



THE PROGRAMME
OF
THE 22ND INTERNATIONAL CONFERENCE
“ECONOMIC ISSUES – NEW CHALLENGES”
EINCO 2026

May 28 -30, 2026, Oradea, Romania

Organized by:

University of Oradea, Faculty of Economic Sciences

in partnership with:

*Asociația Facultăților de Economie din România /The Association of the
Faculties of Economic Sciences of Romania (AFER),
Asociația Generală a Economisților din România /The General Association of
the Economists of Romania (AGER),
University of Evora
Institutul de Studii Financiare din România/Institute of Financial Studies
(ISF)
Academia Română, Institutul de Economie Națională /The Romanian
Academy, The Institute of National Economy (IEN),
Academia Română, Institutul Național de Cercetări Economice /The
Romanian Academy, The National Institute of Economic Researches (INCE),
Societatea Academică de Management din România/The Romanian Academic
Society of Management (SAMRO)
Centrul de Cercetare pentru Competitivitate și Dezvoltare Durabilă /The
Research Centre for Competitiveness and Sustained Development (CCCDD),
Centrul de Documentare Europeană din cadrul Universității din Oradea
/European Documentation Centre Oradea, University of Oradea (EDCO),*





DETAILED AGENDA

of the 22nd International Conference

“ECONOMIC ISSUES – NEW CHALLENGES”

EINCO 2026

May 28–30, 2026, Oradea, Romania

Thursday, May 28, 2026

REGISTRATION & NETWORKING BUFFET

- **14:00-14:30** (*Onsite, Aula Magna Hall-Ground Floor Hall- Faculty of Economic Sciences, Building F, University of Oradea*)

CONFERENCE OPENING AND WELCOME SPEECHES

- **14:30-15:00** (*Onsite, Aula Magna, Faculty of Economic Sciences, Building F, University of Oradea*)

PLENARY SESSION

- **15:00-18:00** (*Onsite, Aula Magna, Faculty of Economic Sciences, Building F, University of Oradea*)

19:00 - THE FESTIVE DINNER (*Botanic by Armonia Restaurant, Directions regarding the restaurant's location can be found [here](#)*)

Friday, May 29, 2026

09:30– 14:00 – Onsite and Online Parallel Sessions

- **Session I: International Business, European Integration, Foreign Languages and Business Environment** (Room **E008** and Room **F207** for Onsite Sessions and virtual room link for the Online Session)
 - Presentation and Official Launch of the *Multilingual Dictionary*, coordinators: Monica Ariana SIM, Mirabela POP, University of Oradea Publishing
- **Session II: Economics, Business Administration, Tourism** (Room **E009** for Onsite Session and virtual rooms links for the Online Sessions)
- **Session III: Finance, Banking, Accounting and Audit** (Room **E010** for Onsite Session and virtual room link for the Online Session)
- **Session IV: Management, Marketing, Economic Informatics and Cybernetics** (Room **E011** for Onsite Session and virtual rooms link for the Online Sessions)
- **12:00-14:00 – Academic workshop** (Onsite, Room **E010**): *From Research to Academic Recognition: High-Impact Publishing Strategies*, Professor Oana Ramona Lobonț, PhD, West University of Timișoara
- **14:00 – Networking Lunch** – Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea



Thursday, May 28, 2026

Onsite Session

14:00-14:30 – REGISTRATION & NETWORKING LUNCH – *Aula Magna Hall (Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea)*
14:30-15:00 – CONFERENCE OPENING AND WELCOME SPEECHES – *Aula Magna*

Conference Moderator

Associate Professor Dorin Cristian COITA, PhD – Vice-Dean
of the Faculty of Economic Sciences, University of Oradea

Opening Speech and Presentation of EINCO 2026

Professor Diana SABĂU-POPA, PhD – Conference Chair, Dean
of the Faculty of Economic Sciences, University of Oradea

Welcome Speeches

Professor Constantin BUNGĂU, PhD – Rector
of the University of Oradea

Professor Anca Otilia DODESCU, PhD – Vice-Rector
of the University of Oradea,
Local Coordinator for the EU GREEN European University Alliance

Scientific Contributions to EINCO: A Dynamic Overview

Lecturer Diana PERTICAȘ, PhD – Vice-Dean
of the Faculty of Economic Sciences, University of Oradea



15:00-18:00 – PLENARY SESSION – *Aula Magna*

Non-Cooperative and Destructive Economic Behavior - Drivers and Remedies

Keynote speaker: Professor Abdolkarim SADRIEH, PhD, Dean of the Faculty of Economics and Management, Otto von Guericke University Magdeburg, EU GREEN European University Alliance

Rethinking Models, Policies, and Leadership in a Disrupted World

Keynote speaker: Valentin IONESCU, President of the Institute of Financial Studies, Bucharest

Financial Decision-Making in the Era of Computational Vision

Keynote speaker: Professor Marcel Ioan BOLOȘ, PhD, Faculty of Economic Sciences, University of Oradea and General Director, North-West Regional Development Agency

Digital Operational Resilience

Keynote speaker: Tudor DOMAN, Expert, National Bank of Romania

19:00 – The Festive Dinner – *Botanic by Armonia Restaurant*

Directions regarding the restaurant's location can be found [here](#).

Friday, May 29, 2026

Onsite and Online Parallel Sessions

SESSION I: INTERNATIONAL BUSINESS, EUROPEAN INTEGRATION, FOREIGN LANGUAGES AND BUSINESS ENVIRONMENT	
Section Chair:	Associate Professor Nicoleta BUGNAR, PhD

09:30-10:00 - Guests' reception (Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea)

10:00 – 12:00 - Paper Presentations and Discussions – *Onsite Session*

EU SUSTAINABLE ECONOMIC DEVELOPMENT AND INTERNATIONAL BUSINESS	Chairs: Professor Adriana GIURGIU, PhD Associate Professor Leonard ABRUDAN, PhD Secretary: Lecturer Adrian Negrea, PhD
Room: E008 (Ground Floor - Faculty of Economic Sciences, Building E, University of Oradea)	

1.	A COST-BENEFIT ANALYSIS OF NG-eCall DEPLOYMENT FOR CYCLIST SAFETY IN THE EU-27 Daniela ZIRRA, George CARUTASU, Nicoleta Luminita CARUTASU
2.	BRIDGING THE CULTURAL DIVIDE: A COMPARATIVE ANALYSIS OF HUNGARIAN AND SOUTH KOREAN BUSINESS CULTURES



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	Tunde Csapone Risko, Troy B. WIWCZAROSKI
3.	EARLY-MOVER ADVANTAGE VERSUS "SECOND TAKES MOST" DYNAMICS OF THE GLOBAL OBESITY-TREATING SECTOR Adrian NEGREA, Daniel Nicu IONAȘ
4.	RECONFIGURING HUMAN CAPITAL IN A FRAGMENTED GLOBAL ECONOMY: DYNAMIC SKILLS ALIGNMENT, INNOVATION ECOSYSTEMS AND ECONOMIC RESILIENCE Roxana HATOS, Nicoleta Georgeta BUGNAR, Andreea-Florina FORA
5.	OFFSHORE MARKETS AND THEIR IMPLICATIONS Ciprian Benjamin BENEĂ, Dinu SASU, Cristina ABRUDAN
6.	COMMUNICATION FOR THE CIRCULAR ECONOMY: EMPIRICAL EVIDENCE FROM A STUDY APPLIED TO STUDENTS IN ECONOMIC ENGINEERING Liliana Doina MAGDOIU, Simona Veronica ABRUDAN CACIORA
7.	GLOBAL IMBALANCES AND FOREIGN TRADE OF THE EU AND ROMANIA: AN ANALYTICAL EXTENSION OF THE IMF FRAMEWORK Adriana GIURGIU



10:00 – 12:00 - Paper Presentations and Discussions – *Online Session*

EU SUSTAINABLE ECONOMIC DEVELOPMENT AND INTERNATIONAL BUSINESS	<p>Chairs: Associate Professor Andreea FORA, PhD Lecturer Ciprian BENEĂ, PhD</p> <p>Secretary: Associate Professor Monica Ariana Sim</p>
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	EFFECT OF CHANGES IN THE PHYSICAL WORK ENVIRONMENT ON ORGANIZATIONAL CITIZEN BEHAVIOUR IN A SMALL BUSINESS Zita Ildikó POPOVICSNÉ SZILÁGYI, Edit Barizsné HADHÁZI
2.	DO EU GRANTS HAVE AN IMPACT ON PROFITABILITY, SOLVENCY AND BALANCE SHEET STRUCTURE OF PRIVATE COMPANIRS? AN EMPIRICAL ANALYSIS ON ROMANIAN COMPANIES Andrei Alexandru MOROSAN
3.	CAN EUROPEAN PENSION SYSTEMS SURVIVE DEMOGRAPHIC AGING? EVIDENCE FROM EU27 COUNTRIES Muhammad QASIM, Levente NÁDASI, Zsuzsanna TRÓN
4.	IT'S NOT HOW MUCH, BUT HOW WELL: GOVERNMENT EFFECTIVENESS AND THE MACROECONOMIC IMPACT OF ALLOCATION, DISTRIBUTION, AND STABILIZATION FUNCTIONS IN OECD COUNTRIES Aya ZIREGUE, Levente NÁDASI
5.	ARTIFICIAL INTELLIGENCE, WORK FRAGMENTATION AND INEQUALITY IN AN UNCERTAIN ECONOMY Victor FELEA, Carmina ION

6.	<p>BITMINE'S ETHEREUM STRATEGY AND MICROSTRATEGY'S BITCOIN APPROACH: A COMPARATIVE ANALYSIS</p> <p>Ibrahim M.I. KHARIS, Adrian NEGREA, Adriana GIURGIU</p>
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10:00 – 12:00 - Paper Presentations and Discussions – *Onsite Session*

<p>THE IMPACT OF FOREIGN LANGUAGES ON THE BUSINESS ENVIRONMENT</p>	<p>Chair: Lecturer Adina Săcară Oniță, PhD</p> <p>Secretary: Lecturer Cristina Laura ABRUDAN, PhD</p>
<p>Room: F207 (First Floor, Faculty of Economic Sciences, Building F, University of Oradea)</p>	

1.	<p>MAPPING THE INTEGRATION OF ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE TEACHING: A BIBLIOMETRIC NETWORK ANALYSIS</p> <p>Cristina Laura ABRUDAN</p>
2.	<p>TUNING TODAY'S TEACHING AND LEARNING OF FOREIGN LANGUAGES FOR BUSINESS COMMUNICATION WITH THE DEMANDS IN THE LABOUR MARKET</p> <p>Felicia CONSTANTIN, Anca MĂICAN</p>
3.	<p>EMERGING LANGUAGE TECHNOLOGY LITERACY IN EFL EDUCATION: A MULTIDIMENSIONAL ANALYSIS OF STUDENT ENGAGEMENT AND INSTITUTIONAL CONTEXTS</p> <p>Anamaria-Mirabela POP, Monica Ariana SIM</p>
4.	<p>MICROLEARNING - THE NEW TREND FOR ENHANCED LANGUAGE DEVELOPMENT. A CASE STUDY OF ECONOMICS STUDENTS IN AN ESP CONTEXT</p> <p>Monica Ariana SIM, Anamaria-Mirabela POP</p>

5.	COMPARISON OF ADJECTIVES WITH MOODLE. INTRODUCING AND PRACTISING GRADATION STRUCTURES ON THE E-LEARNING PLATFORM Ioana Claudia HOREA
6.	AFFIXES COURANTS EN ÉCONOMIE/ COMMON AFFIXES IN ECONOMICS Rodica BOGDAN
7.	KOMMUNIKATION DURCH KLEIDUNG/ COMMUNICATION THROUGH CLOTHING Adina SĂCARA-ONIȚA, Andra PORUMB
8.	LA COMMUNICATION RSE DE L'ENTREPRISE: PRATIQUES ET STRATÉGIES DISCURSIVES / CORPORATE SOCIAL RESPONSIBILITY COMMUNICATION: PRACTICES AND DISCURSIVE STRATEGIES Andra Teodora PORUMB, Adina SĂCARA-ONIȚA

12:00 - BOOK LAUNCH: Presentation and Official Launch of the *Multilingual Dictionary*, coordinators: Monica Ariana SIM, Mirabela POP, University of Oradea Publishing - Room **F208**, Faculty of Economic Sciences, Building F, University of Oradea

12:00-14:00 - ACADEMIC WORKSHOP: *From Research to Academic Recognition: High-Impact Publishing Strategies*, Full Professor Oana Ramona Lobonț, PhD, West University of Timișoara Room **E010**, Faculty of Economic Sciences, Building E, University of Oradea

14:00 - NETWORKING LUNCH - Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea

SESSION II: ECONOMICS, BUSINESS ADMINISTRATION, TOURISM AND STATISTICS	
Section Chair:	Professor Dorin BÂC, PhD

09:30-10:00 - Guests' reception (Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea)

10:00 - 13:00 - Paper presentation and discussions - Onsite Session

ECONOMICS AND BUSINESS ADMINISTRATION	<p>Chairs: Professor Olimpia - Iuliana BAN, PhD Associate Professor Adrian-Gheorghe FLOREA, PhD</p> <p>Secretary: Lecturer Elena HERȚE, PhD</p>
Room: E009 (Ground Floor, Faculty of Economic Sciences, Building E, University of Oradea)	

1.	<p>WHAT MAKES THE Y COMBINATOR ACCELERATOR SO SUCCESSFUL?</p> <p>Andrei DODEA, Valentin Partenie MUNTEANU, Doina DĂNĂIAȚĂ</p>
2.	<p>ESG ADOPTION IN SMES THROUGH GREEN FINANCE AND DIGITALIZATION</p> <p>Alexandru BAGOȘI, Ramona SIMUȚ</p>
3.	<p>AN EMPIRICAL ANALYSIS OF THE IMPACT OF INTERNSHIP PROGRAMS ON THE DEVELOPMENT OF ECONOMIC COMPETENCIES</p> <p>Carmen-Mihaela SCORȚE, Laurențiu DROJ, Teodora Mihaela TARCZA, Oana Maria SECARĂ, Ciprian Benjamin BENEĂ</p>

4.	BEYOND THE CAPITAL: MEASURING URBAN TOURISM HIERARCHIES IN ROMANIAN CITIES Raul HERTE, Elena Herte, Alina BADULESCU
5.	MAPPING THE TECHNOLOGICAL FRONTIER: DECIPHERING THE INTERPLAY BETWEEN DIGITAL MATURITY AND LABOR TRENDS Mircea PELE, Cosmin Horațiu DANCIU
6.	APPLYING AGILE PRINCIPLES IN PUBLIC SECTOR PROJECT MANAGEMENT: A BUSINESS ADMINISTRATION PERSPECTIVE FROM A RESEARCH FUNDING ORGANIZATION Adrian Gheorghe FLOREA, Mouna HAJJAJ, Viktor BORODIN, Diana PERTICAS
7.	ARTIFICIAL INTELLIGENCE AND DATA ANALYTICS IN BUSINESS ADMINISTRATION: RESEARCH EVOLUTION, THEMATIC TRENDS, AND MANAGERIAL APPLICATIONS Diana PERTICAS, Mouna HAJJAJ, Viktor BORODIN, Adrian Gheorghe FLOREA
8.	ERDF SUPPORT FOR SME COMPETITIVENESS 2014–2020: FINANCIAL ABSORPTION VERSUS POLICY EFFECTIVENESS — A COMPARATIVE ANALYSIS ACROSS EU MEMBER STATES Ioan SZUCS
9.	NON-REPAYABLE SUBSIDIES AND FINANCIAL PERFORMANCE OF BENEFICIARY FIRMS: EVIDENCE FROM THE WESTERN DEVELOPMENT REGION OF ROMANIA, 2014–2020 Ioan SZUCS
10.	DIGITAL TRANSFORMATION AND COMPANY PERFORMANCE IN THE E-COMMERCE AND RETAIL SECTOR Olimpia BAN, Mihaela GLENCORA PETRIȚA

11.	CONTEMPORARY CHALLENGES REGARDING ESG POLICIES AND THEIR INFLUENCE ON BUSINESS Giulia FARCAS, Roberta ILISIE, Dorin Paul BÂC, Emre Ozan AKSÖZ
12.	ETHICS OF AI AND TOURIST DATA: A STRUCTURED LITERATURE REVIEW Casian BORTA
13.	COLLABORATIVE NETWORKS OF FIRMS AND INNOVATIVE CLUSTERS IN THE DIGITAL ECONOMY: A BIBLIOMETRIC ANALYSIS Adriana Ioana Nicoleta URS, Anca Otilia DODESCU
14.	FROM SERVQUAL TO TOURQUAL IN REVIEWING SERVICE QUALITY MODELS IN THE HOTEL INDUSTRY Camelia Adriana LATA

10:00 – 13:00 - Paper Presentations and Discussions – *Online Session*

ECONOMICS AND TOURISM	Chairs: Professor Daniel BADULESCU, PhD Associate Professor Mariana SEHLEANU, PhD Secretary : Lecturer Afrodita BORMA, PhD
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	THE RELATIONSHIP BETWEEN DIGITALIZATION AND THE LABOR MARKET: A BIBLIOMETRIC ANALYSIS Mihail-Emil MONTOI
2.	THE ROLE OF ACCOMMODATION, FOOD SERVICE AND HOSPITALITY IN THE HUNGARIAN ECONOMY IN 2008-2023



	Éva DARABOS, Anita KISS, Orsolya Tünde NAGY
3.	ROMANIA'S EXPORT EXPOSURE TO US TARIFF POLICY UNDER THE TRUMP 2.0 ADMINISTRATION: DIRECT AND INDIRECT EFFECTS Alexandra MICU
4.	ECONOMIC INEQUALITY: KEY CONCEPTS, EVOLUTIONS, AND TRANSFORMATIONS OF THE CAUSES OF INEQUALITY FROM A COMPARATIVE HISTORICAL PERSPECTIVE IN THE PERIOD 2000–2024. SOCIO-ECONOMIC IMPACT Denisa-Maria-Magdalena DIACONEASA
5.	GASTRONOMIC AUTHENTICITY AND TOURIST SATISFACTION: A COMPARATIVE ANALYSIS OF ONLINE REVIEWS IN APULIAN DESTINATIONS Andreea ARNAUTU
6.	HOW INFLATION AFFECTS MACROECONOMIC PERFORMANCE IN ROMANIA Alia Cătălina TALFEȘ SÎRBU
7.	STRUCTURAL AND ECONOMIC DIMENSIONS OF ROMANIAN TOURISM IN THE EUROPEAN CONTEXT Violeta STRATILA (CHELE)
8.	SECTORAL ECONOMIC DEVELOPMENTS AND THE ROLE OF TOURISM IN THE REGIONAL ECONOMIC DEVELOPMENT OF THE NORTH-WEST REGION OF ROMANIA Dragos HODISAN, Alina BĂDULESCU
9.	SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT: STRATEGIES AND CHALLENGES IN THE MODERN ECONOMY Claudia Ramona CIOCNITU (STOICONI)
10.	DETERMINING PROCESSES OF SUSTAINABILITY WITHIN ENTREPRENEURIAL ECOSYSTEMS Monica CRESPIAI, Daniel BADULESCU

11.	WHY DO ROMANIAN SMES LAG BEHIND? STRUCTURAL CONSTRAINTS AND COMPETITIVENESS CHALLENGES Monica CRESPIAI, Daniel BADULESCU
12.	FROM ATTITUDES TO ACTION: CIRCULAR CONSUMPTION BEHAVIOR AMONG YOUNG CONSUMERS Marius-Gelu PAUL , Mariana SEHLEANU
13.	ECO-INNOVATION PERFORMANCE IN THE EU 27: A DESCRIPTIVE AND COMPARATIVE ANALYSIS BASED ON THE ECO INNOVATION INDEX Alina LUP, Mariana SEHLEANU, Marius-Gelu PAUL
14.	GREEN PLATES, GREEN PLANET: THE FUTURE OF ORGANIC AGRICULTURE IN EUROPE Afrodita BORMA

10:00 – 13:00 - Paper Presentations and Discussions – *Online Session*

BUSINESS ADMINISTRATION and ECONOMIC STATISTICS	Chairs: Professor Ioana Teodora MEȘTER, PhD Associate Professor Ramona SIMUȚ, PhD Secretary : Lecturer Darie GAVRILUȚ, PhD
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	REGIONAL INNOVATION DISPARITIES IN ROMANIA: THE ROLE OF R&D, ECONOMIC DEVELOPMENT AND ABSORPTIVE CAPACITY Ioana Teodora MEȘTER, Darie GAVRILUȚ
2.	RENEWABLE ENERGY CONSUMPTION AND ECONOMIC GROWTH IN ROMANIA: EVIDENCE FROM A TIME-SERIES ECONOMETRIC ANALYSIS Ioana Teodora MEȘTER, Ancuța SZABO (RADU)



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3.	ENTREPRENEURIAL MINDSET DEVELOPMENT IN POST-COMMUNIST ROMANIA: FAMILY ROLE AND EARLY MARKET PARTICIPATION Patricea Elena BERTEA, Mălina CHELARU, Armand Florin BERTEA
4.	MAPPING THE DIGITAL TRANSFORMATION OF HEALTHCARE ECOSYSTEMS: A BIBLIOMETRIC ANALYSIS BURTA ADRIAN, Elena Aurelia BOTEZAT
5.	DO IMPROVED WATER AND SANITATION AFFECT BIRTH OUTCOMES? EVIDENCE FROM INDONESIA Indanazulfa Qurrota A'YUN, Chung-Liang LIN
6.	VERTICAL INTEGRATION AND SEPARATION UNDER UNOBSERVABLE CONTRACTS Ayu Sasni MUNTE , Yan-Shu LIN
7.	THE IMPACT OF DIGITAL TRANSFORMATION ON THE PERFORMANCE OF SMES IN ROMANIA: EMPIRICAL EVIDENCE ON COMPETITIVENESS AND ORGANIZATIONAL EFFICIENCY Ciprian Constantin PATRAUCEANU, Oleg PETELCA, Iurie BEȘLIU, Veronica GARBUZ
8.	ADAPTIVE MANAGEMENT STRATEGIES FOR SMES IN THE RENEWABLE ENERGY SECTOR IN THE CONTEXT OF GEOPOLITICAL UNCERTAINTY AND ENERGY SECURITY Ciprian Constantin PATRAUCEANU, Oleg PETELCA, Iurie BEȘLIU, Veronica GARBUZ
9.	ENVIRONMENTAL SUSTAINABLE DEVELOPMENT GOALS INDICATORS FOR THE EU27 COUNTRIES – A PRINCIPAL COMPONENT ANALYSIS Alina Georgeta AILINCĂ, Gabriela Cornelia PICIU
10.	TOWARDS SUSTAINABLE DIGITAL ORGANISATIONS: INTRAPRENEURSHIP AS A STRATEGIC DRIVER OF INNOVATION AND RESILIENCE



	Ilisie Roberta, Giulia Farcas
11.	CSR 4.0: PARTICIPATORY COMMUNICATION IN THE DIGITAL AGE Maria URSU
12.	ECONOMIC EDUCATION AND ENTREPRENEURSHIP EDUCATION: AN INTEGRATED ANALYSIS OF SKILLS AND ABILITIES FORMATION IN THE CONTEXT OF THE KNOWLEDGE-BASED ECONOMY Cristian-Remus CONSTANTIN
13.	THE IMPACT OF EUROPEAN FUNDS ON ECONOMIC PERFORMANCE CASE STUDY – SUCEAVA COUNTY Aurel CHELE
14.	SKILLS MISMATCH AND COMPETITIVENESS IN THE FUTURE EU MFF Catalina-Mihaela FICUȚ, Luminița POPA

12:00-14:00 - ACADEMIC WORKSHOP: *From Research to Academic Recognition: High-Impact Publishing Strategies*, Professor Oana Ramona Lobonț, , PhD, West University of Timișoara - Room **E010**, Faculty of Economic Sciences, Building E, University of Oradea

14:00 - NETWORKING LUNCH – Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea



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SESSION III: FINANCE, BANKING, ACCOUNTING AND AUDIT

Section Chair:

Associate Professor Dana GHERAI, PhD

09.30-10.00 - Guests' reception (Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea)

10.00 - 12.00 - Paper Presentations and Discussions - *Onsite Session*

PUBLIC

**FINANCE,
ACCOUNTING
and AUDIT**

Chairs:

Professor Oana LOBONȚ, PhD

Professor Victoria BOGDAN, PhD

Professor Ioan Dan MORAR, PhD

Secretary:

Lecturer Mărioara BELENEȘI, PhD

Room: **E010** (Ground Floor - Faculty of Economic Sciences, building E, University of Oradea)

1.	THE EFFECTS OF VAT RATE INCREASES ON WELFARE IN ROMANIA: INSIGHTS FROM THE 2025 REFORM AN EARLY EMPIRICAL ASSESSMENT Patricia Georgia LELE
2.	FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH: AN EMPIRICAL ANALYSIS OF THE DETERMINANT FACTORS Silvia Alina ARSA, Mirel Răzvan ROȘU
3.	BLOCKCHAIN AND PUBLIC FUNDING MANAGEMENT: A BIBLIOMETRIC GAP ANALYSIS Mihai NEGREA
4.	COMPARATIVE ANALYSIS OF DIGITAL GOODS TAXATION SCHEMES IN THE EUROPEAN UNION AND THEIR IMPACT ON TECHNOLOGICAL INNOVATION Roxana CIORTIN GANGOȘ, Claudia Diana SABĂU-POPA

5.	THE IMPACT OF SUSTAINABILITY IN FINANCING RESEARCH AND DEVELOPMENT ACTIVITY Mircea Iosif RUS
6.	DECODING SUPPLY CHAIN DYNAMICS IN A CHANGING CLIMATE: LOGISTICS, FDI AND TRADE COMPETITIVENESS IN THE EUROPEAN UNION Oana Ramona LOBONȚ, Denisa ȘELARU, Cristina CRISTE, Lavinia Daniela MIHIȚ, Ran TAO
7.	EXPLORING GENDER PATTERNS IN AI ADOPTION FOR ACCOUNTING ESTIMATES. A MIXED-METHODS INVESTIGATION Victoria BOGDAN, Mărioara BELENEȘI, Réka Melinda TÖRÖK
8.	ARTIFICIAL INTELLIGENCE BETWEEN EFFICIENCY AND RISK: THE ROLE OF MANAGERIAL ACCOUNTANTS IN MANAGING ECONOMIC CRIME Adriana Maria ANCA, Constantin Razvan ARICI
9.	BIG DATA CAPABILITY, AI EXPOSURE, AND FIRM PERFORMANCE: EVIDENCE FROM A LARGE FIRM LEVEL PANEL Weiss West DIAA, Claudiu BOȚOC
10.	THE EVOLUTION OF SUSTAINABILITY REPORTING UNDER THE INFLUENCE OF ESRS AND ISSB STANDARDS Dana-Simona GHERAI, Mariana PIPIȘ, Diana Elisabeta MATICA
11.	EXPLORING DOUBLE MATERIALITY AS A CENTRAL PILLAR OF EUROPEAN CORPORATE GOVERNANCE: A BIBLIOMETRIC AND PRISMA- BASED ANALYSIS Simona-Elena DRĂGOIU
12.	ESG PERFORMANCE IN A COMMON REGULATORY FRAMEWORK: COMPARATIVE EVIDENCE FROM ROMANIA, POLAND, AND DEVELOPED EUROPEAN UNION ECONOMIES Torok IBOLYA MERCEDESZ



10:00 – 12:00 - Paper Presentation and Discussions – *Online Session*

CORPORATE FINANCE and ACCOUNTING	<p>Chairs: Associate Professor Luminița RUS, PhD Associate Professor Laurențiu DROJ, PhD</p> <p>Secretary: Lecturer Ioana COITA, PhD</p>
Virtual Room Link: click here (Microsoft Teams Meeting)	

1.	GOVERNING THE FUTURE: A BIBLIOMETRIC ANALYSIS OF ANTICIPATORY GOVERNANCE, ALGORITHMIC STATE AND ETHICS-BY-DESIGN Ana-Maria-Lorena IORGULESCU, Marius Augustin DRĂGĂNESCU
2.	THE MOST PROBABLE INFLATIONARY TRAJECTORY FOR EXPENDITURES ON INTANGIBLE ASSETS Irina MIHAL, Marioara PANCIUC
3.	FINANCIAL DERIVATIVES: THEIR USE AND IMPACT ON FINANCIAL RISK IN ROMANIAN SMES Stefan-Cosmin DANILA
4.	GREEN SIGNALS OR STRATEGIC NOISE? CORPORATE REPORTING INTEGRITY ASSESSMENT THROUGH L.I.G.H.T. INDEX. A MULTI-CRITERIA COMPARATIVE ANALYSIS Andreea IURAȘ, Victoria BOGDAN
5.	ACCOUNTING INFORMATION SYSTEMS AND CONTROLLING IN THE HUNGARIAN PUBLIC SECTOR Nándor KOVÁCS
6.	MAPPING THE IMPACT OF CSRD ON NON-FINANCIAL REPORTING: A SYSTEMATIC QUALITATIVE REVIEW OF ACADEMIC LITERATURE AND LEGISLATIVE PROVISIONS Luciana Simona PASCU (MIHAILA), Oana Raluca IVAN



7.	THE IMPACT OF IDENTIFYING CONCEPTUAL TRENDS IN SUSTAINABILITY, PERFORMANCE AND GOVERNANCE RESEARCH USING BIBLIOMETRIC TECHNIQUES Cristina VOICU
8.	SIMPLICITY AS A COMPETITIVE ADVANTAGE: MINIMALIST CONTROLLING IN THE SERVICE OF EARLY FINANCIAL CRISIS PREDICTION Peter BAJNAI, Igaz SZABOLCS
9.	ANALYSIS OF THE FINANCIAL INDICATORS FOR THE COMPANIES OPERATING IN THE PHARMACEUTICAL SECTOR IN CENTRAL AND EASTERN EUROPE IN THE PERIOD 2018-2024 Laurentiu DROJ, Dorotea Andreea SURLEA, Alexandru-Daniel MADA, Georgiana-Alis IACOBESCU
10.	RESHAPING TRANSPARENCY. EVIDENCE ON COMMUNICATION QUALITY, FINANCIAL AND NON-FINANCIAL REPORTING, AND STAKEHOLDER ENGAGEMENT IN NGOS Luminita RUS, Dana-Florina PERȚE, Carmen-Mihaela SCORȚE
11.	THE IMPACT OF TAXATION ON NOTARIAL ACTIVITY: AN ANALYTICAL PERSPECTIVE Carmen Teodora POPA

12:00-14:00- ACADEMIC WORKSHOP: *From Research to Academic Recognition: High-Impact Publishing Strategies*, Full Professor, Oana Ramona Lobonț, PhD, West University of Timișoara - Room: **E010**, Faculty of Economic Sciences, Building E, University of Oradea

14:00 – NETWORKING LUNCH – Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea



UNIVERSITATEA DIN ORADEA
Facultatea de
Științe Economice



SAMIRO



GREEN



UNIVERSIDADE
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ISF
INSTITUTE OF FINANCIAL STUDIES

**SESSION IV: MANAGEMENT, MARKETING, ECONOMIC
INFORMATICS AND CYBERNETICS**

Section Chair: Associate Professor Simona BODOG, PhD

09:30 - 10:00- Guests' reception (Ground Floor Hall, Faculty of Economic Sciences, Building F, University of Oradea)

10:00 - 13:00 - Paper Presentations and Discussions - Onsite Session

MANAGEMENT and MARKETING	<p>Chairs: Professor Elena BOTEZAT, PhD Associate Professor Naiana ȚARCĂ, PhD</p> <p>Secretary: Lecturer Teodora TARCZA, PhD</p>
Room: E011 (Ground Floor, Faculty of Economic Sciences, Building E, University of Oradea)	

1.	THE IMPACT OF INTERNAL MARKETING ON THE SERVICE QUALITY OF HEALTHCARE SECTOR VOLUNTEERS Marcela-Sefora NEMTEANU, Teodora Mihaela TARCZA
2.	TRENDS AND INSIGHTS IN CORPORATE SOCIAL RESPONSIBILITY IN RESEARCH MARKETING: A BIBLIOMETRIC ANALYSIS Simona-Aurelia BODOG, Nicoleta-Alina ANDREESCU, Adela Laura POPA, Dinu Vlad SASU, Rodica BOGDAN
3.	OPTIMIZATION OF THE PROCESS OF SENDING DOCUMENTS ASSOCIATED WITH A DELIVERY Horia Demian
4.	THE ROLE OF GOVERNANCE IN DIGITAL TRANSFORMATION: AN ORGANIZATIONAL META-CAPABILITY FRAMEWORK Elena CAPRAR, Emil Lucian CRISAN

5.	MAPPING RESEARCH TRENDS IN PUBLIC SERVICE ACCESSIBILITY FOR PEOPLE WITH DISABILITIES: A BIBLIOMETRIC STUDY WITHIN SOCIAL ERGONOMICS Bianca BADITOIU, Valentin Partenie MUNTEANU, Florina Laura BRANCU
6.	ASSESSING PUBLIC FUNDING MANAGEMENT EFFICIENCY OF SPORTS ACTIVITIES AND INFRASTRUCTURE IN ROMANIA A QUALITATIVE PERSPECTIVE OF STAKEHOLDERS Traian GOGA
7.	PEOPLE BEHIND THE DEAL: A LITERATURE REVIEW OF HR PRACTICES ACROSS M&A PHASES Ivett Andrea MÁTHÉ, Krisztina DAJNOKI
8.	THE EVOLUTION OF MANAGEMENT CONSULTING: HISTORICAL FOUNDATIONS, KNOWLEDGE INTEGRATION, AND IMPLICATIONS FOR MANAGERIAL DECISION-MAKING Barbara Zsófia STEFÁN, Krisztina DAJNOKI, Péter CZINE
9.	AN AI FOCUSED EXAMINATION OF HUMAN ROLE RECONFIGURATION IN ORGANIZATIONS: A PRISMA BASED SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS Simona Marilena IACOB, Elena Aurelia BOTEZAT
10.	EXPLORING BUSINESS AND MANAGEMENT STUDENTS' KNOWLEDGE REGARDING SUSTAINABILITY ACROSS EUROPE: A MULTI UNIVERSITY SURVEY BASED STUDY Tomina-Gabriela SĂVEANU, Maria-Madela ABRUDAN, Mirabela MATEI
11.	SUSTAINABLE COSMETICS IN THE PERCEPTIONS OF ECONOMICS STUDENTS: AN EXPLORATORY STUDY Oana Maria SECARĂ



10:00 – 13:00 - Paper Presentation and Discussions - Online Session

MANAGEMENT & MARKETING	<p>Chair: Associate Professor Dorin COITA, PhD Associate Professor Horia DEMIAN, PhD</p> <p>Secretary: Lecturer Adela POPA, PhD</p>
Virtual room link: click here (Microsoft Teams Meeting)	

1.	NATION BRANDING AS A STRATEGIC TOOL FOR INTERNATIONAL COMPETITIVENESS: THE CASE OF ROMANIA Oana VOICULET
2.	CULTURAL CONSUMPTION AND NATIONAL IDENTITY IN THE GLOBAL ECONOMY Oana VOICULET
3.	ASPECTS OF INVESTIGATING IMPULSIVE-COMPULSIVE BEHAVIOUR OF ARTIFICIAL INTELLIGENCE USAGE: A STUDY OF CHATGPT ADDICTION AMONG UINVERSITY STUDENTS Dinu SASU, Adela Laura POPA, Naiana ȚARCĂ, Remus Dorel ROȘCA
4.	HUMAN RESOURCE MANAGEMENT IN THE DIGITAL ERA: CHALLENGES AND SOLUTIONS FOR ROMANIA AND THE EU Ionut DRĂGULESCU, Daniel DANILOV, Mariana Florentina DUMITRACHE, Valentina Ofelia ROBESCU, Razvan Alexandru POPP
5.	STRATEGIC MANAGEMENT APPROACHES TO QUALITY IMPROVEMENT IN EARLY CHILDHOOD EDUCATION SYSTEMS



	Ileana Corina MORARU
6.	ORGANISATIONAL CULTURE AND ITS IMPACT ON ORGANISATIONAL EFFICIENCY IN THE ROMANIAN CONSTRUCTION SECTOR: A THEORETICAL AND CONCEPTUAL ANALYSIS OF THE SPECIALIST LITERATURE FROM THE GENERAL PARADIGM TO THE SPECIFICS OF THE SECTOR Gabriela Anca ROTAR (BOTEZATU)
7.	THE INFLUENCE OF AI-GENERATED FAKE NEWS ON MILITARY COMMUNICATION: A CASE STUDY OF THE TITU FIREFIGHTERS' DETACHMENT Claudiu Gabriel STAN, Valentina Ofelia ROBESCU
8.	TRENDS AND FUTURE DIRECTIONS IN WORK ADAPTABILITY AND TURNOVER INTENTIONS AMONG GENERATION Z: A BIBLIOMETRIC STUDY Lidia CHIRICOI
9.	A BIBLIOMETRIC REVIEW OF THE LITERATURE ON TEAM COACHING IN THE BUSINESS WORLD Rudolf NYARI
10.	THE IMPACT OF THE WORKPLACE ENVIRONMENT ON JOB SATISFACTION: FINDINGS FROM AN EMPIRICAL STUDY AMONG TEACHERS AT A ROMANIAN CIVIL SOCIETY ORGANIZATION Edina-Cecilia SZOPOS
11.	DEMOGRAPHIC DECLINE, DIGITAL ACCELERATION, AND GENDERED EXCLUSION: EVIDENCE FROM ROMANIA Ioana Alexandra MAXIM



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See you next year at EINCO 2027!

May 27-29, 2027

Save the dates!



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