



Universitatea Creștină  
Dimitrie Cantemir

Facultatea de  
Business

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## PROGRAM BROCHURE

The International Conference  
**GLOBALIZATION AND COMPETITIVENESS  
IN KNOWLEDGE-BASED ECONOMY**  
16<sup>TH</sup> EDITION

April 1<sup>st</sup> – 3<sup>d</sup>, 2026  
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 Universitară” 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 and information technology due to their already overwhelming impact on the development of national economies.

Due to globalization and the rapid new advancements in information technology (including AI technology), Romania is following a number of economic and social transformations all leading to increased competitiveness and sustainability. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Investments in economy and the latest information technology are considered to be not only an important but an essential element for the process of driving the economy toward the future, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21st century, the flow of 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 future economic and social development depends on the way in which these concepts are put into practice.

## CONFERENCE AIMS AND OBJECTIVES

The conference that is now at its 16th 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 to:

- 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, Founder, President and Rector of D.C.C.U., Bucharest, Romania.

Professor **Cristian Sorin DUMITRESCU**, PhD, President of D.C.C.U. Senate, Bucharest, Romania.

### **Co - Chairs:**

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

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

Professor **Rădulescu Dragoș Marian**, PhD, Vicerector of D.C.C.U., Bucharest, Romania

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

Senior Lecturer **Oana Milea**, PhD, Dean of the Faculty of Business, D.C.C.U, Bucharest, Romania.

### **Members:**

Professor Marja Liisa Kristiina Tenhunen, Vicerector of D.C.C.U., Bucharest, Romania.

Professor Marinella Turdean, PhD, Advisor to the Rector, Faculty of BUSINESS, D.C.C.U., 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, Faculty of Information Technology, Statistics, and Economics, Academy of Economic Studies of Moldova, Chisinau, Moldova.

Professor Borys Budka, PhD, Adjunct of the Department of Energy Transformation at the University of Economics in Katowice, Poland.

Professor Nancy Papalexandris, PhD, Athens University of Economics and Business, Athens, Greece. 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 Sözen, PhD, Medipol Istanbul University, Istanbul, Turkey.

Professor Georgeta Ilie, PhD, Researcher at the Institute for World Economy, Romanian Academy, Faculty of BUSINESS, D.C.C.U., 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, Faculty of Business and Tourism, Department of Tourism and Geography, Bucharest University of Economic Studies, 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, Gustave Eiffel University, Paris, France.

Professor Daiva Jureviciene, PhD, Vilnius Gediminas Technical University, Vilnius, Lithuania.

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

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

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

Senior Lecturer Alexandru Ștefănescu, PhD, Faculty of Law and Administrative Sciences, D.C.C.U, 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, Vicerector of ULIM, Republic of Moldavia.

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

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

Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies of Moldova, Chisinau, Moldova.

Senior Lecturer, Mădălina Deaconu, Inria & Institut Élie Cartan de Lorraine, France.

Senior Lecturer, Mădălina Tocan, PhD, Faculty of Financial Management, Ecological University of Bucharest and Senior Researcher, Institute for World Economy, Romanian Academy, Bucharest, Romania.

Senior Researcher, Oana Chindriș-Văsioiu, PhD, Senior Researcher, Institute for World Economy, Romanian Academy, Bucharest, Romania.

Senior Lecturer Oana Milea, PhD, Dean Faculty of BUSINESS, D.C.C.U, Bucharest, Romania.

Senior Lecturer Maria Doina TILEA, PhD, 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 Daniel-Laurențiu Ștefan, 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

## ORGANIZING COMMITTEE

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

Senior Lecturer Oana **Milea**, 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

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### **April 1<sup>st</sup>, 2026**

**09,00 - 11,00** - Registering participants;

### **April 2<sup>nd</sup>, 2026**

**11,00 - 13,30** - Official opening and Plenary session;

**13,30 - 14,00** - Coffee break;

**14,00 - 15,30** - Section sessions;

**15,30 - 16,00** - Coffee Break;

**16,00 - 18,00** - Section sessions.

### **April 3<sup>d</sup>, 2026**

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

## ***PLENARY SESSION***

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***April 2<sup>nd</sup>, 2026***

**11,00 - 11,10** - Official opening

**11,10 - 11,30** – Welcoming speeches

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

**Cristian Sorin DUMITRESCU**, President of “Dimitrie Cantemir” Christian University Senate, Bucharest, Romania.

**11,30 - 12,10** – Keynote Speakers

**Marinella TURDEAN**, Advisor to the Rector, Faculty of Business, ”Dimitrie Cantemir” Christian University, Bucharest, Romania.

***Reserved title***

**Emilia PASCU**, Vicerector of D.C.C.U., Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania

***Innovative elements in business management***

**Georgeta ILIE**, Institute for World Economy, Romanian Academy; Faculty of Business, ”Dimitrie Cantemir” Christian University.

***Romania's role in nearshoring strategies within the current global strategic competition***

**12,10 - 13,40** - Plenary papers

***Moderator:***

Senior Lecturer **Emilia PASCU**, Vicerector of D.C.C.U., PhD, Faculty of BUSINESS, "Dimitrie Cantemir" Christian University, Bucharest.

**13,40 - 14,00** - Coffee break

**PLENARY PAPERS**

**1. *Reserved title***

**Adriana Liuba Ahciarliu KYRIAKIDIS**, Co-Founder & Owner Diplomat Consult Ltd. - part of Invigors EMEA, postPhD researcher UEFISCDI Programme with National University of Political Studies and Public Administration, Bucharest, Romania.

**2. *Reserved title***

**Antonello BIAGINI**, "La Sapienza" University Rome, Italy.

**3. *Reserved title***

**Viorelia MOLDOVAN-BĂTRÎNAC**, PhD, Vicerector of ULIM, Republic of Moldavia.

**4. *Reindustrializing Romania in the EU Context: Fiscal Tools for Attracting Strategic Investments***

**Mădălina TOCAN**, Faculty of Financial Management, Ecological University of Bucharest; Institute for World Economy, Romanian Academy, Bucharest, Romania.

**Cristian PANĂ**, Faculty of Financial Management, Ecological University of Bucharest, Romania.

5. *Redefinitions of the concept of enterprise in the context of globalization*  
**Roxana Arabela DUMITRAȘCU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
6. *On the quality and safety of modern culinary products*  
**Valentina ZAHARIA**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
7. *Promoting Romanian tourist offer at the IAAPA Expo Europe 2026, September 21 – 25*  
**Nicolae NEACȘU**, “Dimitrie Cantemir” Christian University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.
8. *AI as a potentially valuable partner in education: technical and methodological solutions and challenges*  
**Narcisa ISĂILĂ**, Faculty of Business, “Dimitrie Cantemir” Christian University.
9. *Challenges in 2027 for international tourism in the context of the new US travel changes, visa and immigration reform*  
**Cristiana CRISTUREANU**, "Dimitrie Cantemir" Christian University, Bucharest, Romania.
10. *Audit committee effectiveness and its impact on audit quality: evidence from emerging markets*  
**Maria Doina TILEA**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

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

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

# ***I. INTERNATIONAL BUSINESS AND EUROPEAN ECONOMY***

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*April 2<sup>nd</sup>, 2026*

**14,00 - 15,30** - Section papers;

**15,30 - 16,00** - Coffee Break;

**16,00 - 18,00** - Section papers.

## **Moderator:**

- ✓ Senior Lecturer **Oana MILEA**, PhD, Dean of the Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

## **SECTION PAPERS**

### ***1. Reserved title***

**Giulio QUERINI**, University of Madagascar, Antananarivo, Antsiranana, Madagascar.

### ***2. Reserved title***

**Arminia CICALĂ-RACU**, Academy of Economic Studies, Republic of Moldova.

### ***3. Reserved title***

**Ion PÂRȚACHI**, National Institute for Economic Research, Faculty of Information Technology, Statistics, and Economics, Academy of Economic Studies of Moldova, Chisinau, Moldova.

### ***4. Challenges of global value chains. Case study: electric vehicles***

**Georgeta ILIE**, Institute for World Economy, Romanian Academy; Faculty of Business,

”Dimitrie Cantemir” Christian University,  
Bucharest, Romania.

**Claudia Gabriela BAICU**, Institute for World  
Economy, Romanian Academy, Bucharest,  
Romania.

5. *The impact of AI technologies on techniques and  
methods used in marketing research*

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

6. *Evolution of the Romanian Entrepreneurial  
Ecosystem: Financing Strategies and Economic  
Resilience within the European Context*

**Dan-Marin BOAJĂ**, Faculty of Business,  
”Dimitrie Cantemir” Christian University,  
Bucharest, Romania.

**Laura NECULAIE**, Ministry of Economy,  
Digitalization, Entrepreneurship and Tourism,  
Bucharest, Romania.

7. *The role of distribution series in trade*

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

8. *Geostrategic challenges in the Middle Est -  
evolution and conflicts*

**Petronela-Sonia NEDEA**, Faculty of Business,  
”Dimitrie Cantemir” Christian University,  
Bucharest, Romania.

**9. *Ethics, Responsibility and Environmental Sustainability: Rethinking Economic Governance***

**Oana CHINDRIȘ-VĂSIOIU**, Institute for World Economy, Romanian Academy, Bucharest, Romania.

**Valeria Arina MIRCEA**, Faculty of Financial Management, Ecological University of Bucharest, Romania.

**10. *Specific financial risks in the new global economy***

**Roxana Arabela DUMITRAȘCU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**11. *The resilience of global service value chains in the current geopolitical context***

**Georgeta ILIE**, Institute for World Economy, Romanian Academy; Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**Anda Nicoleta ONEȚIU**, Faculty of Educational Sciences, “Dimitrie Cantemir” Christian University, Bucharest, Romania

**12. *Internal public audit – a tool for analyzing efficiency, effectiveness, and economy in Romanian public administration***

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

**Adriana ZANFIR**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

***13. Accounting and tax treatment of sick/medical leave in the context of recent legislative changes***

**Mirela NICULAE**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

***14. Defining trends for the near term evolution of the financial market in Romania***

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

***15. The impact of the Middle East conflicts and instability on natural resources production and global commercial distribution***

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

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

***16. Food market developments 2021-2025***

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

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

***17. The benefits of adopting AI in the financial market***

**Radu Sorin CLAUDIU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**18. *The new procedure for hiring, liquidation, authorization, and payment of budgetary expenditures (ALOP) in the context of digitalization***

**Mirela NICULAE**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**19. *Air transport connectivity in Central and Eastern Europe: evolution and implications for regional development (2010–2025)***

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

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

**Tudor BULGARU**, UNESCO Chair “Engineering for Society”, National University of Science and Technology POLITEHNICA, Bucharest, Romania.

**20. *The hidden pitfalls of so-called service economies***

**Vadim DUMITRAȘCU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**21. *The Impact of Trust and Online Reviews on the Completion of Commercial Transactions***

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

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

**22. *State and economic-social performance in the European Union***

**Gheorghe POPESCU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**Cristian Florin CIURLĂU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**Ioana Alexandra PÂRVU**, Management Doctoral School, Faculty of Management, Bucharest University of Economic Studies, Bucharest, Romania.

**Roxana Natalia PAȚURCĂ (GHELASA)**, Management Doctoral School, Faculty of Management, Bucharest University of Economic Studies, Bucharest, Romania.

**23. *Transport services market in Romania 2021-2025***

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

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

**24. *On the importance of consumer trends on the growth in importance of e-commerce for logistical areas of trade***

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

## **II. BUSINESS DEVELOPMENT AND COMPETITIVENESS**

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*April 2<sup>nd</sup>, 2026*

**14,00 - 15,30** - Section papers;

**15,30 - 16,00** - Coffee Break;

**16,00 - 18,00** - Section papers.

### **Moderator:**

- ✓ Senior Lecturer **Roxana Arabela DUMITRAȘCU**, PhD, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

### **SECTION PAPERS**

**1. *Reserved title***

**Nancy PAPALEXANDRIS**, Athens University of Economics and Business, Athens, Greece. Visiting Professor at Philips University. Nicosia, Cyprus.

**2. *Reserved title***

**Borys BUDKA**, Adjunct of the Department of Energy Transformation at the University of Economics in Katowice, Poland.

**3. *Some considerations regarding the administrator’s liability in the event of a company’s bankruptcy***

**Diana GORUN**, Faculty of Law, Romanian-American University, Bucharest, Romania.

**4. *Financial Architecture for Sustainability: Fiscal Instruments in Environmental Governance***

**Oana CHINDRIȘ-VĂSIOIU**, Institute for World Economy, Romanian Academy, Bucharest, Romania.

**Cristian PANĂ**, Faculty of Financial Management, Ecological University of Bucharest, Romania.

**5. *Customer relations in the context of digitalization***

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

**6. *Using AI models for operating assembly lines and production supply planing in 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.

**7. *Challenges in managing extended supply chain networks within the current global economic tensions***

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

**Georgeta ILIE**, Institute for World Economy, Romanian Academy; Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**8. *Digitalization and Green Financing: Growth Engines for Romanian SMEs towards the 2030 Horizon***

**Dan-Marin BOAJĂ**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**Laura NECULAIE**, Ministry of Economy, Digitalization, Entrepreneurship and Tourism, Bucharest, Romania.

**9. *AI solutions for e-business management***

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

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

**10. *Integrating Security Mechanisms into the Unified Modeling Language (UML): A Software Design Perspective Based on Security-by-Design Principles***

**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.

**11. *How to use AI without losing the soul of your brand***

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

***12. Emerging skills and occupations in the aviation industry: implications of digitalization and sustainable development***

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

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

***13. Theoretical considerations on the issue of foodstuffs shelf life labeling***

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

***14. Governance and sustainability in the digital age. An approach based on the balance between organizational performance and human resources***

**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 Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

***15. Electronic payment instruments – Revolut***

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

***16. The importance of services providers in the rapid development of commercial solutions based on Artificial Intelligence***

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

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

### ***III. TOURISM AND SUSTAINABLE DEVELOPMENT***

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*April 2<sup>nd</sup>, 2026*

**14,00 - 15,30** - Section papers;

**15,30 - 16,00** - Coffee Break;

**16,00 - 18,00** - Section papers.

#### **Moderator:**

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

#### **SECTION PAPERS**

**1. *Reserved title***

**Cezmi KARASU**, Eskişehir Osmangazi University, Faculty of Science and Literature, Department of History, Turkey.

**2. *Tourism in the context of major challenges***

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

**3. *Analysis of tourist traffic between 2022 and 2026***

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

4. ***Promoting new digital and AI based technologies in the tourism industry at European Tourism Expo, November 25–27, 2026***  
**Camelia PAVEL**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
  
5. ***Assessing the impact of geopolitical risk factors on tourism in 2025***  
**Petronela-Sonia 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.
  
6. ***Impact of overtourism on the urban tourist destinations through tourist congestion***  
**Alexandru BURDA**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
  
7. ***Business development opportunities for Romanian tourism professionals at TTG Travel Experience 2026, October 14 – 16***  
**Nicolae NEACȘU**, “Dimitrie Cantemir” Christian University; Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

- 8. *Tourism trends in emerging countries in 2026***  
**Andreea BĂLTĂREȚU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.  
**Camelia PAVEL**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
- 9. *Developing promotional strategies for companies in the tourist accommodation using AI models***  
**Camelia PAVEL**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.  
**Andreea BĂLTĂREȚU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
- 10. *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, November 3 - 5, 2026***  
**Nicolae NEACȘU**, “Dimitrie Cantemir” Christian University; Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.
- 11. *On travel industry’s commitment to preserving the environment through sustainability and responsible tourism***  
**Alexandru BURDA**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

***12. The role of distribution series in tourism***

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

## ***IV. MANAGEMENT AND MARKETING IN A KNOWLEDGE-BASED ECONOMY***

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***April 2<sup>nd</sup>, 2026***

**14,00 - 15,30** - Section papers;

**15,30 - 16,00** - Coffee Break;

**16,00 - 18,00** - Section papers.

### **Moderator:**

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

### **SECTION PAPERS**

**1. *Reserved title***

**Herve DEFALVARD**, PhD, Gustave Eiffel University, Paris, France.

**2. *Reserved title***

**Filomena MAGGINO**, "La Sapienza" University Rome, Italy.

**3. *Reserved title***

**Jose M., MERIGO LINDAHL**, PhD, University of Technology Sydney, Australia.

**4. *Reserved title***

**Daiva JUREVICIENE**, PhD, Gediminas Technical University, Vilnius, Lithuania.

5. *Reserved title*  
**Zeynep SÖZEN**, PhD, Medipol Istanbul University, Istanbul, Turkey.
  
6. *Reserved title*  
**Erzsébet PRINTZ-MARKÓ**, Kautz Gyula Faculty of Economics and Business Administration, Széchenyi István University, Győr, Hungary
  
7. *The Role of Communication in Building Sustainable Environmental Management Systems*  
**Mădălina TOCAN**, Faculty of Financial Management, Ecological University of Bucharest; Institute for World Economy, Romanian Academy, Bucharest, Romania.  
**Valeria Arina MIRCEA**, Faculty of Financial Management, Ecological University, Bucharest, Romania.
  
8. *Knowledge-makers versus knowledge-users in the globalized economy*  
**Vadim DUMITRAȘCU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania
  
9. *Potential uses of AI based models for mathematical education*  
**Grațiela GHIC**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.  
**Claudia BENTOIU**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

***10. Individual freedom in the constitutional order: theoretical and jurisprudential perspectives***

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

***11. Digitalisation in our daily lives***

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

***12. Financial dimensions of the reorganization of pre-university education institutions in Romania***

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

***13. Application of AI models in educational marketing***

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

***14. Responsible leadership: The key to a sustainable future for the business environment***

**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 Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

**15. Challenges in teaching English for Specific Purposes (ESP) to university students**

**Cristina GHENUȚĂ**, Faculty of Law, “Niculae Titulescu” University, Bucharest, Romania.

**16. Cyber Threat Modeling through Misuse Case Diagrams: Vulnerability Assessment in the Architectural Phase of Complex Systems**

**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.

**17. Developing new marketing strategies for spa tourism destinations**

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

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

**18. Prompt-Induced SQL Injection in Text-to-SQL Systems**

**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.

***19. Modern challenges and developments in organizational behavior. Formal, informal and functional within organizations***

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

***20. The nocive and unfavorable effect of politics on education and justice in post-December 1989 Romania***

**Gheorghe MARINESCU**, Faculty of Business,  
“Dimitrie Cantemir” Christian University,  
Bucharest, Romania.

***21. Teachers feedback to trends in using A.I. tools as E-learning solutions***

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

***22. US geopolitical paradigm within the prezent regional landscape***

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

***23. Career management for academic staff in higher education***

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

**24. *AI based methods for assessing teachers' satisfaction with the teaching environment***

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

**25. *Using AI based models for understanding evolution trends in the Romanian HORECA sector***

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

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

**26. *Consumer behavior in the artificial “intelligence” age***

**Florin Alexandru ALEXE**, Faculty of Business, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

## *DEBATES AND CONCLUSIONS*

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*April 3<sup>d</sup>, 2026*

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

**Moderator:**

- ✓ Senior Lecturer **Emilia PASCU**, PhD, Vicerector of D.C.C.U., PhD, Faculty of BUSINESS, “Dimitrie Cantemir” Christian University, Bucharest, Romania.