



Bucharest University of Economic Studies
Faculty of Management

in partnership with

Romanian Management Academic Society (SAMRO)

and

**Academy of Romanian Scientists (AOSR) – “Constantin Angelescu” Institute
for Advanced Interdisciplinary Research**

THE 17th INTERNATIONAL MANAGEMENT CONFERENCE

**“Management beyond Crisis:
Rethinking Business Performance”**

IMC 2023

November 2nd – 3rd, 2023

Bucharest, Romania

Organizing Committee

Professor Ion POPA, Ph.D.
Professor Cosmin DOBRIN, Ph.D.
Professor Carmen Nadia CIOCOIU, Ph.D.
Professor Claudiu CICEA, Ph.D.
Professor Cezar Petre SIMION, Ph.D.
Senior lecturer Răzvan–Andrei CORBOȘ, Ph.D.

Sessions' chairmen

Professor Dan POPESCU, Ph.D.
Professor Cătălina RADU, Ph.D.
Professor Doina POPESCU, Ph.D.
Professor Marian NĂSTASE, Ph.D.
Professor Alecxandrina DEACONU, Ph.D.
Senior Lecturer Ramona IGREȚ, Ph.D.
Professor Ștefan Dominic GEORGESCU, Ph.D.

Sessions' secretaries

Senior Lecturer Corina MARINESCU, Ph.D.
Senior Lecturer Cristina STATE, Ph.D.
Lecturer Cristina DIMA, Ph.D.
Assistant Prof. Sorina MIȘU, Ph.D.
Lecturer Ovidiu BUNEA, Ph.D.
Assistant Prof. Radu USZKAI, Ph.D.

Scientific Committee

Ion POPA, Ph.D. – Bucharest University of Economic Studies, Dean of the Faculty of Management, Romania
Cosmin DOBRIN, Ph.D. – Bucharest University of Economic Studies, Head of the Management Department, Romania
Carmen Nadia CIOCOIU, Ph.D. – Bucharest University of Economic Studies, Romania
Adrian Alexandru BADEA, Ph.D. – Academy of Romanian Scientists, President
Adriana GIURGIU, Ph.D. – University of Oradea, Romania
Cristian Ioan TIU, Ph.D. – University at Buffalo, USA
Doina BANCIU, Ph.D. – Academy of Romanian Scientists, Vice-president
Ghiță BÂRSAN, Ph.D. – “Nicolae Balcescu” Land Forces Academy Sibiu, Romania
Maria–Madela ABRUDAN, Ph.D. – University of Oradea, Romania
Miguel GONZALEZ–LOUREIRO, Ph.D. – University of Vigo, Spain
Nicolae ISTUDOR, Ph.D. – Bucharest University of Economic Studies, Rector
Nicolae DĂNILĂ, Ph.D. – Academy of Romanian Scientists, President of the Section of Economic, Legal and Sociological Sciences
Ovidiu NICOLESCU, Ph.D. – Bucharest University of Economic Studies, Romania
Răzvan NISTOR, Ph.D. – Babeș–Bolyai University, Cluj–Napoca, Romania
Stéphane CALLENS, Ph.D. – Université d'Artois, France
Teodora ROMAN, Ph.D. – „Alexandru Ioan Cuza” University of Iași, Romania

Thursday, November 2nd, 2023

09:00 – 09:30	Registration of participants: Hall of Aula Magna, Bucharest University of Economic Studies, “Ion Angelescu” Building, Piata Romana, no.6					
09:30 – 12:00	Plenary session: AULA MAGNA, Bucharest University of Economic Studies, “Ion Angelescu” Building, Piata Romana, no.6 Zoom link: https://ase.zoom.us/j/84426770435?pwd=cGd0ZzBWOFCvV1pYNTIxTms4LzlnZz09 Meeting ID: 844 2677 0435 Passcode: 075072					
12:00 – 13:30	Lunch: Cihoschi Restaurant, "Stanislas Cihoschi" Building, Stanislas Cihoschi Street, no. 5					
13:30 – 16:00	Session 1A – on site Room: Virgil Madgearu, “Ion Angelescu” Building	Session 2 – on site Room: Paul Bran, “Ion Angelescu” Building, 2 nd floor	Session 3 –online Zoom link: https://zoom.us/j/9940594909?pwd=TzNUeTM4K0EwY09qY0Z5RHdvVXpVdz09 Meeting ID: 999 4059 4909 Passcode: 4cVhqs	Session 4A – on site Room: Constantin Bărbulescu, “Ion Angelescu” Building, 1 st floor	Session 5 – online Zoom link: https://ase.zoom.us/j/83294581360?pwd=RktPWWtXbWx5cUc3SFRRbUJxaDVWZz09	15:00 – 16:30 SAMRO General Assembly Room: Aula Magna, “Ion Angelescu” Building
16:00 – 16:15	Coffee/ tea break					
16:15 – 19:00	Session 1A – on site Room: Virgil Madgearu, “Ion Angelescu” Building	Session 2 – on site Room: Paul Bran, “Ion Angelescu” Building, 2 nd floor	Session 3 – online Zoom link: https://zoom.us/j/9940594909?pwd=TzNUeTM4K0EwY09qY0Z5RHdvVXpVdz09 Meeting ID: 999 4059 4909 Passcode: 4cVhqs	Session 4B – online Zoom Link: https://ase.zoom.us/j/86121499410?pwd=cXhPQk1xbXN6dmxaWmw3Sm12d2xidz09 Meeting ID: 861 2149 9410 Passcode: 080433	Session 5 – online Zoom link: https://ase.zoom.us/j/83294581360?pwd=RktPWWtXbWx5cUc3SFRRbUJxaDVWZz09	
19:00	Conference Gala Dinner – REPER restaurant, Calea Victoriei 176, https://www.reper-by-ess.ro/					

Friday, November 3rd, 2023

09:00 – 12:00	Session 1B – online Zoom link: https://ase.zoom.us/j/83483595541?pwd=K2hFWTJZMFVma1hhYnhQeFY2Y21mQT09 Meeting ID: 834 8359 5541 Passcode: 534621
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PLENARY SESSION

Thursday, November 2nd, 2023

AULA MAGNA, Bucharest University of Economic Studies, "Ion Angelescu" Building

Zoom link: <https://ase.zoom.us/j/88647702129?pwd=eE5Bd2xjU2dWSk1PWGhDUFBlbEFtZz09>

Meeting ID: 886 4770 2129 Passcode: 748673

09:30 Opening ceremony

Welcoming Message

Ion POPA, Professor Ph.D., Dean of Management Faculty

Welcoming Message

Nicolae ISTUDOR, Professor Ph.D., Rector of Bucharest University of Economic Studies

Welcoming Message

Adrian Alexandru BADEA, Ph.D., President of Academy of Romanian Scientists

10:00 Sustainable Development - From Talking to Leading by Example

Lucian Claudiu ANGHEL - PhD. Associate Professor at National University of Political Studies and Public Administration (SNSPA) and Board Member TeraPlast, Romania

10:30 Business Principles, Lifelong Learning & Growth: Insights from Japanese Leadership

Toru TAKAHASHI - CEO of GLOBIS Europe BV and Managing Director of GLOBIS Corporation, Japan

11:00 High Performance Teams: Dealing with High-Performers

Virgil STĂNESCU - President of Sports HUB Romania and Vice-president of CEO Clubs, Romania

11:30 Q&A Session

12:00 Lunch: Cihoschi Restaurant, "Stanislas Cihoschi" Building, Stanislas Cihoschi Street, no. 5

15:00 SAMRO General Assembly

PARALLEL SESSIONS

Thursday, November 2nd, 2023

SESSION 1A: Oral presentations (ON-SITE)

Room: Virgil Madgearu, "Ion Angelescu" Building

Session chair: Professor Dan POPESCU, Ph.D.

Secretary: Senior Lecturer Cristina STATE, Ph.D.

13:30 PERSPECTIVES REGARDING THE EVOLUTION OF AEROSPACE SAFETY MANAGEMENT IN EXTREME WEATHER CONDITIONS

16:00 Eliza-Ioana APOSTOL, University Politehnica of Bucharest, Romania
Cristian-Vasile DOICIN, University Politehnica of Bucharest, Romania
Nicolae IONESCU, University Politehnica of Bucharest, Romania
Aurel Mihail ȚÎȚU, Lucian Blaga University of Sibiu, Romania

DIGITALIZATION OPPORTUNITIES FROM THE PERSPECTIVE OF THE PUBLIC SECTOR ORGANIZATIONS: A SYSTEMATIC LITERATURE REVIEW

Cezar-Petre SIMION, Bucharest University of Economic Studies, Romania
Ștefan-Cătălin POPA, Bucharest University of Economic Studies, Romania

AGILE TRANSFORMATION THROUGH SOFTWARE: A STUDY ON PROJECT MANAGEMENT SOFTWARE'S IMPACT ON IT PROJECT PERFORMANCE

Iulian BULĂREANU, Bucharest University of Economic Studies, Romania
Alexandra BULĂREANU, Bucharest University of Economic Studies, Romania
Cristina-Silviu BĂNACU, Bucharest University of Economic Studies, Romania

GENERAL FRAMEWORK FROM CRISIS APPROACH AS TO MAINTAINING PERFORMANCE

Elena Casandra NIȚULESCU, Bucharest University of Economic Studies, Romania

COACHING AND PROJECT MANAGEMENT: USE AND UNDERSTANDING

Dragoș-Daniel DENDRINO, Bucharest University of Economic Studies, Romania
Marius GHIBERDIC, Bucharest University of Economic Studies, Romania
Marius-Bogdan PETRE, Bucharest University of Economic Studies, Romania

NAVIGATING MARKET DYNAMICS: A LONGITUDINAL STUDY OF ROMANIA'S LEADING PRINTING FIRMS

Julia-Anamaria ȘIȘU, Bucharest University of Economic Studies, Romania
Marian NĂSTASE, Bucharest University of Economic Studies, Romania
Andrei-Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania

APPROACHES TO KNOWLEDGE TRANSFER BETWEEN INNOVATIVE ORGANIZATIONS TO INCREASE COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT

Andrei-Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania
Marian NĂSTASE, Bucharest University of Economic Studies, Romania
Julia-Anamaria ȘIȘU, Bucharest University of Economic Studies, Romania
Narcis RĂDUCAN, National University of Physical Education and Sports of Bucharest

ANALYSIS OF THE ENERGY CONSUMER PROFILE IN THE CONTEXT OF MULTIPLE CRISES

Oana PRICOPOAIA, "Dunărea de Jos" University of Galați, Romania
Nicoleta CRISTACHE, "Dunărea de Jos" University of Galați, Romania
Alexandru-Sebastian CHIHAIA, "Dunărea de Jos" University of Galați, Romania
Sabin MURARIU, "Dunărea de Jos" University of Galați, Romania

CHANGE MANAGEMENT IN THE IT INDUSTRY: THE PIVOTAL ROLE OF LEADERSHIP IN ENSURING SMOOTH TRANSITIONS

Dragoș BUJOR, Bucharest University of Economic Studies, Romania
Andreea-Nicoleta BICHEL, Bucharest University of Economic Studies, Romania

16:00 – 16:15 Coffee/tea break

16:15– FOOD WASTE MANAGEMENT IN THE HORECA SECTOR. A CUSTOMER’S PERSPECTIVE

Dimitrie STOICA, “Dunărea de Jos” University of Galați, Romania

19:00 Petru ALEXE, “Dunărea de Jos” University of Galați, Romania
Alexandru CĂPĂȚÎNĂ, “Dunărea de Jos” University of Galați, Romania
Adrian MICU, “Dunărea de Jos” University of Galați, Romania
Angela-Eliza MICU, “Ovidius” University of Constanța, Romania

FINANCIAL MANAGEMENT REGARDING ENVIRONMENTAL, SOCIAL AND CORPORATE GOVERNANCE

Rareș-Mihai NIȚU, Bucharest University of Economic Studies, Romania

ARTIFICIAL INTELLIGENCE: TRANSITIONING FROM SCIENCE FICTION TO ACHIEVING BUSINESS EXCELLENCE

Raluca Elena GHINEA, Bucharest University of Economic Studies, Romania

Dan POPESCU, Bucharest University of Economic Studies, Romania

Iolanda GROSU, Bucharest University of Economic Studies, Romania

Edward DINICU, Bucharest University of Economic Studies, Romania

MANAGING CRISIS SITUATIONS FOR PERFORMANCE ENHANCEMENT: A SCIENTIFIC INQUIRY

Iolanda GROSU, Bucharest University of Economic Studies, Romania

Edward DINICU, Bucharest University of Economic Studies, Romania

Genoveva LUPEDIA Da COSTA, Bucharest University of Economic Studies, Romania

Cristina STATE, Bucharest University of Economic Studies, Romania

EMPLOYER EXPECTATIONS IN TELECOMMUTING: SHIFTING ORGANIZATIONAL COMMUNICATION PARADIGMS

Leonard-Alin RIZOIU, Bucharest University of Economic Studies, Romania

Xiaoliang ZHANG, Bucharest University of Economic Studies, Romania

Lorian-Ovidiu VINTILĂ, Bucharest University of Economic Studies, Romania

Cristina STATE, Bucharest University of Economic Studies, Romania

RURAL-URBAN COMMUNICATION DYNAMICS AMIDST COVID-19: IMPLICATIONS FOR BUSINESS DEVELOPMENT

Genoveva LUPEDIA Da COSTA, Bucharest University of Economic Studies, Romania

Leonard-Alin RIZOIU, Bucharest University of Economic Studies, Romania

Dumitru-Alin STATIE, Bucharest University of Economic Studies, Romania

Iulian-Constantin TĂNAȘCU, Bucharest University of Economic Studies, Romania

ORGANIZATIONAL COMMUNICATION IN TECHNOLOGICALLY ADVANCED COMPANIES: A STUDY ON FREEDOM VS. CONSTRAINT

Dumitru-Alin STATIE, Bucharest University of Economic Studies, Romania

Jianbo WANG, Bucharest University of Economic Studies, Romania

Robert-Andrei COSTACHE, Bucharest University of Economic Studies, Romania

Alina-Nicoleta BÎRSAN, Bucharest University of Economic Studies, Romania

GREEN LOGISTICS IS BIHOR COUNTY

Alexandru CONSTĂNGIOARĂ, University of Oradea, Romania

Gyula-Laszlo FLORIAN, Partium Christian University, Romania

SESSION 2: Oral presentations (ON-SITE)

Room: Paul Bran, "Ion Angelescu" Building, 2nd floor

Session chair: Professor Cătălina RADU, Ph.D.

Secretary: Lecturer Cristina DIMA, Ph.D.

13:30 **MANAGERIAL APPROACHES ASSOCIATED WITH THE NATURAL GAS CRISIS IN THE AGRICULTURAL SECTOR FROM ROMANIA AND TURKIYE**

16:00 Lorena Alesandra DAN, Bucharest University of Economic Studies, Romania
Ion POPA, Bucharest University of Economic Studies, Romania

A BIBLIOMETRIC ANALYSIS OF PUBLICATIONS ON KNOWLEDGE RISKS AS A SUBFIELD OF KNOWLEDGE MANAGEMENT

Ștefan Andrei NEȘTIAN, Alexandru Ioan Cuza University of Iași, Romania
Silviu Mihail TIȚĂ, Alexandru Ioan Cuza University of Iași, Romania
Alexandra Luciana GUȚĂ, Alexandru Ioan Cuza University of Iași, Romania

MANAGERIAL IMPLICATIONS OF GENDER EQUALITY. A BIBLIOMETRIC PERSPECTIVE

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania
Corina – Elena MIRCIOIU, Bucharest University of Economic Studies, Romania
Denisa Ana -Maria VIȘAN, Bucharest University of Economic Studies, Romania
Cristiana NUȚĂ, Bucharest University of Economic Studies, Romania

PREPARING STUDENTS FOR THE FUTURE OF WORK: THE ROLE OF AGILITY IN HIGHER EDUCATION

Dora Ioana DAMIAN, Bucharest University of Economic Studies, Romania
Cătălina RADU, Bucharest University of Economic Studies, Romania

STRATEGIC HUMAN RESOURCE MANAGEMENT: NAVIGATING THE GLOBALIZED LANDSCAPE

Teodora-Raluca-Odett BREAZ, "1 Decembrie 1918" University of Alba Iulia, Romania
Mohammad JARADAT, "Valahia" University of Târgoviște, Romania

CORRELATIONS BETWEEN KNOWLEDGE RISKS AND KNOWLEDGE VULNERABILITIES ALONG KNOWLEDGE PROCESSES

Ștefan Andrei NEȘTIAN, Alexandru Ioan Cuza University of Iași, Romania
Alexandra Luciana GUȚĂ, Alexandru Ioan Cuza University of Iași, Romania
Silviu Mihail TIȚĂ, Alexandru Ioan Cuza University of Iași, Romania

HIGHER EDUCATION VALUES THAT CAN LEAD TO EXCELLENCE – A COMPARATIVE ANALYSIS

Cristina Teodora ROMAN, Alexandru Ioan Cuza University of Iași, Romania
Cristina BULAT, Alexandru Ioan Cuza University of Iași, Romania

CHANGE MANAGEMENT IN BUSINESS EDUCATION: ON LINE VERSUS ON SITE EDUCATION

Cristina Teodora ROMAN, Alexandru Ioan Cuza University of Iași, Romania
Cristina BULAT, Alexandru Ioan Cuza University of Iași, Romania

16:00 - 16.15 Coffee/tea break

16:15 **CORRELATION ANALYSIS REGARDING PUBLIC SECTOR DIGITALIZATION AND ITS FACTORS OF INFLUENCE**

19:00 Claudiu CICEA, Bucharest University of Economic Studies, Romania
Corina MARINESCU, Bucharest University of Economic Studies, Romania
Silviu-Gabriel BACIU, Bucharest University of Economic Studies, Romania

ARE EU MEMBER STATES RESILIENT TO NEW CRISES?

Ion POPA, Bucharest University of Economic Studies, Romania
Ana Alexandra OLARIU, Bucharest University of Economic Studies, Romania
Andreea BREAZU, Bucharest University of Economic Studies, Romania
Cristian Bogdan NICA, Bucharest University of Economic Studies, Romania

THE NEW TECHNOLOGIES AS TOOLS FOR THE MANAGEMENT OF ORGANISATIONS TO CREATE OR ADAPT BUSINESS MODELS

Mircea Mihai OBREJA, Bucharest University of Economic Studies, Romania

DIGITAL TRANSFORMATION OF PUBLIC PENSIONS: A CASE STUDY OF FOUR EUROPEAN COUNTRIES

Alina Mihaela FRĂTICĂ-DRAGOMIR (GUȘE), Bucharest University of Economic Studies, Romania

EDUCATIONAL WELLBEING IN RELATION WITH LEADERSHIP

Amalia Venera TODORUȚ, „Constantin Brâncuși” University of Târgu-Jiu, Romania

THE CURRENT AND FUTURE CONNECTION BETWEEN GOVERNANCE AND MANAGEMENT OF THE SPORTS SYSTEM AND THE PROBLEMS THAT THE SPORTS SYSTEM FACES REGARDING THEM

Sergiu – Vlad STAN, ”Bogdan-Vodă” University of Cluj-Napoca, Romania

ANALYSIS OF THE IMPACT OF THE PHENOMENON OF DIGITIZATION OF ORGANIZATIONS – A BIBLIOMETRIC APPROACH TO THE SPECIALIZED LITERATURE

Oana PRICOPOAIA, Dunărea de Jos University of Galați, Romania

Nicoleta CRISTACHE, Dunărea de Jos University of Galați, Romania

Dimitrie STOICA, Dunărea de Jos University of Galați, Romania

Alexandru-Sebastian CHIHAIA, Dunărea de Jos University of Galați, Romania

LEARNING UNDER PRESSURE: THE DYNAMICS OF ADAPTING AND TRANSFORMING IN CRISIS MANAGEMENT

Marius-Florin GHIBERDIC, Bucharest University of Economic Studies, Romania

Răzvan-Cătălin DOBREA, Bucharest University of Economic Studies, Romania

Zoom link: <https://zoom.us/j/99940594909?pwd=TzNUeTM4K0EwY09qY0Z5RHdvVXpVdz09>

Meeting ID: 999 4059 4909 Passcode: 4cVhqs

Session chair: Professor Doina POPESCU, Ph.D.

Professor Marian NĂSTASE, Ph.D.

Secretary: Assistant Professor, Sorina MIȘU, Ph.D.

13:30 THE DYNAMICS OF THE SMEs SECTOR AND THE BUSINESS ENVIRONMENT IN ROMANIA IN THE EUROPEAN CONTEXT

16:00 Daniel BĂDULESCU, University of Oradea, Romania
Diana-Anamaria HERTE, "Partenie Cosma" Economic College, Romania
Alina BĂDULESCU, University of Oradea, Romania

THE ROLE OF R&D SECTOR ON FOSTERING ECONOMIC GROWTH. INSIGHTS FROM ROMANIA

Darie GAVRILUȚ, University of Oradea, Romania
Daniel BĂDULESCU, University of Oradea, Romania
Jamila JAGANJAC, University "Vitez", Bosnia and Herzegovina

PRESENCE OF RELATED INDUSTRIES AND COMPLEMENTORS IN THE LOCAL ECONOMY AND FIRM PERFORMANCE

Cosmin Florin LEHENE, Babeș-Bolyai University, Cluj-Napoca, Romania
Răzvan Liviu NISTOR, Babeș-Bolyai University, Cluj-Napoca, Romania

THE INFLUENCE OF URBAN PLANNING CHALLENGES ON BUCHAREST'S REAL ESTATE DYNAMICS AND ON SPECIFIC MANAGERIAL DECISIONS

Mihnea-Tudor ORJAN, Bucharest University of Economic Studies, Romania

BUSINESSES AND THE CIRCULAR ECONOMY- QUO VADIS?

Alexandra SAVIN (BUNOAICA), Technical University of Cluj-Napoca, Romania

MANAGING ORGANIZATIONAL CHANGE THROUGH TRAININGS WITHIN ROMANIAN COMPANIES

Ciprian-Sorin CHIRVASE, Bucharest University of Economic Studies, Romania
Elena-Oana CROITORU, Bucharest University of Economic Studies, Romania
Andreea ZAMFIR, Bucharest University of Economic Studies, Romania

ROBOTIC PROCESS AUTOMATION: VITAL FOR ORGANIZATIONAL COST SAVINGS AND SURVIVAL

Darko SHULESKI, Bucharest University of Economic Studies, Romania
Minodora URSĂCESCU, Bucharest University of Economic Studies, Romania
Mihai CIOC, Bucharest University of Economic Studies, Romania

REVERSE LOGISTIC OPERATIONAL RISKS HANDLING USING URGENT IT APPS SOFTWARE FOR STOCK ACCURACY

Alexandra-Andreea MIRONESCU, Bucharest University of Economic Studies, Romania
Catalin-Alexandru VERDEȘ, Bucharest University of Economic Studies, Romania
Madalina MĂZARE, Bucharest University of Economic Studies, Romania

INNOVATION MANAGEMENT THROUGH ECO-DIPLOMACY

Anca-Steliana MIREA, Bucharest University of Economic Studies, Romania
Irena APOLZAN (ARĂDĂVOAICEI), Bucharest University of Economic Studies, Romania
Cristian-Silviu BĂNACU, Bucharest University of Economic Studies, Romania
Marin ANDREICA, Bucharest University of Economic Studies, Romania

16:00 – 16:15 Coffee/tea break

16:15 THE CUSTOMERS LOYALTY AND ITS IMPLICATIONS ON STRATEGIC MANAGEMENT IN THE PHARMACEUTICAL RETAIL SECTOR

19:00 George SECĂREANU, Bucharest University of Economic Studies, Romania
Ana Andreea SECĂREANU, University of Medicine and Pharmacy „Carol Davila” Bucharest, Romania
Cătălina Florentina POPA, Bucharest University of Economic Studies, Romania

IMPROVING THE DIGITALIZATION SYSTEMS OF PUBLIC INSTITUTIONS

Romeo Catalin CREȚU, University of Agricultural Sciences and Veterinary Medicine, Bucharest, Romania
Loredana Maria POPESCU, Bucharest University of Economic Studies, Romania
Ion PĂRGARU, University Politehnica of Bucharest, Romania
Florin DOBRE, Bucharest University of Economic Studies, Romania
Florin UTA, "Valahia" University of Târgoviște, Romania

COMPANY STRATEGY BASED ON THE RELEVANT STAKEHOLDERS: NECESSITY, CHARACTERISTICS AND ADVANTAGES

Ovidiu NICOLESCU, Bucharest University of Economic Studies, Romania
Ciprian NICOLESCU, Bucharest University of Economic Studies, Romania

BEST PRACTISES AND LESSONS LEARNED FROM DIGITAL TRANSFORMATION PROCESSES IN PUBLIC ADMINISTRATIONS OF SIX EUROPEAN COUNTRIES

Răzvan-Andrei CORBOȘ, Bucharest University of Economic Studies, Romania
Ovidiu-Iulian BUNEA, Bucharest University of Economic Studies, Romania
Mădălina-Ioana MONCEA, Bucharest University of Economic Studies, Romania

THE IMPORTANCE OF QUALITY ASSESSMENTS WITHIN THE IMPLEMENTATION OF AI TECHNOLOGIES

Cristina RALEA, Bucharest University of Economic Studies, Romania
Octavian-Cosmin DOBRIN, Bucharest University of Economic Studies, Romania

IMPROVING THE QUALITY OF THE MEDICAL ACT THROUGH INDUSTRY 4.0 IN HEALTHCARE

Aurora COSMA, Bucharest University of Economic Studies, Romania
Marcela PACURARU, Bucharest University of Economic Studies, Romania
Stefan TIRITEU, Bucharest University of Economic Studies, Romania
Ciprian Sorin CHIRVASE, Bucharest University of Economic Studies, Romania
Stefanut BUHUS, Bucharest University of Economic Studies, Romania
Andreea ZAMFIR, Bucharest University of Economic Studies, Romania
Elena-Oana CROITORU, Bucharest University of Economic Studies, Romania

THE IMPACT OF NEW POLITICS FOR GLOBAL CLIMATE CHANGE ON GLOBAL SUPPLY CHAIN. BRIEF OVERVIEW

Edi-Cristian DUMITRA, Bucharest University of Economic Studies, Romania

SESSION 4A: Oral presentations (ON-SITE)

Room: Constantin Bărbulescu, "Ion Angelescu" Building, 1st floor

Session chair: Senior Lecturer Ramona IGREȚ

Professor Alecxandrina DEACONU, Ph.D.

Secretary: Lecturer Ovidiu-Iulian BUNEA, Ph.D.

13:30 **STRATEGIC HUMAN RESOURCE MANAGEMENT: ALIGNING HR PRACTICES WITH ORGANIZATIONAL GOALS**

16:00 Teodora-Raluca-Odett BREAZ, "1 Decembrie 1918" University of Alba Iulia, Romania
Mohammad JARADAT, Valahia University of Târgoviște, Romania

LEADERSHIP IN CRISIS AND COMBAT SCENARIOS

Vasile Cosmin GHERASIE, Bucharest University of Economic Studies, Romania
Corina Daniela BOGHEANU, Bucharest University of Economic Studies, Romania
Octavia ALBU, Bucharest University of Economic Studies, Romania

THE IMPACT OF LEADERS ON MOTIVATING HUMAN RESOURCES IN ORGANISATIONS

Gabriel CROITORU, "Valahia" University of Târgoviște, Romania
Nicoleta Valentina FLOREA, "Valahia" University of Târgoviște, Romania
Valentina Ofelia ROBESCU, "Valahia" University of Târgoviște, Romania
Danijela SOKOLIC, University of Rijeka, Faculty of Economics and Business, Croatia

TEAM MANAGEMENT IN POST PANDEMIC TIMES IN HEALTHCARE ORGANIZATIONS

Nicoleta CĂRUCERU, Bucharest University of Economic Studies, Romania
Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

THE ROLE OF INTERNAL COMMUNICATION ON EMPLOYEE OUTCOMES – A REVIEW AND DIRECTION

Elena SINITSYNA, HSE University, Russia
Amitabh ANAND, Excelsia Business School, La Rochelle, France

RISK MANAGEMENT IN THE HEALTHCARE INDUSTRY: A BIBLIOMETRIC ANALYSIS

Alexandra PÎRCĂLĂBOIU, Bucharest University of Economic Studies, Romania
Camelia CAZONI, Bucharest University of Economic Studies, Romania
Carmen Nadia CIOCIOIU, Bucharest University of Economic Studies, Romania
Cristian Bogdan NICA, Bucharest University of Economic Studies, Romania

GENDER DIFFERENCES THOROUGH HOGAN ASSESSMENT

Monica TRICULESCU, Bucharest University of Economic Studies, Romania
Cristian-Virgil MARINAȘ, Bucharest University of Economic Studies, Romania
Sorina-Ioana MIȘU, Bucharest University of Economic Studies, Romania
Ramona-Ștefania IGREȚ, Bucharest University of Economic Studies, Romania
Mihail BUȘU, Bucharest University of Economic Studies, Romania

THE MANAGERIAL AND ECONOMIC CHALLENGES OF THE LAST DECADE AND THEIR IMPACT ON THE ORGANIZATIONAL ENVIRONMENT

Sorin ZAHARCU, Bucharest University of Economic Studies, Romania

EFFICIENT METHODS OF RESOLVING CONFLICTS AT WORK

Alin-Adrian DINCĂ, "Valahia" University of Târgoviște, Romania
Ion STEGĂROIU, "Valahia" University of Târgoviște, Romania

16:00 – 16:15 Coffee/tea break

SESSION 4B: Virtual presentations (ON-LINE)

Zoom Link: <https://ase.zoom.us/j/86121499410?pwd=cXhPQk1xbXN6dmxaWmw3Sm12d2xjdz09>

Meeting ID: 861 2149 9410 Passcode: 080433

Session chair: Senior lecturer Ramona IGREȚ, Ph.D.

Professor Alecxandrina DEACONU, Ph.D.

Secretary: Lecturer Ovidiu-Iulian BUNEA, Ph.D.

16:15 HUMAN RESOURCE MANAGEMENT IN PUBLIC HEALTH: STRATEGIES AND BEST PRACTICES FOR EFFECTIVE HEALTHCARE DELIVERY

19:00 Cristiana Maria ANGHEL (ALMĂȘAN), Bucharest University of Economic Studies, Romania

Alexandru Ionuț ALMĂȘAN, Valahia University of Târgoviște, Romania

AN EMPIRICAL ANALYSIS OF TRANSFORMATIONAL LEADERSHIP, ORGANISATIONAL CULTURE AND EMPLOYEE PERFORMANCE IN THE HOSPITALITY INDUSTRY OF SOUTHERN ROMANIA

Laurențiu-Stelian MIHAL, University of Craiova, Romania

Florin Aurelian BIRCHI, University of Craiova, Romania

Denisa Maria COJOACĂ (ALNIȚI), University of Craiova, Romania

EFFECTIVE HUMAN RESOURCE MANAGEMENT IN COMPUTER-AIDED DESIGN ORGANIZATIONS

Alina Bianca POP, Technical University of Cluj-Napoca, North University Center of Baia Mare, Romania

Aurel Mihail ȚÎȚU, Lucian Blaga University of Sibiu, Romania; The Academy of Romanian Scientists, Romania

Doina BANCIU, The Academy of Romanian Scientists, Romania

Constantin OPREAN, Lucian Blaga University of Sibiu, Romania; The Academy of Romanian Scientists, Romania

THE SUPPORT OF HUMAN RESOURCES DEPARTMENT TO EVALUATE BUSINESS PERFORMANCE WITHIN BEYOND COVID-19 CRISIS

Iulia BURLAC, Stefan cel Mare University of Suceava, Romania; University of Santiago de Compostela, Spain

Adeline MBEY SENDEGUE, University of Tours, France

ORGANIZATION AND FUNCTIONING OF COMMERCIAL BANKS IN ROMANIA - TRANSYLVANIA BANK

Ovidiu Andrei Cristian BUZOIANU, Bucharest University of Economic Studies, Romania

Oana IACOB PARGARU, Polytechnic University of Bucharest, Romania

Irina Elena PETRESCU, Bucharest University of Economic Studies, Romania

Radu Alexandru CHIOTAN, Carol Davila University of Medicine and Pharmacy, Romania

GAMIFICATION EFFECTIVENESS IN TOURISM INDUSTRY: EVIDENCE FROM HUMAN RESOURCE PROCESS TRACING

Behzad MOHAMMADIAN, University of Tehran, Iran

Corina MARINESCU, Bucharest University of Economic Studies, Romania

UNEMPLOYMENT IN ROMANIA IN THE PERIOD 2010-2022

Oana IACOB PÂRGARU, University Politehnica of Bucharest, Romania

Irina Elena PETRESCU, Bucharest University of Economic Studies, Romania

Radu Alexandru CHIOTAN, Carol Davila University of Medicine and Pharmacy, Romania

Ovidiu Andrei Cristian BUZOIANU, Bucharest University of Economic Studies, Romania

Otilia GANEA, Romanian Academy, Romania

STUDY ON THE PREDICTIVE FACTORS OF EMPLOYEE SATISFACTION WITHIN AN ORGANIZATION

Ancuta Loredana CARAUS, „Dunărea de Jos” University of Galați, Romania

Lacramioara MOCANU, „Danubius” University, Romania

BUILDING SUSTAINED AND ROBUST BUSINESS PERFORMANCE: FROM SITUATION ANALYSIS AND ROUTINE MAINTENANCE TO RISK PREVENTION AND CONTROL

Wu TONG, Bucharest University of Economic Studies, Romania

SESSION 5: Virtual presentations (ON-LINE)

Zoom Link: <https://ase.zoom.us/j/83294581360?pwd=RktPWWtXbWx5cUc3SFFRbUJxaDVWZz09>

Meeting ID: 832 9458 1360 Passcode: 065194

Session chair: Professor Ștefan Dominic GEORGESCU, Ph.D.

Secretary: Assistant Prof. Radu USZKAI, Ph.D.

13:30 ANALYSIS OF THE SOCIAL IMPACT OF MULTIPLE CRISES IN EUROPE

- Alina MECA, „Dunărea de Jos” University of Galați, Romania

16:00 Laurențiu-Nicolae PRICOPE, „Dunărea de Jos” University of Galați, Romania

Valentin-Marian ANTOHI, „Dunărea de Jos” University of Galați, Romania & Transilvania University of Brașov

Costinela FORTEA, „Dunărea de Jos” University of Galați, Romania

Monica Laura ZLATI, „Dunărea de Jos” University of Galați, Romania

Romeo-Victor IONESCU, „Dunărea de Jos” University of Galați, Romania

TRUST, MONEY AND BUSINESS SYSTEM: UNEXPLORED CONNECTIONS

Denisa-Alexandra CHIFAN, Ștefan cel Mare University of Suceava, Romania & University of Beira Interior, Portugal

Beatrice-Ionela IPSALAT, Ștefan cel Mare University of Suceava, Romania

THE ESG INDEX AND THE STOCK RETURN DURING THE PANDEMIC

Patricia-Rozalia PÎRVU, Bucharest University of Economic Studies, Romania

ETHICAL STANDARDS FOR PUBLIC SECTOR DIGITALIZATION

Dragoș BÎGU, Bucharest University of Economic Studies, Romania

Ștefan Dominic GEORGESCU, Bucharest University of Economic Studies & Institute of Philosophy and Psychology of the Romanian Academy, Romania

SOCIO-CULTURAL ISSUES OF THE PROCESS OF CHILDREN'S SOCIALIZATION

Ionuț ANASTASIU, Bucharest University of Economic Studies, Romania

Ștefan Dominic GEORGESCU, Bucharest University of Economic Studies, Romania & Institute of Philosophy and Psychology of the Romanian Academy, Romania

CONTEMPORARY IDENTITY CRISIS AND SOCIALIZATION

Lucia Ovidia VREJA, Bucharest University of Economic Studies, Romania

Sergiu BĂLAN, Bucharest University of Economic Studies, Romania

THE ETHICAL RISKS POSED BY NEW TECHNOLOGIES IN RESEARCH

Toni GIBEA, Bucharest University of Economic Studies, Romania

Mihail-Valentin CERNEA, Bucharest University of Economic Studies, Romania

Radu USZKAI, Bucharest University of Economic Studies, Romania

IN A BLOCKCHAIN ENVIRONMENT THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DECISION-MAKING ETHICS

Kassam WEHBE, “Valahia” University of Târgoviște, Romania

Constanța POPESCU, “Valahia” University of Târgoviște, Romania

A BIBLIOMETRIC ANALYSIS OF THE RELATIONSHIP BETWEEN WORKFORCE DIVERSITY AND INNOVATION

Irina TĂRĂBAN, Bucharest University of Economic Studies, Bucharest, Romania

Alina Nicoleta BONCILICĂ, Bucharest University of Economic Studies, Bucharest, Romania

Maria Andreea TILIBAȘA, Bucharest University of Economic Studies, Bucharest, Romania

Ovidiu DRANGA, Bucharest University of Economic Studies, Bucharest, Romania

Dorin Felician MARCHIȘ, Bucharest University of Economic Studies, Bucharest, Romania

16:00 – 16:15 Coffee/tea break

16:15 BUSINESS ETHICS AND CAUTIONARY INTEGRITY

- Florina BRAN, Bucharest University of Economic Studies, Romania

18.00 Dumitru Alexandru BODISLAV, Bucharest University of Economic Studies, Romania

Ioan GAF-DEAC, University of Petroșani, Romania

Florin UTA, Bucharest University of Economic Studies, Romania

APPROACH OF THE SCHOOL PRINCIPAL IN THE CONTEXT OF CURRENT EDUCATION THEORY

Florentina GASPAN, Bucharest University of Economic Studies, Romania

EDUCATORS' TRAINING NEED ON PROJECT MANAGEMENT IN DIGITAL CONTEXT: CASE STUDY ON ROMANIAN SECONDARY EDUCATION SYSTEM

Georgeta-Madalina MEGHISAN-TOMA, Bucharest University of Economic Studies, Romania

Georgeta BOLOJAN, Bucharest University of Economic Studies, Romania

Madlena NEN, Bucharest University of Economic Studies, Romania

QUALITY EDUCATION, INITIATIVE AND ENTREPRENEURIAL EMPOWERMENT FOR SUSTAINABLE ECONOMIC DEVELOPMENT

Raluca-Corina DAWED, Bucharest University of Economic Studies, Romania

Lavinia Ștefania ȚOȚAN, Bucharest University of Economic Studies, Romania

PARALLEL SESSIONS

Friday, November 3rd, 2023

SESSION 1B: Virtual presentations (ON-LINE)

Zoom link: <https://ase.zoom.us/j/83483595541?pwd=K2hFWTJZMFVma1hhYnhQeFY2Y21mQT09>

Meeting ID: 834 8359 5541 **Passcode:** 534621

Session chair: Professor Dan POPESCU, Ph.D.

Secretary: Senior Lecturer Cristina STATE, Ph.D.

09:00 **MANAGING THE SHARING ECONOMY IN TIMES OF CRISIS. THE CASE OF AIRBNB**

- Alina BĂDULESCU, University of Oradea, Romania

12:00 **Elena HERTE, University of Oradea, Romania**

Afrodita BORMA, University of Oradea, Romania

EUROPEAN PROJECT MANAGEMENT: A SYSTEMATIC LITERATURE REVIEW

Denisa Maria COJOACĂ (ALNIȚI), University of Craiova, Romania

Florin Aurelian BIRCHI, University of Craiova, Romania

Laurențiu Stelian MIHAI, University of Craiova, Romania

CREATING SHARED VALUE IN A DIGITALIZED BUSINESS MODEL FROM THE SHARING ECONOMY

Roxana-Maria BARB, "Lucian Blaga" University of Sibiu, Romania

SUSTAINABLE MANAGEMENT IN THE DELIVERY SECTOR

Lavinia IANCU, Bucharest University of Economic Studies, Romania

THE ROLE OF FINANCIAL INSTITUTIONS IN FACILITATING AND ADVANCING ENERGY EFFICIENCY PROJECTS

Marius Bogdan PETRE, Bucharest University of Economic Studies, Romania

APPROACHES TO THE ENERGY CRISIS FROM A EUROPEAN ENERGY SECURITY PERSPECTIVE

Costinela FORTEA, "Dunărea de Jos" University of Galați, Romania

Monica Laura ZLATI, "Dunărea de Jos" University of Galați, Romania

Alina MECA, "Dunărea de Jos" University of Galați, Romania

Laurențiu-Nicolae PRICOPE, "Dunărea de Jos" University of Galați, Romania

Romeo-Victor IONESCU, "Dunărea de Jos" University of Galați, Romania

Valentin-Marian ANTOHI, "Transilvania" University of Brașov, Romania

THE EFFICIENCY AND IMPACT OF THE PHENOMENON OF FORCED FISCAL REGULATION

Valentina BUTMALAI, "Dunărea de Jos" University of Galați, Romania

Irina Olimpia SUSANU, "Dunărea de Jos" University of Galați, Romania

Alina-Florentina SĂRACU, "Dunărea de Jos" University of Galați, Romania

Sabin MURARIU, "Dunărea de Jos" University of Galați, Romania

THEORETICAL RESEARCH INTO QUALITY MANAGEMENT SYSTEM

Ioana-Alexandra SBÎRCEA, University Politehnica of Bucharest, Romania

POST-PANDEMIC RESILIENCE: REVITALIZING ROMANIA'S AGRI-FOOD VALUE CHAINS

Ioan GÂF-DEAC, INCE C. Kirițescu, Romanian Academy, Romania

Carmen-Valentina RĂDULESCU, Bucharest University of Economic Studies, Romania

Sorin BURLACU, Bucharest University of Economic Studies, Romania

Sorin Petrică ANGHELUȚĂ, Bucharest University of Economic Studies, Romania

Florin UTA, "Valahia" University of Târgoviște, Romania

ENHANCING RESILIENCE AND SUSTAINABILITY: TRANSFORMING THE AGRI-FOOD SECTOR IN ROMANIA'S MOUNTAINOUS REGIONS

Carmen-Valentina RĂDULESCU, Bucharest University of Economic Studies, Romania

Ioan GÂF-DEAC, INCE C. Kirițescu, Romanian Academy, Romania

Sorin BURLACU, Bucharest University of Economic Studies, Romania

Irina-Elena PETRESCU, Bucharest University of Economic Studies, Romania

Carol Cristina GOMBOS, Bucharest University of Economic Studies, Romania

ON THE VERGE OF A NEW SYSTEMIC CRISIS – HOW DID WE GET HERE?

Dumitru Alexandru BODISLAV, Bucharest University of Economic Studies, Romania

Florina BRAN, Bucharest University of Economic Studies, Romania

Cristina DIMA, Bucharest University of Economic Studies, Romania

Mihai DINU, Bucharest University of Economic Studies, Romania

Radu Florin CHIOTAN, “Valahia” University of Târgoviște, Romania

THE INFLUENCE OF THE BUDGET ON NATIONAL SECURITY IN THE CONTEXT OF ECONOMIC CRISIS

Raluca-Florentina CREȚU, Bucharest University of Economic Studies, Romania

Florin DOBRE, Bucharest University of Economic Studies, Romania

Radu-Florin CHIOTA, “Valahia” University of Târgoviște, Romania

Carina-Ilinca GOMBOS, Ministry of Environment, Waters and Forests, Romania