

BASIQ 2025

International Conference on
New Trends in Sustainable Business and Consumption

26 – 28 June, Oradea, Romania

Conference institutional partners:



University of Oradea
Faculty of Economic
Sciences



University of Debrecen
Faculty of Economics and
Business



Bucharest University of
Economic Studies
Faculty of Business and
Tourism



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Overview of the Conference Agenda

EEST Time

Thursday, 26th of June

Attending participants

Conference venue: *University of Oradea Campus. Oradea, 1, University Str.*
University Library Building.

15:00 – 16:00 Participants' Registration

Plenary Session

The festive hall of the University of Oradea Library

16:00 – 16:45 **Opening Ceremony**

16:45 – 18:00 **Keynotes**

18:00 – 19:00 **Welcome Get-Together**

Friday, 27th of June

Attending participants

Oral (OR) and online (OL) presentation sessions

Conference venue: *University of Oradea Campus. Oradea, 1, University Str.*
Faculty of Economic Sciences, **Building F**

Parallel Sessions

Room E008

Room E009

Room E010

9:30 – 11:00

OR 1

OR 2

OL 1

11:00– 11:30

Coffee Break

11:30 – 13:00

OR 3

OR 4

OL 2

13:00 – 14:30

Lunch

14:30 – 16:30

Poster Presentations and debates

OL3

Conference Dinner

Restaurant Allegria,

19:00

Oradea, 33 Republicii Ave. (see invitation received at registration)

Online participants

Online presentation sessions

Parallel Sessions

*Time and link addresses to Zoom online conference rooms are provided on the conference webpage. Attending participants can take part in online presentations at **Room E010***

Saturday, 28th of June

Attending participants

9:30 – 18:00

Social Event: One-day trip by coach to Bihor County.

Meeting in front of Continental Forum Hotel Oradea. Departure is around 9:30.
Please request information at the registration desk. Cost: 250 RON/person

BASIQ 2025 Conference Keynote Speakers



Anca Otilia Dodescu

Anca Otilia Dodescu is professor of Economics at the Economics and Business Department, University of Oradea. Her academic and professional background includes expertise in European integration, public economics and policy, regional development, entrepreneurship, and innovation ecosystems. She has authored over 100 scientific publications and has been involved in 35 research-development projects at national and international levels. She is a member of the OECD & European Commission Entrepreneurship Experts Network and of the Digital Innovation Hub for Society. Currently, Professor Dodescu serves as Vice-Rector for Economic Management and Entrepreneurship and as the local coordinator of the EU GREEN European University Alliance, actively contributing to stakeholder engagement and knowledge transfer in support of entrepreneurial and innovation ecosystems for sustainability



Gemma Delicado Puerto

Gemma Delicado is currently the General Coordinator and PI of the EUROPEAN UNIVERSITY ALLIANCE FOR SUTAINABILITY: RESPONSIBLE GROWTH, INCLUSIVE EDUCATION AND ENVIRONMENT. She holds a PhD in Languages and Literatures from the University of Chicago (2006, EE. UU). She also obtained a Master of Arts at Western Michigan University (1999-2001) and attended Kalamazoo College (EE. UU) for a second major in 1998-99. She graduated in English at the University of Extremadura in 1998. Currently she is an Associate Professor for the English Department at the University of Extremadura where she also teaches Spanish as a foreign language. She was awarded the Teaching Excellence in the Humanities in 2017 and in 2023 (5-year evaluation). She was nominated as distinguished alumni by Western Michigan University in 2019. She was appointed Director for International Affairs and Mobility in February 2019. She is currently directing several Ph.D. and MA dissertations related to languages and technology. She done a number of international research visits in prestigious universities like Northwestern University, Chicago, US; Herzen Institute of Technology, Saint Petersburg; the University of Chicago; She published two books, several chapters and numerous articles. She belongs to GExcall research group, but she collaborates with other groups at her institution and at national level. Her research interest deal with the use of IT to teach and learn languages.



Vera Amicarelli

Vera Amicarelli is an Associate Professor, Ph.D. in Commodity Science, at the Department of Economics, Management and Business Law at the University of Bari Aldo Moro, Italy. She teaches "Industrial Ecology", "Quality Environment and Sustainability" and "Resource and Waste Management" in both bachelor's and master's degrees. She is a Professor Committee member in the "Economics and Management" Ph.D. course and advisor of related Ph.D. projects. Her current research interests mainly focus on circular economy measurement; natural resources and waste management; and environmental indicators (water and carbon footprint). Her research has been published in a wide range of international peer-reviewed journals and conference proceedings. She is a member of the Italian Commodity Science Academy (AISME), the International Society of Commodity Science and Technology (IGWT), and the Italian Circular Economy Stakeholders Platform (ICESP). She serves as Reviewer for several international scientific journals, guest editor for various Special Issues in international journals and member of several international research groups.



Alexandru Jurconi

Alexandru Jurconi is the CEO of Digital Nibs Ltd., where he facilitates strategic discussions among companies, government authorities, and society. With over 25 years of experience in public affairs, government relations, and corporate development, he collaborates with global leaders in various sectors, including energy, fast-moving consumer goods (FMCG), healthcare, and defense. He manages advocacy campaigns and public policy initiatives that have a significant economic and social impact, addressing issues such as energy transition, agricultural support, and access to medical innovation. Jurconi represents Romania in European decision-making bodies and holds key positions in business associations. He provides consultancy services in regulation, sustainability, and corporate diplomacy, actively contributing to the shaping of the European business landscape.

Thursday
26th of June

Attending participants

EEST Time

Venue: University of Oradea Campus. Oradea, 1, University Str. University Library Building

15:00 - 16:00 **Participants registration**

The festive hall of the University of Oradea Library

16:00 - 18:00 **Opening Ceremony and Plenary Session:**

Welcome speeches

Anca Otilia Dodescu, Vice-Rector of the University of Oradea

Emilian Pavel, Subprefect of Bihor County

László Erdey, Vice-Dean of the Faculty of Economics and Business, University of Debrecen, Head of the Institute of World Economy and International Relations

Robert Bumbac, Vice-Dean of the Faculty of Business and Tourism, Bucharest University of Economic Studies

Diana Sabău-Popa, Dean of the Faculty of Economic Sciences, University of Oradea

Keynotes

Gemma Delicado Puerto and Anca Otilia Dodescu

EU Green Alliance: A Broad Perspective on Sustainability in Higher Education

Vera Amicarelli

Circular economy and how important it is to measure it

Alexandru Jurconi

Corporate Diplomacy & Smart Regulation: Enabling Sustainable Business and Consumption

18:00 - 19:00 **Welcome Get-Together**

Venue: University of Oradea Campus. Oradea, 1, University Str.
Faculty of Economic Sciences, **Building F.**

9:30 – 11:00

Oral presentations sessions: OR 1 – OR 2

9:30 – 11:00

Oral presentations session OR 1

Room E008

*Digital transformation and emerging
new technologies challenges*

Chairs: Olimpia Ban and Daniel Zgură

Emerging Trends Regarding the Digitalization of Public Administration in the Context of Business and Sustainable Consumption: Bibliometric and Empirical Study

[Sorin Burlacu](#), [Eduard-Laurențiu Ion](#), [Gheorghe Păcurar](#), [Oana Camelia Iacob \(Păgaru\)](#)

A Bibliometric Analysis: A Comparative Perspective on the Digitalization of Decision-Making Processes

[Vanessa-Luisa Sidor](#), [Lavinia-Denisia Cuc](#), [Dana Rad](#), [Mioara-Florina Pantea](#)

Problems and Solutions: Cybersecurity a Key Point in the Digitalization Stage for the Romanian Public Sector

[Mircea-Alexandru Lungu](#)

AI Meets Academics: Ethical Dilemmas and Insights on ChatGPT from Higher Education

[Komalpreet Kaur](#), [Vanina Adoriana Trifan](#), [Robert Bumbac](#)

9:30 – 11:00

Oral presentations session OR 2

Room E009

*Sustainable value creation for
businesses and consumers through
innovation, new business models and
new forms of market interaction*

Chairs: Laurențiu Droj and Raluca Grosu

Organisational Context Analysis Integration with Stakeholder Requirements and Risk-based Planning for Improvement of Energy Management System Effectiveness

[Bastian L. Kurth](#), [Marieta Olaru](#), [Doru Alexandru Pleșea](#)

Integrating Battery Recycling into the Circular Economy: A Sustainable Business Model for Li-Ion Battery Waste in Romania

[Florina-Iulia Maican](#), [Ionel Bran](#), [Irina Albăstroiu-Năstase](#)

Green Hospitality 2030: Enhancing Guest Experience through Sustainable Innovation and the European Green Deal

[Ionel Bran](#), [Dragoș Bujor](#), [Adelina Elena Bran](#)

From Transparency to Maturity. An Exploratory Exercise to Assess Supply Value Chain ESG Reporting in the Light of ESRS Requirements

[Victoria Bogdan](#), [Dana Simona Gherai](#), [Luminița Rus](#), [Dorina Nicoleta Popa](#)

11:00 – 11:30

Coffee break

11:30 – 13:00

Oral presentations sessions: OR 3 – OR 4

11:30 – 13:00

Oral presentations session OR 3

Room E008

*Digital transformation and emerging
new technologies challenges*

Chairs: Elena Botezat and Irina Maiorescu

Structural and Perceptual Constraints in AI Adoption: Financial and Human Capital Challenges Facing Small Businesses in the Era of Industry 4.0

[Adrian Gheorghe Florea](#), [Diana Claudia Perțicaș](#), [Hillary Juma Wafula](#),
[Claudia Diana Sabău-Popa](#)

Towards Understanding the Crossroad between Sustainability and Open Innovation: A Systematic Bibliometric Analysis

[Pompei Mititean](#), [Dumitru-Petrică Becheș](#)

Virtual and Augmented Reality: Analysis of Business Implementation in Retail

[Helmut Dragomir](#), [Corina Pelău](#)

The Impact of Artificial Intelligence on Consumer Behavior in e-Commerce

[Kamran Allahverdiyev](#), [Irina Albăstroiu Năstase](#)

11:30 – 13:00

Oral presentations session OR 4

Room E009

*New values, attitudes and consumer
behaviors; new approaches to
creating a culture of quality*

Chairs: Adrian Florea and Laurențiu Tăchiciu

A Bibliometric Analysis of Anti-Consumption, Voluntary Simplicity, and Sustainable Consumption Trends in the Literature (2020 – 2025)

[Luminita Nicolescu](#), [Alexandra Barbu](#), [Mihaita Ichim](#)

Food Consumption Patterns in the Post-COVID-19 Landscape: Urban and Rural Contrasts

[Andreea Ciomag](#), [Evelyn Sabo](#), [Liana Stanca](#), [Dan-Cristian Dabija](#)

War, Food, and Healthy Choices: A Study on Organic Product Consumption during the Ukraine Conflict

[Mihăiță Ichim](#), [Alexandra Barbu](#), [Teodora Fulga](#)

Crisis Management Strategies in the Media Industry During COVID-19

[Miruna Maura Trocan](#), [Silviu Gabriel Szentesi](#), [Alexandru Nicolăiță](#), [Gabriel Croitoru](#), [Lavinia Denisia Cuc](#)

13:00 – 14:30

Lunch

14:30 – 16:30

Poster presentations and debates

19:00 **Conference Dinner**

Restaurant **Allegria**

Oradea, 33 Republicii Ave. (*see invitation received at registration*)

Details regarding online presentation sessions and **link addresses to Zoom online conference rooms are provided** on the conference webpage Conference Agenda:

9:30 – 16:30

Online presentations sessions

9:30 Online presentations session OL 1 *Socio-demographic trends. Imagining and anticipating the societal futures*

Ethics and Environmental Protection – Challenges and Responsibilities

[Maria Loredana Popescu](#), [Andreea Maria Mănescu](#), [Florin Dobre](#), [Loredana Nicoletta Mega](#)

Entrepreneurs' Perception of Green Spaces: A Bibliometric Analysis of the Connections between Business and Urban Sustainability

[Georgiana-Tatiana Bondac](#), [Dorin Iancu](#), [Ramona Lile](#)

Comparative Case Study on the Level, Structure and Dynamics of Public Expenditure in Romania and Greece

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Talent in Transit: Understanding Brain Drain in the Balkan EU Research Systems

[Adrian-Constantin Popescu](#)

Actions that Determine the Adoption of Responsible Consumption among Romanians. A FsQCA Approach

[Oana Pricopoaia](#), [Nicoleta Cristache](#), [Valentin Antohi](#), [Florina Oana Virlanuta](#), [Camelia Mădălina Beldiman](#)

The Impact of Leadership Styles on Essential Factors of the Labor Market in Romania

[Petruta Ionela Stanca](#), [Tudor Tarbujaru](#)

Beyond Profit? How E-Commerce Adoption Strengthens Marketing and Strategic Benefits in Romanian Accommodation SMEs

[Olimpia Ban](#), [Alexandru Constănoară](#), [Paul Ruge](#), [Dorin-Cristian Coita](#)

11:30 Online presentations session OL 2 *Sustainable value creation for businesses and consumers through innovation, new business models and new forms of market interaction*

Examining the Influence of Digitalization and Innovation on Improving Energy Structure toward Renewables. Evidence from the European Union

[Gina Cristina Dimian](#), [Mihaela Maftai](#), [Mirela Gheorghe](#), [Dana Maria Boldeanu](#), [Josef Jablonský](#)

Economic Barriers and Incentives in the Energy Transition: A Comparative Analysis of Policy Frameworks and Market Responses

[Mădălina Ana Burduja](#), [Dorel Mihai Paraschiv](#)

Bridging Sustainable Business and Regional Transformation: A Readiness Framework for High-Growth Contexts

[Luminita-Florina Popa](#), [Catalina-Mihaela Ficut](#)

Sustainable Agriculture through Efficient Leadership: A Comparative Analysis on Italy and Romania

[Andreea-Bianca Ene \(Constantin\)](#), [Ana-Maria Badea](#), [Gabriel Cristian Sabou](#), [Ovidiu Mihail Tănase](#), [Bogdan Georgescu](#)

Eco-Anxiety and Tourist Destinations: Emerging Challenges in Destination Image and Sustainable

[Madalina Nicoleta Frinculeasa](#), [Razvan Ion Chitescu](#), [Adriana Grigorescu](#)

Navigating Succession in European Family Businesses: A Three-Circle Model
Reinterpretation of Case Studies

[Boglárka Nagy-Tóth](#), [Adrián Szilárd Nagy](#)

The Role of Artificial Intelligence in Transforming Innovation Management

[Mihai Jugravu](#), [Bogdan Dumitrăşconiu](#)

14:30 **Online presentations session OL 3**
New values, attitudes and consumer behaviors; new approaches to creating a culture of quality

Consumers Perceptions and Attitudes toward Sustainable Consumption: Insights from Romania

[Andra Modreanu](#), [Gabriela Nicoleta Andrişan](#), [Dragoş Tohănean](#), [Claudiu-Nicolae Ghinea](#)

The Technological Feast: Innovations Reshaping Our Plates -New Approaches of Food Industry

[Ilona Miklós](#)

The Role of Plant-Based Foods in Building a Healthy and Ecologically Responsible Lifestyle

[Roxana Procopie](#), [Magdalena Bobe](#), [Robert-Daniel Miu](#)

Ethics in the Shadow: the Role of Political Marketing in Shaping Electoral Trust

[Ionela-Alina Alupoaei](#)

Fighting Corruption and Building the Path towards a Green Public Administration in the EU

[Maria Gheorghe](#), [Veronica Tenea](#)

Applying the Solow-Swan-Romer Framework to European Funds and NGEU: A Literature Review with a Focus on Romania

[Cătălin Marian Costache](#)

Economic Implications of Law no. 77/2016 on the Housing Loans Market

[Mihnea-Tudor Orjan](#), [Cătălin-Emilian Huidumac-Petrescu](#)

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Approaches to Using Artificial Intelligence and Big Data to Improve the Efficiency of Public Health Institutions
[Andreea Maria Arginteanu](#), [Daniela Ioana Manea](#), [Anca Costin Belean](#)

Perspectives in the Scientific Literature on the Barriers and Benefits of the Transition to a Plant-Based Diet: A Bibliometric Analysis
[Ana-Maria Badea](#), [Lelia Voinea](#), [Dorin Vicențiu Popescu](#), [Teodor Mihai Negrea](#), [Răzvan Dina](#), [Maria-Bogdana Necșescu](#)

Food Style Between Cultural Heritage and a Sustainable Future: An Analysis of Consumer Behavior
[Magdalena Bobe](#), [Robert-Daniel Miu](#)

Enhancing Physical and Mental Health Through the Strategic Use of Social, Economic and Cultural Capital
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Leveraging Web-scraping for Tourism Data Analysis: A Case Study on Romania
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The Sustainability Design of EU Policy – Economic Growth and Climate Change
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Make Agriculture and Energy Green Again
[Bran Florina](#), [Bodislav Dumitru Alexandru](#), [Chiotan Radu Florin](#), [Pargaru Ion](#)

The Impact of the Interaction between the Rule of Law and the European Union's Cohesion Policy
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Robots in Society: Design, Functionality, and Ethical Challenges in Hu-man-Robot Interaction
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Specific Skills in Modern Online Negotiations: A Word Cloud and Con-tent Analysis
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Managing Local Communities for Emergency Preparedness
[Cristina Dima](#), [Carmen Valentina Rădulescu](#), [Ioan Gâf-Deac](#), [Radu Florin Chiotan](#)

The Current State of Entrepreneurship Programs in Romania
[Răzvan Cătălin Dobrea](#), [Andreea Ligia Drugău Constantin](#), [Loredana Gabriela Dinulescu](#), [Raluca Iuliana Georgescu](#)

Entrepreneurship and Digitalization. A Review of the Highly Cited Literature in the Research Area of Business Economics
[Raluca Mariana Grosu](#), [Nadezhda Kostadinova](#), [Iasmina Florentina Co-man](#), [Ion Daniel Zgura](#)

Digitalization of Public Administration and Its Impact on Sustainability in Institutional Consumption: An Exploratory Analysis of Open Government Data
[Oana Camelia Iacob \(Pârgaru\)](#), [Emil Grățianu](#), [Sorin Burlacu](#), [Petrică Sorin Angheluță](#)

Generational Differences in the Perceptions and Usage of Self-Scanning and Paying Counters in Supermarkets
[Irina Maiorescu](#), [Mihaela Bucur](#), [Gabriel Cristian Sabou](#)

Evaluation of the Start-Up Nation Romania Program based on the Perception of Entrepreneurs
[Carmen Valentina Rădulescu](#), [Ioan Gâf-Deac](#), [Mădălina Ioana Moncea](#), [Liviu Purcărea](#)

Study on the Evolution of Public Procurement Contract Award Procedures in Romania in the Period 2021-2023
[Roxana Sârbu](#), [Irina Elena Petrescu](#), [Andreea Ligia Drugău Constantin](#), [Ovidiu Andrei Cristian Buzoianu](#)

An Overview on Current Sustainable Practices in the Tire Industry. Focus on Environmental Orientations
[Stefan Sava](#), [Christian Bux](#), [Vasileios Ntouros](#), [Raluca Mariana Grosu](#)

A Moderated Mediation Analysis of the Relationship between Fixed Assets and Sales Value of the Largest Retailers in Romania
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Bran Adelina Elena
Bran Florina
Bran Ionel
Bucur Mihaela
Bujor Dragoș
Bumbac Robert
Burduja Mădălina Ana
Burlacu Sorin
Bux Christian
Buzoianu Ovidiu Andrei
Cristian

C

Caraiani Cristian
Chiotan Radu Florin
Chitescu Razvan Ion
Ciofu Ioana-Alexandra
Ciomag Andreea
Coita Dorin-Cristian
Coman Iasmina Floren-tina
Constăngioară Alexan-dru
Costache Cătălin Marian
Croitoru Gabriel
Csorba Luiela Magdale-na
Cuc Lavinia-Denisia

D

Dabija Dan-Cristian
Dima Cristina
Dimian Gina Cristina
Dinu Vasile
Dinulescu Loredana Gabriela
Dobre Florin
Dobrea Răzvan Cătălin
Dragomir Helmut
Drugău Constantin Andreea
Ligia
Dumitrășconiu Bogdan
Dumitrescu Cătălina Oana

E

Ene (Constantin) Andreea
Bianca

F

Ficut Catalina-Mihaela
Florea Adrian Gheorghe
Frinculeasa Madalina
Nicoleta

G

Gâf-Deac Ioan
Ganea Otilia
Georgescu Bogdan
Georgescu Raluca Iuli-ana
Gheorghe Maria
Gheorghe Mirela
Gherai Dana Simona
Ghinea Claudiu-Nicolae
Ghiță Simona Ioana
Grătianu Emil
Grigorescu Adriana
Grosu Raluca Mariana

H

Huidumac-Petrescu Cătălin-
Emilian

I

Iacob (Pârgaru) Oana Camelia
Iancu Dorin
Ichim Mihaita
Ion Eduard-Laurențiu

J

Jablonský Josef
Jugravu Mihai

K

Kaur Komalpreet
Kostadinova Nadezhda
Kurth L. Bastian

L

Lile Ramona
Lungu Mircea-Alexandru

M

Maftai Mihaela
Maican Florina-Iulia
Maiorescu Irina
Manea Daniela Ioana
Mănescu Andreea Maria
Mateescu Vicențiu-Mihai
Mega Loredana Nicoletta
Miklós Ilona
Mititean Pompei
Miu Robert-Daniel
Modreanu Andra
Moncea Mădălina Ioana

N

Nagy Adrián Szilárd
Nagy-Tóth Boglárka
Nicolăiță Alexandru
Nicolescu Luminita
Ntouros Vasileios

O

Olaru Marieta
Orjan Mihnea-Tudor

P

Păcurar Gheorghe
Pantea Mioara-Florina
Paraschiv Dorel Mihai
Pargaru Ion
Pelau Corina
Perțaș Diana Claudia
Petrașcu Gianina
Petrescu Irina Elena
Pleșea Doru Alexandru
Popa Dorina Nicoleta
Popa Luminita-Florina
Popescu Adrian-Constantin
Popescu Maria Loredana
Procopie Roxana
Purcărea Liviu

R

Rad Dana
Rădulescu Carmen
Valentina
Ruge Paul
Rus Luminița

S

Sabău-Popa Claudia Diana
Sabo Evelyn
Sabou Gabriel Cristian
Sârbu Roxana
Săseanu Andreea Simona

Sava Stefan
Sidor Vanesa-Luisa
Souca Luiza
Stanca Liana
Stanca Petruta Ionela
Szentesi Silviu Gabriel

T

Tăchiciu Laurențiu
Tănase Ovidiu Mihail
Tarbujaru Tudor
Tenea Veronica
Tohănean Dragoș

Trifan Vanina Adoriana
Trocan Miruna Maura
Tziner Aharon

U

Uifalean Stefan

V

Vasiliu Cristinel

Z

Zgură Ion Daniel

Notes

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