

THE FACULTY OF ECONOMIC SCIENCES



presents

The 22nd Edition of the
INTERNATIONAL CONFERENCE

**"PRESENT ISSUES OF
GLOBAL ECONOMY"**

JUNE, 19th-21st 2025

IN COLLABORATION WITH

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



HoRA

ASOCIAȚIA HOLISTIC RESEARCH ACADEMIC





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CONFERENCE PROGRAM

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

Thursday – June, 19th 2025

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 - 13:00	Plenary Session – Paper presentation Nicolae ISTUDOR, PhD. Rector, Bucharest University of Economic Studies ROUND TABLE <i>Challenges and Perspectives in Academic Career Management, Mentoring and Coaching Activities</i> (activity organized in the framework of PNRR-III-C9-2022-I10 PROJECT) Moderator: Diane Corina VANCEA, PhD. Project Expert, “Ovidius” University of Constanta	Senate Room, Campus (A Building) 1st Floor
13:30 – 17:00	Festive Lunch	“B’Arca” Restaurant Tabacariei Lake, Constanta



17:30 – 19:00	Papers presentations – Parallel Sessions: <ul style="list-style-type: none"> - 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
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Friday – June, 20th 2025

Virtual paper presentations – Parallel Sessions

17:00 - 19:00	Section 1. International Affairs Section 2. Regional Development, Integration and Globalization	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/gabriela.gheorghiu
	Section 3. Economic and Social Studies	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/adina.titei
	Section 4. Marketing – Management	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/stecon
	Section 5. Finance – Accounting	<i>Webex Meetings link:</i> https://ovidius.webex.com/meet/traian.nicolae

Saturday – June, 21st 2025

10:00 - 11:00	Closing Conference Session <i>Conclusions. Official Closing Session</i>	Business Administration Research Centre - Room E146, Campus (A Building) 1st Floor
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Section 1. International Affairs

Section 2. Regional Development, Integration and Globalization

Session Chair:

Gabriela GHEORGHIU, PhD.

Florina MIHAI, PhD.

Răzvan-Ionuț DRUGĂ, PhD.

“Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/gabriela.gheorghiu>

Available on 20th of June starting at 5 PM

Anis BENABED	<i>SMEs’ Multinationalization by Oil and Gas MNCs within the Business Internationalization Process for De-carbonization, Sustainability, Mutual Cooperation in the Carbon Market and Business Values: An Analytical Approach with a Model</i>
Anis BENABED	<i>Deciphering the Applicability of Marketing for Companies’ Ownership and Business Internationalization as Key for Market Leadership</i>
Bogdan Andrei BÎNĂ Emilia ȚIȚAN Mihaela MIHAI	<i>The Influence of Foreign Direct Investment on the Inflation Rate in Romania: A VAR Approach</i>
Răzvan-Ionuț DRUGĂ	<i>Erasmus Plus Mobilities and the Development of Soft Skills: A Key Driver of Student Engagement in International Experiences</i>
Fazel Ebrihiam FREEKS	<i>Family Well-Being in the Face of Economic Turmoil: Perspectives of Devoted Fathers as Mentors</i>
Roxana Elena LEPĂDATU Anca Raluca OTTO Mihnea JURCA	<i>Green Deal and the Role of Circular Economy in Reaching Climate Neutrality</i>
Florina LEȚA (MIHAI)	<i>Constructing National Reputations in Post-Communist Europe: A Comparative Analysis of Romania and Poland</i>
Nicolae PLATON	<i>Rural Tourism Development in the Republic of Moldova in Terms of Benefits and Constraints</i>
Raluca PODAȘCĂ	<i>Study on Digitalization in the Context of Adopting Artificial Intelligence</i>
Raluca PODAȘCĂ	<i>Multiple Regression Analysis of Indicators that Determine Competitiveness</i>



Section 3. Economic and Social Studies

Session Chair :

Adina ȚIȚEI, PhD.
 Andreea Larisa BURCĂ, PhD.
 Elena Cerasela SPĂȚARIU, PhD.
 “Ovidius” University of Constanta

Webex Meetings link:

<https://ovidius.webex.com/meet/adina.titei>

Available on 20th of June starting at 5 PM

Alina Georgeta AILINCĂ	<i>Principal Component Analysis for Some Energy Poverty Indicators for EU27</i>
Ioan ANTOFIE	<i>Strategic Governance in the Health Sector: Integrating Stakeholders into the Decision-Making Process</i>
Ioan ANTOFIE	<i>Organizational Resilience in the Face of Systemic Risks: Lessons from Recent Crises in the Healthcare Sector</i>
Tiberiu Cristian AVRĂMESCU	<i>Middle Class Analysis in Some Countries of Central and Southeast Europe</i>
Tiberiu Cristian AVRĂMESCU	<i>Romania and The Eurozone Accession: The Nominal Convergence Criteria</i>
Adela BÂRA Simona-Vasilica OPREA	<i>Large Language Models and Transformer Architecture in Electricity Price Forecasting</i>
Marius Dan BENȚA Claudiu Liviu MANEA Costin Daniel AVRAM	<i>Inflation Analysis and Impact on the Business Environment in Romania</i>
Irina BILAN Constantin-Marius APOSTOAIE	<i>Macro-Level Drivers of Artificial Intelligence Adoption in Firms</i>
Sorinel COSMA	<i>Economics and Sociology in Traian Brăileanu's Works</i>
Sorinel COSMA	<i>Landmarks of Constantin Stere's Economic Ideology</i>
Adina CRISTE Iulia LUPU	<i>Beyond Monetary Policy: Expanding the Communication Frontiers of Central Banks</i>
Marian IONEL	<i>Tourism Demand - Primary Factor of the Tourism Services Market</i>
Marian IONEL	<i>Protected Areas and their Importance for Sustainable Tourism</i>
Iulia LUPU Adina CRISTE	<i>Geopolitical Risk and Economic Policy Uncertainty: A Regime-Dependent VAR Analysis</i>



Claudiu-Liviu MANEA Marius Dan BENTA Costin Daniel AVRAM	<i>The Impact of Artificial Intelligence on Occupations Requiring Higher Education in Romania</i>
Daniela Gheorghita MARIA (IFTIMOV)	<i>Digital Education in Romania and Funding Programs</i>
Daniela Gheorghita MARIA (IFTIMOV)	<i>Changes in Building Tax Legislation in Romania over the Past Twenty Years</i>
Lavinia MASTAC	<i>Less Cash, Same Shadow? Payment Trends and Informality in the European Union</i>
Camelia MIHAI Dorinela NANCU	<i>Beyond Percentages: What Does Inflation Say About Romania?</i>
Octavia MOISE George BANGHIORRE Mari-Isabella STAN	<i>Sustainability of Public Water Networks in Romania: Assessment of Failures and Network Expansion</i>
Elena OCENIC	<i>Beyond the Rainbow: Aligning Hydrogen Color Codes with CO₂ Emissions for a Transparent Energy Transition</i>
Simona-Vasilica OPREA Adela BÂRA	<i>Development of a Retrieval-Augmented Generation (RAG) Chatbot</i>
Amelia-Loredana PANĂ-DUICAN (ETEGAN)	<i>The Impact of Gender on Individuals' Motivation and Engagement in Cultural Events</i>
Iustin-Cornel PETRE Kamer-Ainur AIVAZ	<i>Religiousness of the Romanian Population: An Empirical Analysis of Religious Beliefs and Practices</i>
Rodica PISICĂ	<i>CO2 Emissions, Inequality, and Growth: How does the Republic of Moldova Compare to the Baltic States and the EU Average?</i>
Nicoleta SÎRGHI Maria Magdalena DOROIMAN	<i>The New Challenges of Artificial Intelligence in Digital Transformation and Economic Competitiveness</i>
Adina ȚIȚEI	<i>A Global Research on Poverty and Common Prosperity in the Context of Economic Justice</i>
Constantin-Daniel VĂDUVA	<i>Social Economy Initiatives in the Romanian Orthodox Church: An Analysis of its Contribution to Community Development and Social Welfare</i>
Cristina Mihaela ZAMFIR	<i>Euphemisms and Idioms Cropping up in Business Rhetoric</i>



Section 4. Marketing – Management

Session Chair :

Alina Elena CERCHIA, PhD.
 Alexandra POPA, PhD.
 Corina Aurora BARBU, PhD.
 “Ovidius” University of Constanta

Webex Meetings link:

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Available on 20th of June starting at 5 PM

Gabriela Nicoleta ANDRIȘAN Andra MODREANU	<i>Industry 4.0: Competitive Strategies and Sustainability</i>
Corina Aurora BARBU Alexandra POPA Alina Elena IONAȘCU	<i>Entrepreneurship in the Digital Age: Adaptation and Innovation</i>
Marius BOIȚĂ Gheorghe PRIBEANU Ionela Mihaela MILUTIN	<i>Sustainable Management as a Strategic Factor in the Transition to a Green Economy: A Case Study on the Renewable Energy Sector in Romania</i>
Alecsandra Andreea BURCEA (SCINTEE)	<i>Digital Governance in Local Public Administration: Between Transparency and Hypercontrol</i>
Alecsandra Andreea BURCEA (SCINTEE)	<i>Emotional Economy in the Digital Age: How Conversational Analytics Shapes Team Morale in Collaborative Platforms</i>
Irina CĂLUGĂREANU Sergiu AFTENEV	<i>Construction Finishing Materials Market: Strategic Challenges and Opportunities for Paint Manufacturer</i>
Andreea Adriana CIOABĂ Silviu-Mihai NITU-GRANZULEA	<i>Assessing Organizational Culture Influences on Performance</i>
Gabriel DINU Loredana DINU	<i>Voting Decision and the Influences on Voter Behavior</i>
Loredana DINU Gabriel DINU	<i>The Influence of the Anchoring Effect on Buying Behavior in E-Commerce</i>
Mihaela Matilda DUDUIALA	<i>About Ethical Management in Justice Activity</i>
Ștefan-Daniel FLOREA Norina POPOVICI	<i>From Formal Certification to Authentic Leadership in Healthcare</i>
Ramona Cristina GHÎȚĂ Mihai-Alexandru ȘTEFĂNESCU-DRAGOTĂ Andreea Teodora AL-FLOAREI	<i>Examining the Impact of Educational and Professional Environment Quality on Academic Achievement and the Outcomes of Integrated Quality Management Implementation</i>



Dragoş GRUIA Norina POPOVICI	<i>The Efficiency of Public Expenditure Management and Its Effects on Quality of Life in Romania</i>
Alexandru IOAN	<i>Integrating an AI Copilot into a Knowledge Management System for Civil Protection: A Development-Oriented Case Study from Romania</i>
Ramona-Diana LEON	<i>Knowledge Sharing through Culturally Embedded Online Customer Behavior in the Era of Human-Centric Industry 5.0</i>
Andreea-Raluca MOISE-TOMA Elena CONDREA	<i>An Analysis of the Relationship Between Price Dynamics and Real Income in the Agricultural Sector in Romania</i>
Nicoleta Andreea NEACŞU Anca POPESCU	<i>The Effects of Marketing Strategies on Parents’ Buying Behavior. Case Study: Baby Food Market</i>
Silviu-Mihai NITU-GRANZULEA Andreea Adriana CIOABĂ	<i>Study concerning Organizational Culture Influences on Corporate Social Responsibility</i>
Anca POPESCU Nicoleta Andreea NEACŞU	<i>Beauty Influencers on Social Media: How They Shape Consumer Emotions and Brand Loyalty in the Cosmetics Industry</i>
Cătălina Loredana ROGOZEANU (DRĂGHIA) Delia Mioara POPESCU Cezar BRAICU	<i>Sustainable Leadership - Skills and Strategies for Responsible Management</i>
Ana-Maria SĂCUIU Angela-Eliza MICU Otilia-Ana LUNGU	<i>The Contribution of Artificial Intelligence in Talent Retention</i>
Petruţa Ionela STANCA Tudor TĂRBUJARU	<i>The Impact of Leadership on the Labor Market in Romania: Stability, Mobility and Digitalization</i>
Anca Cristina STANCIU	<i>Conformity Mark in The Context of Competitiveness</i>
Adrian ŞERBAN-COMĂNESCU Alexandra POPA	<i>The Adverse Impact of Asian E-Commerce Giants on Romanian Online Retail: A Case Study of Temu, Trendyol, and AliExpress</i>
Mihai-Alexandru ŞTEFĂNESCU-DRAGOTĂ Ramona Cristina GHIŢĂ Andreea Teodora AL-FLOAREI	<i>Analysis of the Direct Influences of Quality Vectors of The Educational Process and Learning Environment on Educational Quality and Performance</i>



Cristian Marius TOMA Vasilica TOMA	<i>Synergies in Research - Management of Research Projects in Multidisciplinary Teams and Partnerships</i>
Sorin-George TOMA	<i>A Glimpse into the Worldwide Startup Ecosystems</i>
Sorin-George TOMA	<i>Analyzing the Evolution of the Largest Companies Operating in Romania during the COVID-19 Pandemic</i>
Elena-Sabina TURNEA	<i>Which Skills Will Employees Need for the Future?</i>
Elena-Sabina TURNEA	<i>Employee Engagement and Retention: Key Success Factors</i>
Roxana-Marcela ZAHARIA Gabriela GHEORGHIU Cristina Elena GEORGESCU	<i>Digital Transformation in Hospitality Services: Conceptual Framework and Managerial Implications</i>
Roxana-Marcela ZAHARIA Corina Aurora BARBU Cristina Elena GEORGESCU	<i>Smart Tourism and Digital Experience: Tools, Platforms and User Preferences in the Post-COVID Context</i>



Section 5. Finance – Accounting

Session Chair :

Nicolae TRAIAN, PhD.
 Cristina Elena GEORGESCU, PhD.
 Lăcrămioara MANSOUR, PhD.
 “Ovidius” University of Constanta

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Anișoara Niculina APETRI Ancuța Anisia CHELBA	<i>Impacts of Macroeconomic Factors on Insolvency: Case of Romanian Companies</i>
Camil Ciprian CÎRNU Alma-Maria PETCU Dan-Michael SCHAWLOWSKI	<i>Mapping the Intersection of Cost, Employee Benefits, and ESG: A Bibliometric Analysis of Corporate Sustainability and Performance</i>
Andreea-Roxana CROC NAN	<i>From Disclosure to Impact: ESG Reporting as a Driver of Financial Outcomes Across Romanian Sectors</i>
Iulia Oana FLOREA Ionela MUNTEANU	<i>Towards Mindful Circularity: A Review of Educational Approaches and Performance Concepts in Circular Economy</i>
Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Raluca Andreea TRANDAFIR	<i>The Role of Administrative Digitalization and Economic Development in Shaping Fiscal Efficiency: A Cross-National Analysis</i>
Lăcrămioara MANSOUR Elena Cerasela SPĂTARIU Raluca Andreea TRANDAFIR	<i>Democracy, Trust and Taxes: Does Civic Engagement Matter for Fiscal Equity?</i>
Gabriel MOCANU Alexandra DĂNILĂ Gabriela GHEORGHIU	<i>Tax Optimization in the International Business Environment</i>
Ionela MUNTEANU Liliana FELEAGĂ-IONESCU Maria Alexandra SPÎNU	<i>Integrating Circular Economy Principles in the Pharmaceutical Industry: Application of TOPSIS to Waste Management</i>
Traian Cristin NICOLAE	<i>Aspects Regarding the Multidimensionality of Accounting Information Systems Tools</i>
Traian Cristin NICOLAE	<i>Trends in the Processes of Implementing Accounting Information Paradigms in Digitalized Systems</i>
Andreea Larisa OLTEANU (BURCĂ) Alina Elena IONAȘCU Daniel LIPARĂ	<i>Best Practices in Internal Control, Auditing, and Sustainable Investment Efficiency</i>



Oana OPRÎȘAN	<i>Taxation of Corporate Profits in Romania and Poland: Key Similarities and Differences</i>
Oana OPRÎȘAN	<i>Public Finance and the Green Transition: Romania’s Strategic Path in Implementing the European Green Deal</i>
Mitică PEPI	<i>A Model for the Efficient Management of Insurance Societies’ Investment Portfolios</i>
Florina POPA	<i>Theoretical and Practical Approaches on the Relation between Taxation and Indicators of Inequality</i>
Raluca-Andreea POPESCU-PREDULESCU	<i>Exploring the Future of IT Careers in Romania Amid Tax Incentive Cuts: A Case Study</i>
Mircea-Iosif RUS	<i>The Importance of Key Indicators in a Trading Company</i>