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# **THE INTERNATIONAL E-CONFERENCE „ENTERPRISES IN THE GLOBAL ECONOMY”**

**Conference date: November 26<sup>th</sup>, 2021**

**Event format: Online conference**



## INTERNATIONAL E-CONFERENCE

### *Enterprises in the Global Economy, 6<sup>th</sup> Edition*

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## EGE INTERNATIONAL E-CONFERENCE

Conference date: November 26<sup>th</sup>, 2021

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<https://meet111.webex.com/join/pr27337162072>

### Conference Program:

10.00 – 10.15 (GMT+2) <b>Welcoming Speech</b>	<b>Prof. Paula Diane Corina VANCEA, PhD,</b> "Ovidius" University of Constanta <b>Prof. Rodica Milena ZAHARIA, PhD.,</b> Bucharest University of Economic Studies, Romania Research Center in International Business and Economics (CCREI) <b>Prof. Tudor EDU, PhD,</b> Romanian-American University, Romania
10.15 (GMT+2)	<b>Conference Sessions:</b>
<b>ZAHARIA Rodica Milena<sup>1</sup>,</b> <b>ZAHARIA Răzvan<sup>2</sup>,</b> <sup>1</sup> Bucharest University of Economic Studies, CCREI (ROMANIA) <sup>2</sup> Bucharest University of Economic Studies (ROMANIA)	Codes of Conducts as a Tool for TBL Reports: Some Critical Evaluations
<b>DUFFETT Rodney<sup>1</sup>,</b> <b>CROMHOUT Dylan<sup>1</sup></b> <sup>1</sup> Cape Peninsula University of Technology (SOUTH AFRICA)	The Perceived Usefulness of a Student-Run Agency Marketing Communication Campaign on SME Clients' Business Performance
<b>ANGHEL Dan<sup>1</sup></b> <sup>1</sup> The Institute for Business Administration in Bucharest (ROMANIA)	The Essential Guide for Starting as a New Leader
<b>TURKYILMAZ Merve<sup>1</sup>,</b> <b>EDU Tudor<sup>1</sup>,</b> <b>NEGRICEA Costel<sup>1</sup></b> <sup>1</sup> Romanian-American University (ROMANIA)	Intelligent Virtual Assistants - A Gender-Driven Study on Perceptions and Attitudes about Data Security and Privacy



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<p><b>VOICU Vladimir<sup>1</sup>, CĂRUȚAȘU George<sup>2</sup></b>  <sup>1</sup> Politehnica University Timișoara (ROMANIA)  <sup>2</sup>Romanian-American University (ROMANIA)/Politehnica University Timișoara (ROMANIA)</p>	<p>Decision-Making Process regarding Work Safety in Railroad Maintenance</p>
<p><b>SCHIPOR Georgiana-Loredana<sup>1</sup>, DUHNEA Cristina<sup>1</sup></b>  <sup>1</sup> Ovidius University of Constanta (ROMANIA)</p>	<p>Consumer Behavior towards Digital Banking in the Pandemic Context</p>
<p><b>HOROBET Alexandra<sup>1</sup>, VRINCEANU Georgiana Maria<sup>1</sup></b>  <sup>1</sup> Bucharest University of Economic Studies (ROMANIA)</p>	<p>ESG Scores and Bank Performance: Evidence from CEE Banks during the Covid-19 Pandemic</p>
<p><b>UNGUREANU Andrei<sup>1</sup> BELASCU Lucian<sup>1</sup></b>  <sup>1</sup>“Lucian Blaga” University of Sibiu (ROMANIA)</p>	<p>Mapping Romania's Online Advertising Supply Chain - An Essential Step towards a Better Market Efficiency</p>
<p><b>MNOHOGHITNEI Irina<sup>1</sup>, HOROBET Alexandra<sup>1</sup></b>  <sup>1</sup> Bucharest University of Economic Studies (ROMANIA)</p>	<p>Environmental Quality and Foreign Investments: An Analysis on European Countries</p>
<p><b>VANCEA Diane Paula Corina<sup>1</sup>,</b>  <sup>1</sup> Ovidius University of Constanta (ROMANIA)</p>	<p>Inflation as a „Way Out” of the Current Health and Economic Crisis?</p>
<p><b>APOSTU Iulia<sup>1</sup>, BELASCU Lucian<sup>1</sup></b>  <sup>1</sup>“Lucian Blaga” University of Sibiu (ROMANIA)</p>	<p>Healthcare Access through Pandemic. Facing Challenges &amp; Seizing Opportunities for the Actors on the Market</p>
<p><b>ZAHARIA Rodica Milena<sup>1</sup>, GEANTA Marius<sup>2</sup>, STEFAN George<sup>3</sup>, VOLINTIRU Clara<sup>1</sup>,</b>  <sup>1</sup> Bucharest University of Economic Studies, CCREI,  <sup>2</sup>Center for Innovation in Medicine,  <sup>3</sup>Bucharest University of Economic Studies</p>	<p>Labour Market Perspective on Health Issues: The Case of Cancer Patients</p>
<p><b>ILIE Constantin<sup>1</sup>, ILIE Margareta<sup>1</sup></b>  <sup>1</sup> Ovidius University of Constanta (ROMANIA)</p>	<p>Management Analysis with Data Visualisation and Artificial Intelligence</p>



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<b>CUCU Lucia<sup>1</sup></b> <b><sup>1</sup> Marketing Manager, Oti General Trading (ROMANIA)</b>	Generation Z and Its Traits! A Comparative Study.
<b>TIMBALARI Carolina<sup>1</sup></b> <b><sup>1</sup>"Lucian Blaga" University of Sibiu (ROMANIA)</b>	The Sustainable Development - A Key Driver for International Competitiveness. Perspectives and Objectives of Romania for 2030.
<b>GHITĂ-MITRESCU Silvia<sup>1</sup>,</b> <b><sup>1</sup>Ovidius University of Constanta (ROMANIA)</b>	Theoretical Approaches to Investment Valuation Criteria