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UNIVERSITATEA DIN ORADEA
**Facultatea de
Științe Economice**



**THE PROGRAMME OF
THE 19TH INTERNATIONAL CONFERENCE ON EUROPEAN
INTEGRATION – NEW CHALLENGES – EINCO 2023**

University of Oradea, Faculty of Economic Sciences
May 25th -26th, 2023, Oradea, Romania – *online and onsite*

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 Economiștilor 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 (CCDD),*

*Centrul de Documentare Europeană din cadrul Universității din Oradea
/European Documentation Centre Oradea, University of Oradea (EDCO),
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 2023
19th edition,
May 25th -26th 2023

Thursday, May 25th, 2023

- **11:00-12:30** *online*

Pre-Conference workshop: "How can economics promote sustainability and innovation for sustainability?" – organized within the „EU Green Alliance"

- **14:30-15:00** *onsite*

REGISTRATION & NETWORKING BUFFET

- **15:00-18:30** *onsite*

CONFERENCE OPENING

ONSITE PLENARY SESSION

Friday, May 26th, 2023

9:00 – 12:00 *-online parallel sessions*

- Session I: Economics, Business Administration, Tourism; Finance and Accounting
- Session II: International Business, European Integration, Foreign Languages and Business Environment
- Session III: Management, Marketing, Economic Informatics and Cybernetics

14:00 – 15:00 *onsite*

Post-Conference workshop: "Cross-Cultural Management: Building Bridges, Embracing Diversity"

Thursday, May 25th, 2023

Online

Pre-Conference workshop:

"How can economics promote sustainability and innovation for sustainability?"

(University of Oradea is a member of [EU Green Alliance](#))

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

Discussion topics:

- Sustainability, SDGs, and education
- The role of technology and innovation in advancing sustainability
- Awareness on sustainability issues and the SDGs in the business sector
- Sustainability reporting in Romania

Onsite session

14:30-15:00 REGISTRATION & NETWORKING BUFFET - Aula Magna Hall

15:00-18:30 CONFERENCE OPENING & PLENARY SESSION - F006 Amphitheatre

Opening speech

Professor Alina BĂDULESCU - Dean

Faculty of Economic Sciences, University of Oradea

Welcome speech

Professor Constantin BUNGĂU - Rector

University of Oradea

Plenary session

Chairs:

Professor Victoria BOGDAN, Ph.D

Associate Professor Ioana MEȘTER, Ph.D

1.	FACTORS INFLUENCING THE ACCOUNTING INFORMATION REPORTING OF NON-PROFIT ORGANIZATIONS – A THEORETICAL APPROACH Daniela CIONCA, Luminita RUS, Victoria BOGDAN
2.	EVOLUTION OF THE FINANCIAL INDICATORS FOR THE COMPANIES OPERATING IN THE FOOD INDUSTRY DURING THE COVID-19 PANDEMIC Laurentiu DROJ, Bogdan-Narcis FIRTESCU
3.	BUSINESS VALUATION AND ESG FACTORS – AN INTEGRATED APPROACH Andreea IURAȘ, Dorina Nicoleta POPA, Natalia Ioana FOLTEAN
4.	ENERGY – GROWTH NEXUS IN EAST EUROPEAN COUNTRIES – A PANEL ARDL APPROACH Ioana Teodora MESTER
5.	PRACTICING OF RENEWABLE ENERGY AUCTION SCHEME — EXPECTED SOCIETAL & ECONOMIC GAINS FOR THE DEVELOPING COUNTRIES Tanvir ALAM
6.	LABOUR MARKET IN A TIME OF CRISIS. WHAT DO HR EXPERTS SAY ABOUT THE IMPORTANCE OF DIGITALIZATION IN THE POSTPANDEMIC CONTEXT Tomina SAVEANU, Sorana SAVEANU, Raluca BUHAS, Claudia BACTER
7.	THE DETERMINANTS OF UNEMPLOYMENT REVISITED – EMPIRICAL EVIDENCE ON OECD Daria STAVILA, Viorela Ligia VAIDEAN

8.	DO THEY HAVE REALLY NO OPINION? – THE EVALUATION OF STUDENT PARTNERSHIP USING KANO-MODEL Ágnes KOTSIS, Adrienn HORVATH, Darnai BALAZS
9.	DRIVERS OF DIGITAL TRANSFORMATION IN PRODUCT DEVELOPMENT, BUSINESS MODELING AND HUMAN RESOURCES MANAGEMENT Georgiana-Maria PETRESCU, Anda Larisa ȘTEF, Ioana CÎMPAN, Emil Lucian CRISAN, Irina Iulia SALANTA
10	TRACKING SALES, INSTALLATION AND AFTER-SALES SERVICE ACTIVITIES THROUGH PROJECTS Horia DEMIAN
11	EXPERIENTIAL MARKETING AND WINE AS ALCHEMY BETWEEN SOIL, SUN, AND SOUL Remus Dorel ROȘCA, Dorin Cristian COITA
12	ASPECTS REGARDING THE INFLUENCE OF MASS MEDIA ON THE HUMAN PSYCHIC SYSTEM OF THE YOUNG CONSUMER FROM A MARKETING PERSPECTIVE Dinu Vlad SASU, Adela Laura POPA
13	THE INFLUENCE OF VARIOUS COLLABORATIVE ASPECTS OF LARGE AND MEDIUM COMPANIES ON REGIONAL PERFORMANCE Cosmin-Florin LEHENE, Răzvan Liviu NISTOR
14	THE SECRETS OF UNICORN COMPANIES: AN EMPIRICAL INVESTIGATION Ioana Teodora MESTER, Darie GAVRILUȚ

Friday, May 26th, 2023

Online parallel sessions

SESSION I: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM; FINANCE AND ACCOUNTING	
Section chairs:	Professor Dorin BÂC, Ph.D. Associate Professor Dana GHERAI, Ph.D.

9.00 – 12.00 - Paper presentation and discussions

Minitrack on ECONOMICS	Chairs: Professor Dorin BÂC, Ph.D. Associate Professor Adrian FLOREA, Ph.D Professor Olimpia BAN, Ph.D
Virtual room link: click here (Microsoft Teams meeting)	

1.	DIGITALISATION OF LOCAL PUBLIC SERVICES FOR THE BUSINESS ENVIRONMENT IN ROMANIA. THE PARTICULAR CASE OF THE PUBLIC PROCUREMENT PROCESS Adriana Maria (PETRUT) FEIER ORZAN, Olimpia NEAGU
2.	WASTE MANAGEMENT IN THE CITY OF ORADEA - AN APPROACH IN THE LIGHT OF TRANSITION FROM A LINEAR TO A CIRCULAR ECONOMY Roxana GAVRILUȚ, Diana PERTICAȘ, Adrian Gheorghe FLOREA
3.	TAX HEAVENS: THEORETICAL GUIDELINES Emil GUIAS

4.	THE EVOLUTION OF RAILWAY TRANSPORT INFRASTRUCTURE IN ROMANIA AFTER 1990 Alexandru HAIDUC, Olimpia NEAGU, Ștefania Amalia JIMON
5.	SARS-COV2 INFLUENCES ON HOSPITAL FINANCING Sebastian MEZEI
6.	ACCOMPLISHING GREEN ENTREPRENEURSHIP Monica CRESPI
7.	CASCADING CONSEQUENCES OF UNEMPLOYMENT Florica ȘTEFĂNESCU, Tünde-Ilona KELE
8.	THE LABOUR SHARE IN HOUSEHOLDS' INCOME INEQUALITY IN ROMANIA Bianca VEZENTAN, Olimpia NEAGU
9.	ANALYSIS REGARDING THE DYNAMICS OF SMES IN ROMANIA AND EUROPEAN UNION Paul Marian RUGE, Olimpia BAN
10.	SUSTAINABILITY PERFORMANCE INDICATORS József GÖNCZI

9.00 – 12.00 - Paper presentation and discussions

Minitrack on BUSINESS ADMINISTRATION & FINANCE & TOURISM	Chairs: Professor Dorin BĂC, Ph.D. Professor Daniel BĂDULESCU, Ph.D. Associate Professor Dana GHERAI, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	HOW IMPORTANT EDUCATION IS? AN EXPLORATIVE ANALYSIS OF THE DROPOUT PHENOMENON IN EASTERN EUROPE Piera CASCIOLI, Emiliano COLANTONIO, Daniel BĂDULESCU
2.	AN EVALUATION OF STUDENTS PROFICIENCY IN DIGITAL LITERACY AT ECONOMIC SUBJECTS Mihaela MOCA, Alina BĂDULESCU
3.	THE IMPACT OF COVID - 19 PANDEMIC ON THE QUALITY OF WORK WITHIN A MANUFACTURING COMPANY BASED ON CONTINUOUS IMPROVEMENT Mariana SEHLEANU, Elena-Simona FLORE
4.	THE RELIABILITY OF RESERVES VALUATION IN INSURANCE COMPANIES Corneliu BENȚE
5.	ARTIFICIAL INTELLIGENCE AND JOBS' FUTURE PROSPECTS IN ACCOUNTING AND FINANCIAL AUDITING Cristian DOGAR, Carmen Mihaela SCORȚE

6.	THE INFLUENCE OF ECONOMIC AND FINANCIAL INDICATORS IN THE ASSESSMENT OF ECONOMIC PERFORMANCE Cristina Mihaela IONESCU (HARALAMBIE), George Alin HARALAMBIE
7.	THE ROLE OF DEVELOPMENT AGENCIES IN THE CONTEXT OF SOCIAL ENTREPRENEURSHIP AND PUBLIC COOPERATION IN TOURISM IN TURKEY Emre Ozan AKSÖZ, Dorin Paul BÂC
8.	A SHORT HISTORY OF CULTURAL TOURISM Alexandru CHIȘ, Dorin Paul BÂC
9.	ANALYSIS OF TRAVEL AND TOURISM COMPETITIVENESS INDEX IN EASTERN PARTNERSHIP COUNTRIES Oleg PETELCA, Ciprian-Constantin PĂTRĂUCEANU, Veronica GARBUZ, Iurie BEȘLIU
10.	ROMANIA AS A DESTINATION FOR CULTURAL AND HERITAGE TOURISM Simona-Violeta ARDELEAN, Alina BĂDULESCU
11.	RESEARCH ON THE DISTRIBUTION OF AIRBNB ACCOMMODATION IN MAJOR EUROPEAN DESTINATIONS Elena HERȚE, Alina BĂDULESCU

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

Section chair: Associate Professor Liana MEȘTER, Ph.D.

9.00 – 12.00 - Paper presentation and discussions

Minitrack on EU SUSTAINABLE ECONOMIC DEVELOPMENT AND COMPETITIVENESS	Chairs: Associate Professor Liana MEȘTER, Ph.D. Professor Mihai BERINDE, Ph.D.
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Virtual room link: [click here](#) (Microsoft Teams meeting)

1.	THE ROLE OF FEMALE ENTREPRENEURSHIP IN DEVELOPING COUNTRIES (SYRIAN WOMEN ENTREPRENEURSHIP AS A LIFESTYLE) Gafar ALMHAMAD, Vilmos LAKATOS
2.	RUSSIAN INVASION IN UKRAINE: CHALLENGES AND IMPLICATIONS FOR FOOD SECURITY Ioana Sorina ANDREICA, Larisa Nicoleta KANTO, Andreea GORGAN
3.	COUNTRY RISK AND POLITICAL INSTABILITY: A VUCA WORLD APPROACH Ioana Sorina ANDREICA, Liviu Daniel DECEANU, Sorin-Augustin CALEA
4.	THE SPREAD OF ELECTRIC VEHICLES AND THE EXAMINATION OF THE FACTORS BEHIND IT ON A GLOBAL LEVEL Mártha Bernadett BÉRESNÉ, Eszter MAKLÁRI

5.	THE IMPLICATION OF THE RUSSIAN INVASION OF UKRAINE ON THE EUROPEAN ENERGY SUPPLY Hayyan BOUBOU
6.	THE IMPORTANCE OF PUMPKINS AND OIL GOURDS IN ROMANIA Margit CSIPKES
7.	THE GROWING TRADE DEFICIT OF ROMANIA DURING PANDEMIC AND THE UKRAINIAN WAR. WHAT SHOULD BE DONE? Adriana GIURGIU
8.	THE EXTERNAL TRADE PERFORMANCE IN AGRICULTURE AND AGRI-FOOD SECTOR OF ROMANIA AS A EU MEMBER STATE: COMPARED EMPIRICAL EVIDENCE Adriana GIURGIU, Ioan-Radu PETRARIU
9.	A CLOSE LOOK AT THE CONVERGENCE PATTERNS IN THE EUROPEAN UNION AT THE BEGINNING OF THE 21ST CENTURY Ana-Maria HOLOBIUC
10.	CHALLENGES IN ACHIEVING THE SDGS IN ROMANIA Mirabela-Constanta MATEI, Leonard Călin ABRUDAN, Maria-Madela ABRUDAN
11.	A BLUEPRINT FOR EUROPEAN UNION ECONOMIC INTEGRATION THROUGH SOCIAL ECONOMY INNOVATION Alexandru URECHE

9.00 – 12.00 - Paper presentation and discussions

Minitrack on INTERNATIONAL BUSINESS	Chairs: Associate Professor Liana MEȘTER, Ph.D. Associate Professor Nicoleta-Georgeta BUGNAR, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	STATE, NEOLIBERALISM AND FINANCIALIZATION Ciprian Benjamin BENEĂ, Adrian NEGREA
2.	THE INTEGRATION OF INNOVATIVE PROCESSES IN THE SUSTAINABLE POLICIES OF INTERNATIONAL TOURISM Nicoleta Georgeta BUGNAR, Andreea Florina FORA
3.	EXAMINATION OF ROMANIA'S ROAD NETWORK IN THE LAST 5 YEARS Margit CSIPKES, Zita KERTÉSZ-SZABÓ
4.	CARTEL CASES IDENTIFIED IN ROMANIA AND EUROPEAN UNION – AN OVERVIEW Andreea Florina FORA, Nicoleta Georgeta BUGNAR
5.	ARTIFICIAL INTELLIGENCE AND IS ROLE IN INTERNATIONAL MANAGEMENT Alina Mihaela FRATICA DRAGOMIR (GUSE)
6.	THE EFFECT ON GDP GENERATED BY LABOR MIGRATION FROM ROMANIA Liana-Eugenia MEȘTER
7.	THE EFFECT OF INTERNAL COMMUNICATION ON THE CORPORATE IMAGE Anamaria-Mirabela POP, Monica Ariana SIM

8.	VIDEO STREAMING PLATFORMS FOR LEARNING ENGLISH - CASE STUDY: NETFLIX Monica Ariana SIM, Anamaria-Mirabela POP
9.	THE IMPACT OF THE EUROPEAN COUNCIL DIRECTIVE 86/653/EEC ON THE ROMANIAN LEGISLATION REGARDING THE TERMINATION OF THE AGENCY CONTRACT, AS A MANDATE IN COMMON INTEREST Dana Lucia TULAI

9.00 - 12.00 - Paper presentation and discussions

Minitrack on THE IMPACT OF FOREIGN LANGUAGES ON THE BUSINESS ENVIRONMENT	Chairs: Associate Professor Liana MEȘTER, Ph.D. Associate Professor Ioana-Claudia HOREA, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	LEARNING BUSINESS ENGLISH - NEW CHALLENGES AND METHODS Cristina Laura ABRUDAN, Ioana Claudia HOREA
2.	TRADUCTION AUTOMATIQUE : AVANTAGES ET INVCONVÉNIENTS DANS LA COMMUNICATION D’AFFAIRES / MACHINE TRANSLATION: ADVANTAGES AND DISADVANTAGES IN BUSINESS COMMUNICATION Rodica BOGDAN
3.	CHATGPT - LEARNING ACCELERATOR OR DEMOLISHER OF FOREIGN LANGUAGE TEACHING AND LEARNING? AN EMPIRICAL STUDY ON BUSINESS FRENCH/ CHATGPT - ACCELERATEUR

	D'APPRENTISSAGE OU DEMOLISSEUR DE L'ENSEIGNEMENT-APPRENTISSAGE DES LANGUES ETRANGERES? ETUDE EMPIRIQUE SUR LE FRANCAIS DES AFFAIRES Felicia CONSTANTIN
4.	WHY SHOULD I STUDY IN ENGLISH? STUDENTS' PERCEPTION AND MOTIVATION Roxana HATOS, Cristina Laura ABRUDAN
5.	QUO VADIS EDUCATION? COMPARATIVE STUDY UPON THE RECEPTION OF ONLINE EDUCATION DURING COVID-19 PANDEMIC AMONG ROMANIAN AND HUNGARIAN UNIVERSITY STUDENTS Andrea HAMBURG
6.	REPORTED SPEECH WITHIN MOODLE TESTS. ASSESSING GRAMMAR ASPECTS OF INDIRECT SPEECH Ioana-Claudia HOREA, Rodica BOGDAN
7.	ENJEUX ENVIRONNEMENTAUX ET INNOVATION LEXICALE. LE DOMAINE DE LA MOBILITÉ (ENVIRONMENTAL ISSUES AND LEXICAL INNOVATION. THE MOBILITY FIELD) Andra Teodora PORUMB
8.	DIFFICULTIES IN TEACHING GERMAN MODAL VERBS TO ECONOMICS STUDENTS Adina SĂCARĂ-ONIȚA, Andra-Teodora PORUMB

**SESSION III: MANAGEMENT, MARKETING, ECONOMIC
INFORMATICS AND CYBERNETICS**

Section chair: Associate Professor Simona BODOG, Ph.D.

9.00 – 12.00 - Paper presentation and discussions

**Minitrack on
MANAGEMENT
& MARKETING
&
CYBERNETICS**

Chairs:

Associate Professor Simona BODOG, Ph.D.
Professor Elena BOTEZAT, Ph.D.
Associate Professor Naiana ȚARCĂ, Ph.D.
Lecturer Adela POPA, Ph.D.

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

1.	THE IMPACT OF DIGITAL TRANSFORMATION ON STRATEGIC MANAGEMENT Adrian-George BOZINTAN, Emil Lucian CRISAN, Ory PINCO
2.	THE BENEFITS OF SOFTWARE SOLUTIONS IN MEDICAL PATIENT CARE. A DOCVISER ONCOLOGY CASE STUDY. Cristian BRICICARU, Ioana Natalia BELEIU
3.	POLICE LEADERSHIP BETWEEN LEADER AND BOSS Gabriel CRAP
4.	THE MANAGEMENT AND IMPLEMENTATION OF AI IN THE SCHOOL CURRICULUM IN ISRAEL Loreen HADDAD, Rawia ASHQA
5.	THE MANAGER PROFILE IN THE CULTURAL INSTITUTIONS CASE STUDY - THE STUDENTS' CULTURAL HOUSES FROM ROMANIA Flavius MILASAN

6.	TRANSFORMATIONAL LEADERSHIP, A SUCCESSFUL MODEL FOR ORGANIZATIONS IN LEADERSHIP STYLES Bouhara Waked NAJAR
7.	THE CHARACTERISTICS OF THE MILITARY SUPPLY CHAIN MANAGEMENT OF MEDICAL ITEMS. THE CASE OF ISRAEL DEFENSE FORCES Daher YOUSEF, Nicolae BIBU
8.	EXPLORING CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION THROUGH SOCIAL MEDIA MARKETING Simona-Aurelia BODOG, Nicoleta Alina ANDREESCU, Adela Laura POPA
9.	WHAT MOTIVATES CUSTOMERS TO RECYCLE? SUSTAINABLE CONSUMER BEHAVIOUR Brindusa Mariana BEJAN, Ciprian Marcel POP, Gabriela Nicoleta SIRBU
10.	DIGITAL TRANSFORMATION VULNERABILITIES: ASSESSING THE RISKS AND STRENGTHENING CYBER SECURITY Călin Alexandru SERAC
11.	RECOMMENDER SYSTEM'S ECONOMIC IMPACT ON E-BUSINESS. A THEORETICAL REVIEW Radu-Adrian MARINCEAN

14:00-15:00 *Onsite*

Room E010

Post-Conference workshop: "Cross-Cultural Management: Building Bridges, Embracing Diversity"

Discussion topics:

- Cultural Intelligence (CQ)
- Stereotypes and Bias
- Cultural Values and Norms
- Cultural Adaptation and Relocation
- Diversity and Inclusion Initiatives

See you next year at EINCO 2024!

May 30 -31, 2024