



UNIVERSITATEA DIN ORADEA
Facultatea de
Științe Economice



**THE PROGRAMME OF
THE 20TH INTERNATIONAL CONFERENCE ON EUROPEAN
INTEGRATION – NEW CHALLENGES – EINCO 2024**

**University of Oradea, Faculty of Economic Sciences
May 30 -31, 2024, 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 Economistilor 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 2024
20th edition
May 30-31, 2024

Thursday, May 30, 2024

- **13:30-14:00** *onsite*
REGISTRATION & NETWORKING BUFFET
- **14:00-15:00** *onsite*
CONFERENCE OPENING
PLENARY SESSION
- **15:00-19:00** *onsite*
**WORKSHOP: Bune practici de scriere științifică/
Best practices in scientific writing**
ONSITE PARALLEL SESSIONS

Friday, May 31, 2024

9:00 – 12:30 – *online parallel sessions*

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

14:00 – 15:30 *hybrid (online and onsite)*

Post-Conference Workshop: „Generational Insights on Sustainability: Knowledge, Attitudes, and Behaviour”

Thursday, May 30, 2024

Onsite session

13:30-14:00 REGISTRATION & NETWORKING BUFFET - Aula Magna Hall

14:00-15:00 CONFERENCE OPENING & PLENARY SESSION - Aula Magna

Opening speech

Professor Alina BĂDULESCU - Dean

Faculty of Economic Sciences, University of Oradea

Welcome speech

Professor Constantin BUNGĂU - Rector

University of Oradea

Digital transformation and its impact on managing organizations

Professor Nicolae BIBU

West University of Timișoara

New challenges in digitalization innovations of tourism services at the example of hospitality

Associate Professor Daniela MATUŠÍKOVÁ, Ivana ŠAFFOVÁ

University of Prešov, Faculty of Management and Business

**15:00-17:45 - WORKSHOP: Bune practici de scriere științifică/
Best practices in scientific writing, organized in collaboration**

with CCSISEO Association (Asociația Clusterul de Cercetări Științifice, Inovare și Studii Europene din Oradea) (in Romanian) – Aula Magna

Invited speakers:

Professor Vasile DINU

Editor-in-Chief, Amfiteatru Economic Journal
Bucharest University of Economic Studies

Professor Cristinel VASILIU

Editor. Amfiteatru Economic Journal
Bucharest University of Economic Studies

18:00-19:00 ONSITE PARALLEL SESSIONS

Chairs:

Associate Professor Leonard ABRUDAN, Ph.D.

Associate Professor Laurențiu DROJ, Ph.D.

Room: E010

1.	CHATBOTS IN HUMAN RESOURCES MANAGEMENT; WORLD EXPERIENCE VS ROMANIA Alina Mihaela FRATICA DRAGOMIR (GUSE)
2.	ARTIFICIAL INTELLIGENCE IN RECRUITING AND SELECTING EMPLOYEES WORLDWIDE VS ROMANIA Alina Mihaela FRATICA DRAGOMIR (GUSE)
3.	THE DEVELOPMENT POSSIBILITIES OF ENVIRONMENTALLY CONSCIOUS OPERATION THROUGH THE EXAMPLE OF THE CITY OF DEBRECEN Margit CSIPKÉS
4.	ANALYSIS OF THE IMPACT OF THE COVID19 PANDEMIC ON ONLINE FOOD SHOPPING Margit CSIPKÉS, Dorina FODOR

5.	<p>EXPLORING THE RELATIONSHIP BETWEEN A COMPANY'S ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) PRACTICES AND ITS OVERALL VALUE.</p> <p>Laurențiu DROJ, Bogdan-Narcis FIRTESCU</p>
<p>Chairs: Professor Elena BOTEZAT, Ph.D. Professor Doina MUREȘANU, Ph.D. Room E011</p>	
1.	<p>HOW DID THE E-COMMERCE FOR BEAUTY INDUSTRY DEVELOP IN KOREA COMPARED TO ROMANIA?</p> <p>Roxana Diana BEJAN</p>
2.	<p>A CROSS LOOK AT THE ORGANIZATION'S COMMITMENT TO SOCIAL RESPONSIBILITY. CASE OF A MINING COMPANY IN QUEBEC, CANADA</p> <p>Marie-Pier CÔTÉ, Doina MUREȘANU</p>
3.	<p>CASE STUDY ON MEDIA ETHICS IN FRANCE</p> <p>Hugo SAEZ, Doina MUREȘANU</p>
4.	<p>VALUES AND GOALS IN THE MANAGEMENT OF ROMANIAN FAMILY BUSINESSES</p> <p>Răzvan MUSCĂ, Maria-Madela ABRUDAN, Nicolae BIBU</p>

Friday, May 31, 2024

Online parallel sessions

SESSION I: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS;	
Section chair:	Professor Dorin BÂC, Ph.D.

10.00 – 12.00 - Paper presentation and discussions

Minitrack I on ECONOMICS AND STATISTICS	Chair: Professor Ioana MEȘTER, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	TRANSPORT INFRASTRUCTURE DEVELOPMENT AND ECONOMIC GROWTH IN THE EUROPEAN UNION Olimpia NEAGU, Alexandru HAIUC, Samuel NICOARA
2.	CURRENT APPROACHES TO ECONOMIC SCIENCE. THE COLLABORATIVE ECONOMY VERSUS THE CIRCULAR ECONOMY Mirela Aurora VÂLCEANU, Mihai Olimpiu PĂREAN
3.	WASTE GENERATION AND WASTE MANAGEMENT IN ROMANIA IN THE CONTEXT OF THE EUROPEAN TRANSITION TO A CIRCULAR ECONOMY Marius Gelu PAUL, Mariana SEHLEANU
4.	INCOME INEQUALITY, ECONOMIC GROWTH, AND INSTITUTIONAL FACTORS: A COMPARATIVE ANALYSIS AT THE EUROPEAN UNION (EU) LEVEL Bianca VEZENTAN, Olimpia NEAGU
5.	THE IMPACT OF CO2 AND HFCS EMISSIONS ON HUMAN HEALTH IN THE EU27 COUNTRIES Cristina CAUTISANU, Mariana HATMANU

6.	THE FIELD OF ACTIVITY AND INNOVATION – AN EMPIRICAL ANALYSIS IN EAST EUROPEAN COUNTRIES Ioana MEȘTER, Darie GAVRILUȚ
7.	ENERGY CONSUMPTION AND GROWTH – AN EMPIRICAL ANALYSIS IN EAST EUROPEAN COUNTRIES Ioana MEȘTER

10.00 – 12.00 - Paper presentation and discussions

Minitrack II on ECONOMICS AND STATISTICS	Chair: Associate Professor Adrian FLOREA, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	THE IMPACT OF DEBT SERVICE ON ECONOMIC GROWTH IN A SMALL ISLAND DEVELOPING STATE: A CASE STUDY OF ZANZIBAR Salama YUSUF, Hanan SALUM
2.	ELEMENTS OF TAXATION AND THEIR ECONOMIC EFFECTS Mariana PERȚEA
3.	THE IMPACT OF THE AGE OF THE OF TRANSPORT TRUCKS ON THE LEVEL OF POLLUTION. A STUDY CASE ON THE DEVELOPMENT REGIONS OF ROMANIA Adrian FLOREA, Diana PERȚICAȘ, Roxana GAVRILUȚ
4.	DO INTERNATIONAL REGULATIONS FORCE TRANSPORT COMPANIES TO REDUCE THEIR CARBON EMISSIONS? Diana PERȚICAȘ, Roxana GAVRILUȚ, Olivia-Andreea MARCU, Adrian FLOREA

5.	NEW PERSPECTIVES ON ECONOMIC DEVELOPMENT Tünde-Ilona KELE, Florica ȘTEFĂNESCU
6.	WHY SHOULD I GO TO ERASMUS MOBILITY? THE CHALLENGES AND SHORTCOMINGS OF SUCH AN ACADEMIC EXPERIENCE FOR STUDENTS Roxana HATOS

10.00 – 12.00 - Paper presentation and discussions

Minitrack III on BUSINESS ADMINISTRATION	Chairs: Professor Daniel BĂDULESCU, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	DIGITALIZATION A NECESSITY FOR SUSTAINABLE BUSINESS Claudia Ramona CIOCNIȚU (STOICONI)
2.	THE IMPACT OF CULTURAL ACTIVITIES ON ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS - A LITERATURE REVIEW Alexandru CHIS, Dorin Paul BĂC, Alexandra CIORNÎL, Ramona SIMUȚ
3.	UNDERSTANDING DIGITAL ENTREPRENEURSHIP: A THEORETICAL PERSPECTIVE Daniel POP, Ramona SIMUȚ, Dorin Paul BĂC
4.	SHORT-STAY ACCOMMODATION OFFERED VIA ONLINE COLLABORATIVE PLATFORMS IN ROMANIA. A PRE- AND POST-PANDEMIC COMPARISON Elena HERȚE, Alexandra-Carmen HODISAN, Alina BĂDULESCU

5.	ISSUES AND CHALLENGES OF INTEGRATING TOURISM INTO REGIONAL DEVELOPMENT PLANS Alexandra-Carmen HODISAN, Alina BĂDULESCU, Elena HERȚE
6.	CROSS-BORDER CULTURAL TOURISM – AN OPPORTUNITY FOR THE DEVELOPMENT OF THE NEIGHBORING REGIONS OF ROMANIA, HUNGARY AND UKRAINE Daniel BĂDULESCU, Constantin-Vasile TOCA, Mykola PALINCHAK, Manuela BREBAN
7.	UNDERSTANDING THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND INNOVATION AS A FOUNDATION FOR ECONOMIC POLICIES Daniel BĂDULESCU, Bobur SOBIROV, Volodymyr ANDRYSHYN, Constantin-Vasile TOCA

10.00 – 12.00 - Paper presentation and discussions

Minitrack IV on TOURISM	Chair: Professor Olimpia BAN, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	SUSTAINABLE BUSINESS MODELS RESEARCH: A BIBLIOMETRIC ANALYSIS Xhorxhina VANGJEL, Olimpia BAN
2.	CSR 4.0 - WHERE DOES IT COME FROM AND WHERE DOES IT GO? Maria URSU, Olimpia BAN
3.	THE IMPACT OF SOCIAL NETWORKS IN TOURISM PROMOTION. EVOLUTION AND TRENDS Miruna MOZA, Olimpia BAN

4.	DIGITALISATION IN ACCOMMODATION AND FOOD SERVICE ACTIVITIES IN ROMANIA AND EUROPEAN UNION Paul Marian RUGE, Olimpia BAN
5.	INTEGRATION OF ARTIFICIAL INTELLIGENCE IN HOTEL SERVICES: TRENDS AND DEVELOPMENTS Sapir LEVI (MENIN)
6.	ANALYSIS OF ENTREPRENEURSHIP IN ROMANIA Otilia CADAR

SESSION III: FINANCE, BANKING, ACCOUNTING AND AUDIT	
Section chair:	Associate Professor Dana GHERAI, Ph.D.

9.00 – 12.00 - Paper presentation and discussions

Minitrack I on FINANCE & BANKING	Chairs: Professor Claudia-Diana SABĂU-POPA, Ph.D. Associate Professor Daniela ZĂPODEANU, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	THE IMPACT OF PUBLIC INVESTMENTS FOR EDUCATION ON THE PERFORMANCE OF STUDENTS IN ROMANIA Anda Gabriela TEODORESCU
2.	ASSESSING HOUSING AFFORDABILITY: ANALYSIS OF PROPERTY TAX SYSTEMS IN EUROPEAN COUNTRIES Fuad BAHRAMOV
3.	THE FISCAL CHALLENGES OF THE DIGITAL ECONOMY IN THE EUROPEAN UNION: A BIBLIOMETRIC ANALYSIS Roxana CIORTIN GANGOŞ
4.	THE AGREEMENT ON TRADE-RELATED ASPECTS OF INTELLECTUAL PROPERTY RIGHTS (TRIPS) Alina BABA
5.	FINANCING INNOVATION: THE ROLE OF FUNDING IN THE EFFICACY OF UNIVERSITY TECHNOLOGY TRANSFER ENTITIES Alina BABA
6.	EMPIRICAL ANALYSIS OF FIRMS' VALUE CREATION IN THE CONTEXT OF CRISES Anita KISS, Tünde O. NAGY

7.	CONCEPTUAL FRAMEWORK AND LEVELS OF COMPETITIVENESS Tünde O. NAGY, Anita KISS
8.	ASSESSING THE EVOLUTION OF THE FINANCIAL INDICATORS FOR COMPANIES OPERATING IN THE FINANCIAL SERVICES SECTOR AMIDST A VOLATILE ECONOMIC LANDSCAPE Laurențiu DROJ
9.	THE INTEREST OF COMPANIES FOR FINANCIAL EDUCATION IN THE CONTEXT OF THE DIGITAL BANKING REVOLUTION Ioana Cristina POPA (STOICA), Gheorghe LUCA
10.	MACHINE LEARNING CLUSTERING IN FINANCIAL MARKETS: A LITERATURE REVIEW Ștefan RUSU, Marcel Ioan BOLOȘ
11.	BRIDGING TRADITION AND INNOVATION: A LITERATURE REVIEW ON PORTFOLIO OPTIMIZATION Ștefan RUSU, Marcel Ioan BOLOȘ

9.00 – 12.00 - Paper presentation and discussions

Minitrack II on ACCOUNTING & AUDIT	Chairs: Professor Victoria BOGDAN, Ph.D. Professor Dorina POPA, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	DIVERSITY OF FINANCING SOURCES OF NON-PROFIT ORGANIZATIONS IN ROMANIA AND THE EU – AN OVERVIEW Zsuzsa-Hildegard NAGY (AMBRUS), Luminița RUS, Victoria BOGDAN
----	---

2.	AN EXPLORATORY ANALYSIS OF ACCOUNTING ESTIMATES DISCLOSURE PRACTICES. THE CASE OF ROMANIAN PRIVATE LISTED COMPANIES Réka Melinda TÖRÖK
3.	AN ACCOUNTING INSIGHT ON ROMANIAN SOCIAL ECONOMY ENTITIES SUSTAINABILITY Cristian DOGAR
4.	DISCLOSURE ANALYSIS OF 7R ♻️ SUSTAINABILITY MATERIAL INDICATORS IN THE CIRCULAR FASHION INDUSTRY Andreea IURAȘ, Victoria BOGDAN, Dorina Nicoleta POPA
5.	INSIGHTS INTO ETHICAL PERCEPTION IN ACCOUNTING EDUCATION Diana Elisabeta MATICA, Edi-Cristian DUMITRA, Dana LUPU (CONSTANTINICĂ)
6.	THE EVOLUTION OF THE PERFORMANCE CONCEPT – A BIBLIOMETRIC ANALYSIS Anca-Giorgiana BURTIC
7.	THE IMPACT OF USING ARTIFICIAL INTELLIGENCE AND ERP SYSTEMS IN THE WORK OF ACCOUNTING PROFESSIONALS AND AUDITORS Laura Eugenia Lavinia BARNA, Corina - Cătălina HURDUCACI (GOREA)
8.	INFLUENCING FACTORS ON COSTS AND DECISION MAKING . A LOOK AT THE BAKERY INDUSTRY Florina LUP, Carmen Mihaela SCORȚE, Daniela ZAPODEANU
9.	THE EVOLUTION OF THE INTERNAL PUBLIC AUDIT IN ROMANIA DURING THE PANDEMIC Adina BOGDAN, Dana-Simona GHERAI, Luminița RUS

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

Section chair:

Professor Adriana GIURGIU, Ph.D.

10.00 – 12.00 - Paper presentation and discussions

**Minitrack I on EU
SUSTAINABLE
ECONOMIC
DEVELOPMENT AND
INTERNATIONAL
BUSINESS**

Chairs:

Professor Mihai BERINDE, Ph.D.

Associate Professor Leonard

ABRUDAN, Ph.D.

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

1.	ECONOMIC CONSEQUENCES OF WAR IN UKRAINE: A COMPREHENSIVE ANALYSIS Ciprian LUSCAN
2.	LEGAL MIGRATION - RIGHTS AND BENEFITS IN THE EUROPEAN SOCIAL SECURITY SYSTEM Nicoleta ANDRICA, Andreea FORA
3.	SUCCESS FACTORS AND OBSTACLES IN IMPLEMENTING INTERCOMMUNITY DEVELOPMENT PROJECT Nicoleta LAŞAN
4.	THE MONETARY POLICY AND ITS IMPACT ON CONSUMPTION AND TRADE IN ROMANIA Adrian NEGREA, Adriana GIURGIU, Ciprian BENEĂ
5.	FRAUD AND CORRUPTION IN THE USE OF STATE FINANCIAL RESOURCES Corina BOLOŞ

9.00 – 12.00 - Paper presentation and discussions

Minitrack II on THE IMPACT OF FOREIGN LANGUAGES ON THE BUSINESS ENVIRONMENT	Chair: Assistant Professor Andrea HAMBURG, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	THE ROLE OF THE ARTIFICIAL INTELLIGENCE IN DEVELOPING COMMUNICATION SKILLS IN BUSINESS ENGLISH Cristina Laura ABRUDAN, Ioana Claudia HOREA
2.	TEACHING WIRTSCHAFTSDEUTSCH TO THE ECONOMICS STUDENTS Adina SĂCARĂ-ONIȚA, Andra Teodora PORUMB
3.	ACTIVE VOICE - PASSIVE VOICE TRANSFORMATION WITH MOODLE. INTRODUCING GRAMMAR ASPECTS OF PASSIVIZATION ON THE E-LEARNING PLATFORM Ioana Claudia HOREA, Rodica BOGDAN
4.	LE VOYAGE D’AFFAIRES – ENJEUX ACTUELS ET FUTURS DANS UNE PERSPECTIVE DIDACTIQUE (BUSINESS TRAVEL – CURRENT AND FUTURE STAKES FROM A DIDACTIC PERSPECTIVE) Andra Teodora PORUMB, Adina SĂCARĂ-ONIȚA,
5.	AI AND THE NEW TRENDS IN TEACHING ENGLISH FOR SPECIFIC PURPOSES. STUDY CASE: CHAPGPT Monica Ariana SIM, Anamaria-Mirabela POP, Amalia STURZA, Simona Veronica CACIORA
6.	IMPROVING WRITING SKILLS IN BUSINESS ENGLISH STUDENTS - THE IMPACT OF ARTIFICIAL INTELLIGENCE BASED TECHNOLOGY Cristina Laura ABRUDAN

7.	<p>A PERSPECTIVE INTO THE FUTURE OF TEACHING AND LEARNING IN THE CONTEXT OF THE RISING INTEREST IN ARTIFICIAL INTELLIGENCE IN EDUCATION. OPPORTUNITIES AND ETHICAL CHALLENGES</p> <p>Anamaria-Mirabela POP, Monica Ariana SIM, Amalia STURZA, Simona Veronica CACIORA</p>
8.	<p>INSTITUTE IMMERSION OR INDEPENDENT ENDEAVOR – THE QUEST FOR LANGUAGE FLUENCY</p> <p>Rodica BOGDAN</p>
9.	<p>NEW ROLE FOR THE TEACHER: PREVENT STUDENTS FROM COMPLETELY ABANDONING THEMSELVES TO AI AND RELINQUISHING CONTROL OVER THEIR LEARNING. ILLUSTRATION FOR FOREIGN LANGUAGES FOR SPECIFIC PURPOSES</p> <p>Felicia CONSTANTIN</p>

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

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

9.00 – 12.30 - Paper presentation and discussions

**Minitrack I on
MANAGEMENT**

Chair:
Professor Elena BOTEZAT, Ph.D.

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

1.	STRENGTHS AND WEAKNESSES OF SMART TOURISM DESTINATIONS: A CROSS-GENERATIONAL STUDY Elena Aurelia BOTEZAT, Olimpia BAN, Adela Laura POPA, Dorin Cristian COITA, Teodora Mihaela TARCZA, Lidia CHIRICOI
2.	UNLOCKING ONBOARDING SUCCESS: ESSENTIAL KEYS TO EMPLOYEE INTEGRATION. Ory PINCO, Emil Lucian CRISAN
3.	CONCEPTS CONCERNING DIGITAL ECOSYSTEMS- A REVIEW Adrian-George BOZINTAN, Emil Lucian CRISAN
4.	THE BORN OF THE ROMANIAN POLICE FROM THE MILITIA DURING THE COMMUNIST PERIOD Gabriel CRAP
5.	ROMANIAN STUDENTS' KNOWLEDGE, ATTITUDES AND BEHAVIORS REGARDING SUSTAINABILITY. TESTING AN ASSESSMENT INSTRUMENT Sorana SAVEANU, Raluca BUHAS, Tomina Gabriela SAVEANU, Maria-Madela ABRUDAN, Mirabela MATEI

6.	<p>NETWORK ORIENTED ENTERPRISE – CHARACTERISTICS, COMPONENTS AND BENEFITS: COMPREHENSIVE LITERATURE REVIEW</p> <p>Cristian BIRIS</p>
7.	<p>THE IMPACT OF INNOVATION ON FIRM SUSTAINABLE COMPETITIVE ADVANTAGE IN SME FROM THE WEST REGION OF ROMANIA</p> <p>Cristian BIRIS</p>
8.	<p>NEW MANAGEMENT PARADIGMS DETERMINED BY THE PANDEMIC: THE DIGITAL REVOLUTION IN THE OPERA SECTOR</p> <p>Aurora Eleonora TWAROWSKI, Nicolae BIBU, Laura BRANCU</p>
9.	<p>INDIVIDUAL ADAPTABILITY TO “IT” WORK: A CROSS-CULTURAL COMPARISON</p> <p>Salama YUSUF, Abubakar Diwani BAKAR, Elena Aurelia BOTEZAT</p>
10	<p>THE PRODUCTIVITY PUZZLE: INVESTIGATING THE IMPACT OF HOURS WORKED ON PRODUCTIVITY</p> <p>Mirabela-Constanta MATEI, Leonard-Călin ABRUDAN, Marian Adrian BURCEA</p>
11	<p>NAVIGATIONAL DYNAMICS IN THE DIGITAL AGE: DIGITAL LEADERSHIP AND E-LEADERSHIP IN ORGANIZATIONAL TRANSFORMATION</p> <p>Alexandra -Daniela SIVULCA, Maria- Madela ABRUDAN, Diana Claudia SALA</p>
12	<p>MANAGING FOR OPERATIONAL EXCELLENCE IN AUTOMOTIVE COMPANIES IN ROMANIA. A QUALITATIVE RESEARCH</p> <p>Marc BUCHHOLZER, Nicolae BIBU</p>

13.	CULTURAL POLICIES: DEFINITIONS AND THEORETICAL APPROACHES. CULTURE CENTERS OF STUDENTS FROM ROMANIA Flavius Lucian MILĂȘAN
-----	---

9.00 – 12.00 - Paper presentation and discussions

Minitrack II on MARKETING & CYBERNETICS	Chairs: Associate Professor Naiana ȚARCĂ, Ph.D. Assistant Professor Adela POPA, Ph.D.
Virtual room link: click here (Microsoft Teams meeting)	

1.	BEYOND THE HASHTAG: EXPLORING THE MULTIFACETED WORLD OF BOOKSTAGRAM Iuliana OBREJA, Adriana MANOLICĂ
2.	EXPLORING CONSUMER PERCEPTIONS OF LOCAL PRODUCTS IN ORADEA, ROMANIA. IMPLICATIONS FOR SUSTAINABLE DEVELOPMENT Remus ROȘCA, Teodora TARCZA, Adela Laura POPA
3.	EXPLORING THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND MARKETING Simona Aurelia BODOG, Nicoleta-Alina ANDREESCU, Dinu SASU
4.	SOME ASPECTS RELATED TO THE PROCESS FROM INTENTION TO BEHAVIOR REGARDING THE DECISION TO VOTE IN ELECTORAL MARKETING Dinu SASU, Simona Aurelia BODOG
5.	RESEARCH OF THE COSMETIC PRODUCTS MARKET IN ORADEA. PRACTICAL STUDY Oana Maria SECARĂ

6.	QUALITATIVE RESEARCH ON THE ROLE AND IMPACT OF MARKETING ACTIVITY FOR CREATING A HIGHER STANDARD OF LIFE Oana Maria SECARĂ
7.	PROJECT MANAGEMENT MATURITY MODELS. A REVIEW OF CURRENT CRITICISM AND OPPORTUNITIES Radu-Adrian MARINCEAN
8.	OPTIMISATION IN FOOD WAREHOUSE MANAGEMENT FOR PROVIDING TRACEABILITY OF PRODUCTS Horia DEMIAN

14:00-15:30 *Hybrid (onsite - Room E011 and online)*

Post-Conference workshop:

” Generational Insights on Sustainability: Knowledge, Attitudes, and Behaviour”

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

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

Moderators:

Tomina SĂVEANU, Ph.D.

Mirabela MATEI, Ph.D.

Discussion topics:

- Sustainability, SDGs, and education
- The role of technology and innovation in advancing sustainability
- Generational Profiles: Knowledge and Awareness
- Attitudes Toward Sustainability

See you next year at EINCO 2025!

May 29-30, 2025