



UNIVERSITATEA DIN ORADEA  
Facultatea de  
Științe Economice



EUROPEAN ALLIANCE

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*THE ECONOMIC  
RESEARCH INSTITUTE AT  
THE BULGARIAN  
ACADEMY OF SCIENCES*



*ASOCIAȚIA GENERALĂ  
A ECONOMIȘTILOR DIN  
ROMÂNIA, FILIALA  
BIHOR*



ASOCIAȚIA CLUSTERUL DE CERCETĂRI  
ȘTIINȚIFICE, INOVARE ȘI STUDII  
EUROPENE DIN ORADEA

**15<sup>TH</sup> EDITION OF THE INTERNATIONAL CONFERENCE OF DOCTORAL  
STUDENTS AND YOUNG RESEARCHERS  
*"Emerging Markets Economics and Business"***

**Oradea, 22 November 2024**

### **Conference Chair:**

-Ph.D. Professor habil. Diana SABĂU-POPA – Dean of the Faculty of Economic Sciences,  
University of Oradea

### **Scientific Council:**

- Ph.D. Professor habil. Maria-Madela ABRUDAN – University of Oradea, Faculty of Economic Sciences
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- Ph.D. Professor habil Olimpia BAN- University of Oradea, Faculty of Economic Sciences and Head of the Doctoral School in Economic Sciences
- Ph.D. Professor habil. Victoria BOGDAN – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor habil. Marcel Ioan BOLOȘ – University of Oradea, Faculty of Economic Sciences and Doctoral School in Economic Sciences
- Ph.D. Professor habil. Sorin BORLEA –Doctoral School in Economic Sciences, University of Oradea
- Ph.D. Professor habil. Elena BOTEZAT – University of Oradea, Faculty of Economic Sciences and Doctoral School in Economic Sciences
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- Ph.D. Professor habil.Cristian DABIJA- Babeș Bolyai University, Faculty of Economics and Business Administration
- PhD Professor habil. Camelia DELCEA- Bucharest University of Economic Studies
- PhD Professor habil. Anca Otilia DODESCU- University of Oradea, Faculty of Economic Sciences and Doctoral School in Economic Sciences
- PhD Professor habil. Cosmin DOBRIN- Bucharest University of Economic Studies
- Ph.D. Professor habil. Codruța DURA – University of Petroșani and University of Oradea, Doctoral School in Economic Sciences
- Ph.D. Professor habil. Adriana GIURGIU – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor habil. Oana LOBONȚ – West University of Timisoara, Faculty of Economic and Business Administration
- Ph.D. Professor habil. Codruța MARE – Babeș Bolyai University, Faculty of Economics and Business Administration
- Ph.D. Professor habil. Mirabela MATEI – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor habil. Ioana MEȘTER – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor Ioan Dan MORAR – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor habil. Nicoleta MOLDOVAN – West University of Timisoara, Faculty of Economic and Business Administration
- PhD. Professor habil. Carmen NĂSTASE- Stefan cel Mare University of Suceava, Faculty of Economy, administration and business
- Ph.D. Professor habil. Olimpia NEAGU – Vasile Goldis University and University of Oradea, Doctoral School in Economic Sciences

- Ph.D. Professor habil. Ana Cristina NICOLESCU – West University of Timisoara, Faculty of Economic and Business Administration
- Ph.D. Professor habil. Grația NOJA – West University of Timisoara, Faculty of Economic and Business Administration
- Ph.D. Professor habil. Corina PELAU- Bucharest University of Economic Studies
- Ph.D. Professor habil. Dorina POPA – University of Oradea, Faculty of Economic Sciences
- Ph.D. Professor habil. Marian SIMINICĂ – University of Craiova, Faculty of Faculty of Economic and Business Administration
- Ph.D. Associate professor Radu PETRARIU- Bucharest University of Economic Studies
- Ph.D. Associate professor Nicoleta BUGNAR – University of Oradea, Faculty of Economic Sciences
- Ph.D. Associate professor habil. Alexandru CONSTĂNGIOARĂ – University of Oradea, Faculty of Economic Sciences
- Ph.D. Associate professor habil. Laurențiu DROJ – University of Oradea, Faculty of Economic Sciences
- Ph.D. Associate professor habil. Mariana SEHLEANU – University of Oradea, Faculty of Economic Sciences
- Ph.D. Associate professor habil. Ramona SIMUȚ – University of Oradea, Faculty of Economic Sciences

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- PhD. Associate Professor Zoltán MUSINSZKI, Institute of Finance and Accounting, University of Miskolc, Hungary
- PhD. Associate Professor Szabolcs NAGY, Institute of Marketing and Tourism, University of Miskolc, Hungary
- PhD Professor Szymon SZEWRANŃSKI, Faculty of Spatial Management and Landscape Architecture from the Wrocław University of Environmental and Life Sciences
- PhD Professor Irena ZAREVA-ZAFIROVA, Director of the Economic Research Institute at the Bulgarian Academy of Sciences

### ***Organization Committee:***

- Lecturer Elena HERTE, Ph.D.
- Lecturer Darie GAVRILUT, Ph.D.
- Ph.D. student Oana NICULA
- Ph.D. student Roxana CIORTIN GANGOS



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- Ph.D. student Maria URSU
- Ph.D. student Daniel POP
- Ph.D. student Ludovic DIOSZEGI
- Ph.D. student Marius-Gelu PAUL

# AGENDA

of the 15<sup>th</sup> International Conference of Doctoral Students and Young  
Researchers, organised on the occasion of

*THE DAY OF THE ECONOMIST AND THE ACADEMIC ECONOMIST*

**FRIDAY 22 November 2024**

**14.30-15.00: Registration**, welcome coffee & snack (Aula Magna Hall, University of Oradea)

**15.00-15.30** (Aula Magna, University of Oradea):

**Official Opening:** *Celebrating the Day of the Economist and the Academic Economist in the Faculty of Economic Sciences, University of Oradea*

Ph.D. professor habil. Claudia Diana SABĂU-POPA – Dean of the Faculty of Economic Sciences, University of Oradea

**Greeting speech**

Ph.D. professor habil. Constantin BUNGĂU – Rector of the University of Oradea

**Presentation of the scientific events dedicated to master's and doctoral students in Economic Sciences**

Lecturer Dr. Diana PERȚICAȘ – Vice-Dean of the Faculty of Economic Sciences, University of Oradea

**15:30 – 16:15** (Aula Magna, University of Oradea)

**Keynote speakers:**

Ministry of Finance, Ph.D. professor habil Marcel Ioan BOLOȘ, University of Oradea: *„Romania’ s public finance sustainability indicators. A modern approach”*

Ph.D. professor habil Cristian DABIJA, University Babeș Bolyai – *How to deal with the review process in a Q1 journal: A case study based on "Before and after the COVID-19 Pandemic: Linking fashion companies’ corporate social responsibility approach to consumers’ demand for sustainable products"*

**16:30 - 18:30**

ORAL PRESENTATIONS in PANELS (Panel 1 onsite in E009, Panel 2 onsite in E010, Panel 3 online, Panel 4 online, Panel 5 online, Panel 6 online)

<b>PANEL 1</b>	<b>16:30 – 18:30 onsite in E009</b>
<b>Moderators:</b>	Ph.D.Professor habil. Diana SABĂU-POPA Ph.D. Associate professor. habil. Ramona SIMUȚ Ph.D.Associate professor Dana GHERAI
<b>Secretary:</b>	PhD student Oana NICULA

<b>1</b>	CITIZEN SENTIMENT AROUND THE IMMINENT CREATION OF THE DIGITAL EURO. A TWITTER ANALYSIS. Silvana PRODAN, Andreea-Mihaela CIOMAG, Evelyn-Maria SABO, Liana STANCA, Dan-Cristian DABIJA
<b>2</b>	ADOPTION OF DIGITAL SERVICES TAX: A COMPARATIVE ANALYSIS OF DST STRATEGIES ACROSS EUROPEAN COUNTRIES Fuad BAHRAMOV
<b>3</b>	AUGMENTED REALITY MARKETING: A SYSTEMATIC LITERATURE REVIEW Ioana DAN
<b>4</b>	CHATBOT TECHNOLOGY APPLIED IN RETAIL MARKETING Miriam TIUTIU
<b>5</b>	FINANCIAL REPORTING QUALITY AND SUSTAINABILITY. A BRIEF LITERATURE ANALYSIS BASED ON PRISMA GUIDELINES Andreea IURĂȘ
<b>6</b>	APPROACHES TO THE CONCEPT OF PERFORMANCE Anca-Giorgiana (BURTIĆ) BURESCU
<b>7</b>	THE COMPLEXITY OF DECISION-MAKING AT THE LEVEL OF COMPANIES - OVERVIEW CONCEPT Doroteea Andreea SURLEA
<b>8</b>	A BIBLIOMETRIC ANALYSIS ON HEALTH ECONOMICS PUBLICATIONS Oana-Laura NICULA
<b>9</b>	EUROPEAN STRUCTURAL AND INVESTMENT FUNDS INFLUENCES ON HEALTH INFRASTRUCTURE IN THE EUROPEAN UNION Oana-Laura NICULA, Marius-Florin MOȘ
<b>10</b>	DIFFICULTIES IN DETECTING AND MEASURING CORRUPTION AND FRAUD IN THE USE OF PUBLIC FINANCIAL RESOURCES Corina BOLOȘ, Lorant HERCZEG
<b>11.</b>	COMPARATIVE ANALYSIS OF FINANCING SPORTS ACTIVITIES FROM PUBLIC AND PRIVATE SOURCES Traian Vasile GOGA

<b>PANEL 2</b>		<b>16:30 – 18:30 – onsite in E010</b>	
<b>Moderators:</b>	Ph.D. Professor habil. Anca DODESCU Ph.D. Professor habil. Elena BOTEZAT		
<b>Secretary:</b>	PhD student Ludovic DIOSZEGI		
<b>1</b>	IDENTIFYING SCIENTIFIC CONCERNS ABOUT AI'S IMPACT ON THE LABOUR MARKET Ludovic DIOSZEGI		
<b>2</b>	CHARACTERIZATION OF NATIVE DIGITAL COMPANIES Mihaela Glencora PETRIȚA		
<b>3</b>	THE CONCEPT OF DIGITAL ENTREPRENEURSHIP – DIGITAL ENTREPRENEURSHIP MODELS Daniel POP		
<b>4</b>	THE ROLE OF UNESCO IN PROMOTING TOURISM Alexandru CHIȘ		
<b>5</b>	ENTREPRENEURIAL ECOSYSTEMS AND DIGITAL TRANSFORMATION CHALLENGES Adrian BURTA		
<b>6</b>	TECHNOLOGY ACCEPTANCE MODEL THEORIES Valentina Ileana FABIAN		
<b>7</b>	TO POST OR NOT TO POST? THE EFFECTS OF SOCIAL MEDIA CONTENT CHARACTERISTICS ON CONSUMER ENGAGEMENT – A SYSTEMATIC LITERATURE REVIEW Flavia HERLE		
<b>8</b>	A THEORETICAL PERSPECTIVE OF THE INDIVIDUAL ADAPTABILITY TO WORK OF GENERATION Z Lidia CHIRICOI		
<b>9</b>	A LITERATURE REVIEW ON THE IMPACT OF EUROPEAN INTEGRATION IN PERIPHERAL REGIONS Cătălina Mihaela FICUȚ		
<b>10</b>	PROPOSED MODEL FOR THE ANALYSIS OF THE IMPACT OF MOTIVATION METHODS ON EMPLOYEE RETENTION AND PERFORMANCE Andrei NISTORESCU		
<b>11</b>	ASSESSING THE IMPACT OF HUMAN CAPITAL ON ECONOMIC GROWTH: A DUAL APPROACH USING QUANTITY AND QUALITY PROXIES Anca Maria UNGUREANU, Monica Ioana POP-SILAGHI		

<b>PANEL 3</b>	<b>16:30 – 18:30 - online pe MS Teams, CLICK <a href="#">AICI</a></b>
<b>Moderators:</b>	Ph.D. Professor habil Olimpia BAN Ph.D. Professor habil. Dorina POPA Ph.D. Associate Professor habil. Laurențiu DROJ
<b>Secretary:</b>	Ph.D. student Roxana CIORTIN GANGOS

<b>1</b>	ASSESSING MARKET EFFICIENCY: A STUDY OF 100 U.S. STOCKS Paul HANDRO
<b>2</b>	RISK-ADJUSTED EFFICIENCY OF FINANCIAL INSTITUTIONS Danijel PETROVIĆ
<b>3</b>	EXCHANGE RATE MANAGEMENT IN AN INFLATION TARGETING REGIME Andreea-Mădălina BOZAGIU, Iuliana Violeta ENACHE
<b>4</b>	GOVERNANCE QUALITY: THE KEY TO ABSORBING EU FUNDS IN SUCCESSIVE MFFS Diana BALAN, Ana-Cristina NICOLESCU
<b>5</b>	THE EVOLUTION OF CONTROL FUNCTIONS IN ROMANIAN PUBLIC ENTITIES: FROM COMPLIANCE TO MODERN GOVERNANCE Lucia-Maria UDRESCU
<b>6</b>	ROLE OF PUBLIC ACCOUNTABILITY IN INTERNAL MANAGERIAL CONTROL Lucia-Maria UDRESCU
<b>7</b>	ESG ASSESSMENT AND REPORTING: A BIBLIOMETRIC ANALYSIS Matteo FOCARACCI, Karinne-Alexandra RADU
<b>8</b>	TRANSFORMATION OF INTERNATIONAL BANKING WITHIN A MULTIPLE CRISES CONTEXT Dan Costin NITESCU, Cristian Marius ANGHEL
<b>9</b>	FINANCIAL INSTITUTIONS, FINANCIAL MARKETS AND ECONOMIC GROWTH: A PANEL ANALYSIS OF THE EUROPEAN UNION COUNTRIES Teodora PALCAU
<b>10</b>	THE FISCAL TAX CHALLENGES OF THE DIGITAL ECONOMY Roxana CIORTIN GANGOȘ
<b>11</b>	ESG ON THE RISE: A MARKET ANALYSIS OF ROMANIA'S PATH TO SUSTAINABLE INVESTMENT Loredana PAMFILE
<b>12</b>	NON-UNIFORM INTERCONNECTEDNESS PATTERNS AND DYNAMICS: EVIDENCE FROM EMERGING STOCK MARKETS Anca-Adriana SARAOLU (IONĂȘCUȚI)
<b>13</b>	THE RELEVANCE OF FINANCIAL-ACCOUNTING INFORMATION IN ASSESSING THE PERFORMANCE OF AN SME Oana Letiția CĂTUȚOIU





<b>PANEL 4</b>		<b>16:30 – 18:30 - online pe MS Teams, CLICK <a href="#">AICI</a></b>
<b>Moderators:</b>	Ph.D. Professor habil. Victoria BOGDAN Ph.D. Associate Professor habil. Alexandru CONSTĂNGIOARĂ Ph.D. Associate Professor Dorin COITA	
<b>Secretary:</b>	PhD student Maria URSU	
<b>1</b>	IMPACT OF ORGANIZATIONAL CULTURE ON TEACHERS' REGULATION OF EMOTIONS IN ARAB PALESTINIAN HIGH SCHOOLS INSIDE ISRAEL Manal Awad HIJAZI	
<b>2</b>	MOTIVATIONAL PROFILES IN ACCOUNTING EDUCATION: ANALYZING MOTIVATIONAL, AFFECTIVE OUTCOMES, AND ACADEMIC PERFORMANCE Camelia-Ancuța MÜLLER	
<b>3</b>	THE IMPACT OF NEUROMARKETING ON SOCIAL MEDIA CAMPAIGNS Iulia GUȘ (HLADIUC)	
<b>4</b>	NEUROMARKETING: A JOURNEY FROM DEFINITION TO EVOLUTION Teodora-Ioana MĂCIUCĂ, Ștefan BULBOACĂ, Ioana-Maria STĂNILOIU	
<b>5</b>	CONSUMER BEHAVIOUR PSYCHOLOGY IN ENTERTAINMENT MARKETING Ștefan BULBOACĂ, Teodora-Ioana MĂCIUCĂ, Ioana-Maria STĂNILOIU	
<b>6</b>	STRATEGIES FOR OPTIMIZING AIRPORT MARKETING RESOURCES Ioana-Maria STĂNILOIU, Teodora-Ioana MĂCIUCĂ, Ștefan BULBOACĂ	
<b>7</b>	CIRCULAR FASHION IN ACTION. THE POTENTIAL OF ADOPTING SECOND-HAND CLOTHING TO ALLEVIATE FAST FASHION EFFECTS IN ROMANIA Izabela-Flavia HEJJA	
<b>8</b>	THE IMPORTANCE OF FINANCIAL REPORTING STATEMENTS IN HIGHER EDUCATION – BIBLIOMETRIC ANALYSIS Paula-Paraschiva DRAGAN (SPIRIDON)	
<b>9.</b>	THE PUBLIC PRIVATE PARTNERSHIP IN THE ROMANIAN REGULATORY Elena BIZIM (SURDU)	
<b>10</b>	ROMANIA PERFORMANCE TOWARDS THE DIGITAL DECADE 2024 – TARGETS AND OBJECTIVES IN DIGITALISING PUBLIC SERVICES AND SMEs Andreea ANDREI (ADOMNITEI)	
<b>11</b>	ADAPTING ENTREPRENEURIAL MODELS IN THE NORTH-EAST REGION OF ROMANIA: AN ANALYSIS OF TECHNOLOGY-BASED INNOVATIVE ENTREPRENEURSHIP Iulia Mariana BĂLAN (MÎNDRUȚĂ)	
<b>12</b>	THE IMPACT OF CORPORATE GOVERNANCE QUALITY ON CORPORATE FINANCIAL PERFORMANCE Radu RUSU	
<b>13</b>	DIGITALIZATION OF FINANCIAL SERVICES FOR THE BENEFIT OF THE CONSUMER IN THE EMERGING MARKET IN ROMANIA Robert Dorin FILIP, Roxana-Mihaela NIOATA (CHIREAC), Gabriela Ana-Maria LUPU (FILIP), Nadia-Tudora DASCĂLU (CIRJAN)	

<b>PANEL 5</b>		<b>16:30 – 18:30 - online pe MS Teams, CLICK <a href="#">AICI</a></b>
<b>Moderators:</b>	PhD Professor habil. Florica ȘTEFANESCU PhD Professor habil. Ioana MEȘTER PhD Professor habil. Mirabela MATEI	
<b>Secretary:</b>	PhD student Marius-Gelu PAUL	
<b>1</b>	LABOUR MARKET CHALLENGES AND CSR Cristian-Mihai CISMAȘ, Melinda Petronela COSTIN	
<b>2</b>	BALANCED SCORECARD THEORY: EVOLUTION AND CRITIQUES Endre NAGY	
<b>3</b>	THE IMPACT OF AI REGULATION ON INNOVATION AND COMPETITIVENESS: CHALLENGES AND OPPORTUNITIES FOR SMEs Maria Magdalena DOROIMAN, Nicoleta ȘÎRGHI	
<b>4</b>	ACCEPTANCE OR PREJUDICE - JAPANESE WORKERS IN HUNGARY Zsolt ZSUGA	
<b>5</b>	CORPORATE ENTREPRENEURSHIP Orsolya PETŐ	
<b>6</b>	A COMPARATIVE ANALYSIS OF WELL-BEING INDICATORS IN UNDERDEVELOPED NATIONS: EXAMINING DIVERGENCES AND CONVERGENCES ACROSS SUB-PANELS Alina IONAȘCU	
<b>7</b>	A LOOK OVER THE RED SEA TRADE CRISIS AND THE INDIAN SHIPMENT INDUSTRY Beatrice RADU	
<b>8</b>	INTEGRATING AI IN WORKFLOWS Ioana CIOFU, Giulia KONDORT, Stefana POP, Roxana CIOC	
<b>9.</b>	STAKEHOLDERS' INVOLVEMENT IN SCHOOL MANAGEMENT AND ITS IMPACT ON STUDENTS' ACHIEVEMENTS: THE CASE OF ARAB SCHOOLS IN ISRAEL Rawia ASHQAR, Loureen HADDAD	
<b>10</b>	UNDERSTANDING GENERATIONAL ATTITUDES TOWARD HUMAN-LIKE ROBOTS Maria BARBUL, Irina BOJESCU, Miruna NICULESCU	
<b>11</b>	BALANCING GROWTH AND SUSTAINABILITY: THE EVOLUTION OF BIOECONOMY CONCEPT Dadiana DABIJA	
<b>12</b>	UPSKILLING AND RESKILLING IN THE ERA OF ARTIFICIAL INTELLIGENCE Bilyana BELOEVA-DOYNOVSKA, Mariana USHEVA	

<b>PANEL 6</b>		<b>16:30 – 18:30 - online pe MS Teams, CLICK <a href="#">AICI</a></b>
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<b>Moderators:</b>	PhD Professor habil Alina BĂDULESCU PhD Professor habil Daniel BĂDULESCU PhD Professor habil. Dorin BĂC
<b>Secretary:</b>	PhD student Bagoși Alexandru

<b>1</b>	THE EUROPEAN ARMY - A GUARANTEE OF STABILITY AND DEVELOPMENT. MULTIFACETED APPROACH. Cristian Romeo SPĂTARU
<b>2</b>	DOES THE QUALITY LEVEL OF PUBLIC INSTITUTIONS MATTER? NON-EURO CEE COUNTRIES CASE Alin-Ioan VID, Radu POPA
<b>3</b>	THE IMPACT OF BANK BRANCH DENSITY ON MORTGAGE LENDING IN THE EURO AREA Radu POPA, Alin Ioan VID
<b>4</b>	RESILIENT REBOUND: THE SEMICONDUCTOR INDUSTRY'S POST-PANDEMIC RECOVERY Dragos DRAGOMIR
<b>5</b>	DIGITALIZATION OF THE ENERGY SECTOR IN THE REPUBLIC OF MOLDOVA: AN ESSENTIAL STEP FOR RESILIENCE AND SUSTAINABILITY Oleg PETELCA, Ciprian-Constantin PĂTRĂUCEANU, Iurie BEȘLIU, Veronica GARBUZ
<b>6</b>	THE IMPORTANCE OF FINANCIAL DIAGNOSIS IN THE ACTIVITY OF THE TOURIST ENTERPRISE Ciprian-Constantin PĂTRĂUCEANU, Oleg PETELCA
<b>7</b>	THE ECONOMIC FOOTPRINT OF ITALIAN CAPITAL IN ROMANIA: A FINANCIAL AND STRATEGIC PERSPECTIVE Andreea-Roxana CROCNAN
<b>8</b>	DETERMINANTS OF CONSUMER BEHAVIOR Angela-Alexandra VALACHE-DARINGA
<b>9.</b>	THE IMPACT OF THE YEAR OF ORIGIN ON THE PRODUCT PACKAGING Angela-Alexandra VALACHE-DARINGA
<b>10</b>	TECHNOLOGY AND DIGITAL TRANSFORMATION IN SOCIAL ENTREPRENEURSHIP Alexandru BAGOSI
<b>11</b>	THIRD MISSION OF HIGHER EDUCATION IN THE SUSTAINABLE UNIVERSITY MODELS Mónika KIS-ORLOCZKI
<b>12</b>	MEASURING CONSUMER ATTITUDES IN RELATON TO ARTIFICIAL INTELLIGENCE – A CRITICAL OVERVIEW Kata HORVATH
<b>13</b>	HOW CAN BANKS DRIVE THE EFFORT TO MITIGATE CLIMATE CHANGE- BLIBLIOMETRIC ANALYSIS Claudia GHERȚESCU



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**SATURDAY 23 November 2024**

**10.00-12.00 in E009**

**Workshop “*Good practices in academic writing: tips and recommendations*”**