasons in the Conditions of the Pandemic with the New Coronavirus in EU Countries. The Situation in Romania</i> |
| Ionela MUNTEANU | <i>Corporate Sustainability Reporting: An Analysis of Global Trends for Disclosure Approaches</i> |
| Ionela MUNTEANU | <i>Dynamics of Corporate Decision-Making Process: Evidence for Business Performance in Romanian Companies</i> |
| Luiza Loredana NĂSTASE | <i>G20 Countries: About Investments and Productivity Growth in the Context of the COVID-19 Pandemic</i> |
| Anca Ioana TROTO (IACOB) | <i>Case Study on KOF Globalization Index for Greece, Czech Republic, Poland, Romania and Hungary</i> |



Section 3. Economic and Social Studies

Session Chair:
 Norina POPOVICI, PhD.
 Marian IONEL, PhD.
 Sorinel COSMA, PhD.
 Faculty of Economic Sciences,
 “Ovidius” University of Constanta

Webex Meetings link:
<https://ovidius.webex.com/meet/marian.ionel>
 A02 Room, Campus (A), 1st Floor

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| Solomia ANDREȘ | <i>Study on Some Aspects of the Economic and Social Impact of the Covid 19 Pandemic</i> |
| Camelia BĂEȘU | <i>The Impact of COVID 19 Pandemic on the Entrepreneurial Environment</i> |
| Camelia BĂEȘU | <i>Digitalization of Public Administration in Romania</i> |
| Eleonora BĂCĂ | <i>Student Satisfaction and Learning Outcomes during Online Course Delivery - A Case Study</i> |
| Răzvan Dorin BURZ, Alexandru DUȚĂ | <i>The Performance Potential of Future Employees in the Hospitality Industry in Terms of Cognitive Reflection Test</i> |
| Alina BUZARNA-TIHENEA (GĂLBEAZĂ) | <i>Assessing ESP Reading Skills. Case Study on Business Topics</i> |
| Sorin CALAFUS | <i>The Legal Regime of Companies Regulated by Law No. 31/1990</i> |
| Sorin CALAFUS | <i>Regulation of Goodwill in Romanian Legislation</i> |
| Ștefan-Alexandru CATANĂ, Sorin-George TOMA, Cătălin GRĂDINARU | <i>Larry Page and Internet Entrepreneurship</i> |
| Sorinel COSMA | <i>Development and Economic Progress in Mihail Kogălniceanu's Writings</i> |
| Sorinel COSMA | <i>Nicolae Bălcescu and the History-Economics-Sociology Triad</i> |
| Nicoleta Ramona DINU | <i>Aspects regarding Eudaimonia as a Measure of Subjective Well-Being during the Covid-19 Pandemic</i> |



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| Lăcrămioara Alina DRĂCEA | <i>Assessing the Current Situation of the Grape Market in Romania</i> |
| Maria Liliana DRUIU | <i>Study Regarding the Tourism Sector in Romanian Economy</i> |
| Maria Liliana DRUIU | <i>Specific Aspects Regarding Tourism and Travel in European Union</i> |
| Elena DUMITRAȘCU | <i>The Discursive Features of the Written Tourism Discourse Specific to the Travel Guide</i> |
| Ovidiu GHERASIM | <i>Linear Fuzzy Regressions versus Power Fuzzy Regressions</i> |
| Mihai-Florentin HERCIU | <i>Regulations Regarding Nonfinancial Reporting and Socially Responsible Behavior</i> |
| Mihai-Florentin HERCIU | <i>The Evolution of Corporate Social Responsibility and the Impact on the Organizations</i> |
| Ștefania Rodica HUBEL (ANGHEL), Gabriela Iuliana PARASCHIV (GANEA), Anca Cristina STANCIU | <i>The Importance of Implementing Quality Systems in the Economic Development of the Constanta Metropolitan Area</i> |
| Dana ICHIM SOMOGYI | <i>Employability Skills: Correspondent Hard and Soft Employability Skills for Main Economic Sectors</i> |
| Marian IONEL | <i>Analysis of Mountain Tourism in Romania</i> |
| Marian IONEL | <i>International Tourism and its Trends in Romania during the COVID-19 Pandemic</i> |
| Miorița Melina IORDACHE, Costin Octavian SORICI | <i>Prevalence of Depression in Adults in Constanta County, Romania, before and during the Covid-19 Pandemic</i> |
| Miorița Melina IORDACHE, Sabina VLAD (OCHEANĂ) | <i>Zonulin as a Biomarker in Mental Illness - Sistematic Review</i> |
| Florin IORDĂNOAIA | <i>Strategy for the Transfer of River Freight Transport, from the Danube, on an Inland Canal in the South of Romania</i> |
| Georgiana Maria LUNGU, Radu BĂLUNĂ | <i>Financial Communication inside Companies</i> |



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| Georgiana MANOLE ANDREI, Florinela MOCANU | <i>Media Representation of Coronavirus in Romanian Online Press. National, European, and International Themes</i> |
| Dorin MARTIN, Maria GIRIP, Radu ANTOHE | <i>The Effects of African Swine Fever Virus on Romanian Agriculture</i> |
| Daniela MĂRĂCINE | <i>Analysis of Meat Consumption in the Context of Income Changes</i> |
| Daniela MĂRĂCINE | <i>Analysis of Fruit Consumption in the Context of Income Change</i> |
| Carmen Liliana MĂRUNȚELU | <i>English and Modern Business in Nowadays Romania. Case Study - An ESP Course for Business Students</i> |
| Ana-Angela MILAN | <i>Digitalization – The Key to Smart City Development</i> |
| Mădălin-Mihai MOȚOC | <i>A Proposal for a Bankruptcy Risk Detection Model - Adaptation of the Taffler Model</i> |
| Mădălin-Mihai MOȚOC | <i>Particularities of the Insolvency Legislative Evolution. Winners, Opportunists and Losers in the Covid-19 Pandemic</i> |
| Dorinela NANCU, Camelia MIHAI | <i>An Analysis of the Main Forms of Legal Organization Used in Running Small Businesses in Romania</i> |
| Dorinela NANCU, Camelia MIHAI | <i>A Conceptual and Statistic Analysis of the Trade Companies in Romania</i> |
| Daniela PANAIT (ZANESCU) | <i>Extending the Scope of the EU ETS by Including Road Transport and Shipping</i> |
| Gabriela Iuliana PARASCHIV (GANEA), Ștefania Rodica HUBEL (ANGHEL), Anca Cristina STANCIU | <i>Optimizing the Value Chain of Recycling Biodegradable and Compostable Packaging for Sustainable Development and the Circular Economy</i> |
| Nadia Marcela PAȘCA | <i>Investment and the Importance of Investment in the European Economy - Comparative Analysis</i> |
| Nicolae PLATON, Felicia ZAPOROJAN, Elena CABAC | <i>Satisfying the Needs of Consumers-Tourists in Terms of the Quality of Services Provided</i> |



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| Mariana POPA (PETRESCU) | <i>The Teachers Career Evolution in Romanian Pre-University Education</i> |
| Oana Iuliana RUJOIU | <i>Coronavirus Pandemic Crisis</i> |
| Diana SAVA | <i>The Creative Tourism – An Interactive Type of Cultural Tourism</i> |
| Corina-Florentina SCARLAT (MIHAI), Eleodor-Alin MIHAI | <i>Global Financial Crisis: Induced Impact on the Economy and Society</i> |
| Sofia SCUTARI | <i>Risk - The Element of Uncertainty in Business Activity</i> |
| Adriana Alina SPATARIU | <i>Assessment of Adequate Use of Public Funds and Ensuring Institutional Performance</i> |
| Adriana Alina SPATARIU | <i>The Rule of Law, From Doctrine to Citizen</i> |
| Petruta Ionela STANCA, Tudor TARBUJARU | <i>Remote Working: How the Working Life Changed during the COVID-19 Pandemic.</i> |
| Robert Daniel STĂNESCU, Alexandra Cristina DINU | <i>Human Capital Theory in Respect to Cultural, Digital Implications and Integrated Communication</i> |
| Robert Daniel STĂNESCU, Alexandra Cristina DINU | <i>The Tracking of Industrial and Digital Revolutions and the Importance of Human Capital Development</i> |
| Corina-Maria TUDOR (BARBU) | <i>European Investigation Order's Issuance Procedure for Smuggling Crime Investigation</i> |
| Irena Valentina TUDORAN (NICULIȚĂ), Elena CONDREA | <i>The Importance of Implementing Management Systems from the Perspective of Developing the Circular Economy</i> |
| Adina ȚIȚEI | <i>The Life Expectancy and the Economic Conditions in Pandemic Context in EU</i> |
| Cristina Mihaela ZAMFIR | <i>The Dynamics of the Verbal and Non-verbal Communication Process in Professional Rapports</i> |



Section 4. Marketing – Management

Session Chair:

Elena CONDREA, PhD.
 Angela Eliza MICU, PhD.
 Ionuț ANTOHI, PhD.
 Faculty of Economic Sciences,
 “Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/angela-eliza.micu>

“Costin Murgescu”- E204 Room,
 Campus (A), 2nd Floor

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| Ionel Ciprian ALECU | <i>Uncertainty Management Using Triangular Fuzzy Numbers with Associated Variable Indicators in Decision-Making Processes</i> |
| Solomia ANDREȘ | <i>Managerial Challenges and the Impact of the Pandemic at the Level of a Corporate Governance Enterprise</i> |
| Gabriela Nicoleta ANDRIȘAN, Andra MODREANU | <i>Business Strategy: Choosing the Right Fit</i> |
| Ionuț ANTOHI | <i>An Overview on the Entrepreneurship in Constanta County during the COVID-19 Pandemic</i> |
| Corina Aurora BARBU (MARIN), Elena CONDREA | <i>Quality Management in the Romanian Tourism Industry: An Approach Regarding the Rural Mountain Areas</i> |
| Corina Aurora BARBU (MARIN) | <i>Management Strategies for the Recovery of the Romanian Tourism Industry in the Covid-19 Pandemic Context</i> |
| Veronica BULAT, Irina CĂLUGĂREANU | <i>The Aim of Primary and Secondary Sources in International Supply Chain Selection Process</i> |
| Agata Elena BULEI | <i>Conflict Management in Organizations – The Role of Alternative Dispute Resolution</i> |
| Florinel CÎMPEANU, Maria Aurelia RUSEN | <i>Entrepreneurship for Sustainable Development</i> |
| Elena Cristina CERNĂTESCU, Andra-Nicoleta PLOSCARU, Simona DUMITRIU | <i>Employees' Perceptions Concerning the Influences of Training and Personal Development Programs on Performance, Productivity, and Profit</i> |
| Elena Cristina CERNĂTESCU, Michael Marian NICOLESCU, Marian CAZACU | <i>Study on Employees' Perception of the Characteristics of the Activity Improved through Training and Personal Development</i> |



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| Raluca-Giorgiana CHIVU (POPA) | <i>The Role of Marketing in Luxury Tourism: A Case Study on the Structures of Tourist Reception in Romania</i> |
| Raluca-Giorgiana CHIVU (POPA), Bianca-Cristiana VOICU, Ionuț-Claudiu POPA | <i>Marketing through Social Networks - Analysis of the Presence in Social Media of Romanian Consumers</i> |
| Daniel DĂNECI PĂTRĂU | <i>Statistical Approaches in Railway Transport</i> |
| Elena DOBRE | <i>Project Financing - A Success Based Appraisal Approach</i> |
| Denisa Adriana DRAGOI | <i>Facial Coding as a Neuromarketing Technique: An Overview</i> |
| Denisa Adriana DRAGOI | <i>Methods, Instruments and Scales Used for Country Image Measurement: A Literature Review</i> |
| Diana Andreea DUMITRACHE, Delia Mioara POPESCU | <i>Evolution of Stress at Work during Pandemic Context for Romanian Employees</i> |
| Daniel FIRICĂ, Norina POPOVICI | <i>The Impact of COVID 19 on Tourism Services</i> |
| Lucia FRĂTICIU | <i>Some Peculiarities of the Japanese Management's Model</i> |
| Liliana GHERGHINA | <i>Study on the Students' Opinion on the Educational Offer of a Bachelor's Degree Program in Business Administration</i> |
| Liliana GHERGHINA | <i>The Opinion of Business Administration Graduates on the Skills Acquired during Undergraduate Studies</i> |
| Cătălin GRĂDINARU, Sorin-George TOMA, Ștefan-Alexandru CATANĂ | <i>Marketing Simulations in Education: A Brief Overview for the Markstrat Simulator</i> |
| Constantin ILIE, Andreea Daniela MORARU | <i>Management Based on Data Analysis. Part Two: Artificial Intelligence Data Modeling</i> |
| Margareta ILIE, Constantin ILIE | <i>Management Based on Data Analysis. Part One: Data Visualisation Analysis</i> |
| Alina Elena IONAȘCU, Alexandra POPA, Florina LEȚEA (MIHAI) | <i>Measuring the Level of CRM Implementation in Romanian Banks</i> |



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| <p>Oana Raluca IVAN, Andrei Octavian HĂRMĂNAȘ, Mihai COSMA</p> | <p><i>Practices of Corporate Social Responsibility Reporting for Semiconductor and Chip Manufacturing Industry – A Multicriterial Analysis on INTEL and AMD –</i></p> |
| <p>Ion Dănuț JUGĂNARU</p> | <p><i>Perspectives on the Evolution of Tourism for Business and Professional Reasons in the Conditions of the Pandemic with the New Coronavirus in EU Countries. The Situation in Romania</i></p> |
| <p>Mariana JUGĂNARU, Răzvan ANDRONACHE, Ruxandra Florentina FIRICĂ</p> | <p><i>Using Digital Marketing to Study Customer Behavior</i></p> |
| <p>Mariana JUGĂNARU, Răzvan ANDRONACHE, Ruxandra Florentina FIRICĂ</p> | <p><i>Develop Product and Communication Strategies Using Digital Marketing</i></p> |
| <p>Anca MADAR, Nicoleta Andreea NEACȘU</p> | <p><i>What Do Consumers Know about the Relationship between Soft Drinks and Their Health?</i></p> |
| <p>Adriana MANOLICĂ, Elena MUNTEAN, Raluca-Alexandra JELEA</p> | <p><i>The Brand Reflected in the Mind of the Consumer. Conceptual Map of the Starbucks Brand.</i></p> |
| <p>Adriana MANOLICĂ, Alexandra FLORESCU, Beniamin-Vlăduț FARAONEL</p> | <p><i>Marketing Semiotics - The Universal Language of E-Consumer</i></p> |
| <p>Doina MARGARITTI, Sirma TOMOȘ, Cristina TASE</p> | <p><i>Management of the Pharmaceutical Entity's Resources in the Conditions of the Sanitary Crisis of COVID-19</i></p> |
| <p>Lucia Violeta MELNIC, Andrei Marian GURĂU, Ruxandra MARIN</p> | <p><i>Improving Production Flows by Integrating AON Critical Networks</i></p> |
| <p>Angela-Eliza MICU, Daniel POPA</p> | <p><i>Coaching and Mentoring Study Hypothesis Testing with the SPSS Software</i></p> |
| <p>Andra MODREANU, Gabriela Nicoleta ANDRIȘAN, Maria Alexandra SÂRBU</p> | <p><i>Strategy: An Overview</i></p> |
| <p>Andreea MORARU, Margareta ILIE</p> | <p><i>Towards Sustainability in Banking Services Development. Customer Satisfaction with Banking Services – Influences</i></p> |



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| | <i>and Perspectives</i> |
| Claudiu-Cătălin MUNTEANU, Adina CRISTEA | <i>A Methodological Approach for the Journey through Real-Time Marketing: from Customer Journey Analytics to Personalization Engines</i> |
| Oana PETRISOR-MATEUT | <i>The Influence of the Exchange Rate on the Real Estate Market</i> |
| Oana PETRISOR-MATEUT | <i>Evolution Real Estate Market in Romania</i> |
| Alexandra POPA, Alina Elena IONAȘCU, Dana Nicoleta DOMOLESCU | <i>Innovative Marketing Strategies for the Development of Tourism in Romania</i> |
| Ionuț RIZA, Cătălina SITNIKOV, Costinel Cristian MILITARU | <i>Security Management from the Perspective of Internal Control and Audit</i> |
| Petruta Ionela STANCA, Tudor TARBUJARU | <i>The Challenges and Importance of Virtual Teams during the COVID-19 Pandemic</i> |
| Mihai STOICA | <i>Green Brand Positioning as a Strategy to Guide the Green Marketing Mix: A Perspective on the Organic Food Supply Chain</i> |
| Adrian ȘERBAN COMĂNESCU | <i>Post Pandemic Challenges and Evolutions for the Romanian E-commerce Market</i> |
| Bogdan Andrei TILIUȚĂ, Ioana Raluca DIACONU | <i>The Role of the Leader and the Manager in the Organizational Changes</i> |
| Anamaria TOHATAN | <i>Challenges of Executive Leaders in the Context of the COVID-19 Crisis. Aspects from the International and Romanian Environment</i> |



Section 5. Finance – Accounting

Session Chair:

Nicoleta ASALOȘ, PhD.
Cristina Elena GEORGESCU, PhD.
Irena MUNTEANU, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

Zoom Meeting Link:

<https://us02web.zoom.us/j/86731922955?pwd=Zm5tNGFFeGg3UTBnVlpMOURjVUFXOT09>

Passcode: 748252

Business Administration Research Centre -
E146 Room, Campus (A), 1st Floor

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| Maria Petronela ARON | <i>Performance Measurement and Characterization of Financial Indicators of Agricultural Companies in Romania</i> |
| Nicoleta ASALOȘ, Bianca ZOTA, Luminița Ioana ȘTEFĂNICĂ | <i>Uncertainty and Risk in the Accounting Profession during COVID 19 Pandemic</i> |
| Nicoleta ASALOȘ | <i>The Main Changes in Leasing Activity under IFRS 16 and Pandemic COVID 19</i> |
| Marius BOIȚĂ, Luminița PĂIUȘAN, Adina Maria MOȚICA | <i>Financial Impact Accounting in Determining the Fiscal Result</i> |
| Silviu CARSTINA, Radu BUZIERNESCU, Anca-Alina BUZIERNESCU | <i>Cash-Flow of the Horeca Sector in Romania under the Impact of Covid-19</i> |
| Alina CĂLDĂRARU (ILIESCU), Gabriella SZEKERES (VANCZA), Mihai PĂUNICĂ | <i>The Romanian Education Budget: Financing Pre-University Education (2001–2020)</i> |
| Marius Ionel CETINĂ, Oana Raluca IVAN | <i>The Importance of Internal Audit in Public Sector Research - A Bibliometric Study -</i> |
| Irina CHIRIAC | <i>Aspects regarding Mergers and Acquisitions in the Pandemic Context</i> |
| Leliana Diana BOLCU, Mihaela-Raluca BOHARU (MIRCEA) | <i>The Impact of Information Technologies on the Activity of Accountants</i> |
| Leliana Diana BOLCU, Mihaela-Raluca BOHARU (MIRCEA) | <i>Outsourcing of the Accounting and Financial Function</i> |



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| Erika-Maria DOACĂ | <i>The Impact of Access to Finance on the Performance of the SME Sector</i> |
| Cristian DRĂGAN, Ana Cornelia OLTEANU, Viorela Georgiana STINGA | <i>The External Public Audit of the Budgetary Programs-Preparatory Activities</i> |
| Cristina DUHNEA | <i>Understanding Customer Satisfaction with E-banking Services – Theories, Determinants and Consequences</i> |
| Cristina DUHNEA, Loredana Georgiana SCHIPOR | <i>Trends in Financing the Economy through the Romanian Capital Market during the COVID-19 Pandemic</i> |
| Silvia GHIȚĂ-MITRESCU | <i>Trends of the Energy Market Reflection on the Capital Market in Romania</i> |
| Ileana Iulia ISTUDOR, Florina MOCANU, Mariana ZAMFIR | <i>The Analysis of the Local Budgets’ Contribution in the Formation of the Public Financial Resources</i> |
| Gabriela MANGU (GIUREA) | <i>Study on the Need to Regulate the Audit Profession and the Determinants of the Improvement of the Internal Managerial Control and the Internal Audit in Relation to the External Audit</i> |
| Gabriela MANGU (GIUREA) | <i>Improving the Internal Managerial Control and the Internal Audit in Relation to the External Audit</i> |
| Eugen-Axel MIHANEA, Marilen-Gabriel PIRTEA, Florin-Claudiu BOȚOC | <i>Bibliometric Analysis on the Recent Trends in Dividend Policy Research</i> |
| Roxana-Gabriela MOZOLEA, Sorin Gabriel ANTON | <i>The Impact of Investments in Intangible Assets and Implications on SMEs’ Performance. A Systematic Literature Review</i> |
| Irena MUNTEANU, Constantina Alina ILIE | <i>The Use of ROA and ROE in the Study of a Bank’s Profitability</i> |
| Irena MUNTEANU, Elena DOBRE | <i>The Financial Intermediation in Romania</i> |
| Traian Cristin NICOLAE | <i>Current Issues Regarding the Accounting for Financial Instruments for the Financing Activities of the Entities</i> |



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| Traian Cristin NICOLAE | <i>Considerations regarding the Use of Information Technology in the Creation of Current Models of Entities' Accounting</i> |
| Oana OPRIȘAN, Maria DUMITRACHE - ȘERBĂNESCU | <i>The Impact of Taxation and Crisis on Savings - An Interdisciplinary Approach</i> |
| Oana OPRIȘAN, Maria DUMITRACHE - ȘERBĂNESCU | <i>Development of Natural Tourism in Dobrogea. Perspectives, Debates and Financing</i> |
| Mitică PEPI | <i>The Interdependence of the Stock Markets Developed in Central and Eastern European Stock Market Represented by the Stocks Indices</i> |
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| Andrei-Dragoș POPESCU | <i>Assessing Portfolio Risks Involving Bitcoin and Ethereum Using Vector Autoregressive Model</i> |
| Ileana - Sorina RAKOS | <i>Cost Management regarding S.C. Adarco Invest S.R.L. Petroșani</i> |
| Mihai Răzvan SANDA, Cristina-Petrina TRINCU- DRĂGUȘIN | <i>Supreme Audit Institutions and the Strive Towards an Open Data Culture</i> |
| Andreea-Cristina SAVU, Lucian BĂDĂLAU | <i>The Role of Accounting in Conducting Judicial Accounting Expertises and their Evolution in the Digital Era</i> |
| Andreea-Cristina SAVU | <i>Financial Audit from Robotization to Digitization</i> |
| Luciana SIMION, Antonia MIHAI | <i>An ARCH / GARCH Approach on Euro / RON Exchange Rate Volatility</i> |
| Nina SINIȚÎN, Adela SOCOL | <i>Does the Disclosure of Performance Indicators Impact Bank Profitability? Empirical Study for the Romanian Banking System</i> |
| Cristi SPULBAR, Ramona BIRAU, Lucian Florin SPULBAR | <i>A Critical Survey on Efficient Market Hypothesis (EMH), Adaptive Market Hypothesis (AMH) and Fractal Markets Hypothesis (FMH) Considering their Implication on Stock</i> |



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| | <i>Markets Behavior</i> |
| Cristi SPULBAR, Ramona BIRAU, Jatin TRIVERDI | <i>Investigating Short and Long Run Volatility Movements in the Context of COVID-19 Pandemic: A Case Study for Norwegian Stock Market</i> |