

THE FACULTY OF ECONOMIC SCIENCES



presents

The 21st Edition of the
INTERNATIONAL CONFERENCE

**"PRESENT ISSUES OF
GLOBAL ECONOMY"**

JUNE, 20TH-22ND 2024

**1st University Alley,
Constanța, Romania**

IN COLLABORATION WITH



HoRA

ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC





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- Domingo Nevado PEÑA, University of Castilla-La Mancha, Spain;
- Ion POPA, Bucharest University of Economic Studies, Romania;
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- Veronica POPOVICI, “Ovidius” University of Constanța, Romania;
- Valentin RADU, „Valahia” University from Targoviste, Romania;
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- Simona Luize UTUREANU, “Ovidius” University of Constanța, Romania;
- Paula Diane Corina VANCEA, “Ovidius” University of Constanța, Romania;
- Cristian Iulian VLAD, Nagaoka University of Technology, Japan;
- Răzvan ZAHARIA, Bucharest University of Economic Studies, Romania.



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Simona Luize UȚUREANU



CONFERENCE PROGRAM

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

Thursday - June, 20th 2024

After 14:00	Participants’ arrival	Constanta, Romania
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Friday – June, 21st 2024

8:30 - 8:45	Participants’ registration	Senate Room, Campus (A Building) 1st Floor
8:45 - 9:00	<p>Welcoming Speech</p> <p>Elena Cerasela SPĂTARIU, PhD. Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta</p> <p>Dan Marcel ILIESCU, PhD. Rector, “Ovidius” University of Constanta</p> <p>Diane Corina VANCEA, PhD. President of the Senate, “Ovidius” University of Constanta</p> <p>Elena CONDREA, PhD. Vice Rector, “Ovidius” University of Constanta</p>	Senate Room, Campus (A Building) 1st Floor
9:00-10:00	<p>Doctor Honoris Causa Award Ceremony</p> <p>Ion POPA, PhD. Dean, Faculty of Management, The Bucharest University of Economic Studies</p>	Senate Room, Campus (A Building) 1st Floor
10:00-11:30	<p>Plenary Session – Paper presentation</p> <p><i>Strategic Approaches Regarding Organizations’ Digital Transformation</i></p> <p>Ion POPA, PhD. Dean, Faculty of Management, The Bucharest University of Economic Studies</p> <p><i>The Changing Face of the Economics Profession – Do Digital Technologies Have the Capacity to Eliminate or to Support It?</i></p> <p>Lăcrămioara MANSOUR, PhD. Candidate The Bucharest University of Economic Studies, “Ovidius” University of Constanta, Romania</p> <p>Elena Cerasela SPATARIU, PhD. Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta</p> <p>Gabriela GHEORGHIU, PhD. Vice Dean, Faculty of Economic Sciences, “Ovidius” University of Constanta</p>	Senate Room, Campus (A Building) 1st Floor



	<p><i>Global economic development in the EU quasi-synonymous with recession</i> Petris GEAMBAZI, PhD. Candidate Alexandru BOGDAN, PhD. Candidate Horea CORPODEAN, PhD. Candidate Economics I Doctoral School, The Bucharest University of Economic Studies</p>	
11:30 – 13:00	<p>Papers presentations – Parallel Sessions:</p> <ul style="list-style-type: none"> - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting - Economic and Social Studies - Marketing-Management 	<p>Senate Room, Campus (A Building) 1st Floor</p> <p>Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor</p>
13:00 – 17:00	Festive Lunch	<p>“B’Arca” Restaurant Tabacariei Lake, Constanta</p>
17:00 – 18:30	<p>Papers presentations – Parallel Sessions:</p> <ul style="list-style-type: none"> - International Affairs - Regional Development, Integration and Globalization - Finance – Accounting - Economic and Social Studies - Marketing-Management 	<p>Senate Room, Campus (A Building) 1st Floor</p> <p>Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor</p>

Saturday – June, 22nd 2024

Virtual paper presentations – Parallel Sessions

10:00 - 13:00	<p>Section 1. International Affairs Section 2. Regional Development, Integration and Globalization <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/gabriela.gheorghiu</p>	
	<p>Section 3. Economic and Social Studies <i>Webex Meetings link:</i> https://meetingsemea3.webex.com/meet/lazarcrstinam</p>	
	<p>Section 4. Marketing – Management <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon</p>	
	<p>Section 5. Finance – Accounting <i>Webex Meetings link:</i> https://ovidius.webex.com/meet/traian.nicolae</p>	
13:00	<p>Closing Conference Session <i>Conclusions. Official Closing Session</i></p>	<p>Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor</p>



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

Session Chair:

Gabriela GHEORGHIU, PhD.
Ionela MUNTEANU, PhD.
Elena Cerasela SPĂTARIU, PhD.
Sorinel COSMA, PhD.
“Ovidius” University of Constanta

Webex Meetings link:
<https://ovidius.webex.com/meet/gabriela.gheorghiu>
Available on 22nd of June starting at 10:00 AM

Saeed AHMED	<i>From Grains to Gains: The Russia-Ukraine Accord</i>
Alina Georgeta AILINCĂ	<i>Progressive Taxation in Romania - An Analysis by Scenarios</i>
Dalina-Maria ANDREI	<i>E-Commerce Overview in the European Union</i>
Anis BENABED	<i>The Recoil of Globalization and the Rising Aspects of Slowbalization, De-Globalization and Re-Globalization for Business and Companies</i>
Anis BENABED	<i>Business Internationalization through Foreign Direct Investment (FDI) for a Business Leadership Position: The Case of Multinational Companies (MNCs) in Globalization</i>
Eugenia BUȘMACHIU Liliana BELECCIU	<i>Regionalization of the Public Water Supply and Sewerage Service in the Republic of Moldova</i>
Loredana Simona CARP	<i>Connecting Romania with The European Market Through Courier Services</i>
Maria CHEVERESAN Cristian Stefan DUMITRIU Maria STOICA	<i>Environmental Economics in Flood Mitigation for River Basins and Cities</i>
Ioana Claudia DOBRE	<i>Challenges in the Critical Commodities Market</i>
Mircea Constantin DUICĂ Georgiana – Tatiana BONDAC	<i>Artificial Intelligence, A Possible Determinant of Organizational Stress: Bibliometric Analysis</i>
Fazel Ebrihiam FREEKS	<i>The Issue of Father Absence and the Socio-Economic Challenges for Family Well-being in the South African Landscape</i>
Gideon Simon GHAJIGA Dikeledi Jacobeth WARLIMONT	<i>Towards Sustainable Futures: An Analysis of Green Entrepreneurship Environmental, Social, And Economic Contributions</i>



Gideon Simon GHAJIGA Dikeledi Jacobeth WARLIMONT Tyron Tegwen WARLIMONT	<i>Fostering Financial Inclusion: A Case Study of the Central Bank of Nigeria's Strategic Initiatives</i>
Ifunanyachukwu Nnenna IGBOANUGO Ngozi M. NWAKEZE Ayodele I. SHITTU	<i>Empowering Nigerian Youth Through Incubation Hub Investments</i>
Adela-Maria MILITARU (POPA) Ramona-Cristina GHIȚĂ Daniela CORNOIU	<i>Analysis of the Institutionalization Level of Ethics within the Central Public Administration in Romania</i>
Cristian MOȘNIANU	<i>Analysis of the Energy System Market of the Republic of Moldova in the Context of Global Energy Crises</i>
Maria ORHEAN VRÂNCEANU Carmen Eugenia NASTASE Ancuța LUCACI	<i>The Perception of Tourism Entrepreneurs in Bukovina Region on Green Economy and Sustainability</i>
Mirela PANAIT Alina BREZOI Irina RADULESCU	<i>Energy Transition - Challenges and Opportunities for Corporations</i>
Marieta STANCIU Andreea Adriana SIMION	<i>The Impact of Policies and Measures on Climate Changes at Global and National Level</i>
Laurențiu-Mihai TĂNASE Norina POPOVICI	<i>The Transposition of the OECD-Proposed Tax Reform at the European Union Level</i>
Laurențiu-Mihai TĂNASE Norina POPOVICI	<i>The Impact of Tax Avoidance in Romania: Corporate Profit Shifting to Tax Havens</i>
Danjuma Nungala USMAN Tyron Tegwen WARLIMONT Pius-Shaun WARLIMONT	<i>Entrepreneurship Education and Graduate Employment in Nasarawa State</i>



Section 3. Economic and Social Studies

Session Chair :

Cristina Mihaela LAZĂR, PhD.
 Marian IONEL, PhD.
 Corina Aurora BARBU, PhD.
 Bogdan TRANDAFIRESCU, PhD.
 “Ovidius” University of Constanta

Webex Meetings link:

<https://meetingsemea3.webex.com/meet/lazarcristinam>

Available on 22nd of June starting at 10:00 AM

Eleonora BĂCĂ	<i>Being at the Forefront of Change - On the Necessity of Integrating AI Tools in Business English Courses</i>
Alina BUZARNA-TIHENEA (GALBEAZA)	<i>Intercultural Communication Activities and Techniques in Business English Teaching</i>
Sorinel CĂPUȘNEANU Bogdan Ionuț-Nicolae STOLOJESCU Ileana-Sorina RAKOȘ	<i>Bibliometric Analysis on the Environmental Ethics Performance</i>
Mihai CIOBOTEA Marian STAN	<i>European Perspectives on Datafication</i>
Sorinel COSMA	<i>Economics and Politics in Mihai Eminescu's Works</i>
Sorinel COSMA	<i>Petre Țutea's Economic Philosophy</i>
Ramona-Cristina GHIȚĂ Florin-Aurelian BIRCHI Adela-Maria POPA	<i>Controversies and Misunderstandings in the Issue of Assuming Responsibility for Changing Educational Organizations</i>
Marian IONEL	<i>Sustainable Tourism and the Forms it Generates on the Tourism Market</i>
Marian IONEL	<i>Tourism and its Impact on the Economy</i>
Elena Manuela IȘTOC Mihaela Adina MATEESCU Daniela Nicoleta BĂLEANU	<i>The Implications of Unforeseen Circumstances and Crises on Tourist Destinations</i>
Diana JOIȚA Doru-Claudiu DAMEAN Carmen-Elena DOBROTĂ	<i>Cohesion Policy and Social Aspects in the Non-Reimbursable Allocation for Low-Carbon Economy</i>
Kaur KOMALPREET Vanina Adoriana TRIFAN	<i>Navigating the Double-Edged Sword of ChatGPT: Enhanced Learning vs. Ethical Issues</i>
Carmen-Liliana MĂRUNȚELU	<i>Types of Teaching Materials for ESP in the Economic Environment</i>



Dumitru-Florin MOISE	<i>The Double Way between Financial Indicators and Innovation Investment Behavior for the Romanian Agri-Business Actors: Entrepreneurship and Innovation</i>
Dumitru-Florin MOISE	<i>The Impact of the Financial Profile on the Resilience Capacity of the Agri-Business Companies in Romania</i>
Dorinela NANCU Ana-Maria BARZECU	<i>Valuing Knowledge, Innovation and Intellectual Capital through Alphabet Inc. (Google) Services</i>
Lavinia NĂDRAG	<i>Intercultural Communication in Business English. Issues and Solutions</i>
Anna Maria PASZTORI	<i>Modelling the Education Supply Chain with Network DEA Model: The Case of the European Union</i>
Cristina Rebeca PINTEA Florin Lucian ISAC	<i>Work & Life Balance in the Post-Pandemic Period in Romania</i>
Alina POPESCU	<i>Enhancing Language Learning: Designing Tests for Business English Students</i>
Marius Mihai RUSU	<i>Aspects of Bounded Rationality in Resource Use</i>
Maria SINACI	<i>An Ethical Problem in the Current Global Economy: Gender Pay Gap</i>
Marina Virginia ȘTEFAN Simona Vasilica OPREA Adela BĂRA	<i>Understanding Citizens’ Attitudes Towards Energy and Climate Issues. A Comprehensive Survey Analysis</i>
Adina ȚIȚEI	<i>Human Capital as a Major Asset of Sustainable Development</i>
Răzvan VINTILESCU BELCIUG	<i>Directions for Increasing the Effectiveness of Social Assistance Policies Under Conditions of Budget Deficit Maintenance</i>
Roxana-Marcela ZAHARIA Alexandra POPA Corina Aurora BARBU	<i>Analysis of the School Abandonment Rate Among Secondary Education Pupils in Romania</i>
Claudia-Marinela ZĂTREANU	<i>The Influence of the Social Perspective on the Performance of Employees</i>
Andreea WEISNER Cristina Mihaela NAGY	<i>Integrating Circular Economy in National Policy: Assessing the Impacts of Romania’s Revised 2023 Action Plan</i>



Section 4. Marketing – Management

Session Chair :

Andreea Daniela MORARU, PhD.
Adina ȚIȚEI, PhD.
Alexandra POPA, PhD.
Elena CONDREA, PhD.
“Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/stecon>

Available on 22nd of June starting at 10:00 AM

Gabriela Nicoleta ANDRIȘAN Andra MODREANU	<i>Sustainability in Business Models: The Case of MUD Jeans</i>
Gabriela Nicoleta ANDRIȘAN Andra MODREANU	<i>Advantages of Industry 4.0: Case of Fashion Footwear</i>
Tiberiu Cristian AVRAMESCU	<i>Modelling the Economic Determinants of Unemployment Using the Multiple Linear Regression: A Case Study of Romania</i>
Anca Mădălina BOGDAN Adrian BOGDAN Ionuț RIZA	<i>Knowledge Administration within Modern Business Structures</i>
Loredana Simona CARP	<i>Organizational Culture and Company Performance</i>
Claudia Ramona CIOCNITU (STOICONI)	<i>Characteristics of Entrepreneurial Businesses</i>
Marina COVALENCO (DOBROVOLSCHI)	<i>Health Tourism Industry: Segmentation, Differentiation and Communication</i>
Nicoleta CRISTACHE Oana PRICOPOAIA Sabin MURARIU	<i>The Implications of Marketing Strategies in Promoting Sustainability in the Beauty Industry</i>
Iulian GEORGESCU Simona DUMITRIU	<i>Evaluating the Direct Influences Exerted by Strategic Practices in Human Resource Management on the Quality of Public Service Delivery</i>
Iulian GEORGESCU Silviu-Mihai NIȚU-GRANZULEA	<i>Assessing the Direct Influences Exerted by Organizational Culture and Government Policies on Strategic Human Resource Practices</i>
Irina Teodora MANOLESCU Vasilica TOMA Cristian Marius TOMA	<i>Structural Shifts in Romanian Higher Education</i>
Paul Ștefan MARKOVITS	<i>The Sustainable Value Creation Diamond: The Resource-Based Theory Approach</i>



Angela-Eliza MICU Alexandra DOGĂRESCU	<i>Optimizing Recruitment Team Performance: A KPI-Driven Approach</i>
Nicoleta Andreea NEACȘU Anca POPESCU	<i>Quality Strategies and Sustainability Measures in Romanian Spa Tourism</i>
Ionela Liliana NICOLAE ȘTEFAN Daniela Corina ROTESCU (PUIU) Cristinel Sorin SPÎNU	<i>Exploring Sustainable Growth via Socio-Economic Perspectives</i>
Iuliana OBREJA Adriana MANOLICA	<i>Mapping the Evolution of Book Influencers: A Bibliometric Journey</i>
Anca POPESCU Nicoleta Andreea NEACȘU	<i>QR Code Menus: Exploring the Role of QR Codes in Enhancing Operational Efficiency and Customer Engagement in Restaurants and Cafes</i>
Cristina Teodora ROMAN Cristina Ionela BULAT	<i>Erasmus+ Program Impact on Higher Education Change Management</i>
Cristina Teodora ROMAN Adriana MANOLICĂ Cristina Ionela BULAT	<i>Qualitative Analysis of Change Management Models</i>
Sofia Mihaela ROMANESCU Carmen Maria MIHALCEA Denisa Mihaela ȘULĂ	<i>Practices of Strategic Management for Romania's Small and Medium Enterprises in the Digital Age</i>
Adrian ȘERBAN-COMĂNESCU	<i>Various Types of Sales and Negotiation Techniques</i>
Valeri Viorel SITNIKOV	<i>Complexities of I.T. Project Management</i>
Anca Cristina STANCIU	<i>The Use of Artificial Intelligence in Trade Activities</i>
Cristian Marius TOMA Irina Teodora MANOLESCU Vasilica TOMA	<i>Prioritizing Research in University Strategies: Dilemmas and Perspectives</i>
Sorin-George TOMA	<i>The Largest Global Retailers in the COVID19 Pandemic Period 2020-2021</i>
Sorin-George TOMA	<i>America's Most Innovative Corporations in the Period 2022-2023</i>
Tan XIAO Paula Alexandra ROIBU	<i>An Empirical Study of the Effect of Leadership Exclusion on Employee Initiative Behavior</i>



Roxana-Marcela ZAHARIA
Corina Aurora BARBU
Alexandra POPA

*The Interconnection Between Team Role Dynamics and the
Trajectory of Financial Performance: An Integrated Analysis
in the Context of the Belbin Model*



Section 5. Finance – Accounting

Session Chair :

Nicolae TRAIAN, PhD.
 Cristina Elena GEORGESCU, PhD.
 Alina Elena IONAȘCU, PhD.
 Oana OPRISAN, PhD.
 “Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/traian.nicolae>
Available on 22nd of June starting at 10:00 AM

Silvia Alina ARSA	<i>The Impact of Foreign Direct Investments and the COVID-19 Pandemic on the Economic Growth in Central and Eastern European Countries</i>
Alexandrina BRÎNZĂ Ioana LĂZĂRESCU Doina IACOB	<i>Analysis of Non-Bank Loans in the Context of the Romanian Economy: Risks and Implications</i>
Silviu-Valentin CÂRSTINA Radu BUZIERNESCU Stelian SELIȘTEANU	<i>Decisive Factors in the Evolution of the Insurance Market in Romania</i>
Silviu-Valentin CÂRSTINA Mirela SICHIGEA Daniel CÎRCIUMARU	<i>The Romanian Insurance Market under the Impact of the Covid-19 Pandemic</i>
Camil-Ciprian CÎRNU	<i>Accounting for Cryptocurrencies</i>
Andreea-Roxana CROC NAN	<i>Italian Direct Investments in Romania: A Growing Economic Partnership</i>
Adrian IURA	<i>Navigating Financial Turmoil: Strategies for Defense Spending by NATO Alliance States in the 21st Century</i>
Ioana LĂZĂRESCU Andreea Claudia DABIJA Alexandrina BRÎNZĂ	<i>The Economic Impact of Non-Banking Financial Institutions and Risk Management in Romania</i>
Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	<i>The Changing Face of the Economics Profession – Do Digital Technologies Have the Capacity to Eliminate or to Support It?</i>
Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	<i>Digital Information – Innovative Technologies Generate a New Paradigm</i>
Ionela MUNTEANU Liliana IONESCU-FELEAGĂ Bogdan Ștefan IONESCU	<i>The Circular Economy and the COVID-19 Pandemic: What Can We Learn from Accounting?</i>



Irena MUNTEANU Alexandra DĂNILĂ	<i>The Challenges of Banking in the Age of Artificial Intelligence</i>
Ana Maria NECULA (MĂRĂȘESCU)	<i>Credit Ratings and ESG Ratings in the European Union</i>
Traian Cristin NICOLAE	<i>Considerations Regarding Recordkeeping Tools in Accounting Information Systems</i>
Traian Cristin NICOLAE	<i>Reflections on the Modification of the Paradigms of Processing the Accounting Information in an Interactive System</i>
Andreea Larisa OLTEANU (BURCĂ) Elena Claudia BADEA FLOREA Alina Elena IONAȘCU	<i>Corporate Governance and ESG in Romania, Concept Awareness</i>
Andreea Larisa OLTEANU (BURCĂ) Alina Elena IONAȘCU Daniel LIPARĂ	<i>Incorporating Sustainability into Direct Procurement: The Audit Approach</i>
Oana OPRÎȘAN Andreea Ingrid ALEXE	<i>The Impact and Benefits of Digitization of the Tax System through RO E-Invoice in Romania</i>
Oana OPRÎȘAN George POPESCU Roxana Mariana SIMION	<i>Cryptocurrencies and the Future of the Financial System</i>
Mitica PEPI	<i>A Model for the Efficient Management of Insurance Societies' Investment Portofolios.</i>
Mitica PEPI	<i>Episodic Dependencies and the Profitability of the Romanian Capital Market Mobile Environment Strategy.</i>
Marian STAN Mihai CIOBOTEA	<i>The Role of Data Visualization in the Finance – The Case of Publicly Listed EdTech Companies</i>
Lucia-Maria UDRESCU	<i>Internal Managerial Control and Internal Audit in Crisis Management: Lessons from the Pandemic</i>