

## Preparing for Tomorrow, Today CONFERENCE AGENDA

**Day 1: October 15, 2020**

**Location:** online

### Conference Opening

**17:00-17:10** Welcoming message

### Keynote Speakers

**17:10-17:40** **Jacques Le Cacheux** – Professor, Sciences Po Paris, Stanford, Ecole des Ponts et Chaussées & Université de Pau France; ex-Director and Main Researcher, OFCE Paris  
Keynote speech: *Covid and Green Deal: Can the EU institutions deliver?*

**17:40-18:10** **Myriam Sidibe** – Honorary Professor of the Practice, London School of Hygiene and Tropical Medicine; Senior Fellow, Mossavar-Rahmani Center for Business and Government - Harvard Kennedy School  
Keynote speech: *It Pays to be Good – What does it take to be a world-changing brand?*

**18:10- 18:40** **Lucian Anghel** – CEO, Banca Romaneasca; Associate Professor, Faculty of Management – National University of Political Studies and Public Administration  
Keynote speech: *Rethinking the Unthinkable*

### Best Paper Award

**18:40-18:50** **Announcing the Strategica Best Paper Award 2020**

**Moderator: Florina Pinzaru**, Dean, Faculty of Management - National University of Political Studies and Public Administration; Chair of the International Conference Strategica 20202020

**Day 2: October 16, 2020**

**Location:** online

09:30/10.00-11:30	<b>Panel Sessions:</b> OPS1 Economics (1), OPS6 Finance and Banking, OPS8 Challenges of Project Management, OPS9 Crisis and Risk Management, OPS10 Towards Sustainable and Digital Organizations and Communities (1), OPS12 Knowledge Economy (1), OPS14 Challenges and Opportunities in the Social Economy
11:45-13:15	<b>Panel Sessions:</b> OPS2 Economics (2), OPS3 Management and Leadership (1), OPS5 Marketing and Consumer Behavior, OPS7 Sustainable Human Resource Management and Employee Wellbeing, OPS11 Towards Sustainable and Digital Organizations and Communities (2), OPS13 Knowledge Economy (2)
13:15-14:00	Break
14:00-15:30	<b>Round Tables &amp; Workshops</b>  <b>Social Economy coping with the COVID-19 crisis</b> <b>The Business world during the COVID-19 pandemic</b>
15:30-15:45	Break
15:45-17:15	<b>Panel Sessions:</b> OPS4 Management and Leadership (2)

### Online Panel Sessions

**OPS1**

**Economics (1)**

**Chair: Cristian PĂUN**

**09:30-11:30**

*Analysis of Economic Protectionism from the Perspective of Constructal Theory*  
Radu Isaic

*Statistical Insights on Capital Markets in Central and Eastern Europe. A Comparative Approach*

Luminita Nicolescu, Florentin Gabriel Tudorache, Monica Teodora Tudorache, Adrian Tudor Tudorache

*The Belt and Road Initiative and Economic Stakes in The Gulf Cooperation Council Region*

Flavius Caba-Maria, Radu-Cristian Muşetescu

*The Regional Importance of Efficient Romanian Natural Gas Strategic Planning. Study Case – Three Seas Initiative*

Miruna Tutuianu

*Strategic Cultural Valences of Corruption Behavior in Romania. A European Approach*

Ioan Petrişor, Dana Nedea

*The Historical Banat and Its Geostrategic Europeanity at the Interference Between the Occident, the Orient, and the Balkans*

Andreea-Eva Somkereki, Ioan Petrişor

*China's Urban Development. A Regression Analysis Before and After 1990*

Adriana Grigorescu, Amalia-Elena Ion

*The Impact of Environmental Protection Expenditure on Environmental Protection in Romania. Empirical Analysis*

Dracea Raluca Mihaela, Ciobanu Laura, Buziernescu Anca Alina

**OPS2**

**Economics (2)**

**Chair: Cristian PĂUN**

**11:45-13:15**

*Consequences of the Growth of the Power of Large Companies Around the World: Effects on Employment and Small Companies*

Paulo Roberto Feldmann

*The Importance of Clusters for the Development of New Industries*

Cristina Porumboiu, Valentin Cojanu

*Black Zero and Its Consequences on Sustainable Developments Case Study: Exploitation of Forest Resources in Romania*

Laurențiu Ciornei, Paula Munteanu

*Determinants of Innovation Effectiveness of the SME Sector – Regional Approach*

Adam Stecyk, Tomasz Norek

*Software Platform for an Electricity Market Trading Simulator*

Simona-Vasilica Oprea, Dan Preoțescu, Adela Bâra, Gabriela Dobriță

*Past, Present, and Future of Behavioral Economics. The Paradigm of Homo Economicus*

Alexandra Ungureanu

**OPS3**

**Management and Leadership (1)**

**Chairs: Mariana NICOLAE & Victoria A. SEITZ**

**11:45-13:15**

*The Impact of a Multigenerational Workforce on Human Resources Practices*

Cristina Prund

*Quo Vadis in Military and Security Organizations Governance? The Way Between Leadership and Manageship*

Dorel Badea, Elena Diana Ranf, Gabriel Mănescu, Crenguța Macovei, Dumitru Iancu

*Assurance of Business Continuity Towards Uncertainty-Based Thinking*

Ioseb Gabelaia, Olga Bucovetchi, Radu Stanciu

*Strengthening the Competitive Position of High-Tech Enterprises*

Jacek Woźniak

*Specific Machine Learning Algorithms as Efficient Solutions for Complex Business Processes*

Marian-Sorin Ionescu, Olivia Negoita

*Strategic Planning from an Epistemological Perspective*

Ramona-Diana Leon

**OPS4**

**Management and Leadership (2)**

**Chairs: Mariana NICOLAE & Victoria A. SEITZ**

**15:45-17:15**

*Leadership in the Artificial Intelligence Era*

Elsy Sarkis, Vincenzo Pallotta

*The Mediator Role of Transformational Leadership Between Assertiveness and Job Performance*

Marius Constantin Romașcanu, Dan Florin Stănescu

*The Influence of Organizational Culture on Types of Innovation*

Mafalda de Castro Pereira, Raquel Meneses

*Emotional Competence: Predictors and Differences between Professions*

Georgiana Manole, Loredana Ivan

*Preparing Today's Leaders for VUCA Environments*  
Paul Tudorache, Lucian Ispas, Ghiță Bârsan

*Corrections and Corrective Actions. Instruments for the Continuous Improvement of a Management System*

Valentina Irena Tudoran, Corina Aurora Marin, Elena Condrea

*Higher Education in the Post COVID-19 World – Leadership and Management Challenges*

Susan Townsend, Elena Nicolae

**OPS5**

**Marketing and Consumer Behavior**

**Chair: Luminița NICOLESCU**

**11:45-13:15**

*Ecotourism: Traveling and Discovering Nature Consciously Case of Atlas Kasbah – Agadir – Morocco*

Ikrame Selkani

*Vintage - One Fashion, Two Generations. Purchasing and Consumption Behavior of Baby Boomers and Z Generations*

Cristina Leovaridis, Madalina Claudia Ionita, Gabriela V. Popescu

*Markets on Trade Show Platform: Aspects of Business Communications and Transactions Management*

Kirill Simonov

*How Organizations Adapt to Global Crisis: Shifting the Social Media Communication Approach*

Mădălina Teodora Ion, Diana Maria Cismaru

*The Augmented Reality as a Sales Promotion Tool*

Marcelo T. Valle, Nuno Moutinho, Rui Rodrigues

*The Role of the Digital Customers in the Contemporary Market - Aspects of Trust, Risk, and Safety*

Wioletta Wereda, Natalia Moch

**OPS6**

**Finance and Banking**

**Chairs: Lucian ANGHEL, Laurențiu-Mihai TREAPĂ**

**10.00-11.00**

*Reverse Charge and VAT Gap. A Mechanism to Tackle Intra-Community VAT Fraud*  
Ionela Butu, Petre Brezeanu, Raluca-Andreea Ghețu

*Impact of Social Security Expenses on the Economic-Social Life*

Oana Oprisan, Norina Popovici, Elena Condrea, Ana Maria Dumitrache (Șerbănescu)

*Flexible Adaptation of Innovative Investment Funds Architectures Dedicated for Technological SMEs*

Mircea Boscoianu, Gabriela Prelipcean

**OPS7**

**Sustainable Human Resource Management and Employee Wellbeing**

**Chair: Živilė STANKEVIČIŪTĖ**

**11:45-13:15**

*The Principle of Equal Opportunities as an Implication for Sustainable Human Resources Management: Legal and Management Approaches*

Aurelija Puraite, Ruta Adamoniene

*Linkage Between the Millennials' Perception of CSR and their Occupational Well-Being*  
Živilė Stankevičiūtė, Wioletta Wereda

*Geographical Mobility Barriers Identification for Persons to Become Active*

Adriana Grigorescu, Cristina Lincaru, Cristina Stroe, Speranța Pîrciog

*The Motivation of Academic Staff: Internal Marketing Concept*  
Natalia Polzunova, Luydmila Kostygova

*Transformational Leadership and Employee Affective Wellbeing: The Mediating Role of Psychological Empowerment*  
Dan Florin Stanescu, Alexandra Zbucea, Florina Pinzaru

**OPS 8 Challenges of Project Management**

**Chair: Lajos SZABÓ**

**10:00-11:15** *How Do the Due to the Pandemic Revised Frame Conditions Influence Project Management?*  
Elvira Kuhn

*Challenges in Project Management During COVID-19 Crisis*  
Delia-Simina Dănilă, Octavia-Andreea Adam

*Fostering Sustainability of Projects through Digitization*  
Lajos Szabó

*Organization of Monitoring of Financial Flows of a Franchisee Transportation Company to Minimize Risk*  
Elena Gavrichenko, Olga Luskatova, Marina Roberts, Elena Belousova

**OPS 9 Crisis and Risk Management**

**Chair: Sergiu Octavian STAN**

**10:00-11:30** *Managing the Unexpected: The First Effects of COVID-19 Outbreak on the Global Economy*  
Adriana Grigorescu, Denisa-Atena Costovici

*Museums in Times of COVID-19 Pandemic. Focus on Romania and Italy*  
Alexandra Zbucea, Mauro Romanelli, Monica Bira

*Books Reaching Readers in Times of COVID-19*  
Alexandra Zbucea, Adina Săniuță, Bogdan Hrib

*The Impact of the COVID-19 Pandemic on Business. A Preliminary Overview*  
Florina Pinzaru, Alexandra Zbucea, Lucian Anghel

*Challenges and Opportunities for the National Intellectual Capital in the context of Covid19 Pandemic*  
Elena Dinu

*Decisions under Uncertainty in the COVID-19 Era*  
Sergiu Octavian Stan, Laurențiu Treapăt, Corina-Elena Drăgănescu

**OPS 10 Towards Sustainable and Digital Organizations and Communities (1)**

**Chair: Mauro ROMANELLI**

**09:30-11:30** *Digital Transformation Generates a New Business Paradigm: "Human-Made in the Age of Artificial Intelligence "*  
Lavinia-Andreea Gruia, Nicolae Bibu, Alexandru Roja

*Barriers to Digital Transformation in SMEs: A Qualitative Exploration of Factors Affecting ERP Adoption in Romania*  
Miruna-Elena Iliescu

*Modeling the Implementation of HR Business Processes to Achieve Sustainable Development in a Telecommunication Company*  
Ioana-Miruna Tătaru, Elena Fleacă, Bogdan Fleacă

*Sustainability Reporting in Universities, Comparison Between Two European Universities*

Luana La Bara, Irene Litardi, Gloria Fiorani

*Internet of Things and Employee Happiness in the Digital Era*

Alina-Alexandra Gorovei

*Digital Talent in a Learning European Union*

Carmen Savulescu, Corina Georgiana Antonovici

*Teleworking in Romanian SMEs After COVID-19 Pandemic*

Adriana Grigorescu, Andreea Mocanu

*Digitalization. Global Challenges and Economic Prosperity. Example Romania*

Alina Mirela Băltățeanu

**OPS 11** **Towards Sustainable and Digital Organizations and Communities (2)**  
**Chair: Mauro ROMANELLI**

**11:45-13:30** *The Circular Economy Public Discourse through Online Media Analysis*  
Staicu Daniela

*Sustainability in the Fashion Sector: Circular Economy and Competitive Advantages*  
Patrizia Gazzola

*A Literature Review on ITC Romanian Managers' Perception of the Future of Work, in the Context of Digital Transformation*  
Ion Moldoveanu

*Changing Public Organizations through Information Technology*  
Mauro Romanelli

*Driving Smart Cities and Projects in Romania*  
Mauro Romanelli, Ana Maria Ionescu

*Smart Leadership – Examples of Best Practices in Governing Smart Cities*  
Catalin Vrabie

*Towards Inclusive Cities Meeting Immigrants*  
Mauro Romanelli

**OPS 12** **Knowledge Economy (1)**  
**Chairs: Constantin BRĂTIANU, Alexandra ZBUCHEA**

**10.00-11.30** *Descriptive Analysis of Key Components of Entrepreneurial University Models*  
Daniela Mihaela Neamtu, Ruxandra Bejinaru

*Designing Knowledge Strategies for Universities in Crazy Times*  
Constantin Bratianu

*Assessing the Driving Factors of Business Profitability in European High-Tech Versus Low-Tech Industries*  
Alexandra Horobet, Consuela Popescu, Georgiana Vrinceanu, Lucian Belascu

*Cybersecurity Threats and Vulnerabilities in Energy Transition to Smart Electricity Grids*  
Vlad Daniel Savin

*Artificial Intelligence and the Ethical Use of Knowledge*  
Cristian Vidu, Alexandra Zbucnea, Rares Mocanu, Florina Pinzaru

*The Impact of a Country's Reputation on the Economic Development of a Nation*  
Adina Săniuță

**OPS 13**

**Knowledge Economy (2)**

**Chairs: Constantin BRĂTIANU, Alexandra ZBUCHEA**

**11.45 -13.15**

*Integrating Intellectual Capital and SMEs Internationalization into a Common Conceptual Framework*

Elena-Mădălina Vătămănescu, Andreea Mitan, Violeta Mihaela Dincă, Andreia Gabriela Andrei

*The Psychology of Intelligence Analysis from a Constructivist Perspective - A Complementary Approach*

Mihail Păduraru

*The Importance of Emotional Intelligence in the Time of the Coronavirus*  
Moldvoy Akos

*Emotional Intelligence and Entrepreneurial Skills*

Norina Popovici, Ionela Munteanu Florea, Oana Oprisan

*Statistical Interpretation of Future Challenges and Opportunities for Generations Y, Z, Alpha*

Daniela Mihaela Neamtu, Cristian Valentin Hapenciuc, Ruxandra Bejinaru

*The Consumer Experience Improvement by Knowledge Management*

Rares Mocanu

**OPS 14**

**Challenges and Opportunities in the Social Economy**

**Chair: Cristina BARNA**

**10.00-11.30**

*The Impact of Social Business on the Economy: The Case of Lithuania*

Zaneta Simanaviciene, Eimantas Kisielius, Arturas Simanavicius, Daiva Bickauske

*Approaches and Methods of Social Impact Measurement*

Cristina Barna, Adina Rebeleanu

*Food and Humanitarian Non-Profit Organizations in Greece: Synergies, Networks of Knowledge and Innovation*

Smaro Boura, Orestis Vathis, Nikolaos Tzifakis, Asteris Huliaras

*Promoting Social Resilience in Rural Areas Through Social Economy in the Time of Pandemic COVID-19*

Simona Maria Stănescu

*Social Economy and the COVID-19 Crisis*

Cristina Barna

*Activist Museums – Between Intentions and Perceptions*

Alexandra Zbucnea, Monica Bira, Mauro Romanelli



**ORT1**      **Round table**  
**Social Economy coping with the COVID-19 crisis**

**14:00-15:30**      **Moderators: Cristina BARNA & Alexandra ZBUCHEA**

**Panelists:**

Ancuța Vameșu: *Cooperatives and Work Integration Social Enterprises*

Anna Burtea: *Inimă de Copil Foundation (Galați) Responding to the Challenges of COVID-19 Pandemic*

Adina Rebeleanu: *The COVID-19 Crisis from the Perspective of the Social Services Providers in Cluj Region, Romania*

Asteris Huliaras: *Social Economy and the New EU Recovery Fund*

Gabriela Pop: *Împreună Pentru Ei Association (Baia Mare) Responding to the Challenges of COVID-19*

Simona Stănescu: *Setting up Priorities of Social Entrepreneurs in a Post-COVID-19 Agenda*

Witold Mandrysz: *The COVID-19 Crisis from the Perspective of Social Economy Entities in Silesia Region, Poland*

**ORT2**      **Round table**  
**The Business world during the COVID-19 pandemic**

**14:00-15:30**      **Moderator: Florina PINZARU**

**Invited speakers:**

Claudiu Vrinceanu, Founder and Mentor, VP Connections

Ciprian Susanu, CEO Dare Digital

Carmen Chiotea, Marketing Manager Sanador