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CONFERENCE PROGRAMME

10th-13th May, 2023

UAB – ICMEA CONFERENCE Alba-Iulia





Scientific Committee

President of the Scientific Committee

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PhD. Lecturer FÜLÖP Melinda Timea – Babes-Bolyai University of Cluj-Napoca, Romania





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PhD. Professor GEORGESCU Mircea, , Alexandru Ioan Cuza University of Iași, Romania

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PhD. Professor GRABARA Janusz - University of Czestochowa, Poland

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Romania

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PhD. Professor IDOWU Samuel London Metropolitan University, United Kingdom

PhD. Professor IONESCU Bogdan Ștefan – Academy of Economic Studies, Bucharest, Romania

PhD. Senior researcher **IONESCU** Aurelian Constantin - Institute of Multidisciplinary Research for Science and Technology, Valahia University of Targoviste

PhD. Professor ISPAS Ana - Transilvania University of Braşov, Romania

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PhD. Professor LILE Ramona, Aurel Vlaicu University of Arad, Romania

PhD. Professor LEOŃSKI Wojciech - University of Szczecin, Poland

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PhD. Professor MAN Mariana- University of Petroșani, Pertroșani, Romania

PhD. Professor MARCU Nicu, Academy of Economic Studies, Bucharest, Romania

PhD. Professor MICU Adrian, Dunărea de Jos University, Galați, Romania

PhD. Professor **MESIC** Milan – University of Zagreb, Croatia

PhD. Assoc. Professor MOISĂ Claudia – "1 Decembrie 1918" University of Alba Iulia, Romania

PhD. Professor **MUNTEAN** Andreea Cipriana – "1 Decembrie 1918" University of Alba Iulia, Romania

PhD. Assoc. Professor NAGHI Laura Elly - Academy of Economic Studies, Bucharest, Romania

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- PhD. Lecturer DOBRA Iulian Bogdan
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- PhD. Assistant PUŢAN Alina
- PhD. Assistant NICHITA Anca
- CÂMPEANU Cătălin





OFFICIAL OPENING CEREMONY AND PLENARY SESSION

Thursday, May 11, 2023

UAB - ICMEA CONFERENCE

09.00-10.00	Registration - Room: A9 Amphitheatre
10.00-13.30	Plenary session – Scientific research and financial education – Factor for growing
	financial resilience.
	Moderator Ligia MUNTEANU
10.00-10.10	PhD. Professor Daniel BREAZ, Rector "1 Decembrie 1918" University of Alba Iulia,
	Romania
10.10-10.20	PhD. Professor Dan Ioan TOPOR, Dean Faculty of Economics, "1 Decembrie 1918"
	University of Alba Iulia, Romania
10.20-10.30	Radu HANGA – BVB President
10.30-10.40	Daniel APOSTOL– Communication Director A.S.F
10.40-10.50	PhD. Professor Răzvan Cătălin DOBREA, Vice-Rector Academy of Economic Studies,
	Bucharest, Romania
10.50-11.00	PhD. Professor Marian SIMINICĂ, Executive Director Institute of Financial Studies
11.10: 11.20	Alina BÅRBULESCU – UNSAR expert
11.20-11.30	PhD. Professor, Alexandru STRATAN, Rector of the Moldovan Academy of
	Economic Studies
11.30: 11.40	PhD. Professor, Mariano D'AMORE, Parthenope University of Naples, Italy
11.40-12.00	PhD. Professor Wayne RODGERS, University of Hull, United Kingdom
12.00-12.20	PhD. Senior Lecturer Samuel IDOWU, London Metropolitan University, United Kingdom
12.420-12.40	Gianluca MATTAROCCI, University of Rome, Tor Vergata
12.40-13.00	PhD. Assoc. Professor Sebastian STEPIEN, - Poznan University of Economics and
	Business, Poland
	PhD. Professor Jan POLCYN – Stanisław Staszic University of Applied Sciences in Piła, Poland
13.00-13.20	Daniel William BOITAUD, France
13.30-15.00	Lunch break – University Restaurant

PAPER PRESENTATION

Thursday, May 11th, 2023

UAB - ICMEA CONFERENCE

15.00 - 18.00	PAPER PRESENTATION
SECTION 1:	ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE
SECTION 2:	FINANCE AND FINANCIAL ANALYSIS
SECTION 3:	MARKETING, TOURISM AND STRATEGY
SECTION 4 :	RESPONSIBLE INNOVATION AND BUSINESS DEVELOPMENT
SECTION 5:	DOCTORAL COLLOQUIUM

19.30 – Gala Dinner – Domeniile Martinutzi, Vințu de Jos, <u>https://domeniilemartinutzi.ro/</u> Dress code: Casual - the party takes place outside!!



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Friday, May 12th, 2023 UAB - ICMEA CONFERENCE

Room: Senate Room- Apor Palace

10.30-13.00	AMFITEATRU ECONOMIC WORKSHOP
	Vasile DINU, Academy of Economic Studies and Romanian Academy of Scientists
	Laurențiu TĂCHICIU, Academy of Economic Studies
	Corina PELAU, Academy of Economic Studies
	Cristinel VASILIU, Academy of Economic Studies

13.00-14.30 Lunch break – University Restaurant















	SECTION 1
	ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 1
	Room: LCO1 Accounting Laboratory – Building D
	CHAIRPERSONS: TATIANA DĂNESCU, MELINDA TIMEA FÜLÖP,
	CONSTANTIN AURELIAN IONESCU
15:00-15:15	ALEXANDRA DELIA BUGNARIU, ION COZMA, SORINA ANCUȚA
	PUȘCAȘ, ACCOUNTING REGULATIONS REGARDING THE IMPLEMENTATION
	OF MANAGERIAL ACCOUNTING PRACTICES AT NATIONAL, INTERNATIONAL
	AND EUROPEAN LEVEL
15:15-15:30	TATIANA DĂNESCU, RADU BOGDAN MATEI, LAVINIA
	CONSTANTINESCU, EXPLORING THROUGH BIBLIOMETRIC ANALYSIS THE
	SYNERGIES BETWEEN CIRCULAR ECONOMY AND DIGITISATION
15:30-15:45	TATIANA DĂNESCU, ROXANA MARIA STEJEREAN, RESPONSES TO THE
	BUDGET ESTIMATES. STUDYING THE HERD EFFECT AT THE BUCHAREST
	STOCK EXCHANGE
15:45-16:00	SORINA-GEANINA STĂNESCU, ADRIANA HORAICU, ANA-MARIA
	ANDREI, MARINELA ZUCA, VICTOR MUNTEANU, INTERFERENCE FROM
	INTERNAL AUDIT AND STRATEGIC RISK MANAGEMENT
16:00-16:15	MELINDA TIMEA FÜLÖP, TEODORA ODETT BREAZ, NICOLAE,
	MĂGDAȘ, THE ROLE OF EDUCATION TO ACHIEVE THE SUSTAINABILITY
	GOALS
16:15-16:30	MARIANA BĂLAN, CARMEN UZLĂU, CORINA MARIA ENE, MIGRATION
	OF HEALTH WORKERS IN THE LAST DECADE IN ROMANIA IN EUROPEAN
	CONTEXT
16:30-16:45	LIGIA ANDREI, BEYOND AESTHETICS: THE ECONOMIC IMPACTS OF
	SUSTAINABLE PACKAGING IN ADVERTISING
16:45-17:00	IZABELLA KRAJNIK, ROBERT DEMETER, THE BENEFITS OF
	DIGITALIZATION ON THE PERFORMANCE OF ACCOUNTING OPERATIONS
17:00-17:15	GABRIELA MIHAELA MURESAN, CODRUTA MARE, CAN HEALTH
	INSURANCE IMPROVE THE HAPPINESS OF THE ROMANIAN PEOPLE?
17:15-17:30	GEORGE SILVIU CORDOS, MELINDA TIMEA FÜLÖP, GABRIEL RAITA,
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17:30-17:45	FINANCIAL EDUCATION AS PART OF THE SUSTAINABILITY STRATEGY
17:30-17:43	DAN MARIUS COMAN, CONSTANTIN AURELIAN IONESCU, MIHAELA
	DENISA COMAN,LILIANA PASCHIA, THE IMPACT OF DIGITIZATION ON
17:45-18:00	ECONOMIC PERFORMANCE
17.45-10.00	SORINA-GEANINA STĂNESCU, ADRIANA HORAICU, ANA-MARIA
	ANDREI, MARINELA ZUCA, VICTOR MUNTEANU, INTERFERENCE FROM
18:00-18:15	INTERNAL AUDIT AND STRATEGIC RISK MANAGEMENT
10:00-10:15	ALEXANDRA-ANCA PURCEL, ENVIRONMENTAL PROTECTION
18:15-18:30	EXPENDITURE AND EU ETS IN ROMANIA
10,15-10,50	IONELA CORNELIA CIOCA, ACCOUNTING AND FISCAL PARTICULARS
	REGARDING THE FIELD OF AGRICULTURE IN ROMANIA

















	SECTION 1
	ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 2
	Room: A5 – Building C
	CHAIRPERSONS: LILIANA IONESCU-FELEAGĂ, ADRIAN GROȘANU,
	SORIN DEACONU
15:00-15:15	ADELINA-NICOLETA DONȚU, ACCOUNTING DIGITAL SKILLS AND
	COMPETENCIES. THE PERSPECTIVE OF YOUNG PROFESSIONALS.
15:15-15:30	ANDREEA CORDOS (CAS. LABADITIS), TIRON-TUDOR ADRIANA, A
	STATUS QUO ON THE LITERATURE OF DISRUPTIVE TECHNOLOGIES IN
	ACCOUNTING – IMPLICATIONS FOR ADOPTION DECISION
15:30-15:45	IULIANA CENAR, CLOUD ACCOUNTING AND FINANCIAL REPORTING IN
	PUBLIC INSTITUTIONS
15:45-16:00	IOANA-ANDREEA CIOLOMIC, RĂZVAN LIVIU NISTOR, IOANA NATALIA
	BELEIU, THE CONTEXT AND DYNAMICS OF ROMANIAN STATE-OWNED
	ENTERPRISES
16:00-16:15	CORINA – CATALINA (GOREA) HURDUCACI, ARTIFICIAL INTELLIGENCE
	IN ACCOUNTING "BIBLIOMETRIC ANALYSIS"
16:15-16:30	IRINA GAVRILUC,IULIANA EUGENIA GEORGESCU, A REVIEW OF THE
	LITERATURE ON THE COSTS OF QUALITY
16:30-16:45	KINGA-ERZSÉBET FÜLÖP, ÁRPÁD-ZOLTÁN FÜLÖP, THE RELATIONSHIP
	BETWEEN FINANCIAL RESULTS AND SUSTAINABLE DEVELOPMENT AT
	WATER AND SEWAGE OPERATORS IN ROMANIA
16:45-17:00	LILIA GRIGOROI, SVETLANA MIHAILA, RELEVANCE VERSUS
	IRRELEVANCE OF SCIENTIFIC RESEARCH SKILLS FOR THE PRACTICE OF
	THE ACCOUNTING PROFESSION
17:00-17:15	VALENTIN BURCĂ, CARMEN MIHAELA IMBRESCU, OANA BOGDAN,
	ANCA BĂLAN (SUMĂNARU), FINANCIAL IMPLICATIONS OF SUPPLY CHAINS
	TRANSITION TO ESG MODELS
17:15-17:30	ROXANA DALIANA SCHIOP, MIHAIELA JOLY MIRCEA, FINANCIAL
	REPORTING WITHIN BANKING GROUPS-ROLE IN FINANCIAL
	COMMUNICATION













	SECTION 1
	ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 3
	Room: H2.5 Accounting Laboratory – Building H
	CHAIRPERSONS: IONELA CIOCA, RAMONA PAULA RĂCHIȘAN, TEUȘAN
	CIPRIAN
15:00-15:15	CORINA CATALINA HURDUCACI (GOREA), ARTIFICIAL INTELLIGENCE
	APPLIED IN ACCOUNTING – BIBLIOMETRIC ANALYSIS
15:15-15:30	ADRIAN ISIP, THE CHOICES MADE BY LARGE COMPANIES FOR SOURCING
	OF ACCOUNTING SERVICES: ADVANTAGES AND DISADVANTAGES
15:30-15:45	GALINA BĂDICU, VICTOR COJOCARU, THE INNOVATIVE IT ECOSYSTEM -
	PREMISE OF SUSTAINABLE DEVELOPMENT IN A COMPETITIVE ECONOMY
15:45-16:00	CLAUDIA-FLORINA LEBA (BOTAR), ROBOTISATION IN ACCOUNTING
16:00-16:15	ADRIANA MIHAELA CIULA (MAN), IULIANA CENAR, APPROACHES TO
	THE DYNAMICS OF THE ACCOUNTING PROFESSION
16:15-16:30	CRISTINA TIMOFTE (COCA),NICOLETA-IULIA POPESCU
	(BODEA), VERONICA GROSU, DAN-ANDREI COCA, MIHAELA-IONELA
	STANCIUC (SOCOLIUC), MARIAN SOCOLIUC, SIMONA-MARIA
	BRINZARU, THE IMPACT OF TAX RULES AND REGULATIONS ON THE
	ACCOUNTING INFORMATION QUALITY - A TRANS-SECTORIAL ROMANIAN
	CASE STUDY
16:30-16:45	MIHAELA MONICA DRĂGAN, ANDA ILEANA NECULA, ELENA SIMONA
	TACHE, THE EVOLUTION OF THE ACCOUNTING PROFESSION IN THE AGE
	OF ARTIFICIAL INTELLIGENCE
16:45-17:00	ELENA-SIMONA TACHE,AMALIA-MAGDALENA DĂNĂILĂ,MIHAELA
	MONICA DRĂGAN, THE COVID19 PANDEMIC AND ITS IMPACT ON THE
	ECONOMY
17:00-17:15	MARGARETA FĂGĂDAR (GHIȚA), THE INFLUENCE OF THE ACCOUNTING
	INFORMATION ON THE FINANCIAL PERFORMANCE IN THE LOCAL PUBLIC
17:15-17:30	ADMINISTRATION
17:15-17:50	LAURA-ANDREEA IAMANDACHE (FLOREA), RALUCA-ANDREEA
	STOICA,CATI-LOREDANA DUMITRU (SOARE), ADVANTAGES AND
	LIMITATIONS OF INTELLECTUAL CAPITAL IN SMALL AND MEDIUM-SIZED
18 20 15 15	ENTERPRISES
17:30-17:45	IVAN OANA RALUCA, BOTA AVRAM CRISTINA, CIMPEAN BIANCA,
	PARTICULARITIES OF SUSTAINABILITY REPORTING IN THE ENERGY SECTOR
	IN ROMANIA





15:00-15:15

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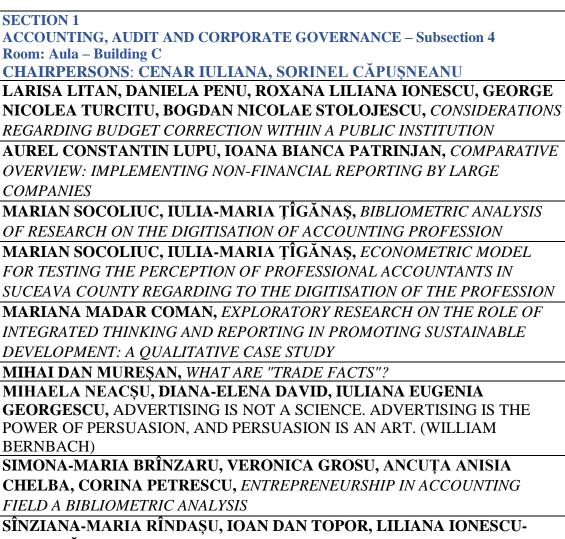
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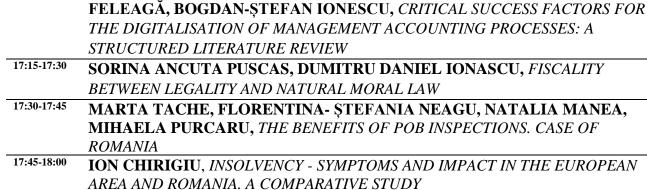
























	SECTION 2
	FINANCE AND FINANCIAL ANALYSIS
	Room: A9 Amphitheatre
	CHAIRPERSONS: MONICA VIOLETA ACHIM, TAMAȘ SZORA ATTILA,
	DAN DĂNULEȚIU, GĂBAN LUCIAN
15:00-15:15	DIANA BALAN, ANA-CRISTINA NICOLESCU, EVALUATING THE ESI FUNDS'
	EFFICIENCY: A BIBLIOMETRIC REVIEW
15:15-15:30	CARINA-BIANCA PĂTRÎNJAN, STUDY OF COSTS AND FUNDS OF THE NATO
	SECURITY INVESTMENT PROGRAMME DURING CHALLENGING PERIODS
15:30-15:45	COSTINELA FORTEA, MONICA LAURA ZLATI, APPROACHES TO SUSTAINABLE
	DEVELOPMENT FROM AN SDG7 PERSPECTIVE IN EASTERN EUROPEAN COUNTRIES
15:45-16:00	REMUS IONUT ILIES, SORIN NICOLAE BORLEA, ISABELLA LUCUȚ CAPRAȘ,
	THEORETICAL AND STATISTICAL ARGUMENTS OF THE DIFFERENTIATED EFFECT
	OF THE COMMON AGRICULTURAL POLICY IN THE EU COUNTRIES
16:00-16:15	ISABELLA LUCUT CAPRAS, MONICA VIOLETA ACHIM, PROTECTION OF
	WHISTLEBLOWERS IN THE EU AND ADOPTION OF DIRECTIVE (EU) 2019/1937
16:15-16:30	MARIA MIHAELA POSTEA, MONICA VIOLETA ACHIM, ISABELA CAPRAS, TAX
	EVASION IN THE CONTEXT OF THE SHADOW ECONOMY
16:30-16:45	SIMION MIHON, ILDIKO TULBURE, FISCAL POLICY ROLE FOR ENSURING
	SUSTAINABILITY OF HUMAN SOCIETY
16:45-17:00	RAZVAN GABRIEL HAPAU, EXPLORING THE CONTAGION EFFECT OF THE STOCK
	MARKET IN THE CONTEXT OF THE COVID-19 PANDEMIC. EMPIRICAL EVIDENCE
	FROM BIOPHARMACEUTICAL COMPANIES BASED ON MACHINE LEARNING
	APPROACHES.
17:00-17:15	TEODORA MARIA SUCIU, MIHAELA ȘTEFAN-HINT, DETERMINANT
	MACROECONOMIC FACTORS OF THE CONSUMER PRICE INDEX IN THE CASE OF
	POST-COMMUNIST ROMANIA
17:15-17:30	NICOLAE GEORGE TURCITU, ILEANA SORINA RAKOS, BOGDAN NICOLAE
	STOLOJESCU, LUMINITA JALBA, EMANUELA LARISA LITAN, DASHBOARD,
	INSTRUMENT OF MANAGEMENT CONTROL OF AN ENTITY
17:30-17:45	VALENTIN MARIAN ANTOHI, MONICA LAURA ZLATI, ROMEO VICTOR
	IONESCU, ANALYSIS OF THE FINANCING OF THE PUBLIC HEALTH SYSTEM IN
	ROMANIA UNDER THE ASPECT OF MULTIPLE CRISES
17:45-18:00	VIKTORIIA VOVK, LYUDMILA BEZTELESNA, OLHA PLIASHKO, BEHAVIOURAL
	DETERMINANTS OF THE UKRAINIAN HEALTHCARE SYSTEM
18:00-18:15	MARIA - MIHAELA POSTEA, MONICA-VIOLETA ACHIM, ISABELLA LUCUȚ
	CAPRAȘ, TAX EVASION IN THE CONTEXT OF THE SHADOW ECONOMY. EVIDENCE
	FOR THE EUROPEAN UNION COUNTRIES
18:15-18:30	ADINA ELENA DĂNULEȚIU, DAN CONSTANTI DĂNULEȚIU, <i>sustainable</i>
	INSURANCE – PRINCIPLES AND EVOLUTION



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	SECTION 3
	MARKETING, TOURISM AND STRATEGY
	Room: H2.2 Marketing Classroom – Building H
	CHAIRPERSONS: MUNTEAN ANDREEA CIPRIANA, PAȘTIU CARMEN,
	MOISA CLAUDIA, NICHITA ANCA, PUTAN ALINA
15:00-15:15	PIOTR KUŁYK, MARIOLA MICHAŁOWSKA, WINE TOURISM AS A FACTOR
	IN THE DEVELOPMENT OF THE LUBUSKIE REGION
15:15-15:30	IONELA GAVRILĂ-PAVEN, CAPITALIZING ON THE LOCAL TOURIST HERITAGE
	THROUGH ALTERNATIVES THAT ENHANCE THE LOCAL COMMUNITY
15:30-15:45	LUCIAN GĂBAN, RUXANDRA LAZEA, ANCA NICHITA, LARISSA BĂTRÂNCEA,
	ALINA PUŢAN,BRAIN MAPPING AND CONSUMER PROFILE RELATED TO
	DIFFERENT BRANDS: INSIGHTS FROM NEUROSCIENCE STUDIES
15:45-16:00	BOGDAN-MIHAI PRODEA, CONSTANTIN CRISTINEL PETRISOR, EMBEDDING
	NEW TECHNOLOGIES IN DIGITAL MARKETING STRATEGY: HOW CAN VIRTUAL
	REALITY GENERATE COMPETITIVE ADVANTAGE AND BRAND AWARENESS
16:00-16:15	SILVIA MAICAN, CARMEN PAȘTIU, ANDREEA MUNTEAN, USING AI TOOLS FOR
	ADVERTISING TO GEN Z THROUGH SOCIAL MEDIA PLATFORMS
16:15-16:30	ADRIANA IOANA FILIP (CROITORU), MONICA - IOANA TOADER, WAYS AND
	LEVELS OF STUDENT KNOWLEDGE ABOUT MASTER'S DEGREE PROGRAMS IN
	EUROPE
16:30-16:45	JAN POLCYN, TETYANA PIMONENKO, OLEKSII LYULYOV, VIKTORIIA VOVK,
	AN ATTEMPT TO DETERMINE THE MEASURE OF THE SUCCESS OF THE UNIVERSITY
	BRAND
16:45-17:00	MACIEJ GAWRYSIAK, JAN POLCYN, SEBASTIAN STEPIEN, INSTITUTIONAL
	EFFICIENCY OF UNIVERSITIES IN SHAPING THE POSITION OF GRADUATES IN THE
	LABOUR MARKET
17:00-17:15	MONICA COJOCARU, MANAGEMENT CONCEPTS, THEORIES AND PRACTICES
	APPLICABLE IN THE TROUBLED TIMES OF THE YEAR +2023
17:15-17:30	VOLODEA MATEEVICI, ELENA DENISA MATEEVICI, PARTICULARITIES OF
	PROJECT MANAGEMENT IN THE ALLOCATION OF EUROPEAN FUNDS AT THE LEVEL
	OF ROMANIA
17:30-17:45	MATYAS ANDREEA, IMPACT OF CULTURE ON UIVERISTY EDUCATION IN
	ROMANIA. A SPATIAL ANALYSIS.
17:45-18:00	CRISTIANA RĂDULESCU, IOANA DANIELA DULAMĂ, CONSTANTIN AURELIAN
	IONESCU, SORINA GEANINA STĂNESCU, MIHAELA DENISA COMAN,
	RESPONSIBLE INNOVATION AND TECHNOLOGICAL TRANSFER FOR SUSTAINABLE
	BUSINESS
18:00-18:15	RODICA CRUDU, CRISTINA TOMȘA, PROGRAMMES TO HARNESS THE ECONOMIC
10.00-10.13	
10.00-10.13	PROTENTIAL OF MIGRANTS: THE CASE OF THE REPUBLIC OF MOLDOVA
18:15-18:30	, , ,











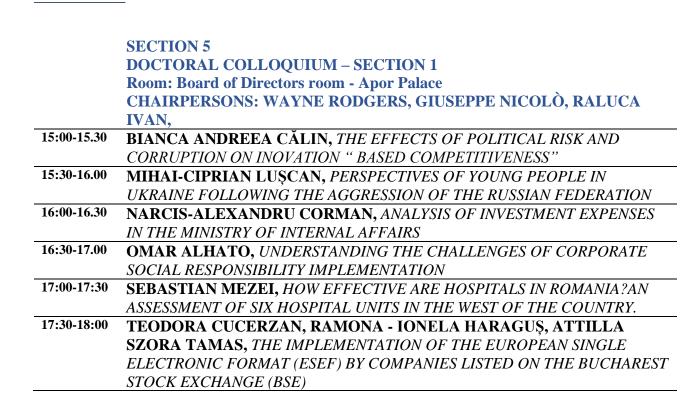




	SECTION 4
	RESPONSIBLE INNOVATION AND BUSINESS DEVELOPMENT
	Room: H2.4. Business Administration Laboratory – Building H
	CHAIRPERSONS: DÂRJA MĂLINA, GAVRILĂ-PAVEN IONELA, DRAGOLEA
	LARISA, BREAZ TEODORA ODETT
15:00-15:15	ALEXANDRU STRATAN, EUGENIA LUCASENCO, ALEXANDRU CEBAN, MOLDOVAN
	AGRIFOOD TRADE POTENTIAL IN THE FRAMEWORK OF DCFTA A PATH TOWARDS EU
	ACCESSION
15:15-15:30	IOAN COSMIN BARA, THE ROLE OF THE LEADER IN MANAGING CONFLICTS AT THE
	LEVEL OF AN ECONOMIC ORGANIZATION
15:30-15:45	ELENA GEORGIANA ZAMFIROIU, MIRCEA RADU GEORGESCU, THE USE OF
	SOCIAL MEDIA TECHNOLOGIES IN SCHOOL EDUCATION: A REVIEW OF THE
	SPECIALIZED LITERATURE
15:45-16:00	MIRCEA RADU GEORGESCU, ANCA ELENA LUNGU, AN EMPIRCAL STUDY ON
	DIGITALIZATION AND DEVELOPMENT - THE CASE OF EU EUFFICIENCY
16:00-16:15	GRATIELA GEORGIANA NOJA, MIRELA CRISTEA, NICOLETA SÎRGHI, IOANA
	VĂDĂSAN, THE INTERPLAY BETWEEN FIRM FINANCIAL OUTCOMES, BOARD
	CHARACTERISTICS AND OWNERSHIP CONCENTRATION: A NEW MODELLING APPROACH
16:15-16:30	LARISA-LOREDANA DRAGOLEA, ANCA RAMONA NICHITA, LARISSA-
	MARGARETA BĂTRÂNCEA, STUDENTS' PERCEPTIONS REGARDING THE ETHICAL
	PROFILE OF ROMANIAN BUSINESS NEGOTIATORS
16:30-16:45	MIHAELA LAURA BRATU, LUCIAN-IONEL CIOCA, MIHAELA ROTARU, DORIN
	VLAD, CAROLINA TIMBALARI, BIANCA BUTA, A REVIEW OF ARTIFICIAL
	INTELLIGENCE AND MACHINE LEARNING FOR OCCUPATIONAL HEALTH AND SAFETY IN
	THE ERA OF INDUSTRY 6.0
16:45-17:00	DANIEL-MARIUS MITRACHE, STUDY ON THE DETERMINATION OF COMPARATIVE
	ADVANTAGE THROUGH THE ANALYSIS OF TRADE FLOWS IN A GLOBAL AND EUROPEAN
	INTEGRATIONIST CONTEXT. THE CASE OF ROMANIA
17:00-17:15	CORINA-MARIA RUSU, RALUCA-SIMINA BILȚI, TEODOR-FLORIN CILAN, THE
	ROLE OF KEY PERFORMANCE INDICATORS (KPIS) AND THE BUSINESS STRATEGY
	IMPLEMENTATION
17:15-17:30	SORINEL CAPUSNEANU, DAN IOAN TOPOR, CRISTIAN MARIAN BARBU, ILEANA
	SORINA RAKOS, THE IMPACT OF CYBER CRIMES ON THE BUSINESS ENVIRONMENT IN
	THE DIGITAL ERA
17:30-17:45	VLAD-TUDOR TRINCĂ, ROXANA STEGEREAN, RĂZVAN-LIVIU NISTOR, <i>THE KEY</i>
	COMPONENTS OF A SMART CITY
17:45-18:00	BOGDAN ION BOLDEA, COSTIN RADU BOLDEA, THE EFFECTS OF BRENT SPOT OIL
	VARIATION ON MACROECONOMICS INDICATORS: CASE STUDY FOR FIVE EUROPEAN
	COUNTRIES
18:00-18:15	NICOLETA CRISTACHE, OANA PRICOPOAIA, THE ROLE OF ENTREPRENEURIAL
	EDUCATION IN PROMOTING INNOVATION AT THE STARTUP LEVEL
18:15-18:30	CLAUDIA MOISA THE ORGANIZATION OF TOURIST ACTIVITY IN ROMANIA - PAST,
	PRESENT AND FUTURE
18:30-18:45	IONELA GAVRILĂ-PAVEN, CAPITALIZING ON THE LOCAL TOURIST HERITAGE
	THROUGH ALTERNATIVES THAT ENHANCE THE LOCAL COMMUNITY



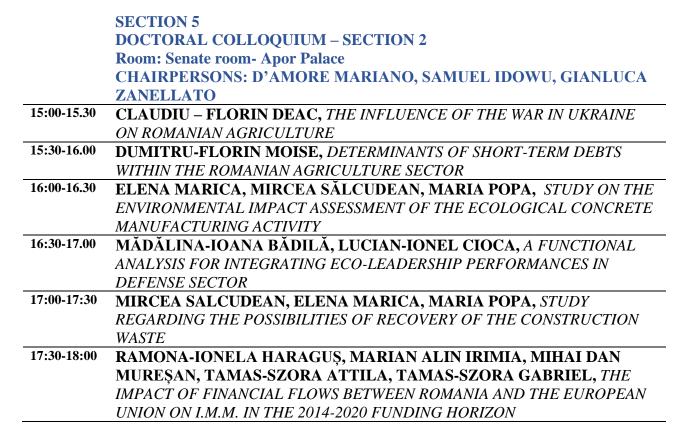






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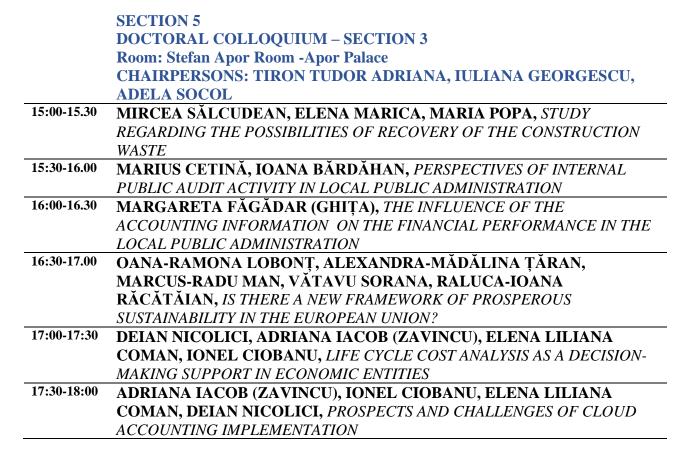






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Friday, May 12, 2023 UAB - ICMEA CONFERENCE

Room: Senate room- Apor Palace

10.30-13.00	AMFITEATRU ECONOMIC WORKSHOP
	Vasile DINU, Academy of Economic Studies and Romanian Academy of Scientists
	Laurențiu TĂCHICIU, Academy of Economic Studies
	Corina PELAU, Academy of Economic Studies
	Cristinel VASILIU, Academy of Economic Studies
13.00-14.30	Lunch break – University Restaurant

