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DIN ALBA IULIA



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ICMEA 2024

CONFERENCE PROGRAMME

8th-10th May, 2024

UAB – ICMEA CONFERENCE Alba-Iulia

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OFFICIAL OPENING CEREMONY AND PLENARY SESSION

Thursday, May 9, 2024
UAB - ICMEA CONFERENCE

09.00-10.00	Registration - Room: Princely Palace of Alba Iulia, Str. Mihai Viteazul
10.00-13.20	PhD. Professor Daniel BREAZ , Rector „1 Decembrie 1918” University of Alba Iulia, Romania
	PhD. Professor Dan Ioan TOPOR , Dean Faculty of Economics, „1 Decembrie 1918” University of Alba Iulia, Romania
	Gabriel AVRĂMESCU , A.S.F. Vice president
	Radu HANGA , BVB President
	Alexandru CIUNCAN – UNSAR President and General Director
	PhD. Professor Marian SIMINICĂ , Executive Director Institute of Financial Studies
	Cătălin DOBREA
	Alexandru STRATAN
	Daniel METZ
	Adriana TIRON-TUDOR
	Raluca BUNDUCHI
	Wayne RODGERS
	Sebastian STEPIEŃ , Jan POLCYN
	Kimet Tunca CALIYURT

13.30-15.00 Lunch break – University Restaurant

PAPER PRESENTATION

Thursday, May 9th, 2024
UAB - ICMEA CONFERENCE

15.00 – 18.00	PAPER PRESENTATION
SECTION 1:	ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE
SECTION 2:	FINANCE AND FINANCIAL ANALYSIS
SECTION 3:	MODERN TRENDS IN MARKETING
SECTION 4:	SUSTAINABLE DEVELOPMENT, BUSINESS ADMINISTRATION AND TOURISM
SECTION 5:	DOCTORAL COLLOQUIUM

19.30 – Gala Dinner – Domeniile Martinutzi, Vințu de Jos, <https://domeniilemartinutzi.ro/>

Dress code: Casual - the party takes place outside!!

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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	TATIANA DĂNESCU, ELENA-VASILICA LINCA <i>STEPS TOWARDS A GREEN ECONOMY. CASE STUDY</i>
15:15-15:30	IOANA ANDREEA CIOLOMIC, TEODORA ODETT BREAZ <i>TRANSPARENCY AS A REQUIREMENT FOR GOOD GOVERNANCE: EVIDENCE FROM ROMANIAN STATE-OWNED ENTERPRISES</i>
15:30-15:45	PAMELA PODHORA PATRIZIA, ALEXANDRA DELIA POP (BUGNARIU) <i>SYNERGIES BETWEEN INTERNAL CONTROL SYSTEMS AND CORPORATE GOVERNANCE: A STRATEGIC IMPERATIVE FOR ORGANIZATIONAL INTEGRITY</i>
15:45-16:00	CARMEN MIHAELA BULĂU, AURA OANA MUSTĂȚEA, DIANA VIOLETA PRODANCZUK, MARIUS DAN COMAN <i>CORPORATE GOVERNANCE, ETHICS AND FINANCIAL CONTROL MANAGEMENT AT PUBLIC INTEREST ENTITIES - APPLICABLE PARTICULARITIES</i>
16:00-16:15	MELINDA TIMEA FÜLÖP, NICOLAE MĂGDAȘ, DAN IOAN TOPOR <i>THE ROL OF AUDIT INDUSTRY 4.0 IN THE DIGITAL ERA</i>
16:15-16:30	GABRIELA-MIHAELA MUREȘAN, ALEXANDRA-ANCA PURCEL, IONUT-ADRIAN LAZAR, ANDREEA-ROXANA Danci <i>CAN PRIVATE HEALTH INSURANCE BUY HAPPINESS? EVIDENCE FROM ROMANIAN PEOPLE</i>
16:30-16:45	IONUT-ADRIAN LAZAR, ANDREEA-ROXANA Danci, GABRIELA-MIHAELA MUREȘAN <i>EVOLUTION OF THE FINANCIAL PERFORMANCES OF ROMANIAN TOURISM COMPANIES</i>
16:45-17:00	CONSTANTIN AURELIAN IONESCU, ADRIANA IACOB (ZAVINCU), LILIANA PASCHIA, MARILENA CARMEN UZLĂU, ANDREI-MIHAI CRISTEA <i>EXPLORATIVE ANALYSIS OF SUSTAINABILITY REPORTING STANDARDS</i>
17:00-17:15	DAN MARIUS COMAN, CONSTANTIN AURELIAN IONESCU, MIHAELA DENISA COMAN, SORINA GEANINA STANESCU, DEIAN NICOLICI <i>UNVEILING VULNERABILITIES: EXPLORING FINANCIAL SENTIMENT ANALYSIS IN BUCHAREST'S STOCK EXCHANGE</i>
17:15-17:30	GAVRIL-CLAUDIU SABADĂȘ <i>THE IMPACT OF E-LEARNING AND DIGITIZATION IN HIGH SCHOOL</i>
17:30-17:45	KRAJNIK IZABELLA <i>USING MODERN EDUCATIONAL TECHNOLOGY FOR TEACHING AND LEARNING ACCOUNTING EDUCATION IN THE 21ST CENTURY</i>
17:45-18:00	GEORGE SILVIU CORDOȘ, DRAGOȘ PĂUN, MELINDA TIMEA FÜLÖP <i>DIGITALITATION IN THE FINANCIAL EDUCATION IN RUMANIEN UNIVERSITYS</i>
18:00-18:15	ANA-MARIA ANDREI, SORINA-GEANINA STANESCU, CONSTANTIN-AURELIAN IONESCU, MIHAELA-DENISA COMAN <i>QUALITY FINANCIAL INFORMATION IN CREATIVE CONTABILITIES: BRIDGING THE PRECISE AND RELEVANT WITH THE AMBIGUOUS AND UNCERTAIN</i>

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SECTION 1

ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 2

Room: A5 – Building C

CHAIRPERSONS: CRISTINA BOȚA-AVRAM, FLORIN RADU, LILIA GRIGOROI

15:00-15:15	CRISTINA BOȚA-AVRAM <i>THE IMPACT OF DIGITALIZATION ON WELL-BEING WITHIN AN ECONOMIC AND CULTURAL FRAMEWORK</i>
15:15-15:30	MIHAELA ȘTEFAN-HINT, ANDREEA MARIN-PANTELESCU, PUȘCAȘ ANCUȚA <i>STRUCTURES SPECIFIC TO THE INCOME AND EXPENDITURE BUDGET: A CASE STUDY</i>
15:30-15:45	MIHAELA ȘTEFAN-HINT, TEODORA MARIA SUCIU, ANDREEA MARIN-PANTELESCU <i>IMPLEMENTATION OF AN IT SYSTEM OF ANALYSIS AND CONTROL WITH THE HELP OF THE ECO APP MANAGEMENT PANEL. RELEVANT EMPIRICAL STUDY WITHIN ECONOMIC ENTITIES REGARDLESS OF THE FIELD OF ACTIVITY</i>
15:45-16:00	ISABELA STANCU (LIȚĂ), DUMITRU BEJINARIU, FLORIN RADU <i>MANAGEMENT CONTROL AND BUDGETARY CONTROL: TOOLS FOR IMPROVING ORGANIZATIONAL PERFORMANCE</i>
16:00-16:15	DUMITRU BEJINARIU, ISABELA STANCU (LIȚĂ), FLORIN RADU <i>SICAP AND SEAP: SMART INNOVATIONS FOR PROCUREMENT PROCESSES IN THE PUBLIC SECTOR</i>
16:15-16:30	AMALIA MAGDALENA DĂNĂILĂ (CALAFETEANU), FLORIN RADU <i>EFFICIENT MANAGEMENT OF LOCAL BUDGETS, A PREREQUISITE FOR SUSTAINABLE DEVELOPMENT OF COMMUNITIES</i>
16:30-16:45	MARIA-MĂDĂLINA BOGEANU-POPA, MARIANA MAN <i>EXPLORING TOP BET INDEX COMPANIES OF THE BUCHAREST STOCK EXCHANGE THROUGH THEIR INTEGRATED REPORTS</i>
16:45-17:00	WIDAD-ATENA FARAGALLA <i>WHY THE EXODUS OF WOMEN AT THE VERY HIGH LEVEL OF ACCOUNTING PROFESSIONAL ORGANIZATIONS?</i>
17:00-17:15	ADRIAN BOJAN <i>EARNINGS MANAGEMENT AND TAX AVOIDANCE - STUDY APPLIED TO COMPANIES LISTED ON THE ROMANIAN STOCK EXCHANGE</i>
17:15-17:30	HASSAN DANIAL ASLAM, TASAWAR JAVED, BOGDAN IONUȚ STOLOJESCU, ILEANA-SORINA RAKOȘ, CRISTIAN-MARIAN BARBU <i>CORPORATE REPUTATION: THE MEDIATION EFFECT OF ORGANIZATIONAL COMMITMENT AND MODERATION ROLE OF INNOVATIVE CULTURE</i>
17:30-17:45	SVETLANA MIHAILA, GALINA BĂDICU, VERONICA GROȘU <i>CONTINUOUS PROFESSIONAL TRAINING OF STAFF FROM HIGHER ECONOMIC EDUCATION - DETERMINING FACTOR OF EDUCATIONAL SUCCESS</i>
17:45-18:00	LILIANA ȚURCANU, LILIA GRIGOROI, SVETLANA MIHAILA <i>CONTROL OF TRAINING AND USE OF BUDGET RESOURCES: THE CASE OF HIGHER EDUCATION INSTITUTIONS WITH FINANCIAL AUTONOMY IN THE REPUBLIC OF MOLDOVA</i>
18:00-18:15	MIHAI ADRIAN ACHIM, CODRUTA MARE <i>UNVEILING THE FACTORS BEHIND THE SHADOW ECONOMY: A GLOBAL SURVEY UTILIZING PANEL DATA ANALYSIS</i>

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SECTION 1

ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 3

Room: H2.5 Accounting Laboratory – Building H

CHAIRPERSONS: IONELA CIOCA, VALENTIN RADU, CIPRIAN TEIUȘAN

15:00-15:15	VICTOR MUNTEANU, LUCIAN-COSMIN BĂDĂLĂU, MARILENA ROXANA ZUCA <i>DIGITALIZATION OF ECONOMIC ENTITIES' ACCOUNTING “ PARADIGM CHANGE UNDER THE IMPACT OF NEW INFORMATION TECHNOLOGIES</i>
15:15-15:30	LUCIAN-COSMIN BĂDĂLĂU, VICTOR MUNTEANU, MARILENA ROXANA ZUCA <i>CLOUD COMPUTING - CURRENT FORM OF DIGITAL ACCOUNTING: DEFINING ELEMENTS, ADVANTAGES/OPPORTUNITIES - DISADVANTAGES/THREATS, PERSPECTIVES</i>
15:30-15:45	VICTOR MUNTEANU, MARILENA-ROXANA ZUCA, ADRIANA HORAICU, LAURA-ANDREEA IAMANDACHE (FLOREA) <i>FINANCIAL - ACCOUNTING INFORMATION IN THE GLOBALIZATION ERA OF THE DIGITAL ECONOMY</i>
15:45-16:00	AURA OANA MUSTĂȚEA, CARMEN MIHAELA BULĂU, MARILENA ROXANA ZUCA <i>METHODOLOGICAL ASPECTS AND APPLICATION PARTICULARITIES REGARDING THE SELF-ASSESSMENT OF THE INTERNAL CONTROL MANAGERIAL SYSTEM (ICSM) AT PUBLIC INTEREST ENTITIES UNDER CORPORATE GOVERNANCE GOOD PRACTICES</i>
16:00-16:15	MIRELA MATEI, CARMEN MIHAELA BULAU, DIANA VIOLETA PRODANCZUK, AURA OANA MUSTATEA <i>HARNESSING AI FOR ENHANCED CORPORATE GOVERNANCE: EARLY FRAUD DETECTION, CREDIT SCORE RATINGS, AND INTERNAL AUDIT AUTOMATION</i>
16:15-16:30	ANA-MARIA MACARIE <i>INTEGRITY VS ILLUSION: ASSESSING NON-FINANCIAL REPORTING'S ROLE IN COMPANY PERFORMANCE AMIDST CREATIVE ACCOUNTING PRACTICES</i>
16:30-16:45	VALENTIN RADU, ALINA IULIANA TĂBÎRCĂ <i>SUSTAINABILITY AUDIT REPORTING PERSPECTIVES</i>
16:45-17:00	VALENTIN RADU, LOREDANA CRISTINA TĂNASE, MIRELA MATEI (PANĂ) <i>THE DYNAMICS OF CORPORATE SOCIAL RESPONSIBILITY IN ROMANIAN ORGANIZATIONS: A COMPARATIVE ANALYSIS</i>
17:00-17:15	IONELA CORNELIA CIOCA <i>ACCOUNTING AND FISCAL PARTICULARS REGARDING THE FIELD OF AGRICULTURE IN ROMANIA</i>
17:15-17:30	KINGA-ERZSÉBET FÜLÖP, ÁRPÁD-ZOLTÁN FÜLÖP <i>SUSTAINABILITY REPORTING OF WATER AND SEWAGE OPERATORS IN ROMANI</i>
17:30-17:45	SORIN-CIPRIAN TEIUȘAN, PETRONELA-TEODORA ȘÎRB (DULĂU) <i>BIBLIOMETRIC ANALYSIS: A GLOBAL TREND IN BUSINESS ECONOMICS RESEARCH</i>
17:45-18:00	CENAR IULIANA <i>PROGRESS AND IMPLICATIONS OF DIGITALIZATION ON ACCOUNTING IN LOCAL PUBLIC ADMINISTRATION</i>
18:00-18:15	ELENA LILIANA COMAN <i>REORGANIZATION OF MANAGERIAL ACCOUNTING IN THE RESIDENTIAL CONSTRUCTION INDUSTRY BY IMPLEMENTING THE ACTIVITY BASED COSTING (ABC) METHOD</i>

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SECTION 1

ACCOUNTING, AUDIT AND CORPORATE GOVERNANCE – Subsection 4

Room: Aula – Building C

CHAIRPERSONS: IULIANA CENAR, SORINEL CĂPUȘNEANU, NICOLETA FARCANE

15:00-15:15	ELENA-SIMONA TACHE (BUZĂȚOIU) <i>THE IMPACT OF ACCOUNTING POLICIES ON COMPETITIVENESS IN BUDGET ENTITIES AND THOSE IN THE PRIVATE ENVIRONMENT</i>
15:15-15:30	LUISA-FERNANDA AGUIRRE <i>WOMEN IN HIGH BUSINESS MANAGEMENT. GENDER EQUALITY IN TOP MANAGEMENT</i>
15:30-15:45	SILVIU-IONEL STOICA, BEATRICE-ELENA GORE <i>IMPLICATIONS OF ARTIFICIALINTELLIGENCEIN AUDIT PROCESSES</i>
15:45-16:00	TEODORA-DENISA GASTONE <i>INVOLVEMENT OF PROFESSIONAL ACCOUNTING ASSOCIATIONS IN PROMOTING GENDER DIVERSITY</i>
16:00-16:15	MARIANA MADAR COMAN, ADRIANA TUDOR-TIRON <i>WARDS INTEGRATED MANAGEMENT : A LITERATURE REVIEW ON INTEGRATED THINKING AND REPORTING</i>
16:15-16:30	DIANA-ELENA DAVID <i>THE ROLE OF SMES IN ECONOMIC DEVELOPMENT AND THE SITUATION OF THEIR FINANCING THROUGH STRUCTURAL FUNDS</i>
16:30-16:45	LARISSA BĂTRĂNCEA <i>TAX CLIMATE GLOBAL INDEX: ASSESSING THE INTERACTION BETWEEN TAX AUTHORITIES AND CITIZENS THROUGH A WORLDWIDE COMPOSITE INDEX</i>
16:45-17:00	EDWIN-ALEXANDER BETANCUR <i>STATISTICAL ANALYSIS OF THE TREND TOPICS: FINCRIME, SUSTAINABILITY AND ESG</i>
17:00-17:15	LAVINIA CONSTANTINESCU, RADU BOGDAN MATEI <i>EXPLORING THE RELATIONSHIP BETWEEN THE ACCOUNTING CONTROL SYSTEM AND THE WORK MOTIVATION OF HUMAN RESOURCES IN FAMILY BUSINESSES</i>
17:15-17:30	TOMINA-MARIA MANCI <i>FORENSIC ACCOUNTING IN REDUCING CORRUPTION FRAUD</i>
17:30-17:45	BIANCA IOANA PATRINJAN, RALUCA IVAN <i>NON-FINANCIAL REPORTING VS BOARD GENDER DIVERSITY: A MAPPING OF ECONOMETRIC ANALYSIS</i>
17:45-18:00	AUREL-CONSTANTIN LUPU, OANA RALUCA IVAN <i>INNOVATIONS IN NON-FINANCIAL REPORTING METHODOLOGIES</i>
18:00-18:15	CENAR IULIANA , ADRIANA MIHAELA MAN CIULA <i>CASE STUDY ON THE TRANSFORMATION OF THE ACCOUNTING PROFESSION IN THE STRUGGLE TO STAY RELEVANT</i>

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SECTION 2

FINANCE AND FINANCIAL ANALYSIS

Room: A9 Amphitheatre

**CHAIRPERSONS: MONICA VIOLETA ACHIM, ATILA TAMAȘ SZORA,
DAN DĂNULEȚIU, LUCIAN GĂBAN, DOREL BERCEANU, IULIA IUGA**

15:00-15:15	IRINA FUSARU, NELI MUNTEAN <i>THE EVOLUTION ANALYSIS OF THE NUMBER OF INSOLVENCIES AND THEIR FORCAST FOR THE 2024 - 2028 PERIOD IN THE REPUBLIC OF MOLDOVA BY USING ARIMA</i>
15:15-15:30	COSMIN HORATIU DANCIU, MIRCEA PELE <i>A BIBLIOMETRIC STUDY OF BANKRUPTCY PREDICTION FOR CORPORATE FIRMS</i>
15:30-15:45	DECEBAL REMUS FLORESCU <i>PRESS FREEDOM AND ITS IMPACT UPON HEALTH OUTCOMES WITHIN AN ECONOMIC CONTEXT</i>
15:45-16:00	ALEXIA-RALUCA TURCENIUC, VIORELA-LIGIA VĂIDEAN <i>THE NEXUS BETWEEN MEDIA FREEDOM AND ENVIRONMENTAL PERFORMANCE WITHIN AN ECONOMICAL FRAMEWORK</i>
16:00-16:15	BOGDAN ION BOLDEA, COSTIN RADU BOLDEA <i>THE DYNAMICS OF INFLATION AND HIS DEPENDENCE ON DIFFERENT ECONOMIC INDICATORS. CASE STUDY FOR SOUTH EAST EUROPEAN COUNTRIES BETWEEN TWO ECONOMIC CRISES</i>
16:15-16:30	VLAD-MIHAI DRAGAN, CRISTINA-ANDRADA BABA <i>HARNESSING NEURAL NETWORKS TO OPTIMIZE SAFETY STOCKS FOR ENHANCED SUPPLY CHAIN EFFICIENCY</i>
16:30-16:45	ADELA SOCOL, IONELA CIOCA, ATILA TAMAS SZORA <i>MYTH OR REALITY: ECONOMIC GROWTH AND WELFARE UNDER THE IMPACT OF ARTIFICIAL INTELLIGENCE</i>
16:45-17:00	RAMONA-IONELA HARAGUȘ, ATILA TAMAS SZORA <i>VARIABLES IN IDENTIFYING LINKS BETWEEN ACCOUNTING-FISCAL-AUDIT. CASE STUDY</i>
17:00-17:15	LUCIAN GABAN, ANCA NICHITA <i>BIG FOUR COMPANIES AND DIGITAL ASSETS</i>
17:15-17:30	RALUCA SIMINA BILȚI, TEODOR FLORIN CILAN <i>THE SOCIAL DETERMINANTS IMPACT ON THE FINANCIAL MARKETS FUNCTIONS</i>
17:30-17:45	ADINA DANULEȚIU, DAN DANULEȚIU, MARIUS GAVRILETEA <i>THE ANALYSIS OF THE RELATIONSHIP BETWEEN FINANCIAL PERFORMANCE AND SUSTENABILITY, THE CASE OF ROMANIAN COMPANIES</i>
17:45-18:00	RUBEN POP, MONICA VIOLETA ACHIM <i>TYPES OF NON-FINANCIAL REPORTING FRAUD</i>
18:00-18:15	SIMION MIHON <i>ETHICAL ECONOMY ROLE FOR ASSURING SUSTAINABLE TOURISM</i>
18:15-18:30	GRAȚIELA GEORGIANA NOJA, CLAUDIU BOȚOC, ANA-CRISTINA NICOLESCU, OVIDIU MEGAN, OTNIEL DIDRAGA <i>MODELLING THE INFERENCES OF TECHNOLOGICAL INNOVATION ON ENVIRONMENTAL SUSTAINABILITY AND FIRM INVESTMENTS: NEW EMPIRICAL EVIDENCE FROM THE EUROPEAN UNION</i>

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SECTION 3

MODERN TRENDS IN MARKETING

Room: H2.2.- Marketing Classroom – Building H

**CHAIRPERSONS: ANDREEA CIPRIANA MUNTEAN, CARMEN, PAȘTIU
SILVIA MAICAN, RUXANDRA LAZEA**

15:00-15:15	ADRIANA HORAICU, MARILENA-ROXANA ZUCA, LAURA-ANDREEA IAMANDACHE (FLOREA), VICTOR MUNTEANU <i>DEVELOPMENT OF MANAGERIAL SKILLS IN THE DIGITAL ERA, THE KEY TO THE ORGANIZATIONAL SUCCESS OF THE ENTITY</i>
15:15-15:30	GLESSLER VLADIMIR RAMOS-GIRAL, RODOLFO PÉREZ LABANDERA, CRISTINEL PETRIȘOR CONSTANTIN, FÉLIX DÍAZ-POMPA <i>KEY ELEMENTS OF MARKETING INNOVATION IN TOURISM. AN OVERVIEW.</i>
15:30-15:45	RODOLFO PÉREZ LAVANDERA, CRISTINEL PETRIȘOR CONSTANTIN, YANLIS RODRÍGUEZ VEIGUELA, GLESSLER VLADIMIR RAMOS-GIRAL <i>CONSIDERATIONS AND PERSPECTIVES FOR THE DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS IN CUBA FROM A NEW APPROACH BASED ON MARKETING STRATEGIES</i>
15:45-16:00	OCTAVIAN DUMITRU HERA <i>ALGORITHMIC CREATIVITY: EVOLUTION AND MARKETING PERSPECTIVES</i>
16:00-16:15	RUXANDRA LAZEA, ANCA NICHITA <i>STUDENTS' PERCEPTION REGARDING ARTIFICIAL INTELLIGENCE</i>
16:15-16:30	MĂLINA DÂRJA, RUXANDRA LAZEA <i>ONLINE STRATEGIES THAT CAN BE USED TO INCREASE AWARENESS OF ALBA COUNTY AS A TOURISTIC DESTINATION</i>
16:30-16:45	SILVIA MAICAN, ANDREEA MUNTEAN, CARMEN PAȘTIU, RUXANDRA LAZEA, MĂLINA DÂRJA <i>SOCIAL MEDIA USAGE AMONG ROMANIAN UNIVERSITIES</i>
16:45-17:00	ADRIAN MICU <i>ONLINE MARKETING STRATEGY DEVELOPING WITH THE HELP OF ARTIFICIAL INTELLIGENCE TOOLS</i>
17:00-17:15	ZONGSHENG CHEN, CRISTINEL CONSTANTIN <i>MARKETING STRATEGY OF RESEARCH COOPERATION IN UNIVERSITY INTERNATIONALIZATION</i>

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SECTION 4

SUSTAINABLE DEVELOPMENT, BUSINESS ADMINISTRATION AND TOURISM

Room: H2.4. Business Administration Laboratory – Building H

CHAIRPERSONS: MĂLINA DÂRJA, IONELA GAVRILĂ-PAVEN, LARISA DRAGOLEA, TEODORA ODETT BREAZ, CLAUDIA MOIȘĂ

15:00-15:10	GEORGE STANESCU, ANISOARA DUICA, SORINA-GEANINA STANESCU <i>USE OF BIG DATA IN SALES MANAGEMENT</i>
15:10-15:20	COSTINELA FORTEA, ALINA MECA, VALENTIN MARIAN ANTOHI, MONICA LAURA ZLATI, AURA COLAN, SAJJAD NAWAZ KHAN <i>ANALYSIS OF THE IMPACT OF SOCIAL POLICY MEASURES ON SUSTAINABLE ECONOMIC DEVELOPMENT</i>
15:20-15:30	MONICA LAURA ZLATI, FORTEA COSTINELA, VALENTIN MARIAN ANTOHI, GEANINA COLAN, LAURENTIU NICOLAE PRICOPE <i>APPROACHES TO THE EUROPEAN TRANSITION TO CLIMATE NEUTRALITY AND SUSTAINABLE ECONOMIC DEVELOPMENT</i>
15:30-15:40	ALEXANDRU BAGOSI <i>INNOVATIONS IN ECO-FRIENDLY TECHNOLOGIES FOR SUSTAINABLE AGRICULTURE</i>
15:40-15:50	DANIEL METZ, LARISA DRAGOLEA <i>THE IMPORTANCE OF COLLABORATIVE NETWORKS BETWEEN UNIVERSITIES AND EMPLOYERS TO FACILITATE THE INSERTION OF GRADUATES INTO THE LABOR MARKET</i>
15:50-16:00	MANOLE DECEBAL BOGDAN <i>RISURI ÎN EDUCAȚIA FINANCIARĂ, CONTEMPORANĂ, O ECUAȚIE SITUATĂ ÎNTRE: ADMINISTRAȚIE INEFICIENTĂ, INDOLENȚA SUBIECȚILOR DE DREPT EXPUȘI LA FRAUDE INFORMATICE PRIN PROCESE DIGITALIZATE ȘI CURSURI DE PREGĂTIRE TEORETIZATE</i>
16:00-16:10	MĂDĂLINA IOANA MONCEA, RĂZVAN CĂTĂLIN DOBREA, GABRIELA LOREDANA DINULESCU, CRISTINA DIMA <i>ANALYSIS OF GOOD EUROPEAN PRACTICES FOR RURAL SPACE DEVELOPMENT</i>
16:10-16:20	CRISTIAN-DAN BIRIȘ, VALENTIN-PARTENIE MUNTEANU <i>THE IMPACT OF SME'S CREATIVITY ORIENTATION ON THEIR INNOVATION CAPABILITIES - REALITIES FROM THE WEST REGION OF ROMANIA</i>
16:20-16:30	IONELA GAVRILĂ-PAVEN, OVIDIU-ALEXANDRU HAȘA <i>AWARENESS OF THE IMPACT OF CLIMATE CHANGE AT THE COMMUNITY LEVEL</i>
16:30-16:40	MOHAMMAD JARADAD, ADRIANA IOANA FILIP(CROITORU) <i>SUSTAINABLE TOOLS TO IMPROVE THE QUALITY OF SERVICES IN HIGHER EDUCATION, IN THE CONTEXT OF DIGITALIZATION</i>
16:40-16:50	ALINA PUȚAN <i>IMPACT OF NONFINANCIAL REPORTING FOR STAKEHOLDERS. CASE STUDY - PUBLIC SECTOR IN ROMANIA</i>
16:50-17:00	ALINA PUȚAN, ADRIANA IOANA FILIP(CROITORU) <i>APPLYING QUALITY STANDARDS IN PUBLIC HOSPITALS. CASE STUDY ROMANIA</i>
17:10-17:20	IONELA GAVRILĂ-PAVEN, MARION MANSBERG <i>SUPPORTING SOCIAL ECONOMY INITIATIVES IN AUSTRIA AND ROMANIA</i>

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SECTION 5

DOCTORAL COLLOQUIUM – SECTION 1

Room: Board of Directors room - Apor Palace

CHAIRPERSONS: WAYNE RODGERS, RALUCA IVAN, CRISTINA TĂNĂȘESCU

15:00-15.30	NARCIS-ALEXANDRU CORMAN <i>ANALYSIS OF THE BUDGET PROGRAMS IN THE MINISTRY OF INTERNAL AFFAIRS</i>
15:30-16.00	ALINA BABA <i>COMMERCIALISATION OF COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS. CASE STUDY: TECHNOLOGICAL TRANSFER ENTITY DUD FOOD</i>
16:00-16.30	MARIUS CETINĂ <i>THE SUSTAINABILITY OF INCREASE AND QUALITY IMPROVEMENT IN THE INTERNAL PUBLIC AUDIT ACTIVITY IN THE PUBLIC ADMINISTRATION IN ROMANIA. BIBLIOMETRIC STUDY.</i>
16:30-17.00	OMAR ALHATO <i>EVALUATING THE INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS) ADOPTION IN DEVELOPING COUNTRIES: AN INSTITUTIONAL THEORY REVIEW</i>
17:00-17:30	CONSTANȚA POPESCU, LOREDANA-MIHAELA RÎNJEA <i>MAIN SOURCES OF STRESS AND COPING STRATEGIES SPECIFIC TO POLICE MANAGERS</i>
17:30-18:00	RAMONA-IONELA HARAGUȘ <i>STUDY ON THE ADEQUACY OF GOING CONCERN IN THE AUDIT REPORTS FOR ROMANIAN COMPANIES „TOP TRADED” LISTED AT BSE</i>

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**SECTION 5
DOCTORAL COLLOQUIUM – SECTION 2**

Room: Senate room- Apor Palace

CHAIRPERSONS: RALUCA BUNDUCHI, GIANLUCA ZANELLATO

15:00-15.30	IERONIM-GEORGIAN ȘTEFAN, CĂTĂLIN GRĂDINARU, BEATRICE RADU <i>THE ROLE AND IMPORTANCE OF FINANCIAL EDUCATION IN FINANCIAL MARKETS</i>
15:30-16.00	GABRIELA ALINA ARICIU STERIAN <i>INTEGRATING BLOCKCHAIN TECHNOLOGY INTO ACCOUNTING AND AUDITING COMPANIES - A SYSTEMATIC LITERATURE REVIEW</i>
16:00-16.30	STEFANIA MIERLITA <i>EXAMINING STAKEHOLDER ENGAGEMENT IN FASB'S EXPOSURE DRAFT ON CRYPTO ASSETS</i>
16:30-17.00	ANCA PIANOSCHI <i>THE ROLE OF THE ACCOUNTANCY PROFESSION IN DETECTING AND PREVENTING FRAUD, IN A DIGITAL ENVIRONMENT</i>
17:00-17:30	SORINEL CĂPUȘNEANU, BOGDAN IONUȚ STOLOJESCU, ALINA-GEORGIANA SOLOMON, ILEANA-SORINA RAKOȘ <i>POSSIBILITIES OF IMPLEMENTING THE ABC METHOD IN A HIGHER EDUCATION INSTITUTION</i>
17:30-18:00	TEODORA MATIES <i>SME SUSTAINABILITY REPORTING IN ROMANIA: CURRENT LANDSCAPE AND FUTURE PROSPECTS</i>

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**SECTION 5
DOCTORAL COLLOQUIUM – SECTION 3**

Room: Stefan Apor Room -Apor Palace

CHAIRPERSONS: ADRIANA TIRON TUDOR, ADELA SOCOL

15:00-15.30	TATIANA DĂNESCU, ROXANA MARIA STEJEREAN <i>ACCESIBILITATEA INFORMAȚIILOR FINANCIARE LA BVB: O PERSPECTIVĂ ANALITICĂ</i>
15:30-16.00	MARGARETA FĂGĂDAR (GHISA) <i>THE IMPACT OF BUDGET REVENUES ON THE DECISION MAKING PROCESS OF LOCAL PUBLIC ADMINISTRATIO</i>
16:00-16.30	SILVIU -IONEL STOICA, BEATRICE-ELENA GORE <i>IMPLICATIONS OF ARTIFICIALINTELLIGENCEIN AUDIT PROCESSES</i>
16:30-17.00	EMIL MUNTEAN <i>THEORETICAL ASPECTS ON HIDDEN COSTS</i>
17:00-17:30	ALEXANDRA TARAU <i>TRENDS IN THE ECONOMIC ENVIRONMENT -DIGITALIZATION IN MANAGEMENT ACCOUNTING</i>
17:30-18:00	CLAUDIU - FLORIN DEAC <i>SUSTAINABILITY - BASIC PILLAR OF INTEGRATED REPORTING</i>

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Friday, May 10th, 2024
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

Cristian **DABIJA**, Babeș-Bolyai University

Corina **PELAU**, Academy of Economic Studies

Cristinel **VASILIU**, Academy of Economic Studies

13.00-14.30 Lunch break – University Restaurant

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