



ACADEMIA
DE STUDII
ECONOMICE
DIN BUCUREȘTI



Facultatea de Economie
Teoretică și Aplicată



BURSA
DE VALORI
BUCUREȘTI

ECONOMIC CONVERGENCE IN EUROPEAN UNION

*Sustainable development:
trend or necessity?*

ECEU - 21st edition

CONFERENCE PROGRAMME

BUCHAREST,
22ND OF MAY 2024

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
FACULTY OF THEORETICAL AND APPLIED ECONOMICS



**ACADEMIA DE STUDII ECONOMICE DIN
BUCUREȘTI - FACULTATEA DE ECONOMIE
TEORETICĂ ȘI APLICATĂ**



București, 010522 Calea Dorobanților nr.15-17, Clădirea Virgil Madgearu, sector 1, România

CONFERENCE PROGRAMME

Bucharest, 22nd of May 2024



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ASEAC

Flavius Darasteanu - Founding member and Vice-president of ASEAC

PARTENERS:





CONFERENCE PROGRAMME

22nd of May 2024, Aula Magna

Registration of participants & Coffee break
09.30-10.00

Opening Speech **10.00-10.30**

Nicolae Istudor - Rector, Bucharest University of
Economic Studies

Silvia-Elena Iacob - Dean, Faculty of Theoretical and
Applied Economics

Andreea Negru - President, PEFA

Mihai GHIGIU - Chief of the Prime Minister's
Chancellery

Adrian Căciu - Minister of Investments and European
Projects in Romania

Florin Jianu - President, CNIPMMR



Business Panel –” Sustainable Development: Between Trend and Necessity”

Lorena Stoian - First Vice President of PEFA

Adrian Tănase – CEO Bucharest Stock Exchange

Andrei Hrebenciuc - Chairman of the Board, Biofarm

**Alexandra Damașcan - President, Serinus Energy
Romania**

**Roxana Ghioca - General Manager, Austrotherm
Romania, Representative of CEC BANK**

**Ramona Kurko - Deputy Head of Corporate Banking,
BCR**

**Diana Mardarovici - Sustainable Development
Coordinator, National Company Romanian Post**

***Moderator - Adrian Măniuțiu, journalist,
entrepreneur EM360***

Lunch 13.30-14.30



Academic Panel 14.30 - 17.00
Room 2101 (BVB Amphitheater)

Opening Speech

Alina DIMA, Prof. Ph.D. – Vice-Rector, Bucharest
University of Economic Studies

Chairs:

Silvia-Elena Iacob Ph.D. – Bucharest University of
Economic Studies, Romania

George-Laurențiu Șerban-Opreșcu Ph.D. – Bucharest
University of Economic Studies, Romania

1. ***Technological development under the impact of new geopolitical systems. Effects on economic development,***
Dragoș HURU, Bucharest University of Economic Studies,
dragos.huru@economie.ase.ro, Dănuț Petrișor GRUIA,
Tomis University, Constanța
2. ***Examining the Challenges and Opportunities of AI Integration in the Romanian Education System: A Case Study Perspective,*** Silvia-Elena IACOB, Bucharest University of Economic Studies, Romania,
silvia.iacob@economie.ase.ro, Alexandra CONSTANTIN Bucharest University of Economic Studies, Romania,
constantin7alexandra21@stud.ase.ro, Radu BUDU, Bucharest University of Economic Studies, Romania,
buduradu@gmail.com



3. ***AI Ethical Consequences in Business and Society***, Octavian Dumitru HERA, West University of Timișoara, Doctoral School of Economics and Business Administration, Romania, octavian.hera78@e-uvt.ro
4. ***Sustainable development in the era of crises: adaptation and resilience in the current context***, Ada PAIERELE, Bucharest University of Economic Studies, Romania, paierele.ada@gmail.com.
5. ***Green human resource management: a new approach to employees for organizational sustainability***. Bogdan-Mihai FRĂȚILĂ, „Valahia” University of Targoviste, Romania, fbogdanmihai@gmail.com, Alexandra Frățilă, Bucharest University of Economic Studies, Romania, alexandra.adam@economie.ase.ro, Sorin Nastasia, Southern Illinois University Edwardsville, SUA, snastas@siue.edu
6. ***Digital shift to education 4.0: a bibliometric analysis***, Alexandra CONSTANTIN Bucharest University of Economic Studies, Romania, constantin7alexandra21@stud.ase.ro, Nicolae MOROIANU, Bucharest University of Economic Studies, Romania, nicolae.moroianu@economie.ase.ro



7. ***Performance Management Paradigms in Educational Organizations***, Constanța POPESCU, „Valahia” University of Targoviste, tantapop@yahoo.com, Elena PĂTRAȘCU SUDITU, „Valahia” University of Targoviste
8. ***Considerations on implementing ESG reporting in the Romanian public sector***. The role of the Romanian Court of Accounts in ESG audit, Teodora Nicoleta PLEȘA, „Valahia” University of Targoviste, teodoraplesa83@gmail.com
9. ***The Role of Artificial Intelligence in Creating Sustainable Solutions in the Business Environment: Bibliometric Analysis***. Constanța POPESCU, „Valahia” University of Targoviște, tantapop@yahoo.com, Georgiana - Tatiana BONDAC, „Valahia” University of Târgoviște, georgianabondac@yahoo.com, Constantin Ciprian IACOB, „Valahia” University of Târgoviște, av_iacobconstantinciprian@yahoo.com
10. ***Empowering Entrepreneurship: The Crucial Nexus of Institutional Arrangements and Sustainable Development***, Denisa STROE, Bucharest University of Economic Studies, Marius-Cristian PANĂ, Bucharest University of Economic Studies,



marius.pana@economie.ase.ro

11. *The impact of implementing European-funded projects on the quality of services provided by school organizations*, Elena Cristina ION (STROE), „Valahia” University of Târgoviște, cris_stroe33@yahoo.com, Liliana BARBATOSU (MARINESCU), University of Târgoviște
12. *Progress towards Sustainable Development: The Minimum Wage Outlook in Europe for 2024*, Inna ARZHYNT, Bucharest University of Economic Studies, Romania, inna.argint@yahoo.com, Ada PAIERELE, Bucharest University of Economic Studies, Romania, paierele.ada@gmail.com
13. *Beyond Transactions: Investigating Consumer Behavior in the Digital Economy*, Liana BADEA, Bucharest University of Economic Studies, Romania, liana.badea@economie.ase.ro, Cezara Georgiana RADU, Bucharest University of Economic Studies, Romania, radu.cezara.georgiana@gmail.com, Deak Elena Roxana, Bucharest University of Economic Studies, deakelena21@stud.ase.ro



- 14. *Shaping the EU map from the fiscal and labour cost approach***, Maria Bianca BOLBOASA, National Scientific Research Institute for Labour and Social Protection, The Research Institute for Agriculture Economy and Rural Development, bianca.bolboasa@incsmpps.ro, Amalia CRISTESCU, Bucharest University of Economic Studies, National Scientific Research Institute for Labour and Social Protection, amalia.cristescu@incsmpps.ro, Madalina Ecaterina POPESCU, Bucharest University of Economic Studies, National Scientific Research Institute for Labour and Social Protection, madalina.andreica@csie.ase.ro
madalina.popescu@incsmpps.ro
- 15. *Defining Economic Corridors: Explaining the Concept of Economic Corridors and Their Role in the European Economy***, Rareș-Mihai NIȚU, Bucharest University of Economic Studies, Romania, nitulares18@stud.ase.ro, Alexandra Ioana Murariu, Bucharest University of Economic Studies, Romania, murariualexandra19@stud.ase.ro, Bogdan Mihai Frățilă, „Valahia” University of Târgoviște, fbogdanmihai@gmail.com



- 16. *Digitization in education: an analysis of trends, benefits, and challenges.*** Vlad – Valentin VÎRJAN, Bucharest University of Economic Studies, Romania, vlad_virjan@yahoo.com
- 17. *Sustainable FDI in the digital economy,*** Marta STOIAN, Bucharest University of Economic Studies, Romania, masta.stoian@gmail.com, Madalina-Elena DRAGOMIR, Bucharest University of Economic Studies, Romania, dragomirmadalina19@stud.ase.ro
- 18. *Economic inequality influences the trend of sustainability?*** Silvia DUMITRESCU-POPA, Bucharest University of Economic Studies, Romania, silviapopa997@gmail.com
- 19. *EU transport policy and economic corridors: How EU transport policy affects the development and functioning of economic corridors,*** Rareș-Mihai NIȚU, Bucharest University of Economic Studies, Romania, niturares18@stud.ase.ro, Stefan-Robert URICARU, Bucharest University of Economic Studies, Romania, uricarurobert18@stud.ase.ro, Alexandra-Paula PUIU, Bucharest University of Economic Studies, Romania, puiualexandra20@stud.ase.ro



- 20. *Evaluation of the event study in the case of mergers and acquisitions***, Dragos BÎLTEANU, Bucharest University of Economic Studies, Bucharest, Romania, d.bilteanu@gmail.com, Irina STANCU, University of Geneva, Switzerland.
- 21. *The importance of sustainability in the modern world***, Maria-Cristina EREMIA, Bucharest University of Economic Studies, Romania, eremiamaria17@stud.ase.ro
- 22. *A Retrospective of Material Well-Being and Quality of Life in the Last Decade***, Milian NEGUȚOIU, Bucharest University of Economic Studies, Romania, milian.negutoiu@gmail.com
- 23. *The socio-economic effects of infertility***, Grigore PIROȘCĂ, Bucharest University of Economic Studies, Romania, grigore.pirosca@economie.ase.ro, Mariana Eliza GÂRBEA, University of Bucharest, Romania, mariana-eliza.fofirca@s.unibuc.ro
- 24. *The Future of sustainable development***, Claudiu-Gabriel STAN, Ministry of Education, „Valahia” University of Târgoviște, claudiugabby@yahoo.com



- 25. *Sustainable transition from education system to the workplace***, Patricia Petronela PETRE, Bucharest University of Economic Studies, Bucharest, Romania, petrepatricia9s@gmail.com, Daniela Livia TRASCA, Bucharest University of Economic Studies, Bucharest, Romania, daniela.trasca@gmail.com
- 26. *The impact of the European Union social fund in Romania***, Irene Ioana DRĂGHICI, Bucharest University of Economic Studies, Romania, draghiciirene17@stud.ase.ro, Robert Ștefan URICARU, Bucharest University of Economic Studies, Romania, uricarurobert18@stud.ase.ro
- 27. *Economic change of the energy transition***, Alexandru TOMA, Bucharest University of Economic Studies, Romania, alexandrutomal@yahoo.com
- 28. *Romanian public administration's digitalization within the European context***, Gabriel Cristian DUMITRU, Bucharest University of Economic Studies, Romania, gabrielcristian21@icloud.com, Liana PARASCHIV, Bucharest University of Economic Studies, Romania, lianaioanaparaschiv@gmail.com



- 29. *Navigating the intersection of digitalization, pandemic, and business environment. Exploring a proposed framework on the Balkans***, George Laurentiu ȘERBAN-OPRESCU, Bucharest University of Economic Studies, Bucharest, Romania, george.serban@economie.ase.ro, Edi Cristian DUMITRA, Bucharest University of Economic Studies, Bucharest, Romania, edi.dumitra@economic.ase.ro, Alexandra-Paula PUIU, Bucharest Academy of Economic Studies, Romania, puiualexandra20@stud.ase.ro
- 30. *Advanced strategies to improve the macroeconomic environment and the quality of life***, Dumitru Alexandru BODISLAV, Bucharest University of Economic Studies, Bucharest, Romania, alex.bodislav@ase.ro, Alexandru Dan COSOCARIU, IE Business School, Brown University, alexandru.cosocariu@cdasteel.ro



- 31. *From disruption to opportunity: Strategies for global sustainable development***, Mihaela Roberta STANEF-PUICĂ, Bucharest University of Economic Studies, Bucharest, Romania, mihaela.stanef@economie.ase.ro, Andrei HREBENCIUC, Bucharest University of Economic Studies, Romania, andrei.hrebenciuc@economie.ase.ro, Tamara Nae, Bucharest University of Economic Studies, Romania, tamara.nae@economie.ase.ro, Carlos Ramirez Valdebenito, Universidad de Santiago de Chile, carlosramirezvaldebenito@gmail.com
- 32. *The challenges of international tourism and analysis of Romania's competitiveness***, Violeta-Andreea ANDREIANA, „Valahia” University of Târgoviște, andreea.vivi@yahoo.com, Georgiana Daniela STOICA, „Valahia” University of Târgoviște, monica_d@yahoo.com, Cristian STANA, Bucharest University of Economic Studies, Romania, stanacristian13@stud.ase.ro, Alexandra Elena TĂNASE (MIHAI), „Valahia” University of Târgoviște, alexa.tanase@yahoo.co.ph



- 33. *The Fisheries and Aquaculture Program – the main financial support for the development of the fishing sector in Romania during the programming period 2021-2027***, Cătălin-Valentin-Mihai LĂPĂDAT, University of Craiova, lapadat.catalin@gmail.com