



**“OVIDIUS” UNIVERSITY OF
CONSTANȚA**



**THE FACULTY OF
ECONOMIC SCIENCES**

presents

THE INTERNATIONAL CONFERENCE

"GLOBAL ECONOMY UNDER CRISIS"

- 13th Edition -

in collaboration with



**ASSOCIATION OF ECONOMIC FACULTIES
FROM ROMANIA**



ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC



December, 11th - 12th 2024



1st University Alley, Constanta



SCIENTIFIC COMMITTEE

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- Paula Diane Corina VANCEA, “Ovidius” University of Constanța, Romania;
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- Răzvan ZAHARIA, Bucharest University of Economic Studies, Romania.



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Simona Luize UTUREANU



CONFERENCE PROGRAM

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

Wednesday - December, 11th 2024

11:30-12:00	Participants’ registration	Senate Room, Campus (A Building), 1 st floor
12:00-12:30	Official Opening Session <i>Welcoming Speech</i> Elena Cerasela SPĂTARIU, PhD., <i>Dean, Faculty of Economic Sciences,</i> <i>“Ovidius” University of Constanta</i> Diane Paula Corina VANCEA, PhD., <i>President of the Senate,</i> <i>“Ovidius” University of Constanta</i> Elena CONDREA, PhD. <i>Vice-Rector,</i> <i>“Ovidius” University of Constanta</i>	Senate Room, Campus (A Building), 1 st floor
12:30 –13:30	Plenary Session – Paper presentation <i>Survey of Quantitative Models in Health Care: The (mis)Reporting of COVID-19 Cases</i> Calin VALSAN, PhD. The Williams School of Business, Bishop's University, Sherbrooke, QC, Canada Elena DRUICA, PhD. Andreea Ionela PUIU, PhD. The Faculty of Business and Administration, University of Bucharest	Senate Room, Campus (A Building), 1 st floor
13:30-14:30	WORKSHOP on compliance with the standards of ethics and academic integrity in the context of the use of technologies specific to artificial intelligence (activity organized in the framework of CNFIS-FDI-2024-F-0344 – DIDACT ID-IFR PROJECT) <i>Moderator:</i> Elena CONDREA, PhD. Project Manager, “Ovidius” University of Constanta	Senate Room, Campus (A Building), 1 st floor



14:30-17:30	Lunch Break	<i>B’Arca Restaurant</i> Tabacariei Lake, Constanta
17:30-19:30	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

Thursday - December, 12th 2024

Virtual paper presentations – Parallel Sessions		
16:00-18:00	Section 1. International Affairs Section 2. Regional Development, Integration and Globalization	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon
	Section 3. Economic and Social Studies	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/marian.ionel
	Section 4. Marketing – Management	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/angela-eliza.micu
	Section 5. Finance – Accounting	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/traian.nicolae
18:30	Closing Conference Session <i>Conclusions. Official Closing Session</i>	Senate Room, Campus (A Building), 1 st floor



Section 1. International Affairs

Section 2. Regional Development, Integration and Globalization

Session Chair:

Ionela MUNTEANU, PhD.
Gabriela GHEORGHIU, PhD.
Elena Cerasela SPĂTARIU, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

Webex Meetings link:

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

Available on December, 12th starting at 4 PM

Alexandru Dorian BERES	<i>The Impact of Digitalisation on the Efficiency of European Funds Utilisation in Local Public Administration</i>
Alexandru Dorian BERES	<i>Public-Private Partnerships and European Fund Utilisation: Opportunities and Challenges for Local Community Development</i>
Cătălina BRATOSIN-VASILACHE	<i>Redefining Economic Diplomacy: The Growing Role of Non-State Actors in a Changing World</i>
Maria Ilinca CHEVEREȘAN Mihai Valentin STANCU	<i>Damage, Loss, and Risk Modelling in Flood Events: A Case Study of the Dâmbu River, Romania</i>
Ioana Claudia DOBRE	<i>Challenges Facing the Wood Trade in Europe</i>
Cristina DRAGOMIR Simona UTUREANU	<i>Global Trends and Economic Implications of Quantum Communication Technology</i>
Adriana Ioana FILIP (CROITORU) Alina PUȚAN	<i>Approaching the Concept of E-Government in the Romanian Public Sector in Terms of the Degree of Digitization</i>
Dragoș GRUIA Dorinela NANCU	<i>The Aspects of the Strategy for the Development of Public Organisations</i>
Octavia MOISE George BANGHIORRE Mari-Isabella STAN	<i>Exploring the Determinants of Operational Performance in the Water Supply Sector: A PCA Analysis of Networks, Meters, Raw Water and Operating Costs</i>
Cristian MOSNIANU	<i>The Crisis of Leadership in the Context of Globalization</i>
Andrei-Teofil POSTOLACHI Stefan-Catalin TOPLICEANU	<i>Assessing the EU Energy (in)Dependency on Conventional Resources in Times of War</i>



Carmen Cristina RUNCEANU-ALBU	<i>The Cosmetic Industry in Romania: Analysis of Economic Performance and Trends</i>
Sorin-George TOMA	<i>The Global Trade-Sustainability Nexus: The Evolution of Sustainable Trade Index in the Period 2022-2024</i>
Cristian-Romeo SPĂTARU Cristian Constantin POPESCU	<i>EU-US Transatlantic Partnership in the Context of Global Competition</i>
Calin VALSAN Elena DRUICA Andreea Ionela PUIU	<i>Survey of Quantitative Models in Health Care: The (mis)Reporting of COVID-19 Cases</i>
Dikeledi Jacobeth WARLIMONT Ifeanyichukwu Ojeka UKONU	<i>Digital Remedy: A Prophylaxis for Business Failure in Emerging Markets</i>
Tyron Tegwen WARLIMONT Pius-Shaun WARLIMONT	<i>Geomorphic Tactile Display Technology into Smart Devices: An Economic Perspective</i>



Section 3. Economic and Social Studies

Session Chair:

Marian IONEL, PhD.
Dorinela NANCU, PhD.
Corina Aurora BARBU, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/marian.ionel>
Available on December, 12th starting at 4 PM

Tudorel ANDREI Andreea MIRICA Irina-Elena STOICA	<i>An Analysis of the Web Visibility of Non-tertiary Educational Institution in Romania</i>
Eleonora BĂCĂ	<i>Navigating ChatGPT for Business English Writing: Benefits, Limitations, and Challenges for Students</i>
Adela BĂRA Simona-Vasilica OPREA	<i>Optimizing Energy Storage Systems. A Dynamic Framework for Capacity Allocation and Profit Maximization in Electricity Markets</i>
Marius – Dan BENTA Claudiu – Liviu MANEA Costin – Daniel AVRAM	<i>Analysis of the Labor Market in the Current Socio-Economic Context of Romania</i>
Cezar BRAICU Cătălina Loredana ROGOZEANU (DRĂGHIA)	<i>Performance Management in Social Services: Practices and Challenges</i>
Mihaela CAZACU Emilia ȚIȚAN Mihaela MIHAI	<i>Data Management Competencies – A Need for Digital Age</i>
Florin CONDREA	<i>The Economic Impact of Artificial Intelligence in Medical Imaging</i>
Florin CONDREA	<i>AI's Impact on Radiologists: An Economic Perspective</i>
Sorinel COSMA	<i>The State and the Economic System in Traian Braileanu's View</i>
Sorinel COSMA	<i>Essential Ideas in Constantin Stere's Economic Thinking</i>



Mircea Constantin DUICĂ Georgiana – Tatiana BONDAC	<i>Artificial Intelligence and Organizational Stress: Bibliometric Analysis</i>
Asmaa EL-NASER	<i>The Influence of the Shadow Economy and Corruption on Public Debt in European Union Countries pre and post Covid-19</i>
Fazel Ebrihiam FREEKS	<i>Disrupted Families and Dislocated Fatherhood: Economic Challenges Driving Father Absence in South Africa</i>
Marian IONEL	<i>Tourism Demand and its Implications on the Tourism Market</i>
Marian IONEL	<i>Spa Tourism and its Importance in Satisfying Tourist Motivations</i>
Ana-Maria-Lorena IORGULESCU Alexandru AVRAM	<i>Hidroelectrica: A Case Study in Public Sector Governance During Crisis</i>
Komalpreet KAUR Vanina Adoriana TRIFAN	<i>Bridging the Gender Gap: Exploring the Challenges that Women Face in Entrepreneurship</i>
Ioana LĂZĂRESCU Gabriela GHEORGHE Alexandrina BRÎNZĂ	<i>Applicability of IT Systems in Business in the Context of the Digitalization of Economic Processes</i>
Aliona LÎSÎI Anna VOLOSIUC	<i>The Role of Education and Training in Preparing Sustainable Business Models for Small and Medium Enterprises: Current Experiences and Empirical Research.</i>
Claudiu-Liviu MANEA Marius Dan BENTA Costin Daniel AVRAM	<i>Assessing Romania's Ranking in the Digital Quality of Life Index (DQL) 2023</i>
Marinela – Daniela MANEA Mariana ZAMFIR Ileana-Iulia ISTUDOR	<i>The Academic Environment's Contribution to the Digital Transition – a Comparative Study of Romania and Eastern Europe</i>
Lavinia MASTAC Diane Paula Corina VANCEA	<i>Shadow Economy and Bibliometric Analysis: What is the Trend in Current Times?</i>
Camelia MIHAI Norina POPOVICI	<i>An Overview of Wages in European Union</i>



Adela-Maria MILITARU (POPA) Ramona-Cristina GHIȚĂ Iuliana PANĂ	<i>Can Ethics Transform Public Administration ?</i>
Iustin-Cornel PETRE	<i>Factor Analysis of the Distribution of Religious Denominations in Romania: Considerations for Business Administration</i>
Iustin-Cornel PETRE	<i>Childbirth, Marital Status and Religion: A Comparative Urban-Rural Perspective</i>
Adela SOCOL Dorina Elena VIRDEA	<i>Can the Fragility of States Influence the Relationship Between Economic and Human Development?</i>
Marieta STANCIU Dragoș STUPARU	<i>Artificial Intelligence between Benefits and Speculative Challenges</i>
Iulia-Oana ȘTEFĂNESCU Kamer-Ainur AIVAZ	<i>Analysis of Gender Differences in Participation in Continuing Vocational Training: An Organizational Perspective.</i>
Ionuț TĂNASE Lucia Nicoleta BARBU Georgiana RUSU	<i>The Role of .ro Domains in Strengthening Digital Identity and Local Branding in Romania: Insights from Registrants Perceptions</i>
Adina ȚIȚEI	<i>A Global Research on Extreme Poverty in the Context of Economic Justice Challenges</i>
Nicoleta Claudia VIZIREANU (PURICE)	<i>A Bibliometric Analysis of the Role of Financial Education as a Challenge in Sustainable Business Development</i>
Roxana-Marcela ZAHARIA Cristina Elena GEORGESCU	<i>The Impact of Digitalization and Digital Transformation on the Tourism Industry: A Bibliometric Analysis of Research Trends and Directions</i>
Roxana-Marcela ZAHARIA Cristina Elena GEORGESCU	<i>Analysis of the Main Components in the Evaluation of Tourism Performance in Romania (2014-2022): Essential Dimensions and Strategic Directions for Sustainable Development</i>
Nana ZAZADZE Mamuka TORIA	<i>The Role of Organizational Culture in Innovative Activities</i>



Section 4. Marketing – Management

Session Chair:

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

Webex Meetings link:

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

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Andreea Teodora AL-FLOAREI Simona DUMITRIU Daniela Victoria POPESCU	<i>The Influence of Social Support on Employees' Well-being</i>
Ionela-Lidia BELDEAN	<i>The Mobile Revolution: Understanding the Impact of Mobile Apps on Consumer Behavior</i>
Marius BOITA Gheorghe PRIBEANU Ionela Mihaela MILUTIN	<i>Organizational Change Management. The Impact of Transformational Leadership on Change Efficiency</i>
Cezar BRAICU	<i>Performance Management and Organizational Culture: Mutual Influences in Service-Providing Organizations</i>
Denisa Adriana DRAGOI	<i>Cognitive Systems in Branding: Linking Neuromarketing, Emotions, and Subliminal Persuasion to Customer Choices through the IMPACT Method</i>
Cristina DRAGOMIR Gabriela GHEORGHIU	<i>Business Perspectives on Quantum Communication - A Survey-Based Study</i>
Simona DUMITRIU Andreea Teodora AL-FLOAREI Mihai-Alexandru ȘTEFANESCU-DRAGOTA	<i>The Impact of Physical Risks and Physical Activity Requirements on Employees' Health, Well-being, and Satisfaction</i>
Ștefan-Daniel FLOREA Norina POPOVICI	<i>Understanding Leadership Challenges in Rural Healthcare: A Bibliometric Approach</i>
Iuliu HAȚIEGANU Ioana GORGAN	<i>Prevalence of Burnout in the Healthcare System and the Role of Work Management in Prevention</i>
Otilia-Ana LUNGU Angela-Eliza MICU	<i>The Confluence of Technology, Decision-Making and Human Resource Management: A Bibliometric Perspective</i>



Maria METZ Alexandra GONTEAN	<i>Implementing and Institutionalizing Organizational Change: Key Steps in Change Management—An Empirical Study in a Multinational IT&C Company</i>
Andreea-Raluca MOISE-TOMA Elena CONDREA Stelian TOMA	<i>Strategies for Enhancing Agroecosystem Resilience by Implementing a Quality Management System</i>
Alexandra POPA Corina-Aurora BARBU Alina-Elena IONASCU	<i>Sustainability as a Determinant Factor in the Purchasing Decision</i>
Alexandra POPA Corina-Aurora BARBU Adrian ȘERBAN-COMĂNESCU	<i>Integrating Artificial Intelligence into Companies' Marketing Strategies</i>
Ana-Maria SĂCUIU Angela-Eliza MICU	<i>Key Factors in Talent Retention: An Integrated Approach Based on Bibliometric Analysis</i>
Anca Cristina STANCIU	<i>Smart Packaging Main Trends</i>
Ionuț TĂNASE Lucia Nicoleta BARBU Elena Florentina GREJDAN	<i>Online Reviews in Romania: Motivations, Perceptions, and the Impact of the J-Shaped Distribution on Consumer Behavior</i>
Sorin-George TOMA	<i>Defining and Characterizing Women Entrepreneurship</i>



Section 5. Finance – Accounting

Session Chair :

Traian NICOLAE, PhD.
Oana OPRIȘAN, PhD.
Silvia GHIȚĂ-MITRESCU, PhD.
Faculty of Economic Sciences,
“Ovidius” University of Constanta

Webex Meetings link:

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Mihaela BĂRBUȚĂ (MATEI)	<i>Can Rent-Seeking Behavior and Corruption Impact the Economic Wealth of European Union Member States?</i>
Daniela Iulia Maria CĂRBUNE	<i>Considerations Related to the Application of Deep Learning and Neural Networks in Finance and Banking. A Bibliometric Approach</i>
Viorica CHIRILĂ Ciprian CHIRILĂ	<i>Interdependencies between Exchange Rate Volatility and Stock Market Sectors: A Case Study of Poland</i>
Adina Elena DĂNULEȚIU Dan Constantin DĂNULEȚIU	<i>Analysis of the Evolution of Romanian MTPL Insurance Market under New Regulations</i>
Adina Elena DĂNULEȚIU Dan Constantin DĂNULEȚIU	<i>Bibliometric Analysis and Scientific Mapping of Bancassurance Literature</i>
Marius DRĂGĂNESCU Florin-Cornel POPOVICI Alexandru AVRAM	<i>The Evolution of Real Convergence within European Union: Progress, Disparities and Development Perspective</i>
Adriana Ioana FILIP (CROITORU) Alina PUȚAN	<i>Value Added Tax in European Union</i>
Roxana ISPAS	<i>The Role of Financial Management in Optimizing the Economic Performance of Companies: Challenges and Perspectives</i>
Roxana ISPAS	<i>Pricing Policy as a Strategic Tool in the Context of Global Competition</i>
Ileana Iulia ISTUDOR Florina MOCANU Larisa Elena PREDA	<i>An Overview over Value Added Tax Gap in the European Union</i>
Mariana-Luminița LINȚĂ(COMAN)	<i>Analyzing the Social Protection and Assistance Expenditure in the Welfare State in Romania</i>



Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU	<i>Creative Accounting in Financial Reporting</i>
Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	<i>Sustainability Accounting Standards in Europe – A Systematic Literature Review</i>
Marius Cristian MILOȘ	<i>The Impact of Sports Event Outcomes on Stock Market Returns: An Event Analysis</i>
Ionela MUNTEANU	<i>Business Innovation for Circular Economy</i>
Ionela MUNTEANU Liliana IONESCU-FELEAGĂ Bogdan Ștefan IONESCU	<i>Eco-Ideation for a Circular Economy: Strategic Challenges and Emerging Trends</i>
Irena MUNTEANU	<i>European Payment System</i>
Irena MUNTEANU	<i>Study on the Swiss Banking System</i>
Traian Cristin NICOLAE	<i>Considerations Regarding the Expansion of the Dimensions of Accounting Information Systems Recording Tools</i>
Traian Cristin NICOLAE	<i>Reflections on the Perspectives of Accounting Information Processing Paradigms in Digitalized Systems</i>
Larisa Andreea OLTEANU (BURCĂ) Alina Elena IONAȘCU Bianca Paula CIUMACENCU	<i>Assessment of the Impact of ESG Standards and Regulations on the Audit Process</i>
Simona-Vasilica OPREA Adela BĂRA	<i>A Multi-agent System Based on LLM for Trading Financial Assets</i>
Luciana Simona PASCU (MIHĂILĂ)	<i>ESG Disclosure: Evidence from Romanian Banking Sector</i>
Bianca Ioana PATRINJAN Aurel Constantin LUPU Oana Raluca IVAN	<i>The Relationship between Non-Financial Reporting Parameters and Financial Performance, a Literature Review</i>
Mitica PEPI	<i>A Model for the Efficient Management of Insurance Societies' Investment Portfolios.</i>



Mitica PEPI	<i>Episodic Dependencies and the Profitability of the Romanian Capital Market Mobile Environment Strategy.</i>
Mircea Iosif RUS	<i>Optimizing Cash Flow</i>
Mircea Iosif RUS	<i>Impact of Turnover on Cash Flow</i>
Alexandra Maria SPÂNU	<i>Mapping the Financial Performance of the Pharmaceutical Business in Romania</i>
Alexandra Maria SPÂNU Ionela MUNTEANU	<i>Business Innovation for Circular Economy</i>
Dorina Elena VIRDEA Adela SOCOL	<i>Cross-Mapping Interactions Between Corruption, Accounting and Audit: A Bibliometric Analysis</i>