



THE PROGRAMME OF THE 21ST INTERNATIONAL CONFERENCE “ECONOMIC ISSUES – NEW CHALLENGES” EINCO 2025

May 29 -31, 2025, Oradea, Romania



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),
Societatea Academică de Management din România/The Romanian
Academic Society of Management (SAMRO)
Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă /The
Research Centre for Competitiveness and Sustained Development (CCCCD),
Centrul de Documentare Europeană din cadrul Universității din Oradea
/European Documentation Centre Oradea, University of Oradea (EDCO),*

AGENDA

of the 21st International Conference
“ECONOMIC ISSUES – NEW CHALLENGES”

EINCO 2025

May 29–31, 2025 | Oradea, Romania

Thursday, May 29, 2025

- **13:30-14:00 (*Onsite*)**
REGISTRATION & NETWORKING BUFFET
- **14:00-14:30 (*Onsite*)**
CONFERENCE OPENING
- **14:30-17:00 (*Onsite*)**
PLENARY SESSION
- **19.00 - THE FESTIVE DINNER**

Friday, May 30, 2025

09.30 – 16:00 – Onsite and Online Parallel Sessions

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

Thursday, May 29, 2025

Onsite Session

13:30-14:00 – REGISTRATION & NETWORKING LUNCH – Aula

Magna Hall (Ground Floor Hall- Faculty of Economic Sciences, building F, University of Oradea)

14:00-14:30 – CONFERENCE OPENING – Aula Magna

Conference Moderator

Associate Professor Dorin Cristian COITA, PhD – Vice-Dean
of the Faculty of Economic Sciences, University of Oradea

Opening Speech and Presentation of EINCO 2025

Professor Diana SABĂU-POPA, PhD – Conference Chair, Dean of
the Faculty of Economic Sciences, University of Oradea

Welcome speeches

Professor Anca Otilia DODESCU, PhD – Vice-Rector
Of the University of Oradea

Mr. Florin BIRTA -The Mayor of Oradea

EINCO Conferences in Numbers: Dynamic Analysis of Scientific Contributions

Lecturer Diana PERTICAȘ, PhD – Vice-Dean
of the Faculty of Economic Sciences, University of Oradea

14:30-17:00 – PLENARY SESSION – *Aula Magna*

Financing Higher Education and the Effect of Moral Hazard

Keynote speaker: Professor Goran Karanović, PhD

University of Rijeka, Faculty of Tourism and Hospitality Management

The Assessment of the Romanian Management in 2023, based on 743 questionnaires

Keynote speaker: Professor Emeritus Ovidiu Nicolescu, PhD

Bucharest University of Economic Studies, Faculty of Management

European Funds - An Overview. Cohesion Policy: Where to?

Keynote speaker: Professor Marcel Ioan Boloş, PhD

University of Oradea, Faculty of Economic Sciences

19:00 – The Festive Dinner – *Allegria Restaurant*

Directions regarding the restaurant's location can be found [here](#).

Friday, May 30, 2025

Onsite and Online Parallel Sessions

SESSION I: INTERNATIONAL BUSINESS, EUROPEAN INTEGRATION, FOREIGN LANGUAGES AND BUSINESS ENVIRONMENT	
Section Chair:	Associate Professor <i>Nicoleta BUGNAR</i> , PhD

09.30-10.00- Guests reception (Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea)

10.00 – 12.00 - Paper Presentations and Discussions – *Onsite Session*

EU SUSTAINABLE ECONOMIC DEVELOPMENT AND INTERNATIONAL BUSINESS	Chairs: Professor Adriana GIURGIU, PhD Professor Cristian BUSU, PhD Associate Professor Leonard ABRUDAN, PhD Secretary: Associate Professor Andreea FORA, PhD
Room: E008 (Ground Floor- Faculty of Economic Sciences, building E, University of Oradea)	

1.	THE ROLE OF BIG TECH IN INTERNATIONAL TRADE: PLATFORMS AS FACILITATORS OF CROSS-BORDER E-COMMERCE Daniel Nicu IONAȘ, Andreea-Florina FORA
2.	GIG ECONOMY: THE FUTURE OF WORK OR THE ILLUSION OF FREEDOM? A DATA-DRIVEN ANALYSIS Roxana HATOS, Nicoleta Georgeta BUGNAR, Andreea-Florina FORA

3.	WHY CHOOSING SOCIAL RESPONSIBILITY ACTIONS OVER PLANNED INVESTMENTS IN POTENTIAL WORLD WAR III Angela Alexandra VALACHE-DARINGA
4.	SOME INSIGHTS ON WHY ROMANIA SHOULD BE DOWNGRADED TO JUNK STATUS IN 2025 Adrian NEGREA, ADRIANA GIURGIU, Ciprian Benjamin BENEA
5.	UNIVERSAL BASIC INCOME – A POTENTIAL SOLUTION FOR THE FUTURE GENERATIONS Leonard Călin ABRUDAN, Mirabela MATEI
6.	THE ROLE OF CHATBOTS IN BUSINESS COMMUNICATION. CUSTOMER INQUIRIES. CASE STUDY: H&M Anamaria-Mirabela POP, Monica Ariana SIM, Ioana Claudia HOREA

13.00 – NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

10.00 – 12.00 - Paper Presentations and Discussions – *Online Session*

THE IMPACT OF FOREIGN LANGUAGES ON THE BUSINESS ENVIRONMENT	Chair: Lecturer Felicia CONSTANTIN, PhD Secretary: Lecturer Rodica BOGDAN, PhD
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	COMMUNICATION BARRIERS ENCOUNTERED BY ERASMUS STUDENTS AT THE UNIVERSITY OF ORADEA: CHALLENGES AND ADAPTATION STRATEGIES
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	Amalia-Ana STURZA, Simona Veronica CACIORA, Liliana Doina MĂGDOIU
2.	STUDENTS' PERSPECTIVES ON THE IMPACT OF ARTIFICIAL INTELLIGENCE IN LEARNING BUSINESS ENGLISH Cristina Laura ABRUDAN
3.	TEACHING BUSINESS CORRESPONDENCE: BRIDGING TRADITIONAL METHODS AND ARTIFICIAL INTELLIGENCE TO ENHANCE LEARNING EFFICIENCY AND PROFESSIONAL COMMUNICATION SKILLS Monica-Ariana SIM, Anamaria-Mirabela POP, Rodica BOGDAN
4.	THE WAY OF TEACHING WIRTSCHAFTSDEUTSCH TO THE ECONOMICS STUDENTS Adina SĂCARA-ONIȚA, Andra Teodora PORUMB
5.	LEARNING FRENCH FOR BUSINESS – THE PLAYFUL DIMENSION Rodica BOGDAN, Ioana Claudia HOREA
6.	LA COMMUNICATION D’AFFAIRES : DE LA LETTRE COMMERCIALE AU COURRIEL ET AUX PLATEFORMES / THE BUSINESS COMMUNICATION : FROM BUSINESS LETTERS TO EMAILS AND PLATFORMS Andra Teodora PORUMB, Adina SĂCARA-ONIȚA
7.	ACTIVE READING IN FOREIGN LANGUAGES AS PART OF AUTONOMOUS LEARNING WITH NEW LANGUAGE LEARNING TOOLS Felicia CONSTANTIN, Anca MAICAN
8.	PROJECT-BASED LEARNING AND ITS EFFECTS ON DEVELOPING WRITING SKILLS IN BUSINESS ENGLISH STUDENTS Cristina Laura ABRUDAN

13.00 - NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

SESSION II: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS;

Section Chair:	Professor Dorin BĂC , PhD
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09.30-10.00- Guests reception (Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea)

10.00 – 13.00 - Paper presentation and discussions – *Onsite Session*

ECONOMICS AND TOURISM	Chairs: Professor Simona Cătălina ȘTEFAN, PhD Professor Olimpia - Iuliana BAN, PhD Associate Professor Adrian-Gheorghe FLOREA, PhD Secretary: Lecturer Darie GAVRILUȚ, PhD
Room: E009 (Ground Floor- Faculty of Economic Sciences, building E, University of Oradea)	

1.	ROMANIAN TRANSPORT SECTOR COMPANIES: DIFFERENCES FROM OTHER INDUSTRIES AND FACTORS INFLUENCING SUSTAINABILITY Adrian Gheorghe FLOREA, Diana-Claudia PERȚICAȘ, Viktor BORODIN, Mouna HAJJAJ
2.	WHY (NOT) CHOOSE ERASMUS MOBILITY? AN ANALYSIS OF STUDENTS' MOTIVATIONS, CHALLENGES, AND PERCEPTIONS IN ECONOMIC SCIENCES Roxana HATOS
3.	THE OFFENCE - CONSTITUTIONAL CHALLENGES OR CONTROVERSIES Mihaela Elvira PĂTRĂUȘ
4.	ROMANIA'S LABOUR MARKET EXPOSURE TO AI Ludovic DIOSZEGI

5.	DIGITAL NOTARIAL LEGAL ACTS Carmen Teodora POPA
6.	THE ROLE OF CULTURAL EVENTS IN STRUCTURING URBAN EXPERIENCE AND PUBLIC LIFE IN ORADEA Dorin Paul BÂC, Ramona SIMUȚ, Alexandru CHIȘ
7.	SPECTACLE OVER SUBSTANCE: THE DIGITAL APPROACH OF DARK TOURISM Ioana FEICA-PRODAN
8.	EXPLORING CIRCULAR ECONOMY INSIGHTS TOWARDS SUSTAINABLE DEVELOPMENT: A BIBLIOMETRIC ANALYSIS Mariana SEHLEANU, Marius-Gelu PAUL
9.	THE CRITICAL ROLE OF COMMUNICATION AND COLLABORATION IN THE MODERN WORKPLACE: INSIGHTS FROM EMPLOYEE FEEDBACK AND PRIVATE SECTOR PRACTICES Luminita-Florina POPA, Cătălina-Mihaela FICUȚ
10.	A BRIEF LITERATURE REVIEW ON DIMENSIONS AND MODELS FOR EVALUATING HOTEL SERVICE QUALITY Camelia Adriana LATA, Ioan EGERAU IOAN
11.	INTRODUCTION IN THE FORMS OF DIGITALIZATION IN COMPANIES Mihaela GLENCORA PETRIȚA
12.	INTEGRATING SUSTAINABILITY OBJECTIVES INTO CORPORATE SOCIAL RESPONSIBILITY PRACTICES Maria URSU, Olimpia BAN

13.00- NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

10.00 – 13.00 - Paper Presentations and Discussions – *Online Session*

BUSINESS ADMINISTRATION AND STATISTICS	Chairs: Professor Ioana MEȘTER, PhD Professor Daniel BADULESCU, PhD Associate Professor Ramona SIMUȚ, PhD Associate Professor Mariana SEHLEANU, PhD Secretary : Lecturer Afrodita BORMA, PhD
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	WELL-BEING AND SOCIOECONOMIC FACTORS: EVIDENCE FROM THE EUROPEAN UNION Emiliano COLANTONIO, Ramona SIMUȚ
2.	THE CITY OF ORADEA – A SUCCESSFUL TOURIST DESTINATION Afrodita BORMA
3.	NEW WAYS OF DEVELOPMENT FOR RELIGIOUS TOURISM ATTRACTIONS – A CASE STUDY OF DEBRECEN, HUNGARY Katalin Vargáné CSOBÁN, Anna Erzsébet MOLNÁR, Márta Kóródi, Kata Földi
4.	BIBLIOMETRIC ANALYSIS OF EMPIRICAL RESEARCH ON SUSTAINABLE BUSINESS MODELS AS INNOVATIVE MODELS Xhorxhina VANGJEL
5.	THEORETICAL FOUNDATIONS OF TOURISM'S ROLE IN ECONOMIC GROWTH: GLOBAL AND NATIONAL PERSPECTIVES Alexandra-Carmen HODISAN, Alina BĂDULESCU, Elena HERȚE
6.	ENHANCING PROFESSIONAL SUCCESS: THE IMPACT OF ECONOMIC AND ENTREPRENEURIAL EDUCATION ON LIBERAL PROFESSIONALS

	Cristian-Remus CONSTANTIN, Gia ZOIDZE, George ABUSELIDZE, Alina BĂDULESCU
7.	IMPACT OF RESEARCH, DEVELOPMENT AND INNOVATION EXPENDITURES AND EMPLOYMENT ON ECONOMIC GROWTH. A PANEL DATA ANALYSIS THROUGHOUT ROMANIA'S MACRO-REGIONS Ioana Teodora MEȘTER, Darie GAVRILUT, Andreea Oana BEGU
8.	ENHANCING INNOVATION THROUGH EFFECTIVE GOVERNANCE IN ENTREPRENEURIAL UNIVERSITIES Florina - Sanda TRIPA, Daniel BĂDULESCU, George ABUSELIDZE, Gia ZOIDZE
9.	CROSS-BORDER CULTURAL TOURISM IN NORTH-WESTERN COUNTIES OF ROMANIA: STRATEGIES AND IMPACT ON REGIONAL DEVELOPMENT Manuela BREBAN, Daniel BĂDULESCU
10.	A BIBLIOMETRIC ANALYSIS ON THE LINK BETWEEN GREEN INNOVATIONS AND CIRCULAR ECONOMY Mariana SEHLEANU, Alina LUP, Marius-Gelu PAUL

13.00 - NETWORKING LUNCH - Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

SESSION III: FINANCE, BANKING, ACCOUNTING AND AUDIT

Section Chair:	Associate Professor <i>Dana GHERAI</i> , PhD
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09.30-10.00- Guests reception (Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea)

10.00 – 13.00 - Paper Presentations and Discussions – *Onsite Session*

PUBLIC FINANCE and AUDIT	Chairs: Professor Elena Cerasela SPĂTARIU, PhD Professor Victoria BOGDAN, PhD Professor Ioan Dan MORAR, PhD Secretary: Assistant Professor Alexandra Maria BELE, PhD
Room: E010 (Ground Floor- Faculty of Economic Sciences, building E, University of Oradea)	

1.	INTEGRATED CONTROLLING APPROACHES AND THEIR IMPACT ON WORKING CAPITAL EFFICIENCY AND CORPORATE PROFITABILITY Péter BAGDÁCS
2.	EMERGING TRENDS IN ESG RESEARCH. BIBLIOMETRIC ANALYSIS Rami SALEH ARAIWA
3.	AUDITING THE COUNTRY-LEVEL TAX COMPLIANCE SITUATION: RECENT FINDINGS FOR THE CASE OF ROMANIA Ionel BOSTAN, Bogdan-Narcis FIRTESCU, Laurentiu DROJ
4.	REFLECTIONS ABOUT THE ECHO OF THE EMPLOYEES IN THE ECONOMIC ENTITY'S SOUND Dana-Florina PERȚE, Luminita RUS, Dana Simona GHERAI, Mărioara BELENEȘI

5.	LEVEL UP! THE AI ACCOUNTING COMPETENCY MATRIX. A PROPOSAL FOR DEVELOPING THE SKILLS OF MODERN ACCOUNTING PROFESSIONALS Réka Melinda TÖRÖK, Andreea IURAȘ, Victoria BOGDAN
6.	SUSTAINABLE MODELS IN THE FASHION INDUSTRY: BETWEEN INNOVATION AND SOCIAL RESPONSIBILITY Andreea-Florina STURZ, Roxana Florina MOTOCA, Carmen SCORȚE, Daniela ZAPODEANU
7.	THE ROLE OF PRIVATE INVESTMENT IN THE TRANSITION TO A CIRCULAR AND SUSTAINABLE ECONOMY IN THE EUROPEAN UNION Claudia Diana SABĂU-POPA, Alexandra BELE
8.	EUROPEAN FUNDS AND REGIONAL GDP DYNAMICS IN ROMANIA. CASE STUDY: NORTH-WEST REGION AND BIHOR COUNTY Florin Marius MOȘ, Oana NICULA, Petru ȘANDRU ALBOI
9.	A BIBLIOMETRIC ANALYSIS ON THE IMPACT OF TAXATION ON DIGITAL GOODS AND SERVICES Roxana CIORTIN GANGOȘ
10.	ANALYSIS OF THE IMPACT OF EUROPEAN FUNDS ON REGIONAL, ECONOMIC, AND SOCIAL DEVELOPMENT IN CENTRAL AND EASTERN EUROPEAN COUNTRIES Bogdan Cosmin MOLDOVAN
11.	CULTURAL ROOTS OF TAX EVASION: A CROSS-COUNTRY STUDY Andreea Carina DAN, Ioana-Florina COITA

13.00 – NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

10.00 – 13.00 - Paper Presentation and Discussions – *Online Session*

CORPORATE FINANCE and ACCOUNTING	Chairs: Associate Professor Luminița RUS, PhD Associate Professor Laurențiu DROJ, PhD Secretary: Lecturer Ioana COITA, PhD
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	ANALYSIS OF THE TYPE OF COMPANIES INVOLVED IN TAX FRAUD Corina BOLOȘ, Lorant HERCZEG
2.	PRINCIPAL METHODS OF PREVENTION CORRUPTION AND FRAUD IN PUBLIC PROCUREMENT Corina BOLOȘ, Lorant HERCZEG
3.	ESG REPORTING IN ROMANIA: ASSESSING SUSTAINABILITY PRACTICES AND THEIR FINANCIAL IMPACT ON BET-LISTED COMPANIES Raul-Constantin BUCUREAN, Roxana Nadina BUCUREAN
4.	PERFORMANCE ANALYSIS OF HUNGARIAN FOOD INDUSTRY ENTERPRISES USING THE DEA METHOD Orsolya Tünde NAGY, Éva DARABOS, Bernadett Béresné Mártha, Anita KISS
5.	A BIBLIOMETRIC ANALYSIS CARRIED OUT BY THE TITLE OF THE TERMS: COMPANY PERFORMANCE, FINANCIAL PERFORMANCE, NON-FINANCIAL PERFORMANCE, ESG PERFORMANCE, SUSTAINABLE PERFORMANCE, GLOBAL PERFORMANCE Anca-Giorgiana BURTIC

6.	USING ARTIFICIAL INTELLIGENCE IN THE FINANCIAL PLANNING MECHANISM Liliana ANGHEL
7.	A STUDY OF PEOPLE'S PERCEPTION OF ARTIFICIAL INTELLIGENCE IN FINANCE AND SOCIETY Dan MITRA, Ioana-Florina COITA
8.	ANALYSIS OF THE FINANCIAL PERFORMANCE OF THE COMPANIES OPERATING IN THE SOFTWARE INDUSTRY LOCATED IN ROMANIA, HUNGARY AND CZECH REPUBLIC IN THE PERIOD OF 2019-2023 Laurentiu DROJ, Doroteea Andreea SURLEA, Bogdan Cosmin MOLDOVAN, Alexandru-Daniel MADA
9.	LIQUIDATION OF COMPANIES: ACCOUNTING, LEGAL AND FISCAL IMPLICATIONS IN THE CURRENT CONTEXT Kinga-Erzsébet FÜLÖP, Árpád-Zoltán FÜLÖP

13.00 – NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

SESSION IV: MANAGEMENT, MARKETING, ECONOMIC INFORMATICS AND CYBERNETICS

Section Chair:	Associate Professor <i>Simona BODOG</i> , PhD
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09.30-10.00- Guests reception (Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea)

10.00 – 11.00 - Paper Presentations and Discussions – Onsite Session

MANAGEMENT and MARKETING	Chairs: Professor Elena BOTEZAT, PhD Associate Professor Naiana ȚARCĂ, PhD Associate Professor Stefan Cătălin POPA, PhD Lecturer Teodora TARCZA, PhD
Room: F208 (1st Floor- Faculty of Economic Sciences, building F, University of Oradea)	

1.	The role of marketing strategies in promoting circular economy and sustainable growth Oana PRICOPOAIA, Nicoleta CRISTACHE, Marian NĂSTASE, Cosmin MATIȘ
2.	CORRELATING HCOP PROJECT FINANCING WITH THE NEED FOR WORKFORCE QUALIFICATION IN ROMANIA George PUIU, Mircea Constantin DUICĂ
3.	JOURNEY BETWEEN CULTURE AND SUSTAINABILITY: THE EMOTIONAL COMPASS OF EUROPEAN CITIES Corina-Elena MIRCIOIU

11.00 – 13.00 Book Launches

Room: F208 (1st Floor- Faculty of Economic Sciences, building F, University of Oradea)

1.	<p><i>ROMANIAN MANAGEMENT THEORY AND PRACTICE. Navigating Digitization and Internationalization in the New Global Economy</i>, editors: Ovidiu NICOLESCU, Constantin OPREAN, Aurel Mihai TITU, Sebastian VĂDUVA</p> <p>Presentation by: Professor Aurel Mihai TITU, PhD and Professor Sebastian VĂDUVA, PhD</p>
2.	<p><i>STUDII DE CAZ PRIVIND MANAGEMENTUL ORGANIZATIILOR DIN ROMANIA IN CONTEXTUL TRANSFORMARILOR SI CRIZELOR ACTUALE</i>, editors: Ovidiu NICOLESCU, Ion POPA, Dănuț DUMITRAȘCU</p> <p>Presentation by: Professor Ion POPA, PhD</p>
3.	<p>TRATAT DE MANAGEMENT GENERAL, coordinator: Ion STEGĂROIU, authors: Gabriel CROITORU, Anișoara DUICĂ, Mircea Constantin DUICĂ, Georgiana BUNDAC, Dorin IANCU</p> <p>Presentation by: Professor Ion POPA, PhD and Professor Constantin OPREAN</p>

12.00 – 13.00 SAMRO steering committee meeting

Room: E011 (Ground Floor- Faculty of Economic Sciences, building E, University of Oradea)

13.00 – 14.00 NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

14.00 – 16.00 - Paper Presentation and Discussions – Onsite Session

MANAGEMENT and MARKETING	Chairs: Professor Elena BOTEZAT, PhD Associate Professor Naiana ȚARCĂ, PhD Associate Professor Stefan Cătălin POPA, PhD Secretary: Lecturer Teodora TARCZA, PhD
Room: F208 (1 st Floor- Faculty of Economic Sciences, building F, University of Oradea)	
1.	SUSTAINABLE MANAGEMENT IN THE ESG ERA HOW EUROPEAN REGULATIONS INFLUENCE BUSINESS STRATEGIES IN 2025 Alexandru BAGOSI
2.	ROMANIAN AND KENYAN BUSINESS GRADUATES: EXPLORING THE LINK BETWEEN WORK ENGAGEMENT, REWARDS, AND JOB SATISFACTION Botezat Elena Aurelia BOTEZAT, Joan N'DUNGU, Dorin-Cristian COITA
3.	SOCIAL PULSE & DIGITAL MINDS: RETHINKING HEALTHCARE STRATEGY IN ROMANIA Andreea BREAZU
4.	ADAPTING THE PROFIT AND LOSS REPORT BY BUSINESS LINES IN ROMANIAN ACCOUNTING Horia DEMIAN

10.00 – 13.00 - Paper Presentation and Discussions - Online Session

MANAGEMENT & MARKETING	Chair: Associate Professor Dorin COITA, PhD Associate Professor Horia DEMIAN, PhD Secretary: Lecturer Adela POPA, PhD
Virtual room link: click here (Microsoft Teams Meeting)	

1.	Cultural Distinction Within School Organizational Culture and Teachers Regulation of Emotions Manal Awad HIJAZI
2.	Emotional Regulation of Arab Teachers in Minority and Conflict-Affected Educational Contexts: The Role of the C.A.R.E. Model and School Culture Types in Supporting Teacher Well-Being Manal Awad HIJAZI
3.	THE PROPOSAL OF AN ONTOLOGY FOR THE RECRUITMENT PROCESS Ana-Maria TEODORESCU
4.	LEADERSHIP IN THE AGE OF EMERGING TECHNOLOGIES: SKILLS AND STRATEGIES NEEDED TO NAVIGATE RAPID CHANGE Andrei Constantin TIRNOVANU, Ana NASTASE, Maria-Mihaela DUCA
5.	MAIN CONCEPTS ABOUT ARTIFICIAL INTELLIGENCE. GENERATIVE AI Adrian-George BOZINTAN, Emil Lucian CRISAN

6.	THE ROLE OF INNOVATION STRATEGIES IN INCREASING THE PERFORMANCE OF ENTREPRENEURIAL ECOSYSTEMS Sabin MURARIU SABIN, Andrei VIZITIU, Aura COLAN, Geanina COLAN GEANINA
7.	TEACHERS AND THE PRINCIPAL AS SCHOOL STAKEHOLDERS: THE IMPACT OF THEIR INTERACTIONS ON SUPPORTING TEACHING AND LEARNING Rawia ASHQAR, Nicolae BIBU
8.	THE INFLUENCE OF THE LEADERSHIP STYLE OF SCHOOL PRINCIPALS ON THE TEACHERS' HAPPINESS AND MOTIVATION IN ISRAELI ARAB SCHOOLS Loureen HADDAD, Nicolae BIBU
9.	WORK ADAPTABILITY AND TURNOVER INTENTIONS AMONG UNIVERSITY GRADUATES: INSIGHTS FROM ROMANIA AND ZANZIBAR Elena Aurelia BOTEZAT, Olimpia BAN, Lidia CHIRICOI, Kombo OMAR, Mohamed MAHAME HAJI
10.	COMPARATIVE ANALYSIS OF AUTHENTIC LEADERSHIP MEASUREMENT TOOLS IN A SMALL BUSINESS CASE STUDY Laca KOLLÁR, Anita PIEROG
11.	A BIBLIOMETRIC ANALYSIS OF ENTREPRENEURIAL ECOSYSTEMS FROM A SYSTEMS THINKING PERSPECTIVE Adrian BURTĂ
12.	THE ADOPTION OF MOBILE OUTFIT RECOMMENDATION APPS: A PRELIMINARY STUDY ON YOUNG USERS Amelina Ionela MESEȘAN, Teodora Mihaela TARCZA, Adela Laura POPA

13.	ARTIFICIAL INTELLIGENCE: IMPORTANCE FOR THE ECONOMY AND RISKS FOR THE SOCIAL STRUCTURE OF SOCIETY Valentina BUTMALAI, Irina SUSANU, Sebastian Alexandru CHIHAIA, Alina Florentina SARACU
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13.00 –NETWORKING LUNCH – Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea

See you next year at EINCO 2026!

May 28-30, 2026