



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

**15TH 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
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- Ph.D. Professor habil. Elena BOTEZAT – University of Oradea, Faculty of Economic Sciences and Doctoral School in Economic Sciences
- Ph.D. Professor habil. Adriana DAVIDESCU- Bucharest University of Economic Studies
- 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 Professor Szymon SZEWRĄŃSKI, 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 15th 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)

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

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

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

PANEL 3	16:30 – 18:30 - online pe MS Teams, CLICK AICI
Moderators:	Ph.D. Professor habil Olimpia BAN Ph.D. Professor habil. Dorina POPA Ph.D. Associate Professor habil. Laurențiu DROJ
Secretary:	Ph.D. student Roxana CIORTIN GANGOS

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

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

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

PANEL 6	16:30 – 18:30 - online pe MS Teams, CLICK AICI
Moderators:	PhD Professor habil Alina BĂDULESCU PhD Professor habil Daniel BĂDULESCU PhD Professor habil. Dorin BĂC
Secretary:	PhD student Bagoși Alexandru

1	THE EUROPEAN ARMY - A GUARANTEE OF STABILITY AND DEVELOPMENT. MULTIFACETED APPROACH. Cristian Romeo SPĂTARU
2	DOES THE QUALITY LEVEL OF PUBLIC INSTITUTIONS MATTER? NON-EURO CEE COUNTRIES CASE Alin-Ioan VID, Radu POPA
3	THE IMPACT OF BANK BRANCH DENSITY ON MORTGAGE LENDING IN THE EURO AREA Radu POPA, Alin Ioan VID
4	RESILIENT REBOUND: THE SEMICONDUCTOR INDUSTRY'S POST-PANDEMIC RECOVERY Dragos DRAGOMIR
5	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
6	THE IMPORTANCE OF FINANCIAL DIAGNOSIS IN THE ACTIVITY OF THE TOURIST ENTERPRISE Ciprian-Constantin PĂTRĂUCEANU, Oleg PETELCA
7	THE ECONOMIC FOOTPRINT OF ITALIAN CAPITAL IN ROMANIA: A FINANCIAL AND STRATEGIC PERSPECTIVE Andreea-Roxana CROCNAN
8	DETERMINANTS OF CONSUMER BEHAVIOR Angela-Alexandra VALACHE-DARINGA
9.	THE IMPACT OF THE YEAR OF ORIGIN ON THE PRODUCT PACKAGING Angela-Alexandra VALACHE-DARINGA
10	TECHNOLOGY AND DIGITAL TRANSFORMATION IN SOCIAL ENTREPRENEURSHIP Alexandru BAGOSI
11	THIRD MISSION OF HIGHER EDUCATION IN THE SUSTAINABLE UNIVERSITY MODELS Mónika KIS-ORLOCZKI
12	MEASURING CONSUMER ATTITUDES IN RELATON TO ARTIFICIAL INTELLIGENCE – A CRITICAL OVERVIEW Kata HORVATH
13	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*”