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Dimitrie Cantemir

Facultatea de
Business

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PROGRAM BROCHURE

The International Conference
**GLOBALIZATION AND COMPETITIVENESS
IN KNOWLEDGE-BASED ECONOMY**
14TH EDITION

May 22nd - 24th, 2024
BUCHAREST, ROMANIA

**„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
FACULTY OF BUSINESS**

in collaboration with:

- **The Research Centre “Management, Business Administration And Marketing”;**
- **“Dimitrie Cantemir” Christian University’s Multidisciplinary Scientific Research Institute;**
- **Academic Journal of Economic Studies – media partner;**
- **“Editura Universitara” Publishing Company – media partner;**
- **“Pro Universitaria” Publishing Company – media partner;**
- **„Economistul”, Magazine of opinion and economic-financial analysis – media partner.**

CONFERENCE RELEVANCE

Nowadays specialists in various fields of activity are focusing on issues connected with globalization due to their great impact on the development of national economies.

Due to globalization, Romania has started a number of reforms by means of which prices and markets have been liberalized, foreign trade control has been reduced, currency convertibility has been introduced and changes have started to be made in the ownership structure, all leading to increased competitiveness. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Direct foreign investments are perceived as an important and essential element for the process of changing and re-launching the economy, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21st century, the flow of direct foreign investments has greatly developed due to the massive expansion of transnational corporations – main elements of the globalization process. Last but not least, due to the great development of commercial exchanges between countries, foreign trade has become one of the key factors for economic growth.

Under these circumstances, we can consider that globalization and competitiveness represent the greatest challenge of our century, most specialists considering that Romania's own survival depends on the way in which these concepts are put into practice.

CONFERENCE AIMS AND OBJECTIVES

Benefiting from a particular scientific prestige and large national attendance, the conference that is now at its 8th edition, aims at providing the framework for relevant scientific debates concerning the challenges that “*Globalization and competitiveness in knowledge-based economy*” raise for any economist or researcher in the larger field of Economics.

The conference objectives envisage:

- Developing some fundamental or applicative research guidelines in the specific fields of the participants’ expertise;
- Supporting the exchanges of specialists with other similar organizations with a view to improving the members’ documentation;
- Cooperating with other local and foreign faculties in order to develop a modern educational system and to establish connections with other universities.
- Approaching the issues related to the evolution of economic processes in the contemporary society, the empirical and analytical exchange, establishing partnerships for drafting and monitoring economic policies.
- Identifying the potential partners taking into account the activity type and the cooperation opportunities which open the path to tackle certain themes and projects
- Developing cooperation with national and international partners - personalities, institutions, professional associations;
- Interacting with the economic, social and academic environment both at local and global level;
- Academic interaction with all interested professional and scientific environments;
- Ensuring an organizational and managerial framework for research work;
- Increasing the University’s importance and its assertion as a prestigious institution at national and international level;
- Developing the capacity of attracting and identifying national and international sources of funding;
- Establishing and developing partnerships at national and international level as an instrument for raising the performance level regarding scientific research.

SCIENTIFIC COMMITTEE

Chairs – PRESIDENTS:

Professor **Corina Adriana DUMITRESCU**, PhD, President of D.C.C.U., Presidente of D.C.C.U.Senate, Founder

Professor **Marja Liisa Kristiina TENHUNEN**, PhD, Rector of D.C.C.U.

Co - Chairs:

Senior Lecturer **Marinella Turdean**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania.

Professor **Narcisa Isăilă**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania

Senior Lecturer **Alexandru Ștefănescu**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania

Senior Lecturer **Emilia Pascu**, PhD, Dean of the Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Members:

Professor **Valentina Zaharia**, PhD, Vice-president of the D.C.C.U Senate, Bucharest, Romania.

Professor **Giulio Querini**, PhD, University of Madagascar, Antananarivo, Antsiranana, Madagascar.

Professor **Antonello Biagini**, PhD, "La Sapienza" University Rome, Italy.

Professor **Filomena Maggino**, PhD, "La Sapienza" University Rome, Italy

Professor Ion Pârțachi, PhD, National Institute for Economic Research, Academy of Science of Moldova.

Professor Borys Budka, PhD, Karol Adamiecki Economic University, Katowice, Poland.

Professor Nancy Papalexandris, PhD, Visiting Professor at Philips University. Nicosia, Cyprus.

Professor Cezmi Karasu, PhD, Eskişehir Osmangazi University, Faculty of Science and Literature, Department of History, Turkey.

Professor Zeynep Sozen, PhD, Medipol Istanbul University, Turkey.

Professor Georgeta Ilie, PhD, Faculty of BUSINESS, D.C.C.U., Researcher at the Institute for World Economy, Romanian Academy, Bucharest, Romania.

Professor Felicia Stăncioiu, PhD, Faculty of Marketing, Bucharest University of Economic Studies, Romania.

Professor Iuliana Cetină, PhD, Bucharest University of Economic Studies, Romania.

Professor Nicolae Lupu, PhD, Bucharest University of Economic Studies, Faculty of Business and Tourism, Department of Tourism and Geography, Bucharest, Romania.

Professor George Erdeli, PhD, Faculty of Geography, University of Bucharest, Bucharest, Romania

Professor Cornel Grigoruț, PhD, „Ovidius“, University, Constanța, Romania.

Professor Ilie Cristescu, PhD, West University, Timișoara, Romania.

Professor Nicolae Neacșu, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Professor Herve Defalvard, PhD, Paris-Est-Marne-la-Vallée University, France.

Senior Lecturer Elisabeta Iona Molnar, PhD, Christian University „Partium”, Oradea, Romania.

Senior Lecturer Aurel Gheorghilaș, PhD, Faculty of Geography, University of Bucharest, Romania.

Senior Lecturer Cezar Militaru, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Andreea Băltărețu, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Viorelia Moldovan-Bătrînac, PhD, ULIM, Republic of Moldavia.

Senior Lecturer Emilia Gogu, PhD, Bucharest University of Economic Studies, Romania.

Senior Lecturer, Jose M., Merigo Lindahl, PhD, University of Technology Sydney, Australia.

Senior Lecturer Andreas A. Assiotis, PhD, Hellenik Bank, Head of Retail Banking, Cyprus.

Senior Lecturer Daiva Jureviciene, PhD, Gediminas Technical University, Vilnius, Lithuania.

Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies, The Republic of Moldavia.

Senior Lecturer Oana Milea, PhD, Vice-dean Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Camelia Pavel, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Ștefan Daniel, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Lecturer Alexandru Burda, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Lecturer Petronela-Sonia Nedea, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest Romania.

Lecturer Claudia Benteoiu, PhD, Faculty of BUSINESS,
D.C.C.U, Bucharest Romania

Lecturer Oana Mihaela Orheian, PhD, Faculty of
BUSINESS, D.C.C.U, Bucharest Romania

Mădălina Deaconu, Centre Inria de l'Université de Lorraine,
France.

Monica Neacșu, PhD Economist, Bucharest University of
Economic Studies, Romania

ORGANIZING COMMITTEE

Senior Lecturer Emilia **Pascu**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Professor Nicolae **Neacșu**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Camelia **Pavel**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Lecturer Alexandru **Burda**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Lecturer Petronela-Sonia **Nedea**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Lecturer Claudia **Bentoiu**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest Romania

Lecturer Oana Mihaela **Orheian**, PhD, Faculty of BUSINESS, D.C.C.U, Bucharest Romania

CONFERENCE SCHEDULE

May 22nd, 2024

11,00 - 13,00 - Registering participants;

May 23^d, 2024

11,00 - 13,00 - Official opening and Plenary session;

13,00 - 13,30 - Coffee break;

13,30 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 18,00 - Section sessions.

May 24th, 2024

11,00 – 13,00 - Debates and conclusions;

PLENARY SESSION

May 23^d, 2024

11,00 - 13,00 - Official opening and Plenary session;

13,00 - 13,30 - Coffee break;

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, Faculty of BUSINESS, “Dimitrie Cantemir” Christian University, Bucharest

PLENARY PAPERS

1. *Reserved title*

Corina Adriana DUMITRESCU, President of “Dimitrie Cantemir” Christian University Senate, Founder, Bucharest, Romania.

2. *Reserved title*

Marja Liisa Kristiina TENHUNEN, Rector of “Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. *Reserved title*

Adriana Liuba Ahciarliu KYRIAKIDIS, Co-Founder & Owner Diplomat Consult Ltd. - part of Invigors EMEA, National University of Political Studies and Public Administration Bucharest.

4. ***Promoting Romanian tourist offer at the IAAPA Expo Europe 2024, September 23 – 26, 2024, 2024 Nicolae NEACȘU, Faculty of Business, „Dimitrie Cantemir” Christian University, Bucharest, Romania.***

5. ***Research on price policy implementation at Coca Cola***
Valentina ZAHARIA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

6. ***Global trends in trade in digitally delivered services***
Georgeta ILIE, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.. Researcher at the Institute for World Economy, Romanian Academy.

7. ***Implementing AI solutions for computer-assisted auditing techniques of IT systems***
Narcisa ISĂILĂ, Faculty of Business, “Dimitrie Cantemir” Christian University.

8. ***Adopting valuable elements from EU strategies in the Romanian tourism strategy***
Cristiana CRISTUREANU, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

9. ***New social factors inflencing Romanian and european tourism***
Mihai OGRINJI, Romanian Association of Tourism Journalists and Writers, "Romania Pitorească" Publishing House and Magazine, Bucharest, Romania.

10. Promoting tourist value of Romanian cultural identity elements for european travelers

Aurel GHEORGHILAS, Faculty of Geography, University of Bucharest, Romania.

Camelia TEODORESCU, Faculty of Geography, University of Bucharest, Romania.

Corina GHEORGHILAS, Middle School Nr. 81, Bucharest, Romania.

11. Perspectives for turistic activity in Romania after the COVID-19 pandemics

Nicolae LUPU, Bucharest University of Economic Studies, Faculty of Business and Tourism, Department of Tourism and Geography, Bucharest, Romania.

12. Assesing the importance of the relation between commercial comanies and consumers in today's global economy

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

13. The Evolution of Romanian insurance in the context of European Market

Roxana Arabela DUMITRAȘCU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

14. The economic robustness of the business

Vadim DUMITRAȘCU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

I. INTERNATIONAL BUSINESS AND EUROPEAN ECONOMY

May 23^d, 2024

13,30 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 18,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

SECTION PAPERS

1. *On the legal nature and characteristics of the decisions taken by the Supreme Council of National Defence of Romania*

Oana DUȚĂ, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

2. *The impact of new technologies on marketing research*

Bogdănel DRĂGUȚ, Faculty of Business “Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. *Transforming Global Supply Chains: The Impact of AI on International Logistics Systems*

Robert CHIRA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

4. *Impact of wage increases on the state budget*
Roxana IONESCU, Faculty of Finance and Accounting, Artifex University, Bucharest, Romania.

5. *The economic factors defining the implications of ecological policies for international markets*
Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

6. *The Modern Finance: conceptual and methodological perspectives*
Roxana Arabela DUMITRAȘCU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

7. *Theoretical and practical aspects regarding the quality management principles applicability from ISO 9000:2015 international standard*
Cezar MILITARU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

8. *Leveraging database systems in a global marketplace*

Nicoleta Magdalena IACOB, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.

Costinela Luminita DEFTA, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.

9. *Consequences of pandemic crisis on factors determining the quality of life in 2023*

Grațîela GHIC, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Claudia BENTOIU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

10. *The multicultural organisation between project and reality*

Viorel MIHĂLCIOIU, Faculty of Business “Dimitrie Cantemir” Christian University, Bucharest, Romania.

11. *Trends in Air Transport occupations considering Technological Advancements and Environmental Awareness*

Adina Petruța PAVEL, UNESCO Chair “Engineering for Society”, "Politehnica" National University of Science and Technology, Bucharest, Romania.

Sorin-Eugen ZAHARIA, UNESCO Chair “Engineering for Society”, "Politehnica" National University of Science and Technology, Bucharest, Romania.

Adina-Roxana MUNTEANU, UNESCO Chair “Engineering for Society”, "Politehnica" National University of Science and Technology, Bucharest, Romania.

12. New EU specific economic factors influencing the evolution of trade policy

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

13. Trends defining the evolution of the insurance market in Romania

Oana Mihaela ORHEIAN, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

14. The involvement of EU countries in the Russian-Ukrainian conflict - economic coordinates

Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

15. *Consumer response to the growth in importance of e-commerce for logistical areas of trade*

Alexandru BURDA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

16. *Implications of the political environment on the international business*

Adina MUȘETESCU, Faculty of Business “Dimitrie Cantemir” Christian University, Bucharest, Romania.

17. *Strategic Integration: UML, Database and Cybersecurity in nowadays economy*

Nicoleta Magdalena IACOB, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.

Costinela Luminita DEFTA, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.

18. *The potential impact of using AI in developing the global markets*

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

19. *The economic factors defining the influence of prolong global geopolitical conflicts*

Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

May 23^d, 2024

13,30 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 18,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

SECTION PAPERS

1. ***The impact of using AI on the automotive industry***
Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
2. ***Accounting expertise in the current context in Romania. Judicial and extrajudicial accounting expertise***
Luminița JALBĂ, Faculty of Finance and Accounting, Artifex University, Bucharest, Romania.

3. *The circular economy model - part of the economy of the future in business*
Dan-Marin BOAJĂ, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
4. *Importance of data mathematical analysis for managing a digital business*
Grația GHIC, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Claudia BENTOIU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
5. *UML-Driven Innovations: Transforming data for global competitiveness*
Costinela Luminita DEFTA, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.
Nicoleta Magdalena IACOB, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.
6. *A Logistical Analysis of Power Transfer to the Alliance or Coalition Commander*
Robert CHIRA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
7. *Training - a component of organisational development and diversity*
Viorel MIHĂLCIOIU, Faculty of Business “Dimitrie Cantemir” Christian University, Bucharest, Romania.

9. *Comments on the new amendment for Quality Management Systems according to ISO 9001:2015/Amd 1:2024*

Cezar MILITARU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

10. *Using the Internet as a solution to encrease logistical efficiency in international delivery*

Alexandru BURDA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

11. *The financial viability of the company*

Vadim DUMITRAȘCU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

12. *Electronic payment instruments - contactless payments*

Oana Mihaela ORHEIAN, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

13. *Securing Digital Enterprises: Strategies for competitive edge*

Nicoleta Magdalena IACOB, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania.

Costinela Luminita DEFTA, Faculty of Engineering and Computer Science, Spiru Haret University, Bucharest, Romania..

14. Improving the public sector governance through financial audit based on the International Standard of Quality Control (ISQC)

Florin CIURLĂU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

14. Accounting treatment of goods received free of charge. Trade discounts received and granted

Luminița JALBĂ, Faculty of Finance and Accounting, Artifex University, Bucharest, Romania.

15. Accounting Aspects Regarding SGR

Mirela NICULAE, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

III. TOURISM, A CHANCE FOR THE NATIONAL ECONOMY

May 23^d, 2024

13,30 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 18,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Andreea BĂLTĂREȚU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

SECTION PAPERS

1. *Ways of implementing responsible and ecological tourism principles and guidelines*

Doina TĂTARU, Center for Economics of Industries and Services, Romanian Academy. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

2. *Ways for better promoting Romanian wine-growing areas at international tourism events in 2024*

Florin VOICA, Romanian Sommelier Association, Bucharest, Romania.

3. *The economic importance developing cultural tourism in Romania in the next decade*

Cristy FRENT, 1st degree scientific researcher at the National Institute for Research and Development in Tourism. Romanian Association of

Tourism Journalists and Writers, Bucharest, Romania.

4. *Analysis of tourist traffic between 2020 and 2024*

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

5. *Personal income as a challenge for a cost-effective implementing of tourist packages*

Roxana IONESCU, Faculty of Finance and Accounting, Artifex University, Bucharest, Romania.

6. *The influence of changes in the European context on tourism and sustainable development in Romania*

Breda LUKACS, "George Bacovia" University, Bacău, Romania.

7. *Assessing the impact of geopolitical risk factors on tourism in 2023*

Petronela NEDEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

8. *Implementing the new goals for tourism in Mamaia resort in the post-pandemic context*

Daniela-Simona NENCIU, "Tomis" University, Constanța, Romania. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

9. *Promoting new digital technologies in the tourism industry at Rencontres eTourisme 2024, October 15 – 17, 2024*

Camelia PAVEL, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

10. *Theme parks, a new fashion in Romanian tourism*

Andreea BĂLTĂREȚU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

11. *Business development opportunities for Romanian tourism professionals at TTG Travel Experience 2024, October 9 – 11, 2024*

Marian BUSUIOC, Romanian-American University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

12. *Exploring the Depths of Dark Tourism: Understanding the Motivations Behind Visiting Dark Sites*

Irina NICOLAU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Ana Maria DINU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Maria TILEA, Faculty of Finance, Banking and Accounting, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

13. Tourism trends in emerging countries in 2024

Andreea BĂLTĂREȚU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Camelia PAVEL, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

14. The Old Commodity Exchange Buildings as Tourist Destinations

Oana MIONEL, Faculty of Foreign Language Engineering, "Politehnica" National University of Science and Technology, Bucharest, Romania.

Oana Mihaela ORHEIAN, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

15. Adapting the trends in creating new attractions for rural tourism in Romania

Dănuț UNGUREANU, Senior researcher III, "Costin C. Kiritescu" National Institute for Economic Research, Romanian Academy. Mountain Economy Center CE-MONT, Vatra Dornei, Romania. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

16. Tourism - a challenge in 2024 in the post-pandemic context

Anca-Adriana CRISTEA, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Tatiana-Corina DOSESCU, Faculty of Economics and Business Administration, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

17. Directions in developing wine tourism in Romania in the next decade and impact on sustainable tourism

Gabriela ȚIGU, Bucharest University of Economic Studies, Romania. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

Diana DUMITRU (ZOLOTOI), Bucharest University of Economic Studies, Romania.

18. Following the footsteps of independence: historical tourism on romanian battlefields

Viorel MIONEL, Faculty of Business and Tourism, Bucharest University of Economic Studies, Romania.

19. Artificial Intelligence in Tourism & Travel Industry

Camelia PAVEL, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Andreea BĂLTĂREȚU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

20. *Trends in promoting new holiday destinations in Romania*

Andreea-Ileana DANIELESCU, Senior researcher II. "Dimitrie Cantemir" Christian University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

21. *Impact of european social factors over Romanian spa tourism*

Petre BARON, Romanian Association of Tourism Journalists and Writers. Royal Company Publishing House, Bucharest, Romania

22. *Showcasing new products, services and technologies designed to improve the lives of both suppliers and end users in tourism, at World Travel Market (WTM) London 2024, November 5 – 7*

Alexandru BURDA, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

23. *Using the latest advances in customer relationship management tools for designing new tourist offers and services*

Emilia PASCU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

- 24. *Train transport in the wake SARS Cov 2 pandemic - consequences on its development***
Elisabeta Ilona MOLNÁR, Partium Christian University, Oradea, Romania.
- 25. *Priorities regarding the capitalization of tourist resources in Suceava County (Horizon 2030)***
Nicolae NEACȘU, Faculty of Business, “Dimitrie Cantemir” Christian University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.
Monica Nicoleta NEACȘU, Bucharest University of Economic Studies. Romanian Association of Tourism Journalists and Writers, Bucharest. Romania.
- 26. *Analysis of the aesthetic value of mountain landscapes. Case study: Bran county***
Aurel GHEORGHILAS, Faculty of Geography, University of Bucharest, Romania.
George ERDELI, Faculty of Geography, University of Bucharest, Romania.
Andra CRISTEA, Faculty of Geography, University of Bucharest, Romania.
Camelia TEODORESCU, Faculty of Geography, University of Bucharest, Romania.
- 27. *Using the latest advances in travel technology, including booking systems and virtual reality experiences for developing tourist packages***
Alexandru BURDA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

28. The impact of the post-pandemic context on tourism in Sibiu County

Virgil NICULA, "Lucian Blaga" University, Sibiu, Romania.

Simona SPANU, "Lucian Blaga" University, Sibiu, Romania.

Cosmin TILEAGĂ, "Lucian Blaga" University, Sibiu, Romania.

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

May 23^d, 2024

13,30 - 15,30 - Section sessions;

15,30 - 16,00 - Coffee Break;

16,00 - 18,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Camelia PAVEL**, PhD “Dimitrie Cantemir” Christian University, Bucharest, Romania

SECTION PAPERS

1. *The relation between offer and demand in a new data economy*

Grația GHIC, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Claudia BENTOIU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

2. *Solutions to teaching challenges in the AI era*

Cristina GHENUȚĂ, Faculty of Foreign Languages and Literatures, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. *Application of artificial intelligence to marketing*
Camelia PAVEL, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

4. *Sustainable Development in Romanian Higher Education: Achievements and Perspectives*
Adina Petruța PAVEL, UNESCO Chair “Engineering for Society”, "Politehnica" National University of Science and Technology, Bucharest, Romania.

5. *Romanian higher education. Challenges and trends in the context of artificial intelligence development*
Cezar MILITARU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Daniel-Laurențiu ȘTEFAN, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

6. *Ways of implementing coaching models in the field of education at university level*
Gașpar FLORENTINA, Bucharest University of Economic Studies, Romania

7. *Students response to trends in using E-learning solutions*
Alexandru BURDA, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

8. *Marketing research in the age of artificial intelligence*

Bogdănel DRĂGUȚ, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

9. *AI in education: from legislation to implementation*

Irina NICOLAU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Ana Maria DINU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Maria TILEA, Faculty of Finance, Banking and Accounting, Dimitrie Cantemir Christian University, Bucharest, Romania..

10. *Marketing of tourist destinations*

Andreea BĂLTĂREȚU, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Camelia PAVEL, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

11. *Evaluating the results of implementing coaching programs designed to increase performance in education*

Gașpar FLORENTINA, Bucharest University of Economic Studies, Romania

12. *AI and the HORECA sector*

Oana MILEA, Faculty of Business, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

13. Practical solutions for implementing good practices in planning an audit of financial statements

Florin CIURLĂU, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

14. Optimizing Information Flows in the Context of Digital Finance

Mirela NICULAE, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

15. Quality Culture in Higher Education Institutions: A Key Factor for Achieving Excellence

Adina Petruța PAVEL, UNESCO Chair “Engineering for Society”, "Politehnica" National University of Science and Technology, Bucharest, Romania.

16. Digital marketing in higher education

Alina SOLOMON, Faculty of Finance, Banking and Accounting, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

DEBATES AND CONCLUSIONS

May 24th, 2024

11,00 – 13,00 - Debates and conclusions;

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.