



UNIVERSITATEA DIN ORADEA  
**Facultatea de  
Științe Economice**



**THE PROGRAMME OF  
THE 18<sup>TH</sup> INTERNATIONAL CONFERENCE ON EUROPEAN INTEGRATION – NEW CHALLENGES – EINCO 2022**  
**University of Oradea, Faculty of Economic Sciences**  
**May 26<sup>th</sup> -27<sup>th</sup>, 2022, Oradea, Romania - online**

***Organized by:***

University of Oradea, Faculty of Economic Sciences

***in partnership with:***

*Asociația Facultăților de Economie din România /The Association of the Faculties of Economic Sciences of Romania (AFER),  
Asociația Generală a Economisților din România /The General Association of the Economists of Romania (AGER),  
Academia Română, Institutul de Economie Națională /The Romanian Academy, The Institute of National Economy (IEN),  
Academia Română, Institutul Național de Cercetări Economice /The Romanian Academy, The National Institute of Economic Researches (INCE),  
The Leadership Institute, USA (Li),  
Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă /The Research Centre for Competitiveness and Sustained Development (CCCDD),  
Centrul de Documentare Europeană din cadrul Universității din Oradea /European Documentation Centre Oradea, University of Oradea (EDCO),  
Societatea Academică de Management din România /The Romanian Academic Society of Management (SAMRO),  
Corpul Experților Contabili și Contabililor Autorizați din România – filiala Bihor /  
The Body of Expert and Licensed Accountants of Romania – Bihor County Branch (CECCAR),*

**AGENDA**  
of the International Conference  
**EUROPEAN INTEGRATION – NEW CHALLENGES – EINCO 2022**  
18<sup>th</sup> edition,  
**May 26<sup>th</sup> -27<sup>th</sup> 2022**

**Thursday, May 26<sup>th</sup>, 2022**

- **16:00-18:00 PLENARY SESSION**
- **18:00-19:00 SPECIAL ADDRESS**

Virtual room link: [click here](#) (ZOOM Meeting ID: 826 8213 8497, Passcode: 637184)

**Friday, May 27<sup>th</sup>, 2022**

**9:00 – 11:00 – parallel sessions**

- Session I: Economics, Business Administration, Tourism and Statistics
  - **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session II: Finance, Banking, Accounting and Audit
  - **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session III: International Business, European Integration, Foreign Languages and Business Environment
  - **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session IV: Management, Marketing, Economic Informatics and Cybernetics
  - **Virtual room [click here](#)** (Microsoft Teams meeting)

*11:00 – 11:15 – intermission*

**11:15 – 13:30 – parallel sessions**

- Session I: Economics, Business Administration, Tourism and Statistics
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session II: Finance, Banking, Accounting and Audit
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session III: International Business, European Integration, Foreign Languages and Business Environment
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session IV: Management, Marketing, Economic Informatics and Cybernetics
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)

*13:30 – 15:00 – lunch break*

**15:00 – 17:00 – parallel sessions**

- Session I: Economics, Business Administration, Tourism and Statistics
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)
- Session III: International Business, European Integration, Foreign Languages and Business Environment
  - o **Virtual room [click here](#)** (Microsoft Teams meeting)

Thursday, May 26<sup>th</sup>, 2022

**16:00 -18:00 PLENARY SESSION**

Virtual room link: [click here](#) (ZOOM Meeting ID: 826 8213 8497, Passcode: 637184)

***Opening speech***

**Professor Alina BĂDULESCU, Ph.D. – Dean**

Faculty of Economic Sciences, University of Oradea

***Welcoming message***

**Professor Constantin BUNGĂU, Ph.D. – Rector**

University of Oradea

***Guest presentation***

*DIGITAL TRANSFORMATION OF ORGANIZATIONS AND ITS CONSEQUENCES*

**Professor Nicolae BIBU, Ph.D.**

West University of Timisoara

***Keynote presentation***

*THE NEXUS AMONG RENEWABLE ENERGY, R&D ACTIVITIES AND GENDER INEQUALITY: EVIDENCE FROM EASTERN EUROPE*

**Professor Emiliano Colantonio**

University of Chieti-Pescara, Italy

**18:00 -19:00 CONFERINȚĂ INVITATĂ/SPECIAL ADDRESS**

Virtual room link: [click here](#) (ZOOM Meeting ID: 826 8213 8497, Passcode: 637184)

*FONDURILE EUROPENE PENTRU ROMÂNIA – NECESITATE ȘI OPORTUNITATE/EUROPEAN FUNDS FOR ROMANIA – NECESSITY AND OPPORTUNITY*

**Prof.univ.dr. habil. Marcel-Ioan BOLOȘ**

Ministrul Investițiilor și Proiectelor Europene, Guvernul României

Friday, May 27<sup>th</sup>, 2022

**SESSION I: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS**

<b>Section chair:</b>	Associate Professor Dorin BÂC, Ph.D.
Virtual room link: <a href="#">click here</a> (Microsoft Teams meeting)	

**9.00 – 11.00 - Paper presentation and discussions**

<b>Minitrack on ECONOMICS</b>	Chair: Associate Professor Adrian-Gheorghe FLOREA, Ph.D Associate Professor Ioana-Teodora MEȘTER, Ph.D.
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1.	YOUNG CONSUMERS BEHAVIOUR IN THE CONTEXT OF EUROPEAN GREEN DEAL IMPLEMENTATION Adrian Gheorghe FLOREA, Diana SAVA
2.	EARLY ECONOMICS GRADUATES SATISFACTION ON THE LABOUR MARKET Roxana HATOS
3.	HUMAN CAPITAL INVESTMENT THROUGH CONTINUING VOCATIONAL TRAINING – ROMANIA 2010 – 2015 DATA Dana ICHIM SOMOGYI
4.	TRANSVERSAL SKILLS DEVELOPED THROUGH NON-FORMAL EDUCATION TO RAISE EMPLOYABILITY CAPACITY Dana ICHIM SOMOGYI
5.	THE EVOLUTION OF ROAD TRANSPORT INFRASTRUCTURE IN ROMANIA AFTER 1990. ECONOMIC IMPLICATIONS Olimpia NEAGU, Alexandru HAIDUC, Ștefania Amalia JIMON
6.	THE INFLUENCE OF INTERNET ACCESS ON THE EMPLOYMENT RATE IN THE EUROPEAN UNION AND IN THE E.F.T.A. Ștefan-Constantin RADU

7.	INTERNATIONAL TOURISM, ECONOMIC GROWTH AND EXCHANGE RATE IN ROMANIA. AN ARDL-BOUNDS TESTING APPROACH Ramona SIMUȚ, Ioana Teodora MEȘTER, Mariana SEHLEANU
8.	ANALYSIS OF THE RELATIONSHIP BETWEEN GROSS DOMESTIC PRODUCT, FOREIGN DIRECT INVESTMENTS AND INCOME INEQUALITY IN ROMANIA OVER THE PERIOD 1990-2020 Bianca VEZENTAN, Olimpia NEAGU

*11:00– 11:15 intermission*

### **11.15 – 13.00 - Paper presentation and discussions**

<b>Minitrack on TOURISM</b>	Chair: Professor Olimpia-Iuliana BAN, Ph.D.
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1.	THE ROLE OF TOURISM DESTINATION MANAGEMENT ORGANIZATIONS IN THE DEVELOPMENT OF TOURISM ACTIVITIES Monica FAUR, Olimpia BAN
2.	PROMOTION IN TOURISM: A BRIEF HISTORY AND GUIDELINESS OF THE NEW COMMUNICATION PARADIGM Diana Miruna MOZA, Olimpia BAN
3.	INFLUENCE OF THE WINE SECTOR ON TOURISM DEVELOPMENT Oleg PETELCA, Ciprian-Constantin PĂTRĂUCEANU, Iurie BEȘLIU, Veronica GARBUZ
4.	TURKISH TOURISM INDUSTRY AND THE PERSPECTIVE OF TOURIST LOSS DUE TO UKRAINIAN-RUSSIAN CONFLICT Ioana PRODAN
5.	TOURISM INDUSTRY: DIFFERENT GENERATIONS BEHAVIOUR IN THE WORKPLACE Cristina PRUND
6.	THE QUALITY OF CORPORATE SUSTAINABILITY REPORTING PROCESS. AN OVERVIEW OF THE TOURISM INDUSTRY Paula Carmen ROSCA, Dorin Paul BAC

7.	EMPLOYMENT IN ACCOMODATION AND FOOD SERVICE ACTIVITIES. COMPARISON BETWEEN ROMANIA, BULGARIA AND HUNGARY Paul Marian RUGE
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**13.00 – 15.00 lunch break**

**15.00 – 16.15 - Paper presentation and discussions**

<b>Minitrack on BUSINESS ADMINISTRATION</b>	Chair: Professor Daniel Laurențiu BĂDULESCU, Ph.D.
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1.	SCALING THE EFFECTIVENESS OF ENTREPRENEURSHIP SUPPORT POLICIES Monica CRESPI
2.	SOCIAL RESPONSIBILITY PRACTICES AND ORIENTATIONS OF ROMANIAN SMES – CASE STUDY IN BIHOR COUNTY Tomina Gabriela SĂVEANU, Sorana SĂVEANU
3.	THE COLLABORATIVE PLATFORMS IN THE EUROPEAN FOOD AND RESTAURANTS SECTOR: BETWEEN TECHNOLOGICAL DEVELOPMENTS AND MARKET OPPORTUNITIES Elena STIUBEA, Alina BĂDULESCU
4.	THE EXPANSION OF OTA'S: BENEFITS AND RISKS Mihaela TUDORICĂ
5.	THE EVOLUTION OF THE BUSINESS MODEL THROUGH THE PRISM OF THE STRUCTURAL ORDERING OF THE CONCEPT Xhorxhina VANGJEL

<b>SESSION II: FINANCE, BANKING, ACCOUNTING AND AUDIT</b>	
<b>Section chair:</b>	Associate Professor Dana GHERAI, Ph.D.
Virtual room link: <a href="#">click here</a> (Microsoft Teams meeting)	

### 9.00 – 11.00 - Paper presentation and discussions

<b>Minitrack on FINANCE, BANKING, AND AUDIT</b>	Chair: Professor Diana Claudia SABĂU-POPA, Ph.D. Professor Dan-loan MORAR, Ph.D. Associate Professor Daniela ZĂPODEANU, Ph.D.
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1.	THE COMPARATIVE ANALYSIS OF ROMANIAN AND FRENCH TAX SYSTEMS Fuad BAHRAMOV
2.	AUDIT OF THE IMPLEMENTATION AND APPLICATION OF THE GDPR IN EUROPEAN PUBLIC INSTITUTIONS Anișoara Elena BELBE
3.	ANALYSIS OF INSURANCE COMPANY CUSTOMER SATISFACTION Corneliu BENTE
4.	USING THE MODEL OF THE EUROPEAN FOUNDATION FOR QUALITY MANAGEMENT IN EVALUATING THE PERFORMANCE OF CONTROL AND INTERNAL AUDITING Alnujaimi Aws Saeed MIRDAN, Hakeem Hammood FLAYYIH, Amged Hamid Murad ALI, Waleed Katee Omran AL-OBAIDI, Mustafa Khudhair HUSSEIN, Muthana ABDULWHAB
5.	THE EFFECT OF COVID-19 PANDEMIC ON FOREIGN DIRECT INVESTMENT Sorina MOCIAR COROIU, Diana Elisabeta MATICA
6.	POLAND MODEL OF REGIONAL DEVELOPMENT IN CENTRAL AND EASTERN EUROPE Bogdan Cosmin MOLDOVAN



7.	INDICATORS AND 3R-TYPE MEASURES IN OVERCOMING FINANCIAL DIFFICULTIES OF COMPANIES Luminita RUS, Daniela ZAPODEANU, Carmen Mihaela SCORȚE
8.	PERFORMANCE ANALYSIS OF THE ROMANIAN FOOD INDUSTRY Tibor TARNÓCZI, Edina KULCSAR

*11:00– 11:15 intermission*

### **11.15 – 13.30 - Paper presentation and discussions**

<b>Minitrack on ACCOUNTING</b>	Chair: Professor Victoria BOGDAN, Ph.D. Associate Professor Dorina-Nicoleta POPA, Ph.D.
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1.	AN EMPIRICAL STUDY ON THE INFLUENCES OF ACCOUNTING POLICIES, ORGANIZATIONAL CLIMATE, AND FINANCIAL REPORTING DISCLOSURES ON THE PERFORMANCE OF NON-FINANCIAL LISTED COMPANIES Victoria BOGDAN, Dorina Nicoleta POPA, Mărioara BELENEȘI
2.	INTELLECTUAL CAPITAL ACCOUNTING - A CHALLENGE OF MODERN ACCOUNTING Cati-Loredana DUMITRU SOARE
3.	FINANCIAL REPORTING IN A EUROPEAN SINGLE ELECTRONIC FORMAT Cati-Loredana DUMITRU SOARE
4.	EMPIRICAL ANALYSIS OF THE RELEVANCE OF FINANCIAL INFORMATION OF ROMANIAN LISTED PHARMACEUTICAL COMPANIES Natalia FOLTEAN
5.	NON-FINANCIAL REPORTING: A BIBLIOMETRIC REVIEW OF THE PAST DECADE Roxana IRIMUS
6.	USING THE CONCEPT OF STRATEGIC FOCUS AND FUTURE ORIENTATION TO CREATE AN INTEGRATED FRAMEWORK BETWEEN THE CONCEPTUAL FRAMEWORK OF FINANCIAL ACCOUNTING AND INTEGRATED REPORTS Alnujaimi Aws Saeed MIRDAN, Makki Sajjad Abd ALMAGEED, Hakeem Hammood FLAYYIH, Amged Hamid Murad ALI

7.	THE MARATHON OF ACHIEVING THE OBJECTIVES OF THE EUROPEAN ECONOMIC PACT, MIRRORED IN INTEGRATED REPORTING Luminita RUS, Claudia Diana SABĂU-POPA, Carmen Mihaela SCORȚE, Dana-Simona GHERAI
8.	BIBLIOMETRIC ANALYSIS OF THE APPROACH TO THE ROLE OF COSTS IN MANAGERIAL DECISION MAKING Adrian TIRAU, Ion COZMA, Andreea MARIN-PANTELESCU
9.	THE FUZZY OPTIMISTIC-REASONABLE-PESSIMISTIC INVENTORY MODEL Lidia VESA

**SESSION III: INTERNATIONAL BUSINESS, EUROPEAN INTEGRATION, FOREIGN LANGUAGES AND BUSINESS ENVIRONMENT**

<b>Section chair:</b>	Associate Professor Liana MEȘTER, Ph.D.
Virtual room link: <a href="#">click here</a> (Microsoft Teams meeting)	

**9.00 – 11.00 - Paper presentation and discussions**

<b>Minitrack on EU SUSTAINABLE ECONOMIC DEVELOPMENT AND COMPETITIVENESS</b>	Chair: Professor Mihai BERINDE, Ph.D.
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1.	THE ROLE OF ENTREPRENEURSHIP IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS (AN EXAMPLE FROM EASTERN EUROPEAN COUNTRIES) Gafar ALMHAMAD
2.	DIGITALISATION AND CHALLENGES IN SOCIAL SECURITY SYSTEM IN THE EU Nicoleta ANDRICA, Andreea Florina FORA
3.	AFRICA'S WATER INSECURITY AND ITS TRIGGERS Ciprian BENEĂ, Adrian NEGREA

4.	CSR COMMUNICATION THROUGH SOCIAL MEDIA - THE IMPACT ON THE LOYALTY OF BANKING CONSUMERS Simona Aurelia BODOG, Nicoleta-Alina ANDREESCU
5.	SURVEY OF THE TOURIST ATTRACTION OF THE CITY OF HAJDÚSZOBOSZLÓ Margit CSIPKÉS, Anita KÁDÁR
6.	APPLICATION OF STATISTICAL INDICATORS IN FOOTBALL Margit CSIPKÉS, György CZIMBALINECZ
7.	ANALYSIS OF THE ECONOMIC STRUCTURE FROM THE PERSPECTIVE OF SUSTAINABILITY Jozsef GONCZI
8.	PERFORMANCE ANALYSIS OF THE ROMANIAN AND HUNGARIAN AGRICULTURAL COMPANIES Eva Csilla IEREMIAS, Tibor TARNÓCZI

*11:00– 11:15 intermission*

### **11.15 – 12.30 - Paper presentation and discussions**

1.	THE LATEST CRISES CHALLENGING THE EU'S EXPORTS. ANY CHANCES TO MAINTAIN THE COMPETITIVENESS? Dana Teodora MIERLUT, Adriana GIURGIU, Horia-Octavian MINTAŞ, Diana Miruna MOZA
2.	THE IMPACT OF THE COVID-19 PANDEMIC AND OF THE WAR IN UKRAINE ON FOOD PRICES IN SOME EU MEMBER STATES Horia-Octavian MINTAŞ, Adriana GIURGIU, Ioan-Radu PETRARIU
3.	TRADE OPENNESS, INVESTMENT FREEDOM AND FOREIGN DIRECT INVESTMENTS A PANEL VECTOR AUTOREGRESSION MODEL APPROACH Iulia ELENES PLATONA
4.	THE ECONOMIC FREEDOM, COUNTRY RISK AND FOREIGN DIRECT INVESTMENTS Iulia ELENES PLATONA
5.	METAVEVERSE IMPACT IN LABOR MARKET Malina TURCUT, Mihai BERINDE

### 12.30 – 13.45 - Paper presentation and discussions

<b>Minitrack on INTERNATIONAL BUSINESS</b>	Chair: Associate Professor Nicoleta-Georgeta BUGNAR, Ph.D.
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1.	DEVELOPMENT, GLOBALIZATION AND BUILDING SYSTEMIC COMPETITIVENESS Nicoleta Georgeta BUGNAR, Liana-Eugenia MEȘTER, Andreea Florina FORA
2.	FUTURE TREND: GLOBALIZATION VERSUS GEOPOLITICS Vlad Flaviu CHINTOVAN
3.	THE IMPACT OF THE CRISIS CAUSED BY THE COVID-19 INFECTION ON THE BUSINESS ENVIRONMENT Cosmina CODREAN
4.	THE IMPACT OF THE CURRENT CRISIS ON MIGRATION FLOWS Liana-Eugenia MEȘTER, Mihai BERINDE
5.	FOREIGN DIRECT INVESTMENT AND THE IMPACT ON EXPORTS AND GDP GROWTH. A BRIEF GLOBAL PERSPECTIVE Adrian NEGREA, Ciprian BENEĂ

### *13.45 – 15.00 lunch break*

### 15.00 – 16.45 - Paper presentation and discussions

<b>Minitrack on THE IMPACT OF FOREIGN LANGUAGES ON THE BUSINESS ENVIRONMENT</b>	Chair: Lecturer Monica-Ariana SIM, Ph.D.
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1.	TURNING PERCEPTIVE VOCABULARY INTO CONTEXT VOCABULARY IN BUSINESS ENGLISH CLASSES Cristina Laura ABRUDAN, Ioana Claudia HOREA
2.	ACCESSOIRES DE SALAIRE (ÉTUDE COMPARATIVE FRANÇAIS-ROUMAIN) / EMPLOYEE BENEFITS (FRENCH-ROMANIAN COMPARATIVE STUDY) Rodica BOGDAN

3.	COMMUNICATION SKILLS IN BUSINESS ENGLISH Ioana Claudia HOREA, Cristina Laura ABRUDAN
4.	CROSS-CULTURAL COMMUNICATION IN MULTINATIONAL COMPANIES Anamaria-Mirabela POP, Monica Ariana SIM
5.	TYPES DE RÉMUNÉRATION DU TRAVAIL INDÉPENDANT (ÉTUDE COMPARATIVE FRANÇAIS-ROUMAIN) / TYPES OF COMPENSATION OF INDEPENDENT WORK (FRENCH-ROMANIAN COMPARATIVE STUDY) Andra-Teodora PORUMB, Rodica Bogdan, Adina SĂCARĂ-ONIȚA, Cristian PORUMB
6.	DIFFICULTIES IN TEACHING GERMAN MODAL VERBS AT ECONOMICS STUDENTS Adina SĂCARĂ-ONIȚA, Andra Teodora PORUMB
7.	FROM GENERAL ENGLISH TO PROFESSIONAL ENGLISH – CURRICULUM, STUDENTS, TRAINERS Monica Ariana SIM, Anamaria-Mirabela POP

#### SESSION IV: MANAGEMENT, MARKETING, ECONOMIC INFORMATICS AND CYBERNETICS

**Section chair:** Associate Professor Naiana ȚARCĂ, Ph.D.

Virtual room link: [click here](#) (Microsoft Teams meeting)

#### 9.00 – 11.00 - Paper presentation and discussions

<b>Minitrack on MANAGEMENT</b>	Chair: Associate Professor Mirela BUCUREAN, Ph.D. Associate Professor Horia DEMIAN, Ph.D.
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1.	THE LEADERSHIP STYLES OF PRINCIPALS IN BEDOUIN SCHOOLS AND TEACHERS' JOB SATISFACTIONS Sleiman ABURKAYEK
2.	THE PRINCIPALS' STRESS IN BEDOUIN SCHOOLS IN THE NEGEV DURING CORONA PANDEMIC Sleiman ABURKAYEK

3.	ORGANIZATIONAL STRUCTURES - A COMPARATIVE APPROACH BETWEEN BUSINESS AND BASKETBALL ORGANIZATIONS Vlad-Alexandru BRANGA
4.	CUSTOMER RELATIONSHIP MANAGEMENT- AN EMPIRICAL ANALYSIS WITHIN THE THEORY OF PLANNED BEHAVIOR Alexandru CONSTĂNGIOARĂ
5.	CORRELATIONS BETWEEN SERVICE QUALITY MANAGEMENT AND SATISFACTION OF LOCAL PUBLIC ADMINISTRATION EMPLOYEES: A COMPARATIVE STUDY BETWEEN ROMANIA AND REPUBLIC OF MOLDOVA Ion COZMA, Adrian TIRAU, Alexandra Delia BUGNARIU, Sorina Ancuta PUSCAS
6.	STUDY ON THE NEED TO USE SEVERAL UNITS OF MEASUREMENT FOR A PRODUCT IN THE COMPANY'S INVENTORY MANAGEMENT Horia DEMIAN
7.	STAKEHOLDERS IN EDUCATION Hiba KHADIJA

*11:00– 11:15 intermission*

### **11.15 – 12.45 - Paper presentation and discussions**

1.	MANAGING THE IMPLEMENTATION IN SCHOOLS OF ICT AND ITS INFLUENCE ON THE PERFORMANCE OF SCHOOL STUDENTS Hana HORANY
2.	IMPROVING THE PERFORMANCE OF THE MANAGEMENT OF GENETIC SCREENING AMONG ARAB WOMEN IN ISRAEL Sara JABAREEN, Doina DANAIAȚĂ, Nicolae BIBU
3.	A BRIEF OVERVIEW OF BENCHMARKING AS A MANAGEMENT TECHNIQUE IN THE FIELD OF WATER IN ROMANIA Aniko KUNTZ, Cristina DRIHA
4.	SOFTWARE ECOSYSTEMS AND DIGITAL PLATFORMS - A THEORETICAL ANALYSIS Irina Iulia SALANTA, Emil Lucian CRISAN, Alin Adrian MIHĂILĂ
5.	EDUCATION MANAGEMENT ACCORDING TO THE „NEW RULES” Eva SZABO

6.	TALENT MANAGEMENT IN A POST-PANDEMIC REALITY Ioan Claudiu TAMAS
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### 12.45 - 14.00 - Paper presentation and discussions

<b>Minitrack on MARKETING</b>	Chair: Associate Professor Dorin Cristian COITA, Ph.D.
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1.	THE MEANING OF LIFE AT 20 YEARS OLD. GENERATION Z CONSUMERS Adriana MANOLICĂ, Irina CEBAN, Nurit ROZOLYO-BEN-HAMOZEG, Eliza Iuliana HOPȘA
2.	THE SPAN OF E-COMMERCE AND E-GOVERNANCE IN ROMANIA: EVOLUTION, OBSTACLES, PERSPECTIVES Mirabela-Constanta MATEI, Maria-Madela ABRUDAN, Leonard Călin ABRUDAN, Alexandru David ABRUDAN
3.	THE NOTORIETY OF BIBLIOMETRIC ANALYSIS IN THE FIELD OF MARKETING Adela Laura POPA, Naiana TARCA, Simona-Aurelia BODOG, Dinu Vlad SASU, Remus Dorel ROȘCA
4.	CUSTOMER LIFETIME VALUE – PERCEPTION AND PRACTICE IN THE BUSINESS ENVIRONMENT Remus Dorel ROȘCA, Teodora NASTE
5.	ANALYSIS OF THE ONLINE PURCHASE BEHAVIOUR OF ROMANIANS Naiana Nicoleta TARCA, Mirela BUCUREAN, Dinu Vlad SASU, Remus Dorel ROȘCA, Oana SECARĂ

**See you next year, at EINCO 2023 !**

**May 25<sup>th</sup> -26<sup>th</sup> 2023**

**Save the dates!**