



13th International Conference

Competitiveness and Stability in the Knowledge-Based Economy

CONFERENCE PROGRAMME

**iCOnc 2021
Craiova, Romania,
October 29-30**

PLENARY SESSION

11:00 – 14:00

Magnús Árni MAGNUSSON, Assoc. Prof. PhD, Bifrost University, ISLAND

Gender in Afghanistan; Challenges, Progress, Disaster

11:10

Marina GREGORIC, Assist. Prof. PhD, University North, Koprivnica, Varazdin, CROATIA

Tourism and destination marketing after Covid-19 pandemic; opportunities in modified tourist products

11:30

Simon GRIMA, Assoc. Prof. PhD, University of Malta, MALTA

Sociology of Risk: The Relationship between Anomic Traits and Risk Appetite

11:50

Paolo D'ANSEMI, Lecturer PhD, University Tor Vergata, Rome, ITALY

Craiova 2035: zero-emissions cars, What CSR has to say about the European Green Deal

12:10

Mara DEL BALDO, Assoc. Prof. PhD, University of Urbino “Carlo Bo”, ITALY

Beyond the crisis: looking inward and moving forward through business resilience and humanistic management

12:30

Carl ABERG, Assoc. Prof. PhD, University of South-Eastern Norway, NORWAY

Controlling or loving? Understanding family firm performance towards an “evolutionary” and “generational” socioemotional wealth approach of family firm leadership

12:50

Ercan OZEN, PhD Prof., University of Uşak, TURKEY

Examining Teachers' Financial Tendency from the Perspective of Behavioral Finance

13:10

Massimo COSTA, Professor PhD, University of Palermo, Palermo, ITALY

Evolution of non-financial accountability and CSR: Trends, Problems and Perspectives

13:30

ECONOMICS TRACK

Track 1, Friday 29.10.2021, 15:00-17:00

Moderators: *PROF. PHD Marta-Christina SUCIU*
PROF. PHD Mirela ACELEANU
PROF. PHD Andreea Claudia ȘERBAN
PROF PHD Mirela CRISTEA

Mirela CRISTEA, Eleftherios THALASSINOS and Grațiela Georgiana NOJA	BRIDGING LABOUR MARKET PERFORMANCE AND ECONOMIC WELFARE UNDER THE DEMOGRAPHIC DIMENSIONS: EMPIRICAL EVIDENCE FROM EUROPE
Mugur Victor Constantin IUREȘ	THE MINING OF BITCOIN AND ENERGY CONSUMPTION'S IMPACTS IN THE EU ON THE PERIOD OF COVID-19 PANDEMIC
Marta-Christina SUCIU, Mirela ACELEANU and Decebal DUMITRESCU	CHALLENGES AND OPPORTUNITIES FOR MODERN BUSINESS ENVIRONMENT. THE CASE OF DISRUPTIVE TECHNOLOGIES IN ROMANIA
Marta-Christina SUCIU, Andreea Claudia ȘERBAN, Ana Maria BOCĂNEALĂ, Oana Raluca TOFAN and Dragos DINCĂ	SUSTAINABLE LEADERSHIP. FROM SHARING TO CARRYING. CHALLENGES AND OPPORTUNITIES FOR ROMANIAN BUSINESS
Marta-Christina SUCIU, Andreas KOLODZIEJAK, Adrian PETRE and Gheorghe-Alexandru STATIVĂ	FORECASTING OUTPUT GAPS AND GROWTH THROUGH ECONOMIC TENDENCY SURVEYS IN PANDEMIC TIMES: A MODEL APPROACH
Mara DEL BALDO	OVERCOMING THE COVID-19 OUTBREAK THROUGH HUMANISTIC MANAGEMENT: A SUSTAINABLE PERSPECTIVE FOR BUSINESS?
Magnus SKJÖLD, Heather ALLANSDÓTTIR, Danielle Elizabeth BEAUCHEMIN, Elham FAKOURI, Judit RODRIGUEZ RODRIGUEZ and Anca TĂNASIE	THE NEW ATLANTEANS: FORCED MIGRATION, STATELESSNESS AND JUSTICE

Track 2, Friday 29.10.2021, 15:00-17:00

Moderators: *ASSOC. PROF. PHD Daniel AVRAM*
LECTURER PHD Bogdan BUDICĂ

Costin Daniel AVRAM and Camelia Rodica AVRAM	FINANCIAL COMMUNICATION AND ITS IMPORTANCE IN ECONOMIC AND SOCIAL LIFE
Costin Daniel AVRAM and Camelia Rodica AVRAM	PUBLIC RELATIONS AND INSTITUTIONAL COMMUNICATION FROM NECESSITY TO BEST PRACTICES
Laurențiu RADU and Bogdan BUDICĂ	ROMANIA'S REAL ECONOMY UNDER THE IMPACT OF THE 2008 FINANCIAL CRISIS AND OF THE CORONAVIRUS PANDEMIC (COVID-19)
Luiza Loredana NĂSTASE	THE 2021 CONVERGENCE PROGRAMME. AN OVERVIEW OF ROMANIA

Track 1, Saturday 30.10.2021, 10:00-12:00

Moderators: *PROF. PHD Mirela CRISTEA*
PROF. PHD Ekrem TUFAN
PROF. PHD Grațiela NOJA

Ekrem TUFAN, Funda ERIŞ and Salih BULDUKOĞLU	THE EFFECT OF ECONOMIC CRISES ON THE HEALTH SECTOR IN THE HISTORY OF THE REPUBLIC OF TURKEY
Catrinel Delia TĂLĂBAN	TRANSFORMATION OF THE ROMANIAN LABOR MARKET IN THE ERA OF GLOBALIZATION
Daniel TOBĂ	MAIN FEATURES OF MACROECONOMIC POLICY IN ROMANIA, IN THE PERIOD BEFORE AND AFTER THE ONSET OF THE PANDEMIC CRISIS
Fedaa Abd Almajid SABBAR ALARAJI	GENERAL ASSESSMENTS REGARDING THE EVOLUTION OF FOREIGN DIRECT INVESTMENTS IN ROMANIA
Sorina-Elena CARAGIANI	DIMENSIONS OF THE RISK OF POVERTY OR SOCIAL EXCLUSION AT THE LEVEL OF THE MEMBER STATES OF THE EUROPEAN UNION
Fedaa Abd Almajid SABBAR ALARAJI	FDI IN ROMANIA: TERRITORIAL ORIENTATION, BY SECTORS AND ECONOMIC ACTIVITIES

Track 2, Saturday 30.10.2021, 10:00-12:00

Moderators: *PROF. PHD Laura CISMAS*
PROF. PHD Camelia HAȚEGAN

Renata Dana NIȚU-ANTONIE, Emőke-Szidónia FEDER and Kristina STAMENOVIC	DETERMINANTS OF SUSTAINABLE ENTREPRENEURIAL INTENTIONS IN THE CASE OF SERBIAN STUDENTS
Emőke-Szidónia FEDER, Renata Dana NIȚU-ANTONIE and Kristina STAMENOVIC	FACTORS STIMULATING SUSTAINABLE ENTREPRENEURIAL INTENTIONS OF YOUTH WITH HIGHER EDUCATION IN ROMANIA
Laura Mariana CISMAŞ and Cornelia DUMITRU	NEGOTIATING OR RENEGOTIATING A NEW SOCIAL CONTRACT – A ROMANIAN PERSPECTIVE
Andreea Claudia CRUCEAN and Camelia Daniela HAȚEGAN	IMPACT OF INFORMATION TECHNOLOGY ON AUDIT QUALITY: EUROPEAN LISTED COMPANIES' EVIDENCE
Anca TĂNASIE and Luiza NĂSTASE	A COMPARATIVE ANALYSIS OF EU FUNDING EFFICIENCY ON A REGIONAL LEVEL

Track 3, Saturday 31.10.2020, 10:00-12:00

Moderators: *PROF. PHD Ramona PIRVU*
ASSOC. PROF. PHD Anca TANASIE

Geanina Iulia BOȚOTEANU RĂDĂCINĂ	ANALYSIS OF SUSTAINABILITY INFORMATION PUBLISHED BY ENERGY PRODUCTION COMPANIES, IN ROMANIA, IN THE PERIOD 2017 – 2020
Lili ȚENEA	DEVELOPMENT OF RURAL AREAS IN ROMANIA IN THE POST-ACCESSION PERIOD THROUGH STRUCTURAL AND NATIONAL FUNDS
Lili ȚENEA	INFRASTRUCTURE DEVELOPMENT IN RURAL AREAS IN ROMANIA, THE BASIS OF RURAL ECONOMY DEVELOPMENT
Flavia Andreea MURTAZA	THE ECONOMIC EFFECTS OF MOBILITY AND MIGRATION OF HIGHLY SKILLED LABOR IN ROMANIA ON ECONOMIC LIFE
Flavia Andreea MURTAZA	THE CONSEQUENCES OF LABOR MIGRATION ON ROMANIA'S ECONOMIC DEVELOPMENT
Marieta STANCIU, Mădălina Giorgiana MANGRA and Natalița Maria SPERDEA	THE IMPACT OF CLIMATE CHANGE ON A GLOBAL LEVEL

Track 4, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *ASSOC. PROF. PHD Laurențiu DRAGOMIR*
LECTURER PHD Bogdan BUDICĂ

Ramona PÎRVU, Laurențiu DRAGOMIR and Geanina Iulia BOȚOTEANU RĂDĂCINĂ	PRESENT AND PERSPECTIVES IN ROMANIA REGARDING GREEN JOBS IN THE RENEWABLE ENERGY SECTOR
Ramona PÎRVU, Bogdan BUDICĂ and Lili ȚENEA	THE IMPACT OF RDP MEASURES ON THE RURAL DEVELOPMENT: THE CASE OF ROMANIA
Gabriel Nicolae PRICINĂ	PERPETUATING TRADITIONAL SUBSISTENCE MODELS IN THE AGE OF GLOBALIZATION
Gabriel Nicolae PRICINĂ and Cosmin Mihai PRICINĂ	ENSURING INDIVIDUAL RIGHTS AND FREEDOMS BY INTEGRATING COST-BENEFIT ANALYSIS INTO DIMENSIONING THE HUMAN DEVELOPMENT EXPENDITURES
Emilio SAN PEDRO	PANDEMIC POLICIES IN THE FIELD OF MASS MEDIA
Andra GĂINĂ	THE NEW WORLD ORDER AND HOW THE COVID-19 PANDEMIC CHANGED THE GLOBAL ECONOMIC OUTLOOK

Track 5, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *ASSOC. PROF. PHD Anca BĂNDOI*
PROF PHD Daniela DĂNCIULESCU

Anca BĂNDOI, Cătălina SITNIKOV and Dana DĂNCIULESCU	HOW CAN DIGITALIZATION ELIMINATE THE GAPS IN ECONOMIC PROGRESS
Maria CRIVEANU and Maria Magdalena CRIVEANU	THE INFLUENCE OF POLLUTION ON THE ECONOMY
Ana-Maria CÎRSTEA DUMITRU	CURRENT OUTLOOKS ON A SUSTAINABLE DEVELOPMENT IN TRANSPORTATION SECTOR
Daniela CHITUC	REGIONAL GROWTH IN ROMANIA AFTER ITS ACCESSION TO EU
Nicoleta STANCIU	BALANCED REGIONAL DEVELOPMENT – A GOAL OF ECONOMIC COHESION POLICY
Cornelia DRĂGHICI	THE IMPORTANCE OF INTEGRATING MIGRANT WORKERS INTO THE COMMUNITY
Anca PĂUNESCU, Mihaela CHIRIȚESCU, Laviniu LĂPĂDAT and Maria Magdalena LĂPĂDAT	LINGUISTIC VARIATIONS OF THE ROMANIAN LANGUAGE IN THE DIGITAL ERA

Track 6, Saturday 30.10.2021, 10:00-12:00

Moderators: *ASSOC. PROF. PHD Anca TĂNASIE*
LECTURER PHD Luiza NĂSTASE

Anca TĂNASIE and Andy Costinel ȘTEFANESCU	EU FUNDING AND DIGITALIZATION IN ROMANIA
Adina Patricia NEAMȚU	EFFECTS OF POPULATION GROWTH ON THE ECONOMIC DEVELOPMENT OF DEVELOPING COUNTRIES
Mona-Lisa PURCARU	MAJOR NEGATIVE EFFECTS OF POPULATION EXPLOSION
Dacia-Petronela COSTEA	CHALLENGES AND OPPORTUNITIES OF RURAL DEVELOPMENT IN ROMANIA
Florin Ștefan MUNTEANU	ROMANIA`S PARTICIPATION TO THE POLICY OF ECONOMICAL, SOCIAL AND TERRITORIAL COHESION OF THE EUROPEAN UNION BETWEEN 2014 – 2020
Cristina Fabiana DINU	THE IMPACT OF THE COVID PANDEMIC ON THE ROMANIAN ECONOMY

ACCOUNTING TRACK

Track 1, Friday 29.10.2021, 15:00 - 17:00

Moderators: PROF. PHD Marioara AVRAM

ASSOC PROF. PHD Radu BĂLUNĂ

Maria CIUREA	CONSIDERATIONS REGARDING THE IMPLEMENTATION OF IPSAS 13 “LEASING CONTRACTS” IN ROMANIA PUBLIC ACCOUNTING
Elian Gabriel MILITARU	IMPACT OF FINANCIAL AND NON-FINANCIAL INFORMATION ON SALARY RIGHTS IN INTEGRATED REPORTING
Ahmed Kadhim Idan AL KHAFAJI, Ibrahim Naeem HASAN, Qasim Farhan Al Ahmedi ABO AL HASSAN, Waleed Khaild AL DURRAH, Mohammed Abdulah AHMED	ACCOUNTING DISCLOSURE IN ACCORDANCE WITH INTERNATIONAL FINANCIAL REPORTING STANDARDS FOR GREEN (RENEWABLE) ENERGY
Georgiana Maria LUNGU, Daniel Costin AVRAM and Radu Nicolae BĂLUNĂ	FINANCIAL COMMUNICATION WITHIN COMPANIES
Nensi XHANI, Daniel AVRAM and Marioara AVRAM	AUDIT OF PUBLIC RESOURCES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT - COMPARATIVE STUDY: ROMANIA – ALBANIA
Cristina-Petrina TRINCUI- DRĂGUȘIN and Mihai-Răzvan SANDA	EU SAIS’ ADOPTION OF OPEN DATA PRACTICES
Nina Adriana BUICĂ, Marioara AVRAM and Magdalena MIHAI	A STUDY OF THE FINANCIAL AUDIT MARKET FOR EUROPEAN PROJECTS IN ROMANIA
Aurelia Maria POPESCU	THE IMPACT OF THE PANDEMIC ON SMALL AND MEDIU- SIZED ENTERPRISES

Track 2, Friday 29.10.2021, 15:00 - 17:00

Moderators: *PROF. PHD Marian SIMINICA*

PROF. PHD Cerasela PÎRVU

Alin-Ionuț DOROBANȚU	THE IMPACT, OVER TIME, OF INTANGIBLE ASSETS ON FINANCIAL PERFORMANCE OF COMPANIES
Cristina DIDEA and Alexandra Delia BUGNARIU	A SYSTEMATIC RETROSPECTIVE OF THE SPECIALTY LITERATURE ON THE CONCEPT OF CONTROLLING
Alexandra Delia BUGNARIU, Cristina DIDEA and Ion COZMA	RESEARCH ON THE EVOLUTION OF COSTS ASSOCIATED WITH COVID-19 OF A COMPANY FROM THE AUTOMOTIVE INDUSTRY
Luminița RUS, Claudia Diana SABAU POPA, Dana Simona GHERAI and Carmen Mihaela SCORTE	THE INFLUENCE OF THE EUROPEAN GREEN DEAL ON THE PRESENTATION OF INFORMATION IN COMPANY'S INTEGRATED REPORTING
Dana Simona GHERAI, Claudia Diana SABĂU-POPA, Luminița RUS and Diana Elisabeta MATICA	SUSTAINABLE DEVELOPMENT GOALS AND THE ROLE OF SUPREME AUDIT INSTITUTIONS IN THE STATES OF EUROPEAN UNION
Maria Petronela ARON	BILIOMETRIC ANALYSIS OF RESEARCH TRENDS REGARDING THE IMPACT OF INDUSTRY EVOLUTION ON AGRICULTURE ACCOUNTING
Andrada LASCAU	THE BENEFITS OF AUDIT DIGITALISATION AND THE EFFECTS ON THE WORK OF AUDITORS
Lili RAKOS	POSSIBILITIES FOR IMPROVING COST MANAGEMENT IN INDUSTRIAL ECONOMIC ENTITIES. A CASE STUDY ON S.C. PROROM INDUSTRIE S.R.L. BUCHAREST

Track 1, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF. PHD Marian SIMINICĂ*
PROF. PHD Ovidiu BUNGET

Ovidiu-Constantin BUNGET, Cristian LUNGU and Andrei-Marius OLARIU	THE INTERDEPENDENCE BETWEEN THE TYPE OF AUDIT OPINION AND THE VARIATION OF THE STOCK PRICE
Ioan-Alexandru DUMITRESCU and Alin-Ionuț DOROBANȚU	IMPACT OF QUARTERLY FINANCIAL REPORTING OF FIXED ASSETS ON THE PERFORMANCE OF COMPANIES
Ana Maria ALEXIE	HOW DO GENDER DIVERSITY AND THE INDEPENDENCE OF THE BOARD INFLUENCE THE COMPANY'S PERFORMANCE?
Denisa CATÎRU	ANALYSIS OF THE INSOLVENCY RISK WITHIN THE ROMANIAN ENTERPRISES BY USING THE ECONOMIC- FINANCIAL INDICATORS
Loredana-Georgia IVAN	THE IMPACT OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE FACTORS ON COMPANY PERFORMANCE
Olivian BÎLTAC	ANALYSIS OF CAUSAL RELATIONSHIPS BETWEEN A COMPANY'S SOCIAL PERFORMANCE AND FINANCIAL PERFORMANCE

Track 2, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF. PHD Cerasela PÎRVU*
ASSOC. PROF. PHD Valeriu BRABETE
ASSOC. PROF. PHD Daniel GOAGĂRĂ

Al Khafaji Ahmed KADHIM IDAN, Al Durrah WALEED KHAILED SUWAID, Ibrahim Naeem HASAN, Emad Mohamed FARHAN, Zainab Faeq MUHAMMED, Mohammed Abdulah AHMED and Hana Qassem MAZBOUB	THE IMPACT OF THE INDEPENDENCE OF THE AUDITOR ON THE QUALITY OF FINANCIAL REPORTS IN LIGHT OF THE CORONA PANDEMIC
Valeriu BRABETE and Daniel GOAGĂRĂ	DIGITALISATION – A DANGER FOR ACCOUNTING PROFESSIONALS?
Cerasela PÎRVU and Sorin VÎNĂTORU	NEW APPROACHES TO STRATEGIC MANAGEMENT AND STRATEGIC MANAGERIAL ACCOUNTING
Sorin VÎNĂTORU, Cerasela PÎRVU and Sorin DOMNIȘORU	CRITERIA FOR EVALUATING THE INTERNAL CONTROL SYSTEM FROM THE PERSPECTIVE OF PROCEDURES AND RISKS RELATED TO FIXED ASSETS

MANAGEMENT, MARKETING, TOURISM TRACKS

Track 1, Friday 29.10.2021, 15:00 - 17:00

Moderators: *ASSOC PROF. PHD Cătălin BARBU*
ASSIST. PHD Adina DINU

Daniela POPESCU, Andreea BĂDICĂ and Sorina Raula GÎRBOVEANU	THE SOCIAL AND REGULATORY ASPECTS OF ADVERTISING
Yanyu CHEN	CHINESE CONSUMER ATTITUDE AND PURCHASE INTENTION TOWARD EMERGING DOMESTIC LUXURY BRAND
Shiqian CHEN	THE IMPACT OF PERCEIVED BRAND VALUE ON CONSUMER PURCHASING BEHAVIOR IN FASHION APPAREL INDUSTRY IN CHINA
Cătălin Mihail BARBU	RELEVANT CUSTOMER EXPERIENCE IN FINTECH
Yining HOU	ONLINE GROUP BUYING (OGB) REPURCHASE INTENTION IN CHINA: ANALYSIS OF INFORMATION ADOPTION
Dewang BAN	ANALYSIS OF MIANZI AND GUANXI ON SOCIAL WOM'S CREDIBILITY ON THE PURCHASE INTENTION OF LUXURY BRANDS
Daniela POPESCU, Adina DINU and Sorina GÎRBOVEANU	ENTREPRENEURSHIP IN THE DIGITAL AGE

Track 2, Friday 29.10.2021, 15:00 – 17:00

Moderators: *PROF PHD Cătălina SITNIKOV*
ASSOC PROF PHD Radu OGARCĂ

Ionuț RIZA and Alina Mădălina BELU	ETHICS AND INVOLVEMENT OF INTERESTED FACTORS IN OCCUPATIONAL RISK MANAGEMENT
Huiyao ZHANG	THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT UNDER THE RITZ-CARLTON GOLD STANDARD ON THE TOTAL QUALITY MANAGEMENT OF HOTELS
Marta-Christina SUCIU, Andreas KOLODZIEJAK, Gheorghe- Alexandru STATIVĂ and Teodora ABRAMIUC TODORAN	LEARNING CULTURE FOR BUSINESS SUSTAINABILITY
Chen HE	OBSERVATION ON FANDOM IN THE IDOL INDUSTRIALIZED ERA – A CASE STUDY ON THE “IDOL CULTIVATION” TALENT SHOW

Marta Christina SUCIU, Adrian PETRE, Laura Gabriela ISTUDOR, Mircea Ovidiu MITUCA, Alexandru Gheorghe STATIVA, Diana MARDAROVICI, Oana Raluca TOFAN, Razvan George COTESCU, Florentina Diana NĂSULEA SPINU, Ramona Madalina MOROIANU and Adrian SIMION

INDUSTRY 4.0 VERSUS INDUSTRY 5.0. ARE HUMAN RESOURCES PREPARED TO TRANSLATE TO INDUSTRY 5.0 ?

Claudia ALSTANI

MEASURING ORGANIZATIONAL PERFORMANCE FROM THE PERSPECTIVE OF EMPLOYEE WELLBEING IN LUCRATIVE ORGANIZATIONS

Track 3, Friday 29.10.2021, 15:00 – 17:00

Moderators: ASSOC PROF PHD Roxana MARINESCU
ASSOC PROF PHD Adriana SCRIOȘTEANU

Adriana SCRIOȘTEANU and Maria Magdalena CRIVEANU

IMPLEMENTING SUSTAINABLE TOURISM IN BUCHAREST CITY

Yi TANG

THE INTENSION OF CONSUMERS FOR HOMESTAY TOURISM AND THE COMMERCIALIZATION OF THE RURAL HOME IN CHINA

Esat SAÇKES

THE EFFECT OF COVID-19 VARIANTS ON TOURISTS' DESTINATION SELECTION

Roxana Cristina MARINESCU and Monica PĂTRUTESCU

THE IMPORTANCE OF RESILIENCE AND INNOVATION IN COMBATING THE NEGATIVE EFFECTS OF COVID-19 IN TOURISM

Burçin BOZ

COGNITIVE BIASES AND HEURISTICS IN FOOD AND BEVERAGE CHOICE

Bogdan BUDICĂ and Adrian BUDICĂ-IACOB

INTERNATIONAL TOURISM – A PATIENT WHO IS STILL IN INTENSIVE CARE

Track 4, Friday 29.10.2021, 15:00 – 17:00

Moderators: ASSOC PROF PHD Daniela POPESCU
ASSOC PROF PHD Luminița POPESCU
ASSOC PROF PHD Sorina GÎRBOVEANU

Luminița POPESCU and Anica IANCU EFFECTS OF THE COVID-19 PANDEMIC ON WORK-LIFE BALANCE

Elena Cristina CERNĂTESCU

THE INFLUENCES OF TRAINING AND PERSONAL DEVELOPMENT ON EMPLOYEES' PERFORMANCE

Ștefan PONEA

THE INTERPLY BETWEEN TRANSFORMATIONAL LEADERSHIP AND ORGANIZATION PERFORMANCE

Cătălin Mihail BARBU, Liviu FROM PRODUCT TO BRAND
CRĂCIUN, Sorin Marius TUDOR and
Radu Stefan BRATU

Constantin-Cristian DINU and Maria- INFLUENCES IN SOCIAL NORMS AND CONSUMER
Floriana POPESCU BEHAVIOUR DRIVEN BY EUROPE'S PATH TO
DECARBONISATION

Track 1, Saturday 30.10.2021, 10:00 – 12:00

Moderators: *PROF PHD Dan Cristian DABIJA*
PROF PHD Cătălina SITNIKOV

Oana Iulia ENASEL and Dan-Cristian DABIJA	IMPLEMENTING INNOVATION IN MUSEUM MARKETING
Maria CIUREA	THE IMPORTANCE OF ENTREPRENEURSHIP IN RURAL ROMANIA
Doina Daniela FUNDEANU	COMMUNICATION MANAGEMENT OF THE ROMANIAN COURTS OF LAW DURING THE COVID-19 PANDEMIC
Mariana Paraschiva OLARU (STAIKU)	THE PROCESS OF CHANGE IN THE IDEA OF SOLVING AND IDENTIFYING PROBLEMS
Ionela STANECI (DRINCEANU)	THE APPROACH TO CHANGE MANAGEMENT REFLECTS THE STRUCTURE OF MANAGEMENT THINKING
Geraldine DONNELLY and Emilio SAN PEDRO	QUALITY MANAGEMENT IN EDUCATION
Cătălina SITNIKOV, Ioana Gabriela SÎRBU, Laura VASILESCU, Anca BĂNDOI, Lucian MANDACHE	AN OVERVIEW OF LITERATURE ON INDUSTRY 4.0 AND SDGS

Track 2, Saturday 31.10.2020, 10:00 – 12:00

Moderators: *PROF PHD Florin MIHAI*
ASSOC PROF PHD Anca BĂNDOI

Florin MIHAI, Ofelia ALECA, Andrei STANCIU, Sabin BĂBEANU and George MATEESCU	DIGITALIZATION IN THE ROMANIAN PUBLIC SECTOR - SUPPORTING FACTOR FOR SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF THE COVID-19 PANDEMIC
Daniela POPESCU, Sorina Raula GÎRBOVEANU and Adina DINU	ENTREPRENEURSHIP IN THE DIGITAL ERA
Simona RUXANDA	DISTANCE LEARNING MANAGEMENT
Carmen PUIU and Mirela SÎRBU	MARKETING COMMUNICATIONS IN SERVICES: CHANGING TIMES, CHANGING PROMOTIONAL
Carmen PUIU and Mirela SIRBU	THE COVID 19 PANDEMIC AND CHANGES IN THE MARKETING ENVIRONMENT. THE FUTURE IS ALREADY HERE
Sorina Raula GÎRBOVEANU, Daniela POPESCU, Adina DINU and Stelian Ilie SELIȘTEANU	PHYGITAL CUSTOMER EXPERIENCES - A NEW PARADIGM OF EXPERIENTIAL MARKETING
Elena Irina SALAPA	STUDY ON EDUCATION CHALLENGES

Track 3, Saturday 30.10.2021, 10:00 – 12:00

Moderators: *PROF PHD Cecilia RĂBONȚU*
ASSOC PROF PHD Radu OGARCĂ

Cecilia RABONȚU	IMPLICATIONS OF LOGISTICS ON TRADE IN GOODS IN THE DIGITAL ERA
Victoria ȘĂRCĂNEAN and Radu OGARCĂ	STUDY ON THE MANAGEMENT OF ORGANIZATIONS IN THE HORECA SECTOR DURING THE COVID-19 PANDEMIC
Maria ROGATI and Radu OGARCĂ	THE IMPACT OF EMOTIONAL INTELLIGENCE ON MANAGEMENT STYLE
Costinel Cristian MILITARU and Ionela STANECI (DRINCEANU)	ORGANIZATIONAL CHANGE AND DEVELOPMENT
Mariana Paraschiva OLARU (STAIKU) and Costinel Cristian MILITARU	CHANGE AND ORGANIZATIONAL CULTURE
Alina Mădălina BELU and Ionuț RIZA	RISK MANAGEMENT WITHIN PUBLIC ENTITIES
Geraldine DONNELLY	THE PROBLEM OF EDUCATIONAL MANAGEMENT

Track 4, Saturday 30.10.2021, 10:00 – 12:00

Moderators: *ASSOC PROF PHD Sorina GÎRBOVEANU*
PROF PHD Daniela POPESCU

Alina Mădălina BELU Ionuț RIZA	MANAGING THE RISKS OF AN EFFICIENT BUSINESS PSYCHO-SOCIAL RISKS AND WORK STRESS
Silvia Mioara ILIE (TROI)	ORGANIZATIONAL CULTURE FROM A MANAGEMENT PERSPECTIVE
Silvia Mioara ILIE (TROI)	THE LINK BETWEEN CONTROL AND INTERNAL AUDIT
Gheorghe Augustin CÎJMĂROIU and Natalița Maria SPERDEA	POSSIBILITIES TO INCREASE THE QUALITY OF HUMAN RESOURCES IN RURAL AREAS IN THE SOUTH WEST OLTENIA REGION
Gheorghe Augustin CÎJMĂROIU	THE IMPORTANCE OF VOCATIONAL TRAINING OF HUMAN RESOURCES IN RURAL AREAS
Mariana Paraschiva OLARU (STAIKU) and Ionela STANECI (DRINCEANU)	HUMAN RESOURCES MANAGEMENT IN THE CONTEMPORARY ECONOMY
Amelia-Loredana PANĂ DUICAN (ETEGAN), Cristian ETEGAN	PROMOTING DIVERSITY AND CULTURAL IDENTITY AS AN ARGUMENT FOR THE MANAGEMENT OF CULTURAL PROJECTS

Track 5, Saturday 30.10.2021, 10:00 – 12:00

Moderators: *ASSOC PROF PHD Adriana SCRIOȘTEANU*

LECTURER PHD Răducu Ștefan BRATU

Dana-Maria STOICEA IGNĂTESCU	THE COMPETITIVENESS OF THE DESTINATION AND THE DEVELOPMENT OF TOURISM IN ROMANIA: PROBLEMS AND CHALLENGES
Dana-Maria STOICEA IGNĂTESCU	ANALYSIS OF THE EVOLUTION OF TOURISM IN THE SOUTH-WEST REGION COMPARED TO OTHER REGIONS OF ROMANIA
Răducu Ștefan BRATU and Mirela SHAAO	THE CORONAVIRUS PANDEMIC – A TURNING POINT IN THE HISTORY OF INTERNATIONAL TOURISM
Adriana SCRIOȘTEANU and Maria Magdalena CRIVEANU	THE EFFECTS OF THE COVID-19 PANDEMIC ON TOURISM
Roxana Cristina MARINESCU and Monica PĂTRUTESCU	THE IMPACT OF THE POST-COVID-19 ENERGY CRISIS ON THE ECONOMY AND RECOVERY MEASURES

Track 6, Saturday 30.10.2021, 10:00 – 12:00

Moderators: *ASSOC PROF PHD Luminița POPESCU*

ASSOC PROF PHD Anica IANCU

Andrei Valentin COJOCARU	EDUCATION AND ITS ROLE IN THE LABOR MARKET
Liliana NICOLAE STEFAN	ISO STANDARDS IN EDUCATION - FUNDAMENTAL ELEMENTS IN SOCIETY DEVELOPMENT
Adriana GHEORGHE STOICA	THE IMPACT OF QUALITY MANAGEMENT IN EDUCATION ON MODERN SOCIETY
Natalița Maria SPERDEA, Mădălina Giorgiana MANGRA and Marieta STANCIU	MANAGEMENT OF EUROPEAN PROJECTS IN CRISIS SITUATIONS IN ROMANIA
Costinel Cristian MILITARU, Ionela STANECI (DRINCEANU) and Mariana Paraschiva OLARU	THE IMPORTANCE OF HUMAN CAPITAL IN MODERN ORGANIZATIONS
Costinel Cristian MILITARU and Ionuț RIZA	SAFE AND HEALTHY JOBS IN THE CONTEXT OF THE COVID-19 PANDEMIC
Andrei Valentin COJOCARU	INTERCONDITIONS BETWEEN THE LABOR MARKET AND THE EDUCATIONAL OFFER

CORPORATE SOCIAL RESPONSIBILITY TRACK

Track 1, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF. PHD Lilia ȘARGU*

ASSOC PROF. PHD Carmen-Elena COCA

ASSOC PROF PHD Laura VASILESCU

Lilia ȘARGU, Gabriela IGNAT and
Carmen-Elena COCA

THE ROLE OF CORPORATE SUSTAINABILITY IN
ACHIEVING A SUCCESSFUL STRATEGY

Aurel DINCĂ

CORPORATE GOVERNANCE AT THE LEVEL OF LARGE
ENTERPRISES IN ROMANIA

Aurel DINCĂ

APPLIED CORPORATE GOVERNANCE OF AN EFFICIENT
CONTROL SYSTEM

Track 2, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF. PHD Cerasela PÎRVU*

PROF. PHD Sorin DOMNIȘORU

ASSOC PROF PHD Sorinel Vinătoru

Laura VASILESCU and Cerasela PÎRVU

PRINCIPLES OF CORPORATE GOVERNANCE -
IMPLICATIONS FOR INTERNAL CONTROL AND RISK
MANAGEMENT

Cerasela PÎRVU and Laura VASILESCU

NEW APPROACHES OF INFORMATION ASYMMETRY
AT THE CREDIT INSTITUTIONS LEVEL BY APPLYING
THE PRINCIPLES OF CORPORATE GOVERNANCE
AND AUDITING

Sorin DOMNIȘORU, Radu Cristian
DRAGOMIR and Victoria Isabela
DRAGOMIR

CORPORATE GOVERNANCE - FROM DREAM TO
REALITIES

Michael Marian NICOLESCU, Elena
Cristina CERNĂTESCU, Marian CAZACU,
Andra-Nicoleta PLOSCARU and Simona
DUMITRIU

STUDY ON THE USE OF CHANGE MANAGEMENT
AND VOCATIONAL TRAINING TO IMPROVE
CORPORATE SOCIAL RESPONSIBILITY AND
BUSINESS ETHICS

FINANCE AND BANKING TRACK

Track 1, Friday 29.10.2021, 15:00 - 17:00

Moderators: ASSOC PROF PHD Daniel CÎRCIUMARU
LECTURER PHD Mirela SICHIGEA

Marian Pompiliu CRISTESCU, Raluca Andreea NERIȘANU and Dumitru Alexandru MARA	USING UX PRINCIPLES IN BUSINESS PROCESSES
Gabriella Szekeres VANCZA, Alina CĂLDĂRARU and Mihai PAUNICA	THE EFFECT OF FUNDING ON THE RESULTS OF THE PRE-UNIVERSITY EDUCATION SYSTEM
Andrei-Dragos POPESCU	ON-CHAIN ANALYSIS: FUNDAMENTAL FACTORS AND IMPORTANCE
Silviu CÂRSTINA, Daniel CÎRCIUMARU, Marian SIMINICĂ, Mirela SICHIGEA and Luis BLANCO PASCUAL	THE FINANCIAL BALANCE OF ROMANIAN AND SPANISH COMPANIES IN THE CONTEXT OF THE COVID-19 PANDEMIC
Radu BUZIERNESCU, Claudia BOGHICEVICI, Silviu CARSTINA, Stelian SELISTEANU and Vasile Cosmin NICULA	THE EFFECTS OF THE COVID-19 PANDEMIC ON THE ECONOMY OF THE EUROPEAN UNION
Florin DINCĂ, Nela Loredana CĂRĂBA MEIȚĂ and Jenica POPESCU	THE IMPORTANCE OF COST-BENEFIT ANALYSIS IN SUBSTANTIATING THE DECISION TO FINANCE AN INVESTMENT PROJECT

Track 2, Friday 29.10.2021, 15:00 - 17:00

Moderators: ASSOC PROF PHD Roxana BĂDÎRCEA
ASSOC PROF PHD Narcis MITU

Narcis Eduard MITU and George Teodor MITU	REFORMING THE PROPERTY TAX SYSTEM IN ROMANIA - A NECESSITY
Cătălin Valentin Mihai LĂPĂDAT	NATIONAL RURAL DEVELOPMENT PROGRAM - SOURCE OF FUNDING FOR PRIORITY OBJECTIVES FOR RURAL ECONOMY DEVELOPMENT
Maria Simona ENE	FISCAL BEHAVIOR - INFLUENTIAL FACTOR OF FISCAL PERFORMANCE
Roxana ISPAS	CROSS-BORDER TAXATION
Monica-Ionelia MĂRGĂRIT	CONSIDERATIONS REGARDING THE EFFECTS OF MONETARY POLICY CHANGES ON THE MAIN MACROECONOMIC VARIABLES IN ROMANIA DURING THE PANDEMIC CRISIS
Petre Valeriu NINULESCU	A CRITICAL APPROACH TO TAX HAVENS AND THEIR IMPLICATIONS

Track 3, Friday 29.10.2021, 15:00 - 17:00

Moderators: *PROF. PHD Cristi SPULBĂR*
PROF. PHD Gheorghe MATEI

Elena Loredana MINEA	INVESTIGATING THE IMPACT OF GLOBAL FINANCIAL CRISIS (GFC) AND COVID-19 PANDEMIC ON EUROPEAN STOCK MARKETS BEHAVIOUR: AN EMPIRICAL CASE STUDY
Ion FLORESCU	THE IMPACT OF ESG INVESTING ON STOCK MARKETS BEHAVIOUR
Klejda GABESHI	CONSIDERATIONS REGARDING THE IMPACT OF THE COVID-19 HEALTH CRISIS ON THE BANKING SECTOR'S PERFORMANCE
Letife ÖZDEMİR	CAUSALITY RELATIONSHIP BETWEEN SPOT AND FUTURES BITCOIN PRICES IN CME
Anca TROTO IACOB	STUDY ON THE PHENOMENON OF GLOBALISATION/DEGLOBALISATION IN THE EMERGING MARKETS OF THE EUROPEAN UNION
N.Serap VURUR	THE CAUSALITY RELATIONSHIP BETWEEN THE VIX INDEX AND GOLD PRICES IN THE COVID PERIOD

Track 1, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *ASSOC PROF. PHD Cristina NICOLESCU*
ASSIST.PROF. PHD Lavinia MUSTEA

Lavinia MUSTEA, Lavinia Daniela MIHIT and Oana-Ramona LOBONȚ	COMPOSITE INDEX OF PUBLIC SECTOR PERFORMANCE IN EUROZONE VERSUS NON-EURO COUNTRIES
Alina Ioana CALINOVICI	IS THERE ANY EFFECT OF ECONOMIC GROWTH AND HUMAN DEVELOPMENT ON FISCAL POLICY IMPLEMENTATION ?
Alexandra-Mădălina ȚĂRAN	AN OVERVIEW OF FUNDINGS AND SPECIFIC MODELS OF EUROPEAN HEALTH SYSTEMS
Florin COSTEA, Emilia Zorica BOZGA, Oana-Ramona LOBONȚ and Ana-Cristina NICOLESCU	THE DETERMINANTS OF NATIONAL COMPETITIVENESS: A REVIEW OF INDEXING
Alexandra DAEA	DIGITAL FINANCE AND THE INTERNATIONAL PLATFORM ON SUSTAINABLE FINANCE

Track 2, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF. PHD Oana LOBONȚ*
LECTURER PHD Sorana VĂTAVU

Oana-Ramona LOBONȚ, Sorana VĂTAVU and Loredana JICAREANU	CROSS-CULTURAL STUDY ON DIGITAL PUBLIC SERVICES
Sorana VĂTAVU, Oana-Ramona LOBONȚ and Florin COSTEA	DIGITALISATION: A NEW ERA IN ENERGY INDUSTRY FOR SUSTAINABILITY
Simona BURTA, Ana-Cristina NICOLESCU, Oana-Ramona LOBONȚ, Nicoleta-Claudia MOLDOVAN and Sorana VĂTAVU	DEVELOPING SUSTAINABLE FINANCIAL PERFORMANCE THROUGH SUPPLY CHAIN EFFICIENCY: THE AUTOMOTIVE INDUSTRY EXPERIENCE
Sorana VĂTAVU and Oana-Ramona LOBONȚ	SUSTAINABLE DEVELOPMENT CHALLENGES FOR THE IMPLEMENTATION OF INDUSTRY 4.0 STRATEGIES
Oana-Ramona LOBONȚ, Nicoleta-Claudia MOLDOVAN and Andrei TRIP	PUBLIC GOVERNANCE RELATED MEASURES FOR SOCIETAL WELLBEING

Track 3, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *ASSOC PROF PHD Roxana BĂDÎRCEA*
ASSOC PROF PHD Dalia SIMION

Dalia SIMION, Anca BĂNDOI and Dorel BERCEANU	THE IMPACT OF INTANGIBLE ASSETS ON THE VALUE CREATION OF COMPANIES IN THE CONTEXT OF THE COVID- 19 PANDEMIC
Alexandru SIMION and Gabriel MANGRA	ANALYSIS AND EVALUATION OF THE ECONOMIC IMPACT OF SPORTS INVESTMENTS
Gabriela BADAREU	THEORETICAL APPROACHES TO FINANCIAL DEVELOPMENT
Ioana-Cristina POPA	THE BANKING SYSTEM IN THE AGE OF DIGITAL TECHNOLOGY. THEORETICAL ASPECT REGARDING BANK DIGITIZATION
Luca GHEORGHE	IDENTIFYING THE SOURCES OF FINANCING ENVIRONMENT PROJECTS FOR ACHIEVING SUSTAINABLE DEVELOPMENT

Track 4, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF PHD Jenica POPESCU*
ASSOC PROF PHD Dorel BERCEANU

Larisa MISTREAN	OFFER OF FINANCIAL-BANKING SERVICES IN CONTEMPORARY CONDITIONS
Bogdan POPA, Jenica POPESCU and Nela-Loredana CĂRĂBA-MEIȚĂ	MODELS OF FINANCIAL AND BANKRUPTCY RISK ANALYSIS - EMPIRICAL STUDY
Dorel BERCEANU, Dalia SIMION and Anca BĂNDOI	THE ANALYSIS OF PANDEMIC-DERIVED OPPORTUNITIES FOR INVESTORS ON THE CAPITAL MARKET
Mădălina Giorgiana MANGRA, Marieta STANCIU, Natalița Maria SPERDEA and Gabriel Ioan MANGRA	PRIVATE HEALTH INSURANCE VERSUS STATE INSURANCE
Florin DINCĂ and Nela Loredana CĂRĂBA-MEIȚĂ	THE EUROPEAN UNION BUDGET AND THE MULTIANNUL FINANCIAL FRAMEWORK 2021-2027 IN THE PANDEMIC CONTEXT GENERATED BY COVID 19

Track 5, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *ASSOC PROF PHD Laura VASILESCU*
ASSOC PROF PHD Daniel GOAGĂRĂ

Laura VASILESCU and Daniel GOAGĂRĂ	CREDIT GUARANTEE INSTITUTIONS AS SMES SUPPORT DURING CRISIS – FACTS AND EVIDENCES
Silviu CÂRSTINA, Daniel CÎRCIUMARU, Marian SIMINICĂ and Mirela SICHIGEA	THE IMPACT OF THE COVID-19 PANDEMIC ON THE PROFITABILITY OF ROMANIAN AND SPANISH COMPANIES
Mihaela-Simona SUBTIRELU and Adina TURCU-STIOLICA	COST-BENEFIT ANALYSIS DURING COVID-19 PANDEMIC
Anca BĂNDOI, Dorel BERCEANU and Dalia SIMION	EFFECTS OF THE COVID-19 PANDEMIC ON PRICE BEHAVIOR IN THE GLOBAL ECONOMY

Track 6, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF PHD Cristi SPULBĂR*
ASSOC PROF PHD Ramona BIRĂU

Cristi SPULBAR and Ramona BIRAU	THE IMPACT OF COVID-19 PANDEMIC ON FINANCIAL ECOSYSTEM
Cristian Valeriu STANCIU and Narcis Eduard MITU	PUBLIC SECTOR PERFORMANCE AND PUBLIC SECTOR EFFICIENCY: AN ANALYSIS FOR CEE COUNTRIES
Roxana ISPAS	PUBLIC DEBT MANAGEMENT IN ROMANIA
Banica GENIFERA	CARRYING OUT THE FISCAL CONTROL IN ROMANIA DURING THE PANDEMIC GENERATED BY THE COVID VIRUS 19
Delia IANCU	FISCAL POLICIES OF THE MEMBER STATES OF THE EUROPEAN UNION IN THE AGE OF GLOBALIZATION

INFORMATICS AND STATISTICS TRACK

Track 1, Friday 29.10.2021, 15:00 - 17:00

Moderators: *PROF. PHD Amelia BADICA*
ASSOC PROF. PHD Liviu POPESCU

Mihaela-Filofteia TUTUNEA	SOCIAL BUSINESS INTELLIGENCE IN PANDEMIC CRISIS - COMPANIES VS. INDIVIDUAL USERS - COMPARATIVE IMAGE
Calin-Adrian COMES, Valentina VASILE and Daniel ȘTEFAN	VERHULST LOTKA VOLTERRA FRACTIONAL DIFFERENTIAL SEIRS MODEL: ANALYSIS OF SARS-COV-2 PANDEMIC DISEASE
Liviu POPESCU, Ramona DIMITROV and Gabriel TICA	PRODUCTION OPTIMIZATION USING OPTIMAL CONTROL TECHNIQUES
Ramona DIMITROV	STATISTICAL ANALYSIS OF THE INFLUENCE OF AGRICULTURE ON GDP IN SEVERAL EU COUNTRIES
Amelia BĂDICĂ and Costel IONAȘCU	PROGRESSIVE WEB APPS – A NEW APPROACH IN WEB DEVELOPMENT
Ioana-Andreea GÎFU and Maria-Ioana POPA	FINANCIAL SENTIMENT ANALYSIS USING DEEP LEARNING

Track 1, Saturday 30.10.2021, 10:00 - 12:00

Moderators: *PROF PHD Alexandru ȚUGUI*
PROF PHD Daniel ȘTEFAN

Alexandru TUGUI and Florin Victor JEFLEA	SCIENCE MAPPING OF THE SOCIETAL TECHNOLOGICAL MEGATRENDS
Florin JEFLEA and Alexandru TUGUI	TECHNOLOGICAL SINGULARITY AS A NEW MEGATREND – A STRUCTURED LITERATURE REVIEW
Roxana Maria BĂDÎRCEA, Alina Georgiana MANTA, Nicoleta Mihaela FLOREA, Jenica POPESCU, Florin Liviu MANTA and Silvia PUIU	E-COMMERCE AND THE FACTORS AFFECTING ITS DEVELOPMENT IN THE AGE OF DIGITAL TECHNOLOGY. EMPIRICAL EVIDENCE AT EU-27 LEVEL
Liviu POPESCU and Lucian MIRESCU	STATISTICAL INDICATORS OF THE ROMANIAN HEALTH SYSTEM
Gabriel TICA	METHODS OF OPTIMAL CONTROL IN ECONOMIC AND FINANCIAL OPTIMIZATION
Amelia BĂDICĂ and Carmen RADU	ARTIFICIAL INTELLIGENCE CHATBOTS

INTERDISCIPLINARY TRACK FOR BACHELOR AND MASTER STUDENTS

Saturday, 30.10.2021, 10:00 – 12:00

Moderators: *PROF. PHD Amelia BĂDICĂ*
PROF PHD Cristi SPULBĂR
PROF PHD Marioara AVRAM
ASSOC PROF PHD Anca TĂNASIE
ASSOC PROF PHD Daniel AVRAM
ASSOC PROF PHD Radu OGARCĂ

Andreea BĂDICĂ and Ida Miruna BECIU	DEEP FAKE MARKETING BETWEEN ETHICS AND EFFICIENCY
Cătălin ENE and Cristi SPULBĂR	THE ADVANTAGES AND DISADVANTAGES OF ADOPTING CRYPTOCURRENCIES IN A BUSINESS
Andrei SPULBĂR and Cristi SPULBĂR	CONSIDERATIONS REGARDING THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN BUSINESS
Otilia TRĂȘCĂ and Cristi SPULBĂR	ADVANTAGES AND DISADVANTAGES OF ONLINE MARKETING
Lucian SPULBĂR and Cristi SPULBĂR	CHANGES IN BANK-CUSTOMER RELATIONSHIP MANAGEMENT IN THE CONTEXT OF THE DIGITAL ECONOMY
Adina-Giorgiana PĂVĂLOIU and Costin Daniel AVRAM	PARTICULARITIES OF FINANCIAL COMMUNICATION BY SEGMENT
Elena-Emilia VRĂTEANU and Costin Daniel AVRAM	THE NEED FOR COMMUNICATION IN PUBLIC INSTITUTIONS
Georgiana ȚUȚURIGĂ and Marioara AVRAM	THE IMPORTANCE OF THE DUAL ACCOUNTING SYSTEM
Valentina Cosmina ALBU and Marioara AVRAM	MANAGEMENT ACCOUNTING – AN INTEGRAL PART OF ACCOUNTING
Aleksandra NIKOLIC, Bianca Maria ȘETRAN and Anca TĂNASIE	AN ANALYSIS OF THE BUSINESS ENVIRONMENT IN THE CONTEXT OF GLOBALIZATION
Adriana ȘCHIOPU, Alina Mihaela GLĂVAN and Anca TĂNASIE	THE ROLE OF MULTINATIONAL CORPORATIONS IN THE WORLD ECONOMIC SYSTEM
Victoria ȘĂRCĂNEAN and Radu OGARCĂ	STUDY ON THE MANAGEMENT OF ORGANIZATIONS IN THE HORECA SECTOR DURING THE COVID-19 PANDEMIC
Maria ROGATI and Radu OGARCĂ	THE IMPACT OF EMOTIONAL INTELLIGENCE ON MANAGEMENT STYLE