



Bucharest University of Economic Studies
Faculty of Management

in partnership with

Romanian Academic Society of Management

and

Academy of Romanian Scientists

THE 20th INTERNATIONAL MANAGEMENT CONFERENCE
“Management in an Age of Intelligent Systems and
Human Values”

IMC 2026



October 29th – 30th, 2026

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.
Senior Lecturer Aurelia STĂNESCU, Ph.D.
Lecturer Cristina DIMA, Ph.D.
Lecturer Monica TRICULESCU, Ph.D.
Lecturer Radu USZKAI, Ph.D.
Assistant Prof. Sorina Ioana MIȘU, Ph.D.
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
Maria-Madela ABRUDAN, Ph.D. – University of Oradea, Romania
Miguel GONZALEZ-LOUREIRO, Ph.D. – University of Vigo, Spain
Adriana GIURGIU, Ph.D. – University of Oradea, Romania
Ovidiu NICOLESCU, Ph.D. – Bucharest University of Economic Studies, Romania
Răzvan Liviu NISTOR, Ph.D. – Babeș-Bolyai University, Cluj-Napoca, Romania
Elena Cerasela SPĂTARIU, 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
Marian NĂSTASE, Ph.D. – Bucharest University of Economic Studies, Romania

CONFERENCE AGENDA

Thursday, October 29th, 2026

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/7443468750?omn=95125042222	
12:00 – 13:30 Lunch: Cihoschi Restaurant, "Stanislas Cihoschi" Building, Stanislas Cihoschi Street, no. 5	
13:30 – 19:00 Business Administration, Project Management and Organizational Performance – hybrid Room (on-site): Room 1305, “Mihai Eminescu” Building, 3 rd floor Zoom link (online): https://ase.zoom.us/j/6346376659?pwd=rXy8jib_sptRcAQ6oYbVqW4QcLjnWVC.1&omn=99198772459	13:30 – 19:00 Education, Innovation and Knowledge Management – hybrid Room (on-site): Constantin Bărbulescu, “Ion Angelescu” Building, 1 st floor Zoom link (online): https://ase.zoom.us/j/98042045269?pwd=90irUdY0N0GkPbGSb8FIJLHAI9ZTED.1
13:30 – 19:00 Strategic Management, Change Management and Entrepreneurship – hybrid Room (on-site): Robert Schuman, “Ion Angelescu” Building, 2 nd floor Zoom link (online): https://ase.zoom.us/j/2553102021?pwd=aUVwNXZVbUM0VnpyMVp3MUg0V2M0QT09	13:30 – 19:00 HR Management and Ergonomics, Organizational Culture and Leadership – hybrid Room (on-site): Room 0129, “Ion Angelescu” Building, 1 st floor Zoom link (online): https://ase.zoom.us/j/99429796969?pwd=L0EcVlQ1mMH2Z57luqvFF2tIHEVQJe.1
13:30 – 19:00 Behavioural Sciences, Communication Studies and Business Ethics – hybrid Room (on-site): Virgil Madgearu, “Ion Angelescu” Building, Ground 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 30th, 2026

09:30 - 12:00 WORKSHOP - Game On! Simulation and Gamification in Higher Education Room: Robert Schuman, “Ion Angelescu” Building, 2 nd floor
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PLENARY SESSION

Thursday, October 29th, 2026

Aula Magna, Bucharest University of Economic Studies, "Ion Angelescu" Building

Zoom link: <https://ase.zoom.us/j/7443468750?omn=95125042222>

09:00 Opening ceremony

Welcoming Message

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

Welcoming Message

Cristian BUȘU, Professor Ph.D., Vice-Rector of the Bucharest University of Economic Studies

Welcoming Message

Doina BANCUIU, Ph.D. – Academy of Romanian Scientists, President

09:30 Tactical decision making for organizations: what to do when all scenarios fail
Mihai STĂNESCU – Founder, RoCoach.

10:00 Innovative Work Behaviour and Innovation Energy: Managing Intelligent Systems with Human Values
Henk Jan van ESSEN, Ph.D. – Lecturer in Business Administration and Research at Saxion University of Applied Sciences in Enschede, the Netherlands.

10:30 Management in the Age of Agentic Organizations: Rethinking Leadership, Decision-Making and Human Values
Bianca MUNTEAN, Ph.D. – Co-Founder and Cluster Manager, Transilvania IT Cluster; Founder and Coordinator, European Digital Innovation Hub in Transilvania, Romania.

11:00 Q&A Session

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

13:30 SAMRO Executive Committee – Aula Magna

14:30 SAMRO General Assembly – Aula Magna

PARALLEL SESSIONS

Thursday, October 29th,

2026, 13:30–19:00

Business Administration, Project Management and Organizational Performance

Room: Room 1305, “Mihai Eminescu” Building, 3rd floor

Zoom link: <https://ase.zoom.us/j/6346376659?pwd=rXy8jibsptRcAQ6oYbVqW4QcLjnWVC.1&omn=99198772459>

Moderators: Professor Cristina STATE, Ph.D.

Research Assistant Mădălina MAZĂRE, Ph.D. Candidate

1. IMPACT OF POLITICAL STABILITY AND GOVERNANCE INDICATORS ON FOREIGN DIRECT INVESTMENT INFLOWS: A COMPARISON BETWEEN DEVELOPED AND DEVELOPING COUNTRIES

Tharangi WANIGASURIYA, Sri Lanka Technology Campus, Faculty of Business Management, Sri Lanka
Ariyaratna HERATH, University of Peradeniya, Faculty of Art, Department of Economics and Statistics, Sri Lanka
Dayarathna BANDA, University of Peradeniya, Faculty of Art, Department of Economics and Statistics, Sri Lanka

2. IMPACT OF TEAM DIVERSITY ON INNOVATION BEHAVIOR OF PROJECT MANAGERS THROUGH PSYCHOLOGICAL EMPOWERMENT: MODERATING ROLE OF COMMUNICATION

Shoaib ALI, Szabist University, Pakistan
Mulazim HUSSAIN, Szabist University, Pakistan
Ashar OWAIS, Szabist University, Pakistan
Osama RAFIQUE, Szabist University, Pakistan
Irfan KHALID, Szabist University, Pakistan
Amer Riaz QURESHI, Szabist University, Pakistan

3. BUSINESS STRATEGIES, IMPLEMENTATIONS AND ADMINISTRATION

Constantin APOPII, Ștefan cel Mare University of Suceava, Romania

4. IMPACT OF ARTIFICIAL INTELLIGENCE ON PROJECT MANAGEMENT SUCCESS: A CONCEPTUAL AND METHODOLOGICAL FRAMEWORK

Aleesha SOHAIL, Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Pakistan

5. DIGITALIZATION FOR COMPETITIVENESS: THEORY VS. EU STATISTICAL REALITIES

Vanesa-Luisa SIDOR, Interdisciplinary Research Institute, Aurel Vlaicu University of Arad, Romania
Lavinia-Denisia CUC, Faculty of Economics, Aurel Vlaicu University of Arad, Romania

6. THE ADOPTION OF ARTIFICIAL INTELLIGENCE TOWARDS ORGANISATIONAL TRANSFORMATION IN SMES: A SEQUENTIAL CAPABILITY MODEL

Fabio Orlando CRUZ PAEZ, Corporación Universitaria Minuto de Dios-UNIMINUTO, Colombia
Diana Marcela CASTILLO ORTIZ, Corporación Universitaria Minuto de Dios-UNIMINUTO, Colombia

7. PRE-CRISIS ARCHITECTURE FOR OUTSOURCED ACTIVITY MANAGEMENT: DELEGATION-STATE TRANSITION CAPABILITY

Saeed BAKHTIARI, MehrAlborz University, Iran

8. NOMINAL RECOVERY, REAL STAGNATION: FIRM-LEVEL RESILIENCE IN ROMANIAN HOSPITALITY, 2019-2023

Ioan-Bogdan BACOS, George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania
Flavia Dana OLTEAN, George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania
Manuela Rozalia GABOR, George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania

9. DATA-DRIVEN DECISION-MAKING AND ORGANISATIONAL PERFORMANCE: A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC LITERATURE REVIEW

Alexandra RADU, Lucian Blaga University of Sibiu, Romania

10. QUALITY OF PROJECTS SUBMITTED FOR FUNDING UNDER THE EUROPEAN UNION COHESION POLICY: EVALUATION CRITERIA AND DIRECTIONS FOR IMPROVEMENT

Sebastian-Norbert HOJDA, Politehnica University Timișoara, Romania

Marian MOCAN, Politehnica University Timișoara, Romania

11. AI IN THE LOOP: A CASE STUDY OF PROCESS REDESIGN, HUMAN ROLES AND GOVERNANCE IN BUSINESS ANALYSIS

Adina Roxana MUNTEANU, National University of Science and Technology Politehnica Bucharest, Romania

Adina Petruța PAVEL, National University of Science and Technology Politehnica Bucharest, Romania

12. FROM HOSPITAL MANAGEMENT INFORMATION SYSTEMS TO HOPE: A PROCESS-ORIENTED GOVERNANCE FRAMEWORK

Tomi THOMO, European University of Tirana, Albania

13. MANAGING ACTOR INTERFACES THROUGH A-CDM AT HENRI COANDĂ INTERNATIONAL AIRPORT

Tudor Costel BULGARU, National University of Science and Technology Politehnica Bucharest, Romania

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

14. PROJECT MANAGEMENT AND EU FUNDS ABSORPTION: SME PROJECTS IN ROMANIA AND THE CZECH REPUBLIC

Claudiu-Constantin ANGHEL, Ștefan cel Mare University of Suceava, Romania

Daniela-Mihaela NEAMȚU, Ștefan cel Mare University of Suceava, Romania

Lucia MOROȘAN-DĂNILĂ, Ștefan cel Mare University of Suceava, Romania

Mihai POPESCU, Ștefan cel Mare University of Suceava, Romania

15. LOW-CODE PLATFORMS VERSUS AI-BASED DEVELOPMENT: A THEORY-GROUNDED COMPARISON FOR BUSINESS PROCESS DIGITALISATION

Daniela VARAREAN-COCHISA, Faculty of Economics and Business Management, Babeș-Bolyai University, Cluj-Napoca, Romania

Emil Lucian CRIȘAN, Faculty of Economics and Business Management, Babeș-Bolyai University, Cluj-Napoca, Romania

16. AI, DIGITALIZATION AND ESG: A BIBLIOMETRIC MAPPING OF SUSTAINABILITY RESEARCH

Ivan JAJIĆ, University of Zagreb, Croatia

Božidar JAKOVIĆ, University of Zagreb, Croatia

Alexandra PÎRCĂLĂBOIU, Bucharest University of Economic Studies, Romania

Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania

Irina BĂLUȚ, Bucharest University of Economic Studies, Romania

17. ADVANCING DISABILITY INCLUSION IN THE WORKPLACE: A BIBLIOMETRIC ANALYSIS AND ORGANIZATIONAL IMPLICATIONS

Iolanda Petronela GROSU, Bucharest University of Economic Studies, Romania

Cristina STATE, Bucharest University of Economic Studies, Romania

18. AI-ASSISTED MANAGERIAL DECISION-MAKING: OPPORTUNITIES, LIMITATIONS, AND ORGANIZATIONAL IMPLICATIONS

Cezar BRAICU, Bucharest University of Economic Studies, Faculty of Management, Romania

Catalina-Loredana ROGOZEANU, Valahia University of Târgoviște, Faculty of Economics, Romania

19. MANAGEMENT OF PROJECTS FUNDED BY THE EUROPEAN UNION: THE ROLE OF INSTITUTIONAL CAPACITY IN ENSURING PERFORMANCE AND SUSTAINABILITY

Mădălina Ioana MONCEA, Bucharest University of Economic Studies, Romania

Cristina DIMA, Bucharest University of Economic Studies, Romania

Răzvan Cătălin DOBREA, Bucharest University of Economic Studies, Romania

20. FROM E-PROCUREMENT TO SMART PROCUREMENT: ECONOMETRIC ASSESSMENT OF ALGORITHMIC AWARD MECHANISMS USING OPEN DATA FROM SEAP/SICAP

Teodora ROMAN, Alexandru Ioan Cuza University of Iasi, Romania

Alexandru MAXIM, Alexandru Ioan Cuza University of Iasi, Romania

Adriana MANOLICA, Alexandru Ioan Cuza University of Iasi, Romania

21. AI-DRIVEN MANAGEMENT AND LEADERSHIP: TRANSFORMING DECISION-MAKING AND ORGANIZATIONAL PERFORMANCE

Marius IOSIF, Dunărea de Jos University of Galati, Romania

Alexandru Vasile FLOAREA, Dunărea de Jos University of Galati, Romania

Loredana Adnana NIȚU, Dunărea de Jos University of Galati, Romania

22. ADAPTIVE MANAGERIAL COMMUNICATION AND ORGANIZATIONAL PERFORMANCE: THE ROLE OF COMMUNICATION AGILITY IN DYNAMIC WORK ENVIRONMENTS

Andrei VIZITIU, Dunărea de Jos University of Galati, Romania

Doru HUȚUȚUI, Dunărea de Jos University of Galati, Romania

Alina STAN, Dunărea de Jos University of Galati, Romania

Ana NĂSTASE, Dunărea de Jos University of Galati, Romania

Education, Innovation and Knowledge Management

Thursday, October 29th, 2026, 13:30–19:00

Room: Constantin Bărbulescu, “Ion Angelescu” Building, 1st floor

Zoom link: <https://ase.zoom.us/j/98042045269?pwd=90irUdY0N0GkPbGSb8FjJLHA19ZTED.1>

Moderators: Professor Cătălina RADU, Ph.D.

Lecturer Cristina DIMA, Ph.D.

1. THE IMPACT OF BAD GOVERNANCE ON BRAIN DRAIN: A CASE STUDY OF NIGERIAN STUDENTS' PURSUIT OF HIGHER EDUCATION ABROAD

Yahaya Aliyu LAMIDO, FCASI, Air Force Institute of Technology, Kaduna, Nigeria

2. INTERCONNECTING ACADEMIC CULTURE AND ARTIFICIAL INTELLIGENCE IN ROMANIAN AND JAPANESE HIGHER EDUCATION

Ion POPA, Bucharest University of Economic Studies, Romania

Simona Cătălina ȘTEFAN, Bucharest University of Economic Studies, Romania

Robert Eduard KRUGER, Bucharest University of Economic Studies, Romania

Cosmin Florin BARBU, Bucharest University of Economic Studies, Romania

3. KNOWLEDGE MANAGEMENT AS A CATALYST FOR ORGANIZATIONAL AGILITY IN GLOBAL CRISES

Bogdan COSTACHE, Bucharest University of Economic Studies, Romania

Răzvan Cătălin DOBREA, Bucharest University of Economic Studies, Romania

Vladimir-Aurelian ENACHESCU, Bucharest University of Economic Studies, Romania

Andreea GHEORGHITĂ, Bucharest University of Economic Studies, Romania

4. ORGANIZATIONAL MEMORY UNDER INSTITUTIONAL RUPTURE: LESSONS FROM ROMANIAN INDUSTRY (1918–2020)

Camelia COJOCARU, Faculty of Business and Administration, University of Bucharest, Romania

Andrei COJOCARU, Faculty of History, University of Bucharest, Romania

5. KNOWLEDGE ORIENTED LEADERSHIP IMPACT ON PROJECT PERFORMANCE: MEDIATING ROLE OF INNOVATIVE CAPABILITIES AND KNOWLEDGE HIDING

Zarak KHAN, Institute of Information Technology, SZABIST University, Department of Management Sciences, Islamabad, Pakistan

Memuna ANWAR, Institute of Information Technology, SZABIST University, Department of Management Sciences, Islamabad, Pakistan

Arab SHAH, Institute of Information Technology, SZABIST University, Department of Management Sciences, Islamabad, Pakistan

Muhammad Zeeshan IDREES, Institute of Information Technology, SZABIST University, Department of Management Sciences, Islamabad, Pakistan

Fouzan SOHAIL, Institute of Information Technology, SZABIST University, Department of Management Sciences, Islamabad, Pakistan

6. THE INBOUND-OUTBOUND NEXUS: HOW RIDE-HAILING COMPANIES IN ROMANIA COLLECT IDEAS AND INFORM EXTERNAL STAKEHOLDERS

Roxana BARB, Lucian Blaga University of Sibiu, Romania

7. PRESERVING SOCIAL CAPITAL IN TIMES OF TECHNOLOGICAL INNOVATION WITHIN ORGANIZATIONS

Maria-Lucia NECULA, Bucharest University of Economic Studies, Romania

8. RELATIONAL LEADERSHIP IN THE CLASSROOM: EMOTIONAL CLIMATE AND STUDENT ENGAGEMENT

Corina VEDEANU, Valahia University of Târgoviște, Romania

Ion STEGĂROIU, Valahia University of Târgoviște, Romania; Academy of Romanian Scientists, Bucharest, Romania

9. RE-THINKING BUSINESS SETUP FOR YOUTH ENTREPRENEURSHIP – A SURVEY ON STARTUP FOUNDING CHALLENGES

Vanessa CĂTĂNET, National College of Informatics „Tudor Vianu”, Romania

10. ADOPTING AI AND DIGITAL TWINS IN AIRCRAFT MAINTENANCE: A SOCIO-TECHNICAL AND REGULATORY READINESS MODEL

Maria Alexandra STANILĂ, National University of Science and Technology POLITEHNICA Bucharest, Romania

Adina Petruța PAVEL, National University of Science and Technology POLITEHNICA Bucharest, Romania

11. EUROPEAN FUNDS AND SOCIO-ECONOMIC DEVELOPMENT: A BIBLIOMETRIC ANALYSIS

Claudiu CICEA, Bucharest University of Economic Studies, Romania

Silviu-Gabriel BACIU, Bucharest University of Economic Studies, Romania

Cătălin-Gabriel BREZEANU, Bucharest University of Economic Studies, Romania

12. CHALLENGES OF SUSTAINABLE DEVELOPMENT: AN ADVANCED PREDICTIVE MODEL BASED ON ENSEMBLE MACHINE LEARNING AND DYNAMIC POST-CRISIS VALIDATION

Andreea Simina PORANCEA RĂULEA, "Nicolae Bălcescu" Land Forces Academy of Sibiu, Romania

Cosmina SPRÎNGEAN, "Nicolae Bălcescu" Land Forces Academy of Sibiu, Romania

Dănuț Eugeniu MOȘTEANU, "Nicolae Bălcescu" Land Forces Academy of Sibiu, Romania

Cristian MARINESCU, Montana S.R.L

13. MAKING PERFORMANCE DATA USEFUL: A HUMAN-IN-THE-LOOP GOVERNANCE FRAMEWORK FOR INSTITUTIONAL INTELLIGENCE IN HIGHER EDUCATION

Alice ALAKOUM, Bucharest University of Economic Studies, Romania

Elvira NICA, Bucharest University of Economic Studies, Romania

14. MANAGING RESISTANCE TO CHANGE AS STRATEGIC RISK IN DIGITAL TRANSFORMATION

Eugen-Mihai DRAGOMIR, Bucharest University of Economic Studies, Romania

Teodora-Denisa MOJOIU, Bucharest University of Economic Studies, Romania

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

Darko SHULESKI, Bucharest University of Economic Studies, Romania

15. DELIVERING AI-SUPPORTED DECISIONS: HOW MANAGERIAL COMMUNICATION SHAPES EMPLOYEE TRUST AND ACCEPTANCE

Raluca ROTARU, Senior Global HR Communications Manager, Schneider Electric, Romania

16. REIMAGINING MANAGEMENT EDUCATION IN THE AI ERA: STUDENT VOICES ON HUMAN-CENTRED AI AND EXPERIENTIAL LEARNING

Cătălina RADU, Bucharest University of Economic Studies, Romania

17. BEYOND SALARY: THE PREDICTIVE ROLE OF PAY SATISFACTION IN ACTIVE JOB SEARCH

Denisa-Andreea CIMPU, Bucharest University of Economic Studies, Romania

18. THE EVOLUTION OF PSYCHOLOGICAL PERSPECTIVES ON RESISTANCE TO ORGANIZATIONAL CHANGE

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

19. BEYOND INDIVIDUAL ACTORS: TOURISM ECOSYSTEMS, COLLABORATIVE NETWORKS AND DESTINATION COMPETITIVENESS

Nelu FLOREA, Alexandru Ioan Cuza University of Iasi, Romania

Irina Teodora MANOLESCU, Alexandru Ioan Cuza University of Iasi, Romania

Mihai TALMACIU, Alexandru Ioan Cuza University of Iasi, Romania

20. SOCIAL ENTREPRENEURSHIP AS AN INNOVATION PATHWAY FOR SMALL FAMILY BUSINESSES

Florina ATANASE (MURAR), Bucharest University of Economic Studies, Romania

Alina MATEI, Bucharest University of Economic Studies, Romania

Rebeca Gabriela IVAN (IANCU), Bucharest University of Economic Studies, Romania

Izabela Oana STANA, Bucharest University of Economic Studies, Romania

21. DESIGNING PUBLIC CALLS FOR STARTUPS: GOVERNANCE MECHANISM AND ESG CRITERIA IN BRAZILIAN FUNDING

Leonardo Sousa de FREITAS, IDP, Instituto Brasileiro de Ensino, Desenvolvimento e Pesquisa, National Council for Scientific and Technological Development (CNPq), Brazil

22. ARTIFICIAL INTELLIGENCE TOOLS IN MODERN ENTERPRISE ACTIVITIES: APPLICATIONS AND IMPLEMENTATION APPROACHES

Yelyzaveta SLAVENKO, Ștefan cel Mare University of Suceava, Romania

Ruxandra BEJINARU, Ștefan cel Mare University of Suceava, Romania

23. WHEN ARTIFICIAL INTELLIGENCE REMEMBERS: RETHINKING PERSONALIZED LEARNING IN HIGHER EDUCATION

Andreea GHEORGHITĂ, Bucharest University of Economic Studies, Romania

Loredana Mariana PĂUN, National School of Political Science and Public Administration, Romania

Cristian Silviu BĂNACU, Bucharest University of Economic Studies, Romania

Bogdan COSTACHE, Bucharest University of Economic Studies, Romania

Mădălin Ciprian POPESCU, National School of Political Science and Public Administration, Romania

24. RELATIONAL CULTURE AND DISCIPLINE AMONG HIGH SCHOOL STUDENTS

Ioana CĂLINESCU, Bucharest University of Economic Studies, Romania

Strategic Management, Change Management and Entrepreneurship

Thursday, October 29th, 2026, 13:30–19:00

Room: Robert Schuman, “Ion Angelescu” Building, 2nd floor

Zoom link: <https://ase.zoom.us/j/2553102021?pwd=aUVwNXZVbUM0VnpYMVp3MUg0V2M0QT09>

Moderators: Professor Marian NĂSTASE, Ph.D.

Assistant Prof. Sorina Ioana MIȘU, Ph.D.

1. DOES EVOLUTIONARY REBRANDING SIGNAL MODERNITY? EVIDENCE FROM THE AUTOMOTIVE INDUSTRY

Anamaria MARINIUC, Bucharest University of Economic Studies, Romania

Oltea BELCIUGANU, Bucharest University of Economic Studies, Romania

2. STRATEGIC INNOVATION MANAGEMENT IN CONSULTING SERVICES: THE ACCENTURE MODEL OF INTELLIGENT SYSTEMS AND HUMAN-CENTERED TRANSFORMATION

Cristian Iulian MOLDOVAN, Aurel Vlaicu University of Arad, Faculty of Economic Sciences, Romania

Silviu-Gabriel SZENTESI, Aurel Vlaicu University of Arad, Faculty of Economic Sciences, Romania

Laura Raluca CIUI, Aurel Vlaicu University of Arad, Faculty of Economic Sciences, Romania

3. MAPPING RESPONSIBLE AI IN DIGITAL ECOSYSTEMS: VOSVIEWER-INFORMED BIBLIOMETRIC SYNTHESIS AND AMAZON/AWS STRATEGY

Laura Raluca CIUI, Aurel Vlaicu University of Arad, Faculty of Economic Sciences, Romania

Cristian Iulian MOLDOVAN, Aurel Vlaicu University of Arad, Faculty of Economic Sciences, Romania

4. THE CRITICAL SUCCESS FACTORS OF THE DIGITALIZATION OF ROMANIAN FAMILY FIRMS. AN EXPLORATORY RESEARCH

Razvan MUSCA, The Western University of Timisoara, Romania

Nicolae BIBU, The Western University of Timisoara, Romania

Maria-Madela ABRUDAN, University of Oradea, Romania

5. DIGITAL-LINKAGE MISMATCH PERSPECTIVE ON AGRITOURISM: WHEN DIGITAL CAPABILITIES OUTPACE SUPPLY CHAIN INTEGRATION

Sead BARAKU, University of Shkodra “Luigj Gurakuqi”, Faculty of Economy, Albania

6. CHANGING THE PARADIGM OF KNOWLEDGE CO-CREATION IN ORGANIZATIONS USING GENERATIVE ARTIFICIAL INTELLIGENCE

Constantin BRATIANU, Bucharest University of Economic Studies, Romania

Ruxandra BEJINARU, “Stefan cel Mare” University of Suceava, Romania

7. NAVIGATING DISRUPTION: BUILDING ORGANIZATIONAL AGILITY AND RESILIENCE THROUGH AI-ENABLED SYSTEMS

Laila ZAOUEL, Université Hassan 1er, Settat, Morocco

Fatima Ezzahra SIRAGI, Université Hassan 1er, Settat, Morocco

Bouchra EL ABBADI, Université Hassan 1er, Settat, Morocco

8. AI-AUGMENTED PATIENT ROUTING IN URBAN EMERGENCY NETWORKS: A CONCEPTUAL FRAMEWORK FOR BUCHAREST

Radu-Bogdan CHIOTAN-CALIN, Valahia University of Targoviste, Romania

Florin-Radu CHIOTAN, Bucharest University of Economic Studies, Romania

Ion PÂRGARU, Valahia University of Targoviste, Romania

9. STRATEGIC LEADERSHIP AND AGENTIC AI: ORCHESTRATING DISTRIBUTED HUMAN-MACHINE AGENCY

Andreea GHEORGHITĂ, Bucharest University of Economic Studies, Romania

Edita Carmen BOKOR, Bucharest University of Economic Studies, Romania

Andreea-Ileana ZAMFIR, Bucharest University of Economic Studies, Romania

Elena-Oana CROITORU, Bucharest University of Economic Studies, Romania

Alexandru BOMBARIU, Bucharest University of Economic Studies, Romania

10. MAPPING REPORTED INTELLIGENT INVESTMENT MATURITY: EVIDENCE FROM THE AGRIBUSINESS SECTOR

Vincentiu VERES, Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania / The Romanian Academic Society of Management (RASM), Romania

Maria MORTAN, Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania / The Romanian Academic Society of Management (RASM), Romania

Cătălin AFRĂSINEI-ZEVOIANU, Babeş-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania / The Romanian Academic Society of Management (RASM), Romania

11. FINANCIAL PERFORMANCE OF ROMANIAN PUBLIC ENTERPRISES: EVIDENCE FROM 2022–2024 OFFICIAL REPORTING

Manuel Victoraş STĂNILĂ, Bucharest University of Economic Studies, Romania

Constantin Marius PROFIROIU, Bucharest University of Economic Studies, Romania

12. GLOBAL ECONOMIC FRAGMENTATION AND STRATEGIC MANAGEMENT: RETHINKING BUSINESS MODELS IN UNCERTAINTY

Geanina-Ioana BLAJ, Politehnica University of Timisoara, Faculty of Management in Production and Transportation, Romania

Marian-Liviu MOCAN, Politehnica University of Timisoara, Faculty of Management in Production and Transportation, Romania

13. STRATEGIC MANAGEMENT OF REAL ESTATE RESILIENCE USING XAI

Teodora CAJVAN, “Stefan cel Mare” University of Suceava, Romania

Cristian-Valentin HAPENCIUC, “Stefan cel Mare” University of Suceava, Romania

Daniela Mihaela NEAMȚU, “Stefan cel Mare” University of Suceava, Romania

14. MANAGING THE TRANSITION FROM REACTIVE TO PROACTIVE B2B SALES: A CONCEPTUAL CHANGE MANAGEMENT FRAMEWORK FOR IT SOLUTION INTEGRATORS IN ROMANIA

Minodora URSĂCESCU, Bucharest University of Economic Studies, Romania

Tudor URSĂCESCU, Bucharest University of Economic Studies, Romania

15. SHAPING EUROPEAN INDUSTRIES IN AN ERA OF STRATEGIC TRANSITIONS

Jelena ČITAKOVIĆ, Independent Researcher, Serbia

16. STRATEGIC LEADERSHIP AND DIGITAL CHANGE IN PUBLIC INSTITUTIONS: A ROMANIAN PUBLIC INSTITUTION CASE STUDY

Mihaela GRIGOROIU, Bucharest University of Economic Studies, Romania

17. HUMAN AND TECHNOLOGICAL DRIVERS OF COMPETITIVENESS IN SMES AND ENTREPRENEURIAL VENTURES: A BIBLIOMETRIC ANALYSIS

Ovidiu-Iulian BUNEA, Bucharest University of Economic Studies, Romania

Răzvan-Andrei CORBOȘ, Bucharest University of Economic Studies, Romania

Bianca MIHAI, Bucharest University of Economic Studies, Romania

18. ARTIFICIAL INTELLIGENCE AND ESG GOVERNANCE IN THE SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES: A BIBLIOMETRIC AND SYSTEMATIC LITERATURE REVIEW

Anca-Steliana MIREA, Bucharest University of Economic Studies, Romania

Andreea-Mihaela IONICĂ, Bucharest University of Economic Studies, Romania

Cristian Silviu BĂNACU, Bucharest University of Economic Studies, Romania

19. BETWEEN HUMAN TRUST AND ALGORITHMIC INTELLIGENCE EXPLORING CONSUMER SENTIMENT IN ONLINE SHOPPING

Andreea BREAZU, Bucharest University of Economic Studies, Romania

20. INTELLIGENT SYSTEMS VS. HUMAN INTUITION: THE EVOLUTION OF TEAM PERFORMANCE IN PUBLIC ORDER AND SAFETY SYSTEMS

Elena Casandra CEAUȘESCU, Bucharest University of Economic Studies, Romania

Bogdan Marius PETRE, Bucharest University of Economic Studies, Romania

Gabriel Florinel ION, Bucharest University of Economic Studies, Romania

Marian NĂSTASE, Bucharest University of Economic Studies, Romania

21. MANAGING SUSTAINABILITY LEARNING IN FAMILY ECOTOURISM: THE ROLE OF MULTIMEDIA EDUCATION IN SUSTAINABLE TRAVEL COMMITMENT

Dimitrie STOICA, Dunărea de Jos University of Galati, Romania
Angela-Eliza MICU, "Ovidius" University of Constanta, Romania
Cosmin ILIE, Dunărea de Jos University of Galati, Romania
Oana PRICOPOAIA, Dunărea de Jos University of Galati, Romania
Nicoleta CRISTACHE, Dunărea de Jos University of Galati, Romania
Cezar-Ionuț BICHESCU, Dunărea de Jos University of Galati, Romania
Maricica STOICA, Dunărea de Jos University of Galati, Romania

22. REGENERATIVE TRANSGENERATIONAL ENTREPRENEURSHIP IN DYNAMIC ENVIRONMENTS: BUILDING RESILIENCE, RENEWAL, AND LONG-TERM ENTREPRENEURIAL VALUE

Delia PUNGAN, Dunărea de Jos University of Galati, Romania
Geanina COLAN, Virgil Madgearu Economic College, Galati, Romania
Aura COLAN, Virgil Madgearu Economic College, Galati, Romania
Ana NĂSTASE, Dunărea de Jos University of Galati, Romania

23. ORGANIZATIONAL CULTURE AND DIGITAL TRANSFORMATION: MAPPING THE INTELLECTUAL AND THEMATIC STRUCTURE OF RESEARCH

Marian NĂSTASE, Bucharest University of Economic Studies, Romania
Andrei Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania
Maria Mihaela DUCA, Bucharest University of Economic Studies, Romania
Elena Casandra CEAUȘESCU, Bucharest University of Economic Studies, Romania
Narcis RĂDUCANU, National University of Physical Education and Sports, Romania

24. ORGANIZATIONAL CULTURE IN START-UPS: FORMATION, EVOLUTION AND ORGANIZATIONAL OUTCOMES

Andrei Constantin TÎRNOVANU, Bucharest University of Economic Studies, Romania
Maria Mihaela DUCA, Bucharest University of Economic Studies, Romania
Ioana CĂLINESCU, Bucharest University of Economic Studies, Romania
Iasmina Virginia CĂTĂNICIU, Bucharest University of Economic Studies, Romania

25. INTEGRATION OF GREEN DIGITAL TWINS INTO INTERNAL CONTROL SYSTEMS THROUGH BIBLIOMETRIC ANALYSIS OF INNOVATIVE MANAGEMENT SOLUTIONS USING VOSVIEWER

Nicoleta CRISTACHE, Dunărea de Jos University of Galati, Romania
Valentina BUTMALAI, Dunărea de Jos University of Galati, Romania
Irina SUSANU, Dunărea de Jos University of Galati, Romania
Alina-Florentina SĂRACU, Dunărea de Jos University of Galati, Romania

26. AGILITY, RESILIENCE AND STRATEGIC FLEXIBILITY IN START-UPS: A BIBLIOMETRIC STUDY

Oana PRICOPOAIA, Dunărea de Jos University of Galati, Romania
Nicoleta CRISTACHE, Dunărea de Jos University of Galati, Romania
Irina-Olimpia SUSANU, Dunărea de Jos University of Galati, Romania
Adrian LUPAȘC, Dunărea de Jos University of Galati, Romania
Laurențiu Marius BAICU, Dunărea de Jos University of Galati, Romania

HR Management and Ergonomics, Organizational Culture and Leadership

Thursday, October 29th, 2026, 13:30–19:00

Room: Room 0129, “Ion Angelescu” Building, 1st floor

Zoom link: <https://ase.zoom.us/j/99429796969?pwd=L0EcVlQ1mMH2Z57luqvFF2tjHEVQJe.1>

Moderators: Lecturer Monica TRICULESCU, Ph.D.

Assistant Prof. Ovidiu BUZOIANU, Ph.D.

Senior Lecturer Aurelia STĂNESCU, Ph.D.

1. TRANSFORMATIONAL LEADERSHIP ON PERFORMANCE MANAGEMENT IN THE APPAREL SECTOR IN SRI LANKA, BANGLADESH, AND INDIA

Sachin CARLTON, Faculty of Business Management, Sri Lanka Technology Campus, Sri Lanka

2. INFLUENCE OF CULTURE ON INNOVATIVE WORK BEHAVIOUR AT A POLICE TEAM IN THE NETHERLANDS

Henk Jan van ESSEN, Saxion University of Applied Sciences, The Netherlands

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

Rahimia ZABIHULLAH, Punjabi University, Patiala, India

Sharma KAPIL, Punjabi University, Patiala, India

4. THE RELATIONSHIP BETWEEN RISK OF CONFLICTS AND FORMAL PREVENTION PROCEDURES IN THE ERA OF ARTIFICIAL INTELLIGENCE

Maria-Magdalena SIMION, Bucharest University of Economic Studies, Romania

Mădălina MAZĂRE, Bucharest University of Economic Studies, Romania

Isabela MAXIM, Bucharest University of Economic Studies, Romania

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

5. ROLE RECONFIGURATION AND HUMAN VALUES IN RETAIL CATEGORY MANAGEMENT UNDER INTELLIGENT SYSTEMS

Vadym RATYNSKYI, Ternopil Ivan Puluj National Technical University, Ukraine

Nadiia LAVRO, Ternopil Ivan Puluj National Technical University, Ukraine

6. HUMAN VALUES VS. ALGORITHMIC EFFICIENCY IN AI-ASSISTED RECRUITMENT: A CASE STUDY OF REDUCING ALGORITHMIC BIAS IN THE FMCG SECTOR

Liliana VUȘEAN (IOSIF), Valahia University of Târgoviște, Romania

7. THE HUMAN CAPITAL BOTTLENECK IN ARTIFICIAL INTELLIGENCE ADOPTION

Crăița-Maria ROMAȘCU, Doctoral School of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, Romania

8. SMART LEADERSHIP AS A DRIVER OF SPIRITUAL WELL-BEING IN THE WORKPLACE

Omar DURRAH, Management Department, College of Commerce and Business Administration, Dhofar University, Salalah, Oman

Said QATAN, Management Department, College of Commerce and Business Administration, Dhofar University, Salalah, Oman

9. ADAPTIVE LEADERSHIP IN INTELLIGENT SYSTEMS: EMOTIONAL INTELLIGENCE, HUMAN-TECHNOLOGY INTEGRATION AND PERFORMANCE

Florina-Raluca VOITEANU, Bucharest University of Economic Studies, Romania

Diana-Maria GEORGESCU, Bucharest University of Economic Studies, Romania

10. COACHING THE TEAM AS A SYSTEM: A CASE STUDY OF THE TEAM FLOW MODEL IN A TECHNOLOGY START-UP

Rudolf NYARI, Department of Management, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania

11. ASSESSING HRM PERFORMANCE IN ROMANIA'S CENTRAL PUBLIC ADMINISTRATION USING KPIS AND PROCESS MODELLING

Romina-Medea GHEȚIE, Center for Economic Research and Consultancy, Aurel Vlaicu University of Arad, Romania and University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania

Lavinia-Denisia CUC, Center for Economic Research and Consultancy, Aurel Vlaicu University of Arad, Romania and University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania
Florin ISAC, Center for Economic Research and Consultancy, Aurel Vlaicu University of Arad, Romania and University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania
Adriana Delia VLAICU, Center for Economic Research and Consultancy, Aurel Vlaicu University of Arad, Romania and University of Agronomic Sciences and Veterinary Medicine, Bucharest, Romania

12. HUMAN RESOURCE MANAGEMENT IN THE ERA OF INTELLIGENT SYSTEMS AND HUMAN VALUES

Laura Valentina RADUCU, Bucharest University of Economic Studies, Romania

13. ORGANIZATIONAL CULTURE AS A HUMAN SAFEGUARD IN AI-DRIVEN HUMAN RESOURCE MANAGEMENT

Mihaela BELEA (STĂNESCU), Valahia University, Târgoviște, Romania

14. EMPLOYEE EXPECTATIONS REGARDING THEIR SENSORY NEEDS TOWARDS THE DESIGN OF WORKING CONDITIONS

Patrycja MIZERA, University of Lodz, Faculty of Management, Poland

Marzena SYPER-JĘDRZEJAK, University of Lodz, Faculty of Management, Poland

Paweł ŁUCZAK, University of Lodz, Faculty of Management, Poland

15. EMPLOYEE WELLBEING PRACTICES AND THE RISK OF WELLBEING-WASHING: A MULTIPLE-CASE STUDY OF SELECTED POLISH PUBLIC UNIVERSITIES

Marzena SYPER-JĘDRZEJAK, University of Lodz, Faculty of Management, Poland

Patrycja MIZERA, University of Lodz, Faculty of Management, Poland

Paweł ŁUCZAK, University of Lodz, Faculty of Management, Poland

16. GENERATIVE AI IN THE WORKPLACE: AN INTEGRATIVE REVIEW OF BENEFITS, RISKS, AND CONDITIONS OF USE

Adrian-George BOZINTAN, Babeș-Bolyai University, Faculty of Economics and Business Administration, Department of Management, Cluj-Napoca, Romania

Emil Lucian CRIȘAN, Babeș-Bolyai University, Faculty of Economics and Business Administration, Department of Management, Cluj-Napoca, Romania

17. WORKPLACE STRESS AS A HEALTHCARE QUALITY ISSUE: STRATEGIES FOR BUILDING SAFER HEALTHCARE ORGANIZATIONS

Ana Madalina BÎGU, Bucharest University of Economic Studies, Romania

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

Florina-Alexandra PĂTRUȚ, Bucharest University of Economic Studies, Romania

18. FEMALE LEADERSHIP IN THE GREEN ECONOMY: MODELING BARRIER INTERRELATIONSHIPS WITH DEMATEL

Octavian Cosmin DOBRIN, Bucharest University of Economic Studies, Romania

Adriana DIMA, Bucharest University of Economic Studies, Romania

Ruxandra BOGHIAN, Bucharest University of Economic Studies, Romania

Georgiana COSTACHE, Bucharest University of Economic Studies, Romania

19. HUMAN CAPITAL AND DIGITAL TRANSFORMATION AS DRIVERS OF SMES' ENTREPRENEURIAL COMPETITIVENESS IN THE EUROPEAN UNION

Alexandru BUGHEANU, Bucharest University of Economic Studies, Romania

Corina MARINESCU, Bucharest University of Economic Studies, Romania

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

20. SUPPORTIVE LEADERSHIP AND PERCEPTIONS OF RESILIENCE: A GENDER PERSPECTIVE ON ROMANIAN LOCAL GOVERNMENT

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

Carmen Valentina RĂDULESCU, Bucharest University of Economic Studies, Romania

Sorin BURLACU, Bucharest University of Economic Studies, Romania

Oana Camelia IACOB (PÂRGARU), Bucharest University of Economic Studies, Romania

21. BRIDGING THE GAP BETWEEN PASSION AND PERSISTENCE: A STUDY OF ENGAGEMENT, BURNOUT, AND INTENTION TO LEAVE IN MANAGEMENT STUDENTS

Monica TRICULESCU, Bucharest University of Economic Studies, Romania

Andrei CĂREA, Bucharest University of Economic Studies, Romania

Ana-Daria MARIN, Bucharest University of Economic Studies, Romania

Sorina-Ioana MIȘU, Bucharest University of Economic Studies, Romania

22. DIGITAL TRANSFORMATION AND HUMAN RESOURCE PERFORMANCE IN PUBLIC INSTITUTIONS: THE ROLE OF DIGITAL COMPETENCIES AND ORGANIZATIONAL ADAPTABILITY

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

Geanina COLAN, Virgil Madgearu Economic College, Galați, Romania

Monica RĂDUCAN, Dunărea de Jos University of Galați, Romania

Behavioural Sciences, Communication Studies and Business Ethics

Thursday, October 29th, 2026, 13:30–19:00

Room: Virgil Madgearu, “Ion Angelescu” Building, Ground floor

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

Moderators: Professor Ștefan Dominic GEORGESCU, Ph.D.

Lecturer Radu USZKAI, Ph.D.

Assistant Prof. Andreea POPESCU, Ph.D.

1. QUALITY MANAGEMENT 4.0: INTEGRATING ARTIFICIAL INTELLIGENCE AND THE ROLE OF THE HUMAN FACTOR

Irina TODOS, Technical University of Moldova, University Center “Bogdan Petriceicu Hașdeu” in Cahul, Republic of Moldova

2. BETWEEN CULTURAL EXPECTATIONS AND MANAGERIAL ADAPTATION IN HOSPITALITY

Izabel Alexandra STANCEA, National University of Science and Technology POLITEHNICA, Romania

Inês Veiga PEREIRA, ISCAP, Polytechnic University of Porto, Portugal

Ioana-Simona IVASCIUC, Transilvania University of Brașov, Romania

3. DESIGNED FOR THE DEFAULT USER? THE ACCESSIBILITY OUTCOME GAP IN EU DIGITAL PUBLIC SERVICES

Edita Carmen BOKOR, Bucharest University of Economic Studies, Romania

Madlena NEN, Bucharest University of Economic Studies, Romania

Manuel Victoraș STĂNILĂ, Bucharest University of Economic Studies, Romania

Florina ATANASE (MURAR), Bucharest University of Economic Studies, Romania

4. HORROR VACUI OF FEEDBACK: EXPECTATIONS AND PERCEPTIONS THROUGHOUT RECRUITMENT AND ORGANIZATIONAL ONBOARDING

Irina Teodora MANOLESCU, Alexandru Ioan Cuza University of Iași, Romania

Diana Giorgiana DOLHĂSCANU, Alexandru Ioan Cuza University of Iași, Romania

5. HUMAN VALUES UNDER AI TRANSFORMATION: A SYSTEMATIC REVIEW OF GENERATIONAL DIFFERENCES IN THE WORKPLACE

Radu-Gabriel TOMA, Bucharest University of Economic Studies, Romania

Andreea IONICĂ, Bucharest University of Economic Studies, Romania

Cristian BUȘU, Bucharest University of Economic Studies, Romania

6. ETHICS UNDER PRESSURE: DECISION-MAKING IN A VUCA WORLD

Dragoș BÎGU, Bucharest University of Economic Studies, Romania

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

Ionuț-Emilian ANASTASIU, Bucharest University of Economic Studies, Romania

Ștefan-Dominic GEORGESCU, Bucharest University of Economic Studies, Romania

7. SCREENING PREDICTORS OF ACADEMIC PERFORMANCE: A THEORETICAL, PRACTICAL, LEGAL AND ETHICAL FRAMEWORK

Cosmin CIOBANU, Bucharest University of Economic Studies, Romania

Carmen Nadia CIOCOIU, Bucharest University of Economic Studies, Romania

8. QUALITY AND QUALITY MANAGEMENT IN TODAY'S BUSINESS ENVIRONMENT

Maria Elisa BARBUTI, National University of Science and Technology POLITEHNICA, Romania

Aurel Mihail TITU, “Lucian Blaga” University of Sibiu, Romania

Constantin OPREAN, “Lucian Blaga” University of Sibiu, Romania

9. RESILIENCE NARRATIVES AND DIGITAL TRANSFORMATION: A CONTENT ANALYSIS OF CORPORATE COMMUNICATION IN ROMANIA

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

Marian NĂSTASE, Bucharest University of Economic Studies, Romania

Margareta FLORESCU, Bucharest University of Economic Studies, Romania

Mircea Sorin ZAHARCU, Bucharest University of Economic Studies, Romania

Jacqueline N. MUJAYA, Bucharest University of Economic Studies, Romania

10. ALGORITHM OR APPRAISER? EXPLAINABLE MACHINE LEARNING AND THE ROLE OF HUMAN JUDGMENT IN RESIDENTIAL PROPERTY VALUATION

Andreea POPOV, Bucharest University of Economic Studies, Romania
Maria Larisa MOLDOVEANU, Bucharest University of Economic Studies, Romania
Cristian Silviu BĂNACU, Bucharest University of Economic Studies, Romania

11. AI CHALLENGES FOR CORPORATE SOCIAL RESPONSIBILITY

Andreea-Ștefania POPESCU, Bucharest University of Economic Studies, Romania
Diana-Georgiana GHINEA, Bucharest University of Economic Studies, Romania
Eva-Rodica HAIN TZ, Bucharest University of Economic Studies, Romania

12. BUSINESS ETHICS AND VALUES IN A DECAYING ORDER: AI AND MILITARY CONFLICTS

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

13. A FRAMEWORK OF ARTIFICIAL MORAL ADVISING AND MORAL EMOTIONAL SENSEMAKING IN ENTERPRISE AI SYSTEMS

Yohan PERERA, Sichuan University, China
Xiaoye QIAN, Sichuan University, China

14. RESPONSIBLE AI GOVERNANCE FOR BNPL CONSUMER FINTECH LENDING: A RISK-BASED FRAMEWORK

Chenyu WU, Duke University, United States of America

15. PROMPTING AS BEHAVIOUR: STUDYING HUMAN-AI COLLABORATION ON INTERACTIONS IN BUSINESS DECISION-MAKING CONTEXT

Alessandra CIOLI, Università Politecnica delle Marche, Italy
Grzegorz LESZCZYŃSKI, Poznań University of Economics and Business, Poznań, Poland
Piotr GACZEK, Poznań University of Economics and Business, Poznań, Poland
Amira MOUAKHER, University of Perpignan Via Domitia, France

16. BEYOND IMPULSE: HOW DOES DIGITAL STORYTELLING SHAPE CONSUMER BEHAVIOR IN INTANGIBLE CULTURAL HERITAGE E-COMMERCE?

Qingxia ZHAO, Chiang Mai University, Thailand

17. DECENT WORK BASED ON WORK PSYCHOLOGY THEORY: THE RETAIL SECTOR

Sıla ÇOLAKOĞLU, Trakya University, Turkey
Songül YILDIZ, Trakya University, Turkey

18. DIGITALIZATION OF SOCIAL ASSISTANCE SERVICES IN ROMANIA: INCLUSION, EQUITY AND COMMUNITY RESILIENCE

Andrei-Alin MILOȘI, "Valahia" University of Târgoviște, Romania

19. RESHAPING GLOBAL ECONOMIC MODELS: INTELLIGENT SYSTEMS, RESILIENCE AND HUMAN VALUES

Geanina-Ioana BLAJ, Politehnica University of Timișoara, Romania

20. TOXIC LEADERSHIP IN THE AGE OF AI. AN EVOLUTIONARY MISMATCH PERSPECTIVE

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

21. CONCEPTUAL CONSTELLATIONS OF STRANGENESS: MAPPING THE UNFAMILIAR IN ARTIFICIAL INTELLIGENCE

Loredana Cornelia BOȘCA, Bucharest University of Economic Studies, Romania

22. THE IMPACT OF CROSS-CULTURAL EXPERIENCE ON THE DEVELOPMENT OF ENTREPRENEURIAL LEADERSHIP AMONG JUNIOR CORPORATE ASSOCIATES

Hirotoishi SATO, Bucharest University of Economic Studies, Romania
Cristian VLAD, Nagaoka University of Science and Technology, Japan
Alexandra GATAN, G&D Partners Audit Consulting, Romania
Jacqueline N. MUJAYA, Bucharest University of Economic Studies, Romania
Marius PROFIROIU, Bucharest University of Economic Studies, Romania

WORKSHOP

“Game On! Simulation and Gamification in Higher Education”

Friday, October 30th, 2026

Robert Schuman, “Ion Angelescu” Building, 2nd floor

09:30 – 12:00

Welcome Remarks: AI-Based Applications, Business Simulations and Gamified Learning at the Faculty of Management

Professor Minodora URSĂCESCU, Ph.D., Faculty of Management, Bucharest University of Economic Studies

SIMAN - Business simulation

Assistant Prof. Darko SHULESKI, Ph.D., Faculty of Management, Bucharest University of Economic Studies

Playing to Learn: Games, Gamification, and Game Theory in Education

Lecturer Florin ANGHEL, Ph.D., Faculty of Management, Bucharest University of Economic Studies

BUCHAREST GUIDED TOUR

Friday, October 30th, 2026, 15:30

Meeting point: Aula Magna, Bucharest University of Economic Studies, “Ion Angelescu” Building, Piața Romană, no.6