



Bucharest University of Economic Studies

Faculty of Management

in partnership with

Romanian Academic Society of Management

and

Academy of Romanian Scientists

THE 19th INTERNATIONAL MANAGEMENT CONFERENCE

**“Global Management Reimagined: Solutions for a
Geopolitically Complex Future”**

IMC 2025



October 30th – 31st, 2025

Bucharest, Romania

www.conference.management.ase.ro

conference@man.ase.ro

Organizing Committee

Professor Ion POPA, Ph.D.
Professor Cosmin DOBRIN, Ph.D.
Professor Ștefan Dominic GEORGESCU, 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.
Lecturer Ovidiu-Iulian BUNEA, Ph.D.

Sessions' chairs and secretaries

Professor Cătălina RADU, Ph.D.
Professor Marian NĂSTASE, Ph.D.
Professor Cristina STATE, Ph.D.
Senior Lecturer Corina MARINESCU, Ph.D.
Lecturer Cristina DIMA, Ph.D.
Lecturer Monica TRICULESCU, Ph.D.
Lecturer Radu USZKAI, Ph.D.
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Assistant Prof. Ovidiu Andrei BUZOIANU, Ph.D.
Assistant Prof. Darko SHULESKI, Ph.D.
Assistant Prof. Andreea POPESCU, Ph.D.
Research Assistant Mădălina MAZĂRE, Ph.D.
Candidate

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
Doina BANCIU, Ph.D. – Academy of Romanian Scientists, President
Ghiță BÂRSAN, Ph.D. – “Nicolae Bălcescu” Land Forces Academy Sibiu, Romania
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Miguel GONZALEZ–LOUREIRO, Ph.D. – University of Vigo, Spain
Adriana GIURGIU, Ph.D. – University of Oradea, Romania
Adrian MICU, Ph.D. - “Dunărea de Jos” University of Galați, Romania
Ovidiu NICOLESCU, Ph.D. – Bucharest University of Economic Studies, Romania
Răzvan Liviu NISTOR, Ph.D. – Babeș–Bolyai University, Cluj–Napoca, Romania
Elena Cerasela SPATARIU, Ph.D - Ovidius University of Constanța, Romania
Cristian Ioan TIU, Ph.D. – University at Buffalo, USA
Cristina Teodora ROMAN, Ph.D. – “Alexandru Ioan Cuza” University of Iași, Romania

CONFERENCE AGENDA

Thursday, October 30th, 2025

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 Zoom link (online): https://ase.zoom.us/j/92227324223?pwd=0awRrbSlkHTSFYyoZYcFbN15E7bfTs.1	
12:00 – 13:30 Lunch: Cihoschi Restaurant, "Stanislav Cihoschi" Building, Stanislav Cihoschi Street, no. 5	
13:30 – 19:00 Business Strategy, Risk, and Organizational Performance – hybrid Room (on-site): Robert Schuman, “Ion Angelescu” Building, 2 nd floor Zoom link (online): https://ase.zoom.us/j/93329474066?pwd=bRwFH9PNVObAYmcLiKCy5NVI3b14k.1	13:30 – 19:00 Education, Knowledge Management, and Human Leadership – hybrid Room (on-site): Virgil Madgearu, “Ion Angelescu” Building, Ground floor Zoom link (online): https://ase.zoom.us/j/97513913434?pwd=15wXVZYL0tm7aFXZoeRs9X0OOT0IM5.1
13:30 – 19:00 Behavioural Sciences, Ethics, and Sustainable Innovation – hybrid Room (on-site): Constantin Barbulescu, “Ion Angelescu” Building, 1 st floor Zoom link (online): https://ase.zoom.us/j/3617465979	
13:30 – 14:30 SAMRO Executive Committee Room: Aula Magna, “Ion Angelescu” Building	
14:30 – 16:30 SAMRO General Assembly Room: Aula Magna, “Ion Angelescu” Building	
19:00 Conference Gala Dinner: Hotel Marshal Garden, 6 th floor restaurant, https://hotelmarshalgarden.ro/	

Friday, October 31st, 2025

10:00 - 13:15 WORKSHOP - THE MANAGEMENT OF ORGANIZATIONS IN THE NEW PARADIGM OF DIGITAL TRANSFORMATION – CHALLENGES AND PERSPECTIVES Room: Robert Schuman, “Ion Angelescu” Building, 2 nd floor
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PLENARY SESSION

Thursday, October 30th, 2025

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

Zoom link: <https://ase.zoom.us/j/92227324223?pwd=0awRrbSlkHTSFYyoZYcFbN15E7bfTs.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

Ovidiu NICOLESCU, Professor Ph.D., Bucharest University of Economic Studies

09:30 Organizational Crisis Management: Trends and Challenges in a Global Environment

John A. Parnell, Ph.D. – Professor of Management and Alumni Eminent Scholar of Business at the University of North Alabama, U.S.A.

10:00 Reinventing Energy Companies: Leading Change in the Energy Transition

Alessio Menegazzo - CEO & Country Manager of the PPC group of companies in Romania

10:30 Can Capitalism Be Redeemed? Reimagining the current economic system

Kenneth J. Barnes, Ph.D, FRSA - Mockler-Phillips Professor of Business Ethics at Gordon-Conwell, U.S.A.

11:00 Q&A Session

12:00 Lunch: Cihoschi Restaurant, "Stanislav Cihoschi"

Building, Stanislav Cihoschi Street, no. 5

13:30 SAMRO Executive Committee – Aula Magna

14:30 SAMRO General Assembly – Aula Magna

PARALLEL SESSIONS

Thursday, October 30th,

2025, 13:30-19:00

Business Strategy, Risk, and Organizational Performance

Room: Robert Schuman, "Ion Angelescu" Building

Zoom link: <https://ase.zoom.us/j/93329474066?pwd=bRwFH9PNVObAYmcLiKCy5NVI3b14k.1>

Moderators: Professor Marian NĂSTASE, Ph.D.

Professor Cristina STATE, Ph.D.

Secretaries: Assistant Prof. Sorina Ioana MIȘU, Ph.D

Research Assistant Mădălina MAZĂRE, Ph.D. Candidate

1. SAFE HAVEN ASSETS AND STRATEGIC RISK MANAGEMENT IN A GEOPOLITICALLY COMPLEX WORLD: A WAVELET AND ANN ANALYSIS

Naima BENTOUIR, University of Ain Temouchent, LMELSPM, Algeria

2. CHANGE MANAGEMENT APPROACHES FOR SUSTAINABLE ORGANIZATIONAL PERFORMANCE

Camelia Cristina DRAGOMIR-PÂNZARU, Transilvania University of Brasov, Faculty of Economic Sciences and Business Administration, Romania

Doina-Eliza LIA, Transilvania University of Brasov, Faculty of Economic Sciences and Business Administration, Romania

3. KEY FACTORS IN THE INTERNATIONALIZATION PROCESS OF BORN GLOBAL ROMANIAN SOFTWARE COMPANIES: AN EXPLORATORY STUDY

Anca BUTNARIU, Gheorghe Asachi Technical University, Iasi, Romania

Claudia CIOBANU, Gheorghe Asachi Technical University, Iasi, Romania

Florin LUCA, Gheorghe Asachi Technical University, Iasi, Romania

Dumitru FILIPEANU, Gheorghe Asachi Technical University, Iasi, Romania

4. AN EXPLORATION OF DIGITAL RESILIENCE FOR SMALL AND MEDIUM SIZED ENTERPRISES DURING GEOPOLITICAL SHOCK

Hirotoishi SATO, Bucharest University of Economic Studies, Romania

Kurtz LAW, Anglia Ruskin University, United Kingdom

Cristian VLAD, Nagaoka University of Technology, Japan

5. THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE DIGITIZATION OF COMPANIES

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

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

Cristina DIMA, Bucharest University of Economic Studies, Romania

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

6. SMART STATE AID: INTEGRATING AI INTO STRATEGIC PUBLIC SECTOR MANAGEMENT

Alina Ioana NICOLAESCU (ALEXANDRU), Valahia University of Târgoviște, Romania

Constanța POPESCU, Valahia University of Târgoviște, Romania

7. GEOPOLITICAL RISK ASSESSMENT IN AVIATION: MANAGERIAL STRATEGIES FOR AIRPORT RESILIENCE

Ahmed Nawzad AHMED - Erzincan Binali Yıldırım University, Department of Aviation Management, Turkey

8. A CONCEPTUAL FRAMEWORK FOR THE INTERNATIONALISATION PROCESS: STRATEGIC SOLUTION FOR COMPANIES IN A GEOPOLITICALLY UNCERTAIN WORLD

Mihai CIOC, Bucharest University of Economic Studies, Romania

Tudor URĂCESCU, Bucharest University of Economic Studies, Romania

9. MAPPING THE EVOLUTION OF RESEARCH ON STRATEGIC RISK MANAGEMENT

Eugen Mihai DRAGOMIR, Bucharest University of Economic Studies, Romania
Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania

10. SUPPLIER SELF-ASSESSMENT PROGRAMS IN AUTOMOTIVE QUALITY MANAGEMENT

Claudiu-Alexandru COVACI, National University of Science and Technology POLITEHNICA, Romania
Camelia Cristina DRAGOMIR-PANZARU, Transylvania University of Braşov, Romania
Lucian Ioan TARNU, Lucian Blaga University of Sibiu, Romania
Constantin OPREAN, Lucian Blaga University of Sibiu, Romania
Aurel Mihail TITU, Lucian Blaga University of Sibiu, Romania

11. AI INTEGRATION IN SUPPLY CHAINS - FROM PERCEPTIONS TO STRATEGIC IMPACT IN A GEOPOLITICALLY UNCERTAIN WORLD

Ovidiu-Iulian BUNEA, Bucharest University of Economic Studies, Romania
Razvan-Andrei CORBOS, Bucharest University of Economic Studies, Romania
Cătălina-Mihaela FICUȚ, University of Oradea, Romania

12. THE DIVERSITY OF EUROPEAN FUNDS MECHANISMS: INSIGHTS INTO THEIR TYPOLOGIES

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

13. THE IMPACT OF DIGITAL TECHNOLOGIES ON THE DYNAMICS OF ENTREPRENEURIAL ECOSYSTEMS

Alexandru Sebastian CHIHAIA, "Dunărea de Jos" University of Galati, Romania
Andrei VIZITIU, "Dunărea de Jos" University of Galati, Romania
Marius IOSIF, "Dunărea de Jos" University of Galati, Romania
Cosmin MATIȘ, Babeş-Bolyai University, Cluj-Napoca, Romania
Tiberius Iustinian STANCIU, Ovidius University of Constanța, Romania

14. THE ROLE OF STRATEGIC ENTREPRENEURSHIP IN THE DYNAMICS OF COMPETITIVE ADVANTAGE

Andrei Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania
Marian NĂSTASE, Bucharest University of Economic Studies, Romania
Margareta Stela FLORESCU, Bucharest University of Economic Studies, Romania
Laurențiu COROBAN, Bucharest University of Economic Studies, Romania
Maria Mihaela DUCA, Bucharest University of Economic Studies, Romania

15. EXPLORING SUCCESS AND FAILURE IN ORGANIZATIONAL AMBIDEXTERITY: INSIGHTS FROM A SYSTEMATIC LITERATURE REVIEW

Alexandra JALBĂ (POPESCU ZORICA), Bucharest University of Economic Studies, Romania
Iulian Marian NEDELCU, Bucharest University of Economic Studies, Romania

16. THE ENTREPRENEUR AND THE MANAGER: BALANCING STRATEGIC VISION AND OPERATIONAL EXECUTION

Octavian Andrei BĂRBULEȚ TĂRĂNTUȘ, Bucharest University of Economic Studies, Romania

17. THE IMPACT OF EU LEGISLATIVE REGULATIONS ON ACCELERATING THE DIGITALIZATION OF BANKING SERVICES

Mugurel Petre PODARU, Bucharest University of Economic Studies, Romania
Răzvan Cătălin DOBREA, Bucharest University of Economic Studies, Romania
Dragoș-Daniel DENDRINO, Bucharest University of Economic Studies, Romania
Loredana Gabriela DINULESCU, Bucharest University of Economic Studies, Romania

18. ECONOMIC DEVELOPMENT IN THE CONTEXT OF DIGITALIZATION. CASE STUDY: DIGITAL ECONOMY FRAMEWORK IN THE P. R. OF CHINA

Cristina STATE, Bucharest University of Economic Studies, Romania
Iolanda-Petronela GROSU, Bucharest University of Economic Studies, Romania
Xiaoliang ZHANG, Bucharest University of Economic Studies, Romania

19. EMERGING ORGANIZATIONAL STRUCTURES IN PUBLIC INSTITUTIONS: ADAPTABILITY AND COHERENCE IN VUCA ENVIRONMENTS

Cristi-Daniel LĂȚEA, Bucharest University of Economic Studies, Romania
Eliana-Laura BUTUFEI, Bucharest University of Economic Studies, Romania
Adina-Raluca OLTEANU, Bucharest University of Economic Studies, Romania

20. THE ROLE OF BUSINESS INTELLIGENCE AND DATA ANALYTICS IN EMPIRICAL DECISION-MAKING DURING AN ORGANIZATIONAL CRISIS

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

21. MANAGERIAL VIEWS REGARDING THE PROCESS OF LESSONS LEARNED IN THE SYSTEM OF ORDER AND PUBLIC SAFETY

Elena Casandra CEAUȘESCU, Bucharest University of Economic Studies, Romania
Marius Bogdan PETRE, Bucharest University of Economic Studies, Romania
Marian NĂSTASE, Bucharest University of Economic Studies, Romania

22. THE USEFULNESS OF ARTIFICIAL INTELLIGENCE IN ENERGY PROJECT MANAGEMENT

Cristian-Silviu BĂNACU, Bucharest University of Economic Studies, Romania
Irena APOLZAN, Bucharest University of Economic Studies, Romania
Anca MIREA, Bucharest University of Economic Studies, Romania
Alexandra MANITA, Bucharest University of Economic Studies, Romania
Iulian BULĂREANU, Bucharest University of Economic Studies, Romania

23. EVALUATING PUBLIC-PRIVATE PARTNERSHIPS IN ENERGY EFFICIENCY: FINANCING AND RISK ALLOCATION STRATEGIES

Marius Bogdan PETRE, Bucharest University of Economic Studies, Romania
Andreea BACIU, Bucharest University of Economic Studies, Romania
Elena Casandra CEAUȘESCU, Bucharest University of Economic Studies, Romania
Georgeta BOLOJAN, Bucharest University of Economic Studies, Romania

Education, Knowledge Management, and Human Leadership

Room: Virgil Madgearu, "Ion Angelescu" Building

Zoom link: <https://ase.zoom.us/j/97513913434?pwd=15wXVZYL0tm7aFXZoeRs9X000T0lM5.1>

Moderators: Professor Cătălina RADU, Ph.D.
Lecturer Cristina DIMA, Ph.D.
Lecturer Monica TRICULESCU, Ph.D.

Secretary: Assistant Prof. Ovidiu Andrei BUZOIANU, Ph.D.

1. ARTIFICIAL KNOWLEDGE AND ITS CHALLENGES FOR THE KNOWLEDGE MANAGEMENT SYSTEMS

Constantin BRĂTIANU, Bucharest University of Economic Studies, Romania

2. EXPLORING THE IMPACT OF TRANSFORMATIONAL LEADERSHIP AND THE TRIAD OF INTELLIGENCES ON PRIMARY EDUCATION FOR CHILDREN AGED 9-11

Corina VEDEANU, Valahia University of Târgoviște, Romania
Ion STEGĂROIU, Valahia University of Târgoviște, Romania

3. EMOTIONAL INTELLIGENCE AND THE KNOWLEDGE SPIRAL: THE ROLE OF EMOTIONS IN THE EXTERNALIZATION PROCESS

Mihaiela Eugenia DAVID, Ștefan cel Mare University of Suceava, Romania

4. MANAGING RISKS ARISING FROM CONFLICTS IN PRIMARY SCHOOL EDUCATION: A ROMANIAN PERSPECTIVE

Maria-Magdalena SIMION, Bucharest University of Economic Studies, Romania
Isabela MAXIM, Bucharest University of Economic Studies, Romania
Cezar-Petre SIMION, Bucharest University of Economic Studies, Romania
Mădălina MAZĂRE, Bucharest University of Economic Studies, Romania
Samar KAIS, Bucharest University of Economic Studies, Romania

5. FROM KNOWLEDGE TO COMPETENCE: PREPARING FUTURE LEADERS FOR KNOWLEDGE MANAGEMENT IN MULTICULTURAL AND DIGITAL CORPORATIONS

Adina-Roxana MUNTEANU, National University of Science and Technology POLITEHNICA Romania

6. INTERDISCIPLINARY COLLABORATION IN PRACTICE – BALANCING CONFIDENCE AND COMPLEXITY IN EXPERIENTIAL LEARNING

Cătălina RADU, Bucharest University of Economic Studies, Romania

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

7. BIBLIOMETRIC ANALYSIS OF EMOTIONAL INTELLIGENCE MODELS

Cristina NECULA, Bucharest University of Economic Studies, Romania

Adina Raluca OLTEANU, Bucharest University of Economic Studies, Romania

8. PROFILE OF THE INDUSTRIAL PHD STUDENT IN BRAZIL: MOTIVATIONS, COMPETENCIES AND BENEFITS IN THE DAI PROGRAM

Celso MACHADO JUNIOR, Municipal University of São Caetano do Sul, Brazil

Felipe VENANCIO SILVA, Municipal University of São Caetano do Sul, Brazil

Raquel DA SILVA PEREIRA, Municipal University of São Caetano do Sul, Brazil

Simona Adriana BĂNACU DOS SANTOS, Municipal University of São Caetano do Sul, Brazil

Edson Keyso DE MIRANDA KUBO, Municipal University of São Caetano do Sul, Brazil

9. THE ACADEMIC INDUSTRIAL DOCTORATE (DAI) AS A VECTOR OF THE TRIPLE HELIX: AN ANALYSIS OF THE BENEFITS FOR UNIVERSITY, INDUSTRY, AND GOVERNMENT

Celso MACHADO JUNIOR, Municipal University of São Caetano do Sul, Brazil

Felipe VENANCIO SILVA, Municipal University of São Caetano do Sul, Brazil

Raquel DA SILVA PEREIRA, Municipal University of São Caetano do Sul, Brazil

Simona Adriana BĂNACU DOS SANTOS, Municipal University of São Caetano do Sul, Brazil

Edson Keyso DE MIRANDA KUBO, Municipal University of São Caetano do Sul, Brazil

10. THE ROLE OF SOCIAL RESPONSIBILITY POLICY IN INCREASING THE PERFORMANCE OF SCHOOL UNITS

Geanina COLAN, Virgil Madgearu High College of Galati, Romania

Aura COLAN, Virgil Madgearu High College of Galati, Romania

Sabin MURARIU, “Dunărea de Jos” University of Galati, Romania

11. SUSTAINABLE DEVELOPMENT MANAGEMENT FROM THE PERSPECTIVE OF ORGANIZATIONAL CULTURE

Oana Cătălina DUMITRESCU, Bucharest University of Economic Studies, Romania

Andreea-Ligia DRUGĂU-CONSTANTIN, Bucharest University of Economic Studies, Romania

Laura MARCU, Valahia University of Târgoviște, Romania

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

12. TRANSFORMATIONAL LEADERSHIP IN HUMAN RESOURCES: IMPLICATIONS FOR QUALITY OF CARE AND PERFORMANCE IN HEALTHCARE INSTITUTIONS

Ana-Mădălina BÎGU, Bucharest University of Economic Studies, Romania

Ioana-Alexandra PÂRVU, Bucharest University of Economic Studies, Romania

Mihaela IZMAN, Bucharest University of Economic Studies, Romania

13. ORGANIZATIONAL CULTURE: CATALYST OR BARRIER TO DIGITAL TRANSFORMATION

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

Diana GEORGESCU, Bucharest University of Economic Studies, Romania

14. THE INFLUENCE OF LEADERSHIP ON TEAM COHESION AND PERFORMANCE

Elena Casandra CEAUȘESCU (NIȚULESCU), Bucharest University of Economic Studies, Romania

Andrei Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania

Ioana CĂLINESCU, Bucharest University of Economic Studies, Romania

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

Jacqueline MUJAYA, Bucharest University of Economic Studies, Romania

15. IMPROVING MOTIVATION AT MICHELIN ROMANIA SA

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

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

Cristina DIMA, Bucharest University of Economic Studies, Romania

Mădălina-Ioana MONCEA, Bucharest University of Economic Studies, Romania

16. ADVANCING WOMEN IN HR LEADERSHIP: A QUALITATIVE EXPLORATION OF PROMOTING AND INHIBITING FACTORS

Iris RON, “Alexandru Ioan Cuza” University of Iași, Romania

17. STRESSORS, PERCEIVED STRESS, AND BURNOUT: A CORRELATIONAL STUDY

Miruna-Georgiana STAN, Bucharest University of Economic Studies, Romania

Cătălina RADU, Bucharest University of Economic Studies, Romania

18. DIGITALIZATION OF HR FUNCTIONS: TRANSFORMING THE FUTURE OF WORK

Zabihullah RAHIMI, Punjab University Patalia, India

Kapil SHARMA, Savitribai Phule Pune University, India

Yogesh W. BHOWTE, Punjab University Patalia, India

19. WORKPLACE SPIRITUALITY AND EMPLOYEE LOYALTY: EXPLORING MANAGERIAL AND ENTREPRENEURIAL PERSPECTIVES IN ROMANIA

Andreea-Costina FIRĂSTRĂERU, Valahia University of Târgoviște, Romania

Delia Mioara POPESCU, Valahia University of Târgoviște, Romania

20. ORGANIZATIONAL CULTURE'S ROLE IN PERFORMANCE ENHANCEMENT: AN INVESTIGATION FOCUSED ON THE BANKING INDUSTRY

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

Ion POPA, Bucharest University of Economic Studies, Romania

Robert Eduard KRUGER, Bucharest University of Economic Studies, Romania

21. PERFORMANCE – SMALL TALK

Dragoș-Daniel DENDRINO, Bucharest University of Economic Studies, Romania

Mădălina-Ioana MONCEA, Bucharest University of Economic Studies, Romania

22. PARTICULARITIES OF THE PERFORMANCE EVALUATION PROCESS IN ROMANIAN COMPANIES

Georgiana COSTACHE, Bucharest University of Economic Studies, Romania

Ramona IGREȚ, Bucharest University of Economic Studies, Romania

Cristian MARINAȘ, Bucharest University of Economic Studies, Romania

Florentina Emilia MARIN, Bucharest University of Economic Studies, Romania

Daria Maria MIU, Bucharest University of Economic Studies, Romania

Behavioural Sciences, Ethics, and Sustainable Innovation

Room: Constantin Barbulescu, "Ion Angelescu" Building

Zoom link: <https://ase.zoom.us/j/3617465979>

Moderator: Professor Ștefan Dominic GEORGESCU, Ph.D.

Lecturer Radu USZKAI, Ph.D.

Secretary: Assistant Prof. Andreea POPESCU, Ph.D.

1. INSTITUTIONAL FORESIGHT AND STRATEGIC VULNERABILITY: THE CASE OF SEX EDUCATION POLICY UNDER ANTI-GENDER PRESSURE IN ROMANIA

Alexandru Mihai DINU, National University of Political Studies and Public Administration, Romania

2. SYSTEMATIC REVIEW OF THEORETICAL FRAMEWORKS IN GREEN CONSUMER PURCHASING BEHAVIOR RESEARCH

Marcin ŻEMIGAŁA, University of Warsaw, Poland

Agnieszka WIŚNIEWSKA, University of Warsaw, Poland

Katarzyna LICZMAŃSKA-KOPCEWICZ, Nicolaus Copernicus University in Torun, Poland

Zoritz KIREŚIEWA, Ecologic Institute, Germany

Hannamaija TUOVILA, VTT Technical Research Centre of Finland, Finland

3. INFORMED CONSENT IN ECONOMIC RESEARCH: ETHICAL STANDARDS AND PRACTICAL CHALLENGES

Dragoș BÎGU, 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

4. BUSINESS ETHICS DURING WAR: THE CHALLENGES OF AI AND THE GLOBAL ECONOMY

Radu USZKAI, Bucharest University of Economic Studies, Romania

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

5. AI ETHICS AND GEOPOLITICAL COMPETITION

Ruxandra BOGHIAN, Bucharest University of Economic Studies, Romania
Alexandru-Mihai BUGHEANU, Bucharest University of Economic Studies, Romania

6. A COMPLEX FUTURE: THE COEVOLUTION OF HUMANS AND TECHNOLOGY

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

7. BLOCKCHAIN AND CRYPTOCURRENCIES IN THE METAVERSE: RISKS, OPPORTUNITIES, AND THE FUTURE OF DIGITAL ECONOMIC GOVERNANCE

Tudor-Gabriel BUDIȘTEANU, Bucharest University of Economic Studies, Romania

8. GENDER AND GREEN TRANSITION GAPS IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

Toni-Ionel GIBEA, Bucharest University of Economic Studies, Romania
Andreea Ștefania POPESCU, Bucharest University of Economic Studies, Romania

9. WOMEN, SMEs, AND THE GREEN ECONOMY: BIBLIOMETRIC INSIGHTS FOR A SUSTAINABLE FUTURE

Cosmin Octavian DOBRIN, Bucharest University of Economic Studies, Romania
Adriana DIMA, Bucharest University of Economic Studies, Romania
Andreea ZAMFIR, Bucharest University of Economic Studies, Romania
Monica TRICULESCU, Bucharest University of Economic Studies, Romania
Sorina Ioana MIȘU, Bucharest University of Economic Studies, Romania
Daria MARIN, Bucharest University of Economic Studies, Romania

10. THE CONTRIBUTION OF WOMEN ENTREPRENEURS TO SUSTAINABILITY INITIATIVES: A PERSPECTIVE AT THE LEVEL OF ROMANIAN SMEs

Octavian Cosmin DOBRIN, Bucharest University of Economic Studies, Romania
Adriana DIMA, Bucharest University of Economic Studies, Romania
Madalina MAZĂRE, Bucharest University of Economic Studies, Romania
Cezar-Petre SIMION, Bucharest University of Economic Studies, Romania
Daria MARIN, Bucharest University of Economic Studies, Romania

11. MANAGEMENT PERSPECTIVE ON DIGITAL HEALTH'S SOCIAL IMPACT

Niema ABDELMAGID, Bucharest University of Economic Studies, Romania

12. EXPLORING THE IMPACT OF MARKETING APPROACHES ON CIRCULAR ECONOMIC MODELS AND SUSTAINABLE GROWTH

Oana PRICOPOAIA, "Dunărea de Jos" University of Galati, Romania
Nicoleta CRISTACHE, "Dunărea de Jos" University of Galati, Romania
Dimitrie STOICA, "Dunărea de Jos" University of Galati, Romania
Ștefan Adrian SUSANU, "Dunărea de Jos" University of Galati, Romania
Irina Olimpia SUSANU, "Dunărea de Jos" University of Galati, Romania

13. EFFECTIVENESS OF RISK MANAGEMENT IN HEALTHCARE ORGANIZATIONS DURING HEALTH CRISES: A SYSTEMATIC REVIEW

Alexandra PÎRCĂLĂBOIU, Bucharest University of Economic Studies, Romania
Camelia CAZONI, Bucharest University of Economic Studies, Romania
Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania
Irina GABOROI BĂLUȚ, Bucharest University of Economic Studies, Romania

14. EXPLORATION OF ENGINEERING TECHNIQUES IN NEUROSURGERY IN ACCORDANCE WITH INTELLECTUAL PROPERTY PROTECTION

Dan Theodor ANDRONIC, National University of Science and Technology POLITEHNICA, Romania
Maria POPA, "1 Decembrie 1918" University of Alba Iulia, Romania
Constantin OPREAN, Lucian Blaga University of Sibiu, Romania
Aurel Mihail TITU, Lucian Blaga University of Sibiu, Romania

15. SOCIO-ECONOMIC IMPLICATIONS OF ADDICTIONS IN EDUCATIONAL SYSTEM

Cristian-Silviu BĂNACU, Bucharest University of Economic Studies, Romania
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