



Bucharest University of Economic Studies
Faculty of Management

in partnership with

Romanian Academic Society of Management

and

Academy of Romanian Scientists

THE 18th INTERNATIONAL MANAGEMENT CONFERENCE
**“Management in the Algorithmic Era: Harmonizing
AI Mastery and Human Collaboration”**

IMC 2024

October 31st – November 1st, 2024

Bucharest, Romania

www.conference.management.ase.ro

conference@man.ase.ro

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 Alexandrina DEACONU, 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.
Lecturer Ovidiu-Iulian BUNEA, Ph.D.
Assistant Prof. Sorina MIȘU, Ph.D.
Lecturer Radu USZKAI, Ph.D.
Assistant Prof. Ovidiu BUZOIANU, Ph.D.

Scientific Committee

Ion POPA, Ph.D. – Bucharest University of
Economic Studies, Dean of the Faculty of
Management, Romania
Nicolae ISTUDOR, Ph.D. – Bucharest
University of Economic Studies, Rector
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
Cristian Ioan TIU, Ph.D. – University at
Buffalo, USA
Doina BANCIU, Ph.D. – Academy of
Romanian Scientists, President
Ghiță BÂRSAN, Ph.D. – “Nicolae Bălcescu”
Land Forces Academy Sibiu, Romania
Maria-Madela ABRUDAN, PhD. – University
of Oradea, Romania
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University of Vigo, Spain
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University of Economic Studies, Romania
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University, Cluj–Napoca, Romania
Stéphane CALLENS, Ph.D. – Université
d'Artois, France
Elena Cerasela SPATARIU, PhD – “Ovidius”
University of Constanța, Romania
Teodora ROMAN, PhD. – „Alexandru Ioan
Cuza” University of Iași, Romania
Adrian MICU - “Dunarea de Jos” University of
Galați, Romania

CONFERENCE AGENDA

Thursday, October 31st, 2024

08:30 – 09:00 Registration of participants: Hall of Aula Magna, Bucharest University of Economic Studies, “Ion Angelescu” Building, Piața Romană, no.6			
09:00 – 12:00 Plenary session: AULA MAGNA, Bucharest University of Economic Studies, “Ion Angelescu” Building, Piața Romană, no.6			
12:00 – 13:30 Lunch: Cihoschi Restaurant, "Stanislav Cihoschi" Building, Stanislav Cihoschi Street, no. 5			
13:30 – 18:30 Session 1 – on site Room: Virgil Madgearu, “Ion Angelescu” Building	13:30 – 18:30 Session 2 – on site Room: Constantin Bărbulescu, “Ion Angelescu” Building, 2 nd floor	13:30 – 18:30 Session 3 – online Zoom link: https://ase.zoom.us/j/92054775717?pwd=awkZ7NJ9a6FErHKxEDTzaxaAH3PNRA.1	13:30 – 18:30 Session 4 – online Zoom link: https://ase.zoom.us/j/93677800564?pwd=iGaPnanlPMzx7ba7Xhg1wXBB7IQ9hG.1
14:00 – 16:00 SAMRO General Assembly Room: Aula Magna, “Ion Angelescu” Building			
19:00 Conference Gala Dinner: Hotel Marshal Garden, 6 th floor restaurant, https://hotelmarsalgarden.ro/			

Friday, November 1st, 2024

09:00 – 12:00 WORKSHOP: The Management of Organizations in the New Paradigm of Digital Transformation – Challenges and Perspectives Room: Constantin Bărbulescu, “Ion Angelescu” Building, 1 st floor

PLENARY SESSION

Thursday, October 31st, 2024

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

Zoom link: <https://ase.zoom.us/j/96509191038?pwd=a6P70JihtPWhlAD9OdCZVVViHazbSBA.1>

09:00 Opening ceremony

Welcoming Message

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

Welcoming Message

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

Welcoming Message

Doina BANCIU, Ph.D., President of the Academy of Romanian Scientists

Welcoming Message

Ovidiu NICOLESCU, Professor Ph.D., President of the Romanian Academic Society of Management

9:30 The Art of Business: How Creativity Transforms Companies

Tetsuya KAIDA, Professor, Nagaoka University of Technology, Japan

10:00 Intercultural Leadership & SME Competitiveness in the Post-Truth Era

Adrian MĂNIUȚIU, Founder of EM360 Group, Romania

10:30 Management in the Age of AI and the European Values

Tudor GRECU, Partner and Head of Advisory at KPMG Romania & Moldova

11:00 Q&A Session

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

14:00 SAMRO General Assembly – Aula Magna

PARALLEL SESSIONS

Thursday, October 31st, 2024

13:30-18:30

SESSION 1: Oral presentations (ON-SITE)

Room: Virgil Madgearu, "Ion Angelescu" Building

Moderators: Professor Alexandrina DEACONU, Ph.D.

Professor Dan POPESCU, Ph.D.

Senior Lecturer Cristina STATE, Ph.D.

1. ORGANIZATIONAL PERFORMANCE THROUGH PROJECT MANAGEMENT: THE ADDED VALUE OF TOTAL QUALITY MANAGEMENT, SIX SIGMA, AND AGILE

Alina-Camelia BELCIU (VASILESCU), Bucharest University of Economic Studies, Romania

Christine MIHĂESCU (DEMETER), Bucharest University of Economic Studies, Romania

2 ADAPTIVE LEARNING IN DIVERSIFICATION: ENHANCING FUTURE WORK DESIGN

Dominika RANDLE, Harvard Business School, USA

3. SMART PARKING MANAGEMENT AND ITS FINANCIAL IMPACT: INSIGHTS FROM BUCHAREST RESIDENTS

Cristina STATE, Bucharest University of Economic Studies, Romania

Dan POPESCU, Bucharest University of Economic Studies, Romania

Iolanda-Petronela GROSU, Bucharest University of Economic Studies, Romania

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

4. ORGANIZATIONAL COMMUNICATION STRATEGIES IN CONVENTIONAL AND ISLAMIC BANKS: A COMPARATIVE STUDY FOR THE ALGORITHMIC ERA

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

Cristina STATE, Bucharest University of Economic Studies, Romania

Xiaoliang ZHANG, Bucharest University of Economic Studies, Romania

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

5. CUSTOMER SATISFACTION IN THE ROMANIAN BANKING SYSTEM: MODERN MANAGEMENT STRATEGIES

Dan POPESCU, Bucharest University of Economic Studies, Romania

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

Edward DINICU, Bucharest University of Economic Studies, Romania

Jianbo WANG, Bucharest University of Economic Studies, Romania

6. IMPROVING THE PERFORMANCE OF ROMANIA'S HEALTHCARE SYSTEM: LESSONS FROM THE DUTCH MODEL

Bianca – Andreea BALINT, Bucharest University of Economic Studies, Romania

Simona-Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

7. RESEARCH TRENDS IN STRATEGIC ENTREPRENEURSHIP

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

Mircea-Mihai OBREJA, Bucharest University of Economic Studies, Romania

Mircea-Sorin ZAHARCU, Bucharest University of Economic Studies, Romania

8. A BIBLIOMETRIC ANALYSIS OF INCORPORATING AI INTO ENTERPRISES MANAGEMENT SYSTEMS

Mădălina MAZĂRE, Bucharest University of Economic Studies, Romania

Cosmin DOBRIN, Bucharest University of Economic Studies, Romania

Cătălin Alexandru VERDEȘ, Bucharest University of Economic Studies, Romania

Alexandra Andreea MIRONESCU, Bucharest University of Economic Studies, Romania

9. THE LEVEL OF DEVELOPMENT IN THE FIELD OF TOURISM IN THE CURRENT ECONOMIC CONTEXT

Cezar-Petre SIMION, Bucharest University of Economic Studies, Romania

Ștefan Cătălin POPA, Bucharest University of Economic Studies, Romania
Maria Ruxandra GAVRILĂ, Bucharest University of Economic Studies, Romania
Maria Magdalena SIMION, Bucharest University of Economic Studies, Romania
Samar KAIS, Bucharest University of Economic Studies, Romania

10. UNLOCKING THE DIGITAL GATEWAY: ARTIFICIAL INTELLIGENCE IMPACT IN TRANSFORMING TOURISM MARKETING

Mihaela-Carmen MUNTEAN, "Dunărea de Jos" University of Galați, Romania
Alexandru CAPATINA, "Dunărea de Jos" University of Galați, Romania
Adrian MICU, "Dunărea de Jos" University of Galați, Romania
Angela Eliza MICU, Ovidius University of Constanța, Romania
Iulian Adrian SORCARU, "Dunărea de Jos" University of Galați, Romania
Oana Daniela LUPOAE, "Dunărea de Jos" University of Galați, Romania

11. RECONSTRUCTION OF THE INSURANCE SYSTEM IN THE AGE OF DIGITIZATION BY USING ARTIFICIAL INTELLIGENCE

Marius Bogdan PETRE, Bucharest University of Economic Studies, Romania
Dragos DENDRINO, Bucharest University of Economic Studies, Romania
Răzvan Cătălin DOBREA, Bucharest University of Economic Studies, Romania
Andreea BACIU, Bucharest University of Economic Studies, Romania
Cassandra NIȚULESCU, Bucharest University of Economic Studies, Romania

12. THE IMPLICATIONS OF UNCERTAINTY TOLERANCE AND TRANSFORMATIONAL LEADERSHIP ON WORKER PERFORMANCE

Sergiu URSAN, University of Alexandru Ioan Cuza, Iasi, Romania

13. A BIBLIOMETRIC ANALYSIS OF ARTIFICIAL INTELLIGENCE RESEARCH IN HUMAN RESOURCES MANAGEMENT

Cosmin DOBRIN, Bucharest University of Economic Studies, Romania
Monica TRICULESCU, Bucharest University of Economic Studies, Romania
Sorina-Ioana MIȘU, Bucharest University of Economic Studies, Romania
Adriana DIMA, Bucharest University of Economic Studies, Romania

14. WHEN EVERY SECOND COUNTS - APPLIED AI AND TECHNOLOGY IN EMERGENCY CALL MANAGEMENT

Edita Carmen BOKOR, Bucharest University of Economic Studies, Romania
Cristian LĂȚEA, Bucharest University of Economic Studies, Romania
Alina CREȚESCU, Bucharest University of Economic Studies, Romania

15. ARTIFICIAL INTELLIGENCE SOLUTIONS FOR IMPROVING MANAGEMENT PROCESSES

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

16. THE EFFECTIVENESS OF PRACTICES IN REDUCING RESISTANCE TO CHANGE IN A MULTINATIONAL COMPANY

Maria METZ, Babes-Bolyai University, Cluj-Napoca, Romania
Alexandra GONTEAN, Babes-Bolyai University, Cluj-Napoca, Romania
Daniel METZ, "1 Decembrie 1918" University of Alba Iulia, Romania

17. THE IMPACT OF DIGITAL TRANSFORMATION ON PRODUCT DEVELOPMENT EVOLUTION

Georgiana TRIF, "1 Decembrie 1918" University of Alba Iulia and "Babeș-Bolyai" University of Cluj Napoca
Teodora Odette BREAZ, "1 Decembrie 1918" University of Alba Iulia
Ioana Andreea CIOLOMIC, "1 Decembrie 1918" University of Alba Iulia
Mohammad JARADAT, "Bogdan Vodă" University of Cluj-Napoca
Teodor Florin CILAN, "Aurel Vlaicu" University of Arad

18. THE SOCIO-ECONOMIC EFFECTS OF LABOR MIGRATION IN ROMANIA

Teodora Odette BREAZ, "1 Decembrie 1918" University of Alba Iulia
Georgiana TRIF, "1 Decembrie 1918" University of Alba Iulia, "Babeș-Bolyai" University of Cluj Napoca
Ioana Andreea CIOLOMIC, "1 Decembrie 1918" University of Alba Iulia
Mohammad JARADAT, "Bogdan Vodă" University of Cluj-Napoca
Teodor Florin CILAN, "Aurel Vlaicu" University of Arad

SESSION 2: Oral presentations (ON-SITE)

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

Moderators: Professor Cătălina RADU, Ph.D.

Lecturer Ovidiu BUNEA, Ph.D.

Lecturer Cristina DIMA, Ph.D.

1. BEHAVIORAL TENDENCIES OF ROMANIAN TOURISTS. A CLUSTER ANALYSIS

Ion POPA, Bucharest University of Economic Studies, Romania

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

Corina-Elena MIRCIOIU, Bucharest University of Economic Studies, Romania

Andreea BREAZU, Bucharest University of Economic Studies, Romania

Cătălina-Florentina POPA, Bucharest University of Economic Studies, Romania

2. COLLECTIVE INTELLIGENCE FOR SOCIAL IMPACT

Takatomo ITOI, Bucharest University of Economic Studies, Romania

Cristian VLAD, Babeș-Bolyai University of Cluj-Napoca, Romania

Hideki ISHIDA, Bucharest University of Economic Studies, Romania

Alexandra DUȚESCU-DÎMBOVIȚA, Bucharest University of Economic Studies, Romania

Nitin HINGARGH, Babeș-Bolyai University of Cluj-Napoca, Romania

3. SUCCESSION PLANNING IN JAPANESE ORGANIZATIONS

Masaaki SAKAMOTO, KPMG Consulting, Japan

Cristian VLAD, KPMG Consulting, Japan

4. INNOVATIVE APPROACHES TO MENTORSHIP - AI AND WOMEN IN THE FILM INDUSTRY

Cătălina RADU, Bucharest University of Economic Studies, Romania,

Mirona RADU, National University of Theatre and Film „I.L. Caragiale”, Romania

5. CHALLENGES OF ORGANIZATIONAL CULTURE IN THE EDUCATIONAL SYSTEM IN TODAY'S CONTEXT

Ioana CĂLINESCU, Bucharest University of Economic Studies, Romania

Corina FRĂSINEANU, Bucharest University of Economic Studies, Romania

6. LEADERSHIP DEVELOPMENT IN REMOTE WORKING

Loredana Simona BERTA, Bucharest University of Economic Studies, Romania

Cristina NECULA, Bucharest University of Economic Studies, Romania

7. THE IMPACT OF AI ON TALENT MANAGEMENT

Dora Ioana DAMIAN, Bucharest University of Economic Studies, Romania

Corina FRĂSINEANU, Bucharest University of Economic Studies, Romania

8. THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ENVIRONMENTAL CHALLENGES EMBEDDED IN MACRO-MARKETING STRATEGIE

Oana PRICOPOAIA, Dunărea de Jos University of Galați, Romania

Dimitrie STOICA, Dunărea de Jos University of Galați, Romania

Nicoleta CRISTACHE, Dunărea de Jos University of Galați, Romania

9. MANAGEMENT OF TRAINING AND DEVELOPMENT OF INNOVATIVE POTENTIAL OF COMPANIES

Nicoleta CRISTACHE, Dunărea de Jos University of Galați, Romania

Valentina BUTMALAI, Dunărea de Jos University of Galați, Romania

Irina SUSANU, Dunărea de Jos University of Galați, Romania

10. EMPOWERING BUSINESS MANAGEMENT: THE ROLE OF AI, BIG DATA AND IoT IN THE DIGITAL ERA

Dimitrie STOICA, Dunărea de Jos University of Galați, Romania

Oana PRICOPOAIA, Dunărea de Jos University of Galați, Romania

Sabin MURARIU, Dunărea de Jos University of Galați, Romania

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

11. APPROACHES ON PROGNOSED EUROPEAN ECONOMIC CRISIS THROUGH THE NEW ECONOMIC-FINANCIAL RISK SENSITIVITY MODEL

Monica Laura ZLATI, Dunărea de Jos University of Galați, Romania
Costinela FORTEA, Dunărea de Jos University of Galați, Romania
Alina MECA, Dunărea de Jos University of Galați, Romania
Valentin Marian ANTOHI, Dunărea de Jos University of Galați, Romania

12. THE IMPACT OF DIGITAL TRANSFORMATION AND INNOVATION ON ECONOMIC PERFORMANCE IN THE EUROPEAN UNION

Costinela FORTEA, Dunărea de Jos University of Galați, Romania
Valentin Marian ANTOHI, 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

13. THE ROLE AND IMPORTANCE OF QUALITY ASSURANCE AND QUALITY MANAGEMENT WITHIN A ROAD FREIGHT TRANSPORT ORGANIZATION

Alexandra-Florina IAMANDII, National University of Science and Technology POLITEHNICA Bucharest
Aurel-Mihail ȚÎȚU, Lucian Blaga University of Sibiu, Romania, Academy of Romanian Scientists
Maria POPA, University of Alba Iulia, Romania
Dan Theodor ANDRONIC, National University of Science and Technology POLITEHNICA Bucharest

14. RISK RADAR: ADVANCED RISK MANAGEMENT STRATEGIES IN COMPLEX PROJECTS

Nicoleta Madalina STAN, National University of Science and Technology POLITEHNICA Bucharest, Romania
Aurel Mihail ȚÎȚU, Lucian Blaga University of Sibiu, Romania, Academy of Romanian Scientists
Maria POPA, 1 Decembrie 1918 University of Alba Iulia, Romania
Constantin OPREAN, Lucian Blaga University of Sibiu, Romania

15. THE ROLE OF ENVIRONMENTAL TAXES IN GENERATING TAX REVENUES AND REDUCING GREENHOUSE GAS EMISSIONS IN THE EUROPEAN UNION

Valentin Marian ANTOHI, Dunărea de Jos University of Galați, Romania
Costinela FORTEA, Dunărea de Jos University of Galați, Romania
Monica Laura ZLATI, Dunărea de Jos University of Galați, Romania
Ioana LĂZĂRESCU, Dunărea de Jos University of Galați, Romania

16. A GLIMPSE OF THE FUTURE - AI COACHING

Dragos Daniel DENDRINO, Bucharest University of Economic Studies, Romania
Mugurel Petre PODARU, Bucharest University of Economic Studies, Romania
Razvan Catalin DOBREA, Bucharest University of Economic Studies, Romania

17. THE IMPACT OF ARTIFICIAL INTELLIGENCE IN EDUCATION: TRANSFORMING EDUCATIONAL MANAGEMENT IN THE DIGITAL AGE

Ștefania-Andreea BITU, Bucharest University of Economic Studies, Romania

18. R.A.C.I. AND ORGANIZATIONAL PERFORMANCE

Manuela Vasilica TUNCĂ, Bucharest University of Economic Studies, Romania
Raluca Mihaela RĂDULESCU, Bucharest University of Economic Studies, Romania

19. ANALYSIS OF ORGANIZATIONAL STRESS AND ITS MITIGATION IN PUBLIC INSTITUTIONS MANAGING EUROPEAN FUNDS IN ROMANIA

Adina - Raluca OLTEANU, Bucharest University of Economic Studies, Romania
Loredana Simona BERTA, Bucharest University of Economic Studies, Romania

SESSION 3: Virtual presentations (ON-LINE)

Zoom link:

<https://ase.zoom.us/j/92054775717?pwd=awkZ7NJ9a6FErHKxEDTzaxaAH3PNRA.1>

Moderators: Professor Doina POPESCU, Ph.D.

Professor Marian NĂSTASE, Ph.D.

Assistant Professor, Sorina MIȘU, Ph.D.

Assistant Professor, Ovidiu BUZOIANU, Ph.D.

1. THE IMPACT OF DIGITALIZATION ON ROMANIA'S LABOR MARKET: TRANSFORMATIONS, CHALLENGES AND STRATEGIC IMPLICATIONS

Gabriel CROITORU, "Valahia" University of Târgoviște, Romania

Nicoleta Valentina FLOREA, "Valahia" University of Târgoviște, Romania

Georgiana CARSTEA (RADU), "Valahia" University of Târgoviște, Romania

Daria FLOREA, "Valahia" University of Târgoviște, Romania

Mihai Bogdan CROITORU, "Valahia" University of Târgoviște, Romania

2. FROM PERCEPTION TO PRACTICE: DRONE TECHNOLOGY IN ROMANIAN AGRICULTURE

Magor Örs KÖLLŐ, Babeș-Bolyai University of Cluj-Napoca, Romania

Vincentiu-Andrei VEREȘ, Babeș-Bolyai University of Cluj-Napoca, Romania

Maria MORTAN, Babeș-Bolyai University of Cluj-Napoca, Romania

3. GENERATIVE AI AS A TOOL FOR THE MANAGEMENT OF ORGANIZATIONS - POTENTIAL IMPACT AND USE-CASES

Mircea-Mihai OBREJA, Bucharest University of Economic Studies, Romania

Julia-Anamaria SISU, Bucharest University of Economic Studies, Romania

4. COMPARISON OF ESG EFFECT ON THE CORPORATE VALUE OF JAPANESE AND US TECHNOLOGY COMPANIES

Satoshi ITO, Bucharest University of Economic Studies, Romania

Marian NASTASE, Bucharest University of Economic Studies, Romania

Takamoto ITOI, Bucharest University of Economic Studies, Romania

Andrei Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania

5. A LITERATURE REVIEW ON TOURISM INFRASTRUCTURE INVESTMENTS AND THEIR IMPACT ON TOURISM DEVELOPMENT

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

6. SUSTAINABLE TRAINING IN DEVELOPING COUNTRIES ANALYSIS OF CASE STUDIES

Marjan ENTEKHABI, Lucian Blaga University of Sibiu, Romania

7. CRYPTOCURRENCY MANAGEMENT FROM THE BEGINNING TO THE PRESENT

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

Camelia IACOB (PÂRGARU), University POLITEHNICA of Bucharest, Romania

Cristina DIMA, Bucharest University of Economic Studies, Romania

Mădălina MONCEA, Bucharest University of Economic Studies, Romania

8. THE IMPACT OF THE CURRENT CONTEXT ON THE EVOLUTION OF UNEMPLOYMENT IN ROMANIA

Cristina DIMA, Bucharest University of Economic Studies, Romania

Oana Camelia IACOB (PÂRGARU), University POLITEHNICA of Bucharest, Romania

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

Mădălina MONCEA, Bucharest University of Economic Studies, Romania

9. INNOVATION TIMELINESS IN HYPER-COMPETITIVE AND TURBULENT ENVIRONMENTS: EMPIRICAL ASSESSMENT BASED ON INTERNATIONAL RANKINGS

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

Aurel BURCIU, Ștefan cel Mare University of Suceava, Romania

10. THE NOVEL EDUCATIONAL MANAGEMENT IN RELATION TO UNIVERSAL DESIGN LEARNING

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

11. DEVELOPMENT OF OPEN INNOVATION THROUGHOUT THE YEARS. A BIBLIOMETRIC ANALYSIS

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

12. TRANSFORMING PUBLIC GOVERNANCE: LEVERAGING LEADERSHIP, INNOVATION AND STRATEGIC INTERNAL CONTROL FOR INSTITUTIONAL EXCELLENCE

Cristiana Maria ALMĂȘAN (ANGHEL), Bucharest University of Economic Studies, Romania
Alexandru Ionuț ALMĂȘAN, "Valahia" University of Târgoviște, Romania

13. BIBLIOMETRIC ANALYSIS ON CORE RESEARCH RELATED TO SUSTAINABLE DEVELOPMENT AND REVITALIZATION OF RURAL AREAS

Mihaiela Simona ȘTEFĂNESCU, Bucharest University of Economic Studies, Romania

14. ACQUIRING DIGITAL SKILLS AND COMPETENCES DURING COVID 19 PANDEMIC

Cristian Marian RADU, Bucharest University of Economic Studies, Romania
Simona-Beatrice MANOLACHE, "Dunărea de Jos" University of Galați, Romania

15. WAYS TO IMPROVE ENTREPRENEURIAL SKILLS AND THEIR IMPACT

Romeo Cătălin CRETU, USAMV Bucharest, Romania
Ovidiu Andrei Cristian BUZOIANU, Bucharest University of Economic Studies, Romania
Emil GRATIANU, "Valahia" University of Târgoviște, Romania
Laurențiu Eduard ION, "Valahia" University of Târgoviște, Romania

16. THE RELEVANCE OF ACCOUNTING INFORMATION ON THE ROMANIAN CAPITAL MARKET IN THE ERA OF ARTIFICIAL INTELLIGENCE: TRANSFORMATIONS AND OPPORTUNITIES

Andrei CĂREA, Bucharest University of Economic Studies, Romania
Sorina Ioana MIȘU, Bucharest University of Economic Studies, Romania

17. STUDY OF THE EFFECTS OF HUMAN RESOURCES MANAGEMENT AND RISK MANAGEMENT ON SERVICE QUALITY

Alina-Georgiana PETRE, Bucharest University of Economic Studies, Romania
Irina Carmen GABOROI, Bucharest University of Economic Studies, Romania

18. THE ROLE OF ORGANIZATIONAL CULTURE IN THE FUNCTIONING OF THE GENERAL INSPECTORATE FOR EMERGENCY SITUATIONS

Bogdan-Mihai FRĂȚILĂ, "Valahia" University of Târgoviște, Romania
Constanța POPESCU, "Valahia" University of Târgoviște, Romania

SESSION 4: Virtual presentations (ON-LINE)

Zoom Link: <https://ase.zoom.us/j/93677800564?pwd=iGaPnanlPMzx7ba7Xhg1wXBB7IQ9hG.1>

Moderators: Professor Ștefan Dominic GEORGESCU, Ph.D.

Lecturer Radu USZKAI, Ph.D.

1. A BIBLIOMETRIC EXPLORATION ON EMPLOYEES' PERCEPTIONS OF ORGANIZATIONAL ETHICS

Erika-Ligia HELER, West University of Timișoara, Romania

2. ANALYSIS OF THE RELATIONSHIP BETWEEN EI (EMOTIONAL INTELLIGENCE) AND ORGANIZATIONAL CULTURE IN THE ACCOUNTING SECTOR IN ROMANIA

Mihaiela DAVID, Ștefan cel Mare University of Suceava, Romania
Aurel BURCIU, Ștefan cel Mare University of Suceava, Romania
Rozalia KICSI, Ștefan cel Mare University of Suceava, Romania
Alexandru ANICHITI, Ștefan cel Mare University of Suceava, Romania

3. SMART NUDGE MARKETING: AI-DRIVEN BEHAVIOURAL INTERVENTIONS FOR SUSTAINABLE TOURISM

Behzad MOHAMMADIAN, University of Tehran, Iran

4. BURNOUT AMONG THE HEALTHCARE PROFESSIONALS FROM THE PETROȘANI EMERGENCY HOSPITAL

Codruța DURA, University of Petroșani, Romania & University of Oradea, Romania
Kinga ȘOLDEA, Petroșani Emergency Hospital, Romania
Maria-Madela ABRUDAN, University of Oradea, Romania
Dorina NIȚĂ, University of Petroșani, Romania

5. THE STANDARD OF LIVING IN THE COUNTRIES OF THE EUROPEAN UNION

Romeo Catalin CRETU, University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania
Ovidiu BUZOIANU, Bucharest University of Economic Studies, Romania

Laurentiu Eduard ION, Wallachia University, Târgoviște, Romania
Emil GRATIANU, Wallachia University, Târgoviște, Romania

6. WHISTLEBLOWING IN PUBLIC AND PRIVATE UNIVERSITIES: A COMPARATIVE APPROACH

Dragoș BÎGU, Bucharest University of Economic Studies, Romania
Andreea POPESCU, 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

7. ARTIFICIAL INTELLIGENCE IN EDUCATIONAL MANAGEMENT: EVOLUTION, CONTRIBUTORS AND FUTURE DIRECTIONS

George SECĂREANU, Bucharest University of Economic Studies, Romania
Ștefănuț-Iulian BUHUȘ, Bucharest University of Economic Studies, Romania
Ioana-Marcela CIOANTĂ-PĂCURARU, Bucharest University of Economic Studies, Romania

8. COOPERATION, INFORMATION NETWORKS AND AI

Sergiu BĂLAN, Bucharest University of Economic Studies, Romania
Lucia Ovidia VREJA, Bucharest University of Economic Studies, Romania

9. THE OVERLOOKED ISSUE IN TOURISM CODES OF ETHICS: MAKING MORAL PRINCIPLES EXPLICIT

Loredana Cornelia BOȘCA, Bucharest University of Economic Studies, Romania
Ionuț-Emilian ANASTASIU, Bucharest University of Economic Studies, Romania
Corina MARINESCU, Bucharest University of Economic Studies, Romania

10. ALGORITHMIC MANAGEMENT: ORGANIZATIONAL CHALLENGES AND ETHICAL IMPLICATIONS

Andrei JOSAN, Bucharest University of Economic Studies, Romania
Cristina ALPOPI, Bucharest University of Economic Studies, Romania

11. AN ETHICAL OVERVIEW OF AI BUSINESS PRACTICES

Radu USZKAI, Bucharest University of Economic Studies, Romania
Toni GIBEA, Bucharest University of Economic Studies, Romania
Mihail-Valentin CERNEA, Bucharest University of Economic Studies, Romania

12. THE ROLE OF DIGITALIZATION IN BUSINESS MANAGEMENT PRACTICES: A VOSVIEWER ANALYSIS

Dimitrie STOICA, "Dunărea de Jos" University of Galați, Romania
Angela-Eliza MICU, "Ovidius" University of Constanța, Romania
Oana PRICOPOAIA, "Dunărea de Jos" University of Galați, Romania
Alexandrina BRÎNZĂ, "Dunărea de Jos" University of Galați, Romania
Maricica STOICA, "Dunărea de Jos" University of Galați, Romania

13. THE ROLE OF VOCATIONAL EDUCATION AND TRAINING AND HUMAN RESOURCES DEVELOPMENT IN BULGARIA'S ECONOMIC GROWTH

Nadezhda Stoyanova KOSTADINOVA, St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria
Alina Nicoleta BONCILICĂ, Bucharest University of Economic Studies, Romania

14. THE ORGANIZATIONAL IDENTITY IN THE DIGITAL AGE: A BIBLIOMETRIC ANALYSIS

Daniela Mihaela NEAMȚU, University Stefan cel Mare of Suceava, Romania
Claudiu-Constantin ANGHEL, University Stefan cel Mare of Suceava, Romania

15. DOES STATISTICAL MANAGEMENT OF WELL-BEING INFLUENCE THE STATE OF HAPPINESS IN ROMANIA COMPARED TO EU COUNTRIES?

Daniela Mihaela NEAMȚU, University Stefan cel Mare of Suceava, Romania
Cristian Valentin HAPENCIUC, University Stefan cel Mare of Suceava, Romania

16. A SCIENTIFIC REASONING FOR INVESTMENT DEVELOPMENT IN TOURISM INFRASTRUCTURE

Claudiu CICEA, Bucharest University of Economic Studies, Romania
Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania
Mihai CIOC, Bucharest University of Economic Studies, Romania
Silviu Gabriel BACIU, Bucharest University of Economic Studies, Romania

17. ANALYSIS OF DETERMINANTS OF OCCUPATIONAL STRESS AMONG TEACHERS IN PRE-UNIVERSITY SCHOOL ORGANIZATIONS

Mircea Constantin DUICĂ, "Valahia" University of Târgoviște, Romania
Georgiana-Tatiana BONDAC, "Valahia" University of Târgoviște, Romania

WORKSHOP

“THE MANAGEMENT OF ORGANIZATIONS IN THE NEW PARADIGM OF DIGITAL TRANSFORMATION – CHALLENGES AND PERSPECTIVES”

Friday, 1st November 2024

„CONSTANTIN BĂRBULESCU” ROOM, 1st floor, Ion Angelescu Building

08:30 – 9:00	Arrival and registration of participants
Part I. Moderators: Cezar-Petre SIMION, Professor Ph.D. Ștefan Cătălin POPA, Lecturer Ph.D.	
09:00 - 09:15	The Faculty of Management Dean’s message
09:15 - 09:30	Presentation of the Operational Management Center Cezar-Petre SIMION, Professor Ph.D.
09:30 - 09:45	Presentation of the project <i>"Challenges and perspectives of the organizations management in the new paradigm of digital transformation"</i> Ștefan Cătălin POPA, Lecturer Ph.D.
09:45 - 10:00	Digital transformation of organizations - emerging research topic Andreea BREAZU, Research assistant, Ph.D. Student
10:00 - 10:15	Presentation of the Business Management through Projects Center Corina MARINESCU, Senior Lecturer Ph.D.
10:15 - 10:30	Coffee Break
Part II. Moderators: Simona Cătălina ȘTEFAN, Professor Ph.D. Andreea BREAZU, Research Assistant	
10:30 - 10:45	Artificial Intelligence - Catalyst of Management System Adaptability, Agility and Resilience: Mapping the Research Agenda Corina-Elena MIRCIOIU, Ph.D. Student
10:45 - 11:00	Presentation of the National Center for Comparative Management Studies Simona Cătălina ȘTEFAN, Professor Ph.D.
11:00 - 11:15	Aspects of the impact of digital transformation in the healthcare sector Ioana-Marcela CIOANTĂ-PĂCURARU, Ph.D. Student
11:15 - 11:30	Presentation of the Department of Philosophy and Social Sciences Research Center Loredana Cornelia BOȘCA, Senior Lecturer Ph.D.
11:30 - 11:45	Debates and reflections on future research directions
11:45 - 12:00	Final conclusions