Transforming Economic and Organizational Models

CONFERENCE AGENDA

Day 1: October 29, 2026
Location: National Bank of Romania
Address: 8 Doamnei St., Sector 3, Bucharest, Romania

13:30 – 14:00	**Registration** Welcome coffee & refreshments
14:00 – 15:00	**Private Tour of the Old Palace of the National Bank of Romania** *With Previous Registration Only*
15:00 – 15:15	**Conference Opening** A representative of the National Bank of Romania **Remus Pricopie**, Rector of the National University of Political Studies and Public Administration
15:15 – 15:45	**Alexandrine Lapoutte,** Associate Professor at Université Lumière Lyon 2, member of the Advisory Board of CIRIEC, France *Keynote Speech: Deconstructing economic myths*
15:45 – 16:15	**Angela Achiței,** Leader of ADV Romania Group, co-founder of AFIN IFN S.A., Ernst & Young Entrepreneur of the Year Award (2016) and Top 100 Women in Social Enterprise in Europe (2022). *Keynote Speech: Social Economy: The Economic Model that Creates Value and Meaning*
16:15 – 16:45	**Valentina Carbone**, Professor at ESCP Business School, Paris campus, France *Keynote Speech: Global Supply Chains in an Era of Scarcity: Towards Constrained Ecosystems*
16.45 – 17.15	**Nóra Obermayer**, Professor at the Faculty of Business and Economics of the University of Pannonia in Veszprém, Hungary *Keynote Speech: Leading InKNOWvation. How Leaders Shape the Conditions for Knowledge to Become Innovation*
17:15 – 17:25	**Announcement of the Best Paper Award**
17:30 – 18:30	**Cocktail**

Moderator: Prof. univ. dr. habil. Florina Pînzaru

Pre-Conference Events

Day: October 28, 2026

Location: National University of Political Studies and Public Administration
Address: 30A Expoziției Blvd., Sector 1, Bucharest, Romania

12:00-13:30 Room 410 4th floor	**Creativity and innovation in student entrepreneurship in the AI era** This event is organized under the project CNFIS-FDI-2026-F-1121 „Creativitate, inovație și gândire critică în antreprenoriatul studențesc performant (CRING -ANTREPRENOR)". This thought-provoking event is dedicated to business people, academics, researchers, and students. The discussions will be held in Romanian. Moderator: **Sergiu Stan**, Associate Professor, Faculty of Management, SNSPA Speakers: • **Alexandra Zbuchea**, Professor, Faculty of Management, SNSPA • **Ștefan Marin**, General Manager, White Hat Solutions

Day 2: October 30, 2026

Location: National University of Political Studies and Public Administration
Address: 30A Expoziției Blvd., Sector 1, Bucharest, Romania

Tracks and Workshops at a Glance

Detailed schedules for each track and workshop are provided on the following pages.

Starting time	Track / Workshop & Chairs / Facilitators	Room
09:00	**Banking Systems, Financial Governance, Institutional Resilience & Sustainable Finance** Lucian Anghel, Laurențiu Treapăt	409
	Market-Driven Ecosystems & Consumer Agency Dan-Cristian Dabija, Tudor Edu	419
	Business Ethics as Catalysts for Sustainable Transformation Patrizia Gazzola, Cristina Barna, Andreia Andrei	420
	Sustainable Transformation in Creative and Cultural Industries Alexandra Zbuchea, Hristina Mikić	427
	Knowledge Management and Intellectual Capital Elena-Mădălina Vătămănescu, Violeta-Mihaela Dincă	428
	Human Resource Development Eduardo Tomé	410
	Management and Leadership Track Chairs: Živilė Stankevičiūtė, Pompei Mititean, Valentin Stoica	Online
10:00	**Workshop: Beyond the algorithm: human wisdom and values in AI-enabled management** Florina Pînzaru, Constantin Brătianu	P04
11:00	**Coffee break – timings vary by track** The coffee break will take place on the 4th floor between 11:00 and 12:15, according to each track's schedule (see the following pages for details).	4th floor
11:15	**Geoeconomics and Geostrategic Frameworks in International Business and Trade** Robert Dygas	409
	New Technologies and Consumer Behavior: Understanding Emerging Marketing Dynamics Víctor-Manuel Ciuciuc	419
	Intelligent and Innovative Organisations and Communities Mauro Romanelli	420
	Leadership and Management for Human Achievement in an Era of Institutional and Technological Transformation Mariana Nicolae, Huang Xin	427
11:45	**Future of work: Transformations in Work, Workforce, and Workplace** Dan Stănescu	410
12:15	**Innovations in the Digital Era** Jacek Woźniak	428
13:30	**Lunch break**	4th floor
14:30	**Workshop: Future-ready cultures: building organizations that thrive under uncertainty** Andreea Mitan, Mariana Nicolae, Cătălina Cicei	410
	Academic-Industry Dialogue: Digitalization and Experience. Insights from Wine Tourism Ralf Wagner, Agnieszka Kabalska	420
15:00	**Roundtable: From Academia to Mars: Mapping the Future of Space Economics** Ioana Petrescu	Online & 427

Day 2: October 30, 2026

Location: National University of Political Studies and Public Administration
Address: 30A Expoziției Blvd., Sector 1, Bucharest, Romania

8:30-9:00 4th floor	**Registration & Welcome coffee**
9:00-13:30	**Parallel Sessions**
10:00-11:30 Room P04	Workshop. **Beyond the algorithm: human wisdom and values in AI-enabled management** The workshop will cover the managerial implications of AI beyond efficiency, addressing the limits of algorithmic reasoning in contexts that require moral discernment and, in this regard, the role of human wisdom, values, and spiritual knowledge in any potential responsible AI-enabled management. Thus, the risks of delegating decision-making authority, accountability, and human agency to AI systems will be discussed, as well as how organizations can integrate AI while preserving dignity, trust, responsibility, and the common good. Facilitator: **Florina Pinzaru**, Professor and Dean of the Faculty of Management, SNSPA Guest speaker – opening reflection: **Constantin Brătianu**, Professor Emeritus FMSNSPA
13:30-14:30 4th floor	**Lunch**
14:30- 16:00 4th floor	**Parallel Sessions**
14:30-16:00 Room 410	Workshop. **Future-ready cultures: building organizations that thrive under uncertainty** Artificial intelligence, demographic change, geopolitical shifts, and new expectations about work are reshaping organizations at a fast pace. Yet technology alone will not determine the future of work. Organizational culture, through the shared values, behaviors, leadership practices, and environments that shape how people collaborate and innovate, will become a defining competitive advantage. This interdisciplinary workshop explores how organizations can cultivate cultures that are resilient, human-centered, and future-ready. The discussion will examine how AI is transforming work, how leadership must evolve to build trust and adaptability, how diversity fuels innovation, and how physical and digital workplaces can foster collaboration and creativity. What kinds of cultures should we intentionally design today so that organizations and the people within them can thrive tomorrow? Facilitator: **Andreea Mitan**, Associate Professor and Executive Director of the Center for Research in Management, SNSPA

	Guest speakers: • **Mariana Nicolae**, Prof. Emerita ASE Bucharest, Romania • **Jacob Emil Klingen Borg,** Architect, LPO architekter, Norway • **Mihai Lazăr**, Cyber Security Manager Deutsche Bank, Romania
14:30-16:00 Room 420	Academia-Industry Dialogue Track / Roundtable: **Digitalization and Experience. Insights from Wine Tourism / Wine Commons** Wine tourism connects vineyards, cellars, landscapes and architecture with living knowledge, rituals, foodways, identities and intergenerational skills. Yet wine territories face climate disruption, seasonality, labor shortages, demographic change and unequal benefit distribution. WINE COMMONS asks how cultural tourism can distribute value more fairly, sustain everyday heritage and reinforce communities' power to shape development. Looking ahead, WINE COMMONS seeks to bring researchers, businesses and community organizations together to co-design and test these approaches in participating wine territories. Prospective partners are invited to contribute practical challenges, expertise and potential pilot settings, helping shape visitor experiences and business models that create lasting value for both enterprises and local communities. Moderator: **Ralf Wagner,** Professor and Chair of Sustainable Marketing, University of Kassel, Germany
15:00-16:00 Room 427	**Roundtable (online): From Academia to Mars: Mapping the Future of Space Economics** Space economics is rapidly developing from a largely descriptive field into a more rigorous area of academic inquiry capable of informing major policy decisions. As governments and businesses become increasingly dependent on satellite infrastructure, Earth-observation data, and space-enabled services, economists are beginning to examine not only the size and structure of the space economy, but also its effects on productivity, public administration, energy security, sustainability, and economic development. This panel will assess the current state of space economics, examine the field's emerging research agenda, and demonstrate how space-based technologies are already reshaping economic policymaking on Earth. Speakers: • **Ioana Petrescu**, Director, Center for Leadership and Innovation, National University of Political Studies and Public Administration (SNSPA); ESPI Global Fellow • **Leonardo Meeus**, Director, Florence School of Regulation, European University Institute • **Marco Aliberti**, Associate Director of International Engagement, European Space Policy Institute Organizers: European University Institute, European Space Policy Institute, National University of Political Studies and Public Administration – Center for Leadership and Innovation

PARALLEL SESSIONS

PILLAR 1: Economic systems & institutional evolution

9:00-10:45 **Room 409**	**Track: Banking Systems, Financial Governance, Institutional Resilience & Sustainable Finance** **Track Chairs: Lucian Anghel, Laurentiu Treapăt**
	Green Finance and ESG Strategies as Drivers of Sustainable Competitive Advantage: A Managerial Perspective Laurențiu Treapăt *A Bibliometric Analysis on Game Theory and Systems Theory Applications in Strategic Management* Anda Totîlcă *Independent Directors as Strategic Drivers of Corporate Performance: Evidence from Romanian Listed Companies* Laurențiu Treapăt, Lucian Anghel *Qualitative Study of Islamic and Conventional Banking Sector Evidence from KPK, Pakistan* Muhammad Nafees *Exploring Creativity through Personality Traits in the Public Sector: Universities of Khyber Pakhtunkhwa, Pakistan* Nabeel Ahmad *SME Dynamics in the Post-Pandemic Period: Accounting and Fiscal Perspectives from Romania* Anda Gheorghiu
10:45-11:00	***Break***
11:00-13:30 **Room 409**	**Track: Geoeconomics and Geostrategic Frameworks in International Business and Trade** **Track Chair: Robert Dygas**
	The Three Seas Initiative as a Geoeconomic Strategy: Political Ambition, Infrastructure Connectivity and Institutional Transformation in Central and Eastern Europe Piotr Derejczyk *Rethinking European Geoeconomic Governance: An Integrated Political Economy Framework* Robert Dygas *Governance Transparency and Accountability in European Banks: A Bibliometric Analysis* Matei Kacso *Young People's Perceptions of Governance Transparency and Accountability in European Banks: An Empirical Study* Matei Kacso *Measuring and Explaining Economic Resilience in the Persian Gulf: A Hormuz Resilience Index and fsQCA Analysis of Strategic Adaptation to Maritime Geopolitical Risk* Ioan Tepelus

	Friend Shoring and the Reallocation of Energy Trade Kamil Harla, Honorata Nyga-Łukaszewska *From Economic Transformation to Geoeconomic Influence: Economic Diplomacy in the GCC States* Tudor Oancea *Industry 4.0 – Internationalization Nexus: Comparative Analysis of Manufacturing SMEs from Poland and Italy* Magda Górska Grginović, Martina Tomasetig *Who Pays for Resilience? The Geoeconomics of Energy Diversification in the Republic of Moldova, 2022–2026* Emil Teodorescu

9:00-11:15 **Room 410**	**Track: Human Resource Development** **Track Chair: Eduardo Tomé**
	Moderation Role of Agreeableness and Neuroticism on the Relationship Between Stressors and Creativity in the Private Sector Universities of Khyber Pakhtunkhwa, Pakistan Muhammad Khalil Ur Rahman, Fazal Haleem *The Effect of Job Stressors on Creative Performance. A Case Study of Multinational Companies Having Businesses in KP, Pakistan)* Muhammad Usman *Communication Climate, Knowledge Hiding and Knowledge Sharing Behaviors as Predictors for Innovative Work Behavior and Job Performance: A Bibliometric Analysis and Conceptual Model* Andrei Moldoveanu *Human Resource Management in the Public and Private Sectors: A Multi-Industry Comparative Analysis* Ana-Maria Săcuiu, Angela-Eliza Micu, Bianca Elena Miron *The Digital Skills Gap in Romania: Organizational and Training Barriers in a European Context* Larisa-Elena Stanciu, Tiberiu Foris *The Impact of Artificial Intelligence on Modern Human Resource Management Practices: A Structured Narrative Review* Ali Reza Rahmani *A Qualitative Exploration of the Factors that Determine the Motivation of Civil Servants in the Romanian Public Administration* Ruxandra Beijinaru, Bianca Roxana Sălăgeanu (Șoldan) *Human Resources in Portugal and Romania – A Comparative Study* Eduardo Tomé
11:15-11:30	***Break***

11:30-13:30 Room 410	Track: Future of work: Transformations in Work, Workforce, and Workplace Track Chair: Dan Stănescu
	AI Beyond Automation: Rethinking Workforce Strategy through Human–AI Complementarity Ioana Petrescu *Where Is My Mind? Artificial Intelligence and Knowledge Work: A Bibliometric Perspective* Ana-Maria Osadci-Baciu *AI as Digital Transformation's Current Phase: What It Means for Middle Managers* Daniela-Aida Ionescu *Artificial Intelligence and Higher Education in Advertising: Employer Expectations* Diana Maria Buf, Valeriu Frunzaru, Oana Ștefăniță *AI Technostress of Young HR Professionals* Camelia Crișan, Cătălina Cicei *Confidence and Concern in Organizational Life: AI Anxiety, Core Self-Evaluations, and Attitudes Toward Artificial Intelligence* Dan Stănescu, Marius Constantin Romașcanu *Beyond Deadlines: Implementing Critical Chain Project Management in Swiss Public Utilities Organizations* Vincenzo Pallotta, David Campisi *Using Critical Thinking Tools for Innovative Student Entrepreneurship in the AI Era* Sergiu Octavian Stan, Florin Marius Popa

9:00-11:00 Room 420	Track: Business Ethics as Catalysts for Sustainable Transformation Track Chairs: Patrizia Gazzola, Cristina Barna, Andreia Andrei
	From the Classroom to the Boardroom: Managing Ethical Use of AI Andreia Andrei, Tudor Mihai Boncu, Laurențiu Teodor Scîrlat *Ethical Governance as a Catalyst: The Role of Business Ethics in AI Adoption Across Multi-Jurisdictional Enterprises* Florin Marin, Bogdan Frățiloiu *From Compliance to Integration: EHS Management Systems as Drivers of Sustainable Corporate Governance* Patrizia Gazzola, Roberta Rita Pezzeti, Vincenza Vota, Maddalena Di Tommaso *Ethical Tourism Management in the Age of Total Tourism: Balancing Stakeholder Interests in Overtourism Regulations* Pal Purnhouser *Key Drivers of Successful Crowdfunding Campaigns for Social Enterprises in Europe* Stefano Amelio, Patrizia Gazzola, Ameni Naimi *Profiling the Romanian woman social entrepreneur: an analysis of the women's perspective in the social enterprises' sector* Cristina Barna, Adina Rebeleanu, Alexandra Zbuchea, Simona Stănescu

	Participation and Perceived Value: Collective Psychological Ownership in Institutional and Pre-Institutional Contexts Ana Maria Neneciu

PILLAR 2. Social & Economic Alternatives

11:15-13:30 **Room 420**	**Track: Intelligent and Innovative Organisations and Communities** **Track Chair: Mauro Romanelli**
	Digital Transformation and SME Marketing Performance in Romania: The Mediating Role of Knowledge Management and Moderating Effect of Market Turbulence Ionescu Ana-Maria, Mauro Romanelli *Football and Tourism: Flow Analysis on Lake Como* Daniele Grechi, Patrizia Gazzola, Michela Segato, Roberta Minazzi, Carlo Mondelli *Understanding Startup Hubs between Entrepreneurship and Organizational Dynamics – Evidence of Mashhad* Mauro Romanelli, Barbara Ferraiuolo *Discursive Networks and Civic Sustainability: A Comparative Analysis of Media Frames in Romanian Social Activism (2017–2019 vs 2025 - 2026)* Radu Gabriel Golita *From Disinformation Control to Digital Market Governance: Expert Perspectives on Informational Resilience in Romania* Gabriela Guiu, Alina Bârgăoanu, Flavia Durach *Balancing Private Sector Experiences. Is the Public Sector in Romania Ready for the Age of AI?* Marius Dan Peculea *Modern Techniques of Online Influence: Building and Amplifying the Perception that Public Procurement in Romania Is "Rigged"* Cătălina Florina Fotache
13:30 – 14:30 **4th floor**	***Lunch***
14:30-16:00 **Room 420**	**Academic-Industry Dialogue Track: Digitalization and Experience. Insights from Wine Tourism / WINE COMMONS ROUNDTABLE** **Track Chairs: Ralf Wagner, Agnieszka Kabalska**
	Beyond Digital Maximalism: A Paradox Perspective on Intentional Value Uncapture in Wine Tourism Agnieszka Kabalska, Ralf Wagner *Twin Transition through Smart Wine Tourism: An Empirical Analysis in Brazilian and Italian Clusters* Pedro Ivo Silva-Da-Nóbrega , Marcelo Kratz Mendes, Aurora Carneiro Zen, Daniela Callegaro De Menezes *Wine Tourism as a Diversification Strategy: Assessing the Resilience and Performance of the Prosecco Industry* Patrizia Gazzola

	Brand Identity and Narrative Construction in the Romanian Wine Sector: From Terroir and Philosophy to Digital Value Communication Adina Săniuta, Andreea Răceanu, Ovidiu Tănase, Olimpia State, Maria Cristina Iorgulescu Participants from the Industry – tba.

9:00-11:00 **Room 427**	**Track: Sustainable Transformation in Creative and Cultural Industries** **Track Chair: Alexandra Zbuchea**
	A.I.dentity – Attitudes, Creative process, and Professional Identity in AI-assisted Logo Design Alexandru Icodin *Governing Sustainability in the Independent Cultural Sector: A Romania-Germany Comparison of Emerging Policy and Institutionalized Systems* Adrian Șoaită *Management of Cultural Diplomacy. Pragmatic Insights* Luisa Tuntuc *Liveness under Constraint: Strategic Thinking and Cultural Management in Independent Romanian Theater* Viorel Cojanu, Radu Apostol *Beyond Artistic Excellence: Strategic Leadership and Organizational Agility in Classical Music Organizations* Vlad Mateescu *From Tradition to Creative Economy: Sustaining Traditional Crafts through a Case Study of Creative Glass Serbia* Hristina Mikić, Alexandra Zbuchea

PILLAR 3. Technology, Markets & Organizational Performance

11:15-13:30 **Room 427**	**Track: Leadership and Management for Human Achievement in an Era of Institutional and Technological Transformation** **Track Chairs: Mariana Nicolae, Huang Xin**
	Building an Entrepreneurial University Ecosystem from Within: A Longitudinal Case Study of UNIHUB at the University of Bucharest (2017–2025) Camelia Cojocaru *Beyond the Message: A Systematic Review of IDEA, PADM, and CERC in Warning Communication* Alexandra Ciotir *Academic interest in the DNSH principle: A Bibliometric Review* Octavian Mihuț Epure

	From AI as Tool to AI as Actor: A Bibliometric Analysis of Agentic AI in Organizational and Management Research Simona Roman Buzea *Human-Centered Transitions: A Longitudinal Ethnographic Study of AI Adoption in the IT&C Sector (UK vs. Romania)* Mihai Mehedin *A Bibliometric Analysis of Spiritual Leadership in Business Organizations and Generation Z Workplace Expectations* Cristina Popescu (Rambu) *Correction Mechanisms and Public Contestation in Institutional Responses to Animal Cruelty: A Comparative Documentary Study of Two Episodes in Bucharest* Tudor Tim Ionescu
13:30-14:30 **4th floor**	***Lunch***
14:30-16:00 **Room 427**	**Track: Leadership and Management for Human Achievement in an Era of Institutional and Technological Transformation** **Track Chair: Huang Xin**
	The Fractional CMO and the Structural Paradox of Marketing Leadership: Mapping an Emerging Model Mihai Stanciu, Adina Săniuță *Digital Leadership and Trust in Remote Work: A Qualitative Study of High-Tech Managers in Israel* Arie Goldmacher *Wellness, Ageing and Work: The Midlife Paradox among Professional Women* Andreea Mitan, Rareș Mocanu, Flavia Anghel *Institutional Trust and Entrepreneurial Outcomes in Albania, Kosovo and North Macedonia* Gentjan Çera, Enis Elezi

9:00-11:00 **Room 428**	**Track: Knowledge Management and Intellectual Capital** **Track Chairs: Elena-Mădălina Vătămănescu, Violeta-Mihaela Dincă**
	Academic Agile versus Pragmatic Agile: A Comparative Analysis of Practitioners Perceptions and Communication Strategies in Partially Implemented Agile Environments Andrei Chirnogeanu *Human–AI Collaboration and Knowledge Creation: A Framework for Sustaining Organizational Performance in Digitally Transforming Firms* Dumitru-Cătălin Vasile *Knowledge Recombination in Innovation Management: A Bibliometric Analysis* Ioan-Loreni Jerdea *Project Management as a Strategic Vector for Digital Transformation in Education: Mechanisms, Instruments, and Challenges in the Implementation of Educational Public Policies* Bogdan Besnea, Ramona Cîrcu

	Women Entrepreneurs in the Wine Business: Challenges and the Role of Network Support Cristina Ferabolli, Pamela Priscila Correia, Aurora Carneiro Zen, Fréderic Prévot *Strategic Management of Green Intellectual Capital and Competitive Advantage in the BPO Industry: A Mixed-Methods Investigation* Laura Oprea *From Knowledge to Innovation: Intellectual Capital and Employee Adaptability in the Context of Digitalization and Artificial Intelligence Adoption* Mădălina Stratone
11:00-11:15	***Break***
11:15-12:00 **Room 428**	**Track: Knowledge Management and Intellectual Capital** **Track Chairs: Elena-Mădălina Vătămănescu, Violeta-Mihaela Dincă**
	Emotional AI as a Knowledge Asset: Leveraging Predictive Analytics for Customer Insights Violeta-Mihaela Dincă, Randa Abbas *From Local Knowledge to Urban Sustainability: The Creative Dynamics of Ecology NGOs* Karina Antonia Tuinete *Capitalizing on Intangible Assets: Innovation, Transformation, and Sustainability in the Tyre Industry* Flavia Bogoevici, Alessia-Gabriela Alexandru
12:00-12:15	***Break***
12:15-13:30 **Room 428**	**Track: Innovations in the Digital Era** **Track Chairs: Jacek Woźniak**
	The Nomad Factor: Elevating Romania's Nation Brand in the Digital Era Adina Săniuță, Beatris Tenie (Vasile-Tudor) *Technological Dimension of Enterprises' Strategic Resilience* Jacek Woźniak *Business Model Transformation in the Twin Transition: How Digital Maturity Enables Circular Value Creation* Andreea Adomniței, Dadiana Dabija
13:30-14:30 **4th floor**	***Lunch***
14:30-16:00 **Room 428**	**Track: Innovations in the Digital Era** **Track Chairs: Jacek Woźniak**
	Digital and AI Readiness of Romanian SMEs For Data-Driven Management: A Comparison with EU27 Average Using DiICAB-AI Composite Score Loredna-Nuti Rogoz, Tiberiu Foris *Navigating the Storm: How Environmental Turbulence Shapes the Digital Path to Business Model Scalability in Innovative SMEs* Victor Soriano Pérez

	Science Communication in Digital Environments: Understanding Barriers to Youth Engagement Diana Ceușan *Creative Agency in Generative AI Brand Communication: A Comparative Study* Valeria Romanciuc *From Individual AI Use to Institutional Capability: Transforming Public Communication* Florin Zeru

9:00-11:00 **Room 419**	**Track: Market-Driven Ecosystems & Consumer Agency** **Track Chairs: Dan-Cristian Dabija & Tudor Edu**
	The Impact of Pride Marketing Campaigns on Brand Loyalty and Purchase Intent Diana Alexandra Mich, Dan Cristian Dabija *What Drives Consumer Preferences for Sustainable Fashion?* Evelyn-Maria Sabo, Dan-Cristian Dabija *The AI Illusion in Digital Marketing: How Generation Z's Attribution Errors and Persuasion Knowledge Shape Reactance and Fatigue in Retail* Moscalenco Serghei, Mihaela Florentina Țenchiu *The Path to Loyalty Toward Instagram Influencers Through Parasocial Interaction, Trust and Purchasing Behavior* Andreea-Mihaela Ciomag, Liana Stanca, Dan-Cristian Dabija *Founder Brand Dependency in SMEs in Romania: Developing and Validating a Marketing Measurement Framework for Brand Equity Transfer* Dochita Zenoveiov, Dan-Cristian Dabija *Decoding Corporate Resilience in the Real Estate Sector. A Hybrid Bibliometric and Predictive Econometric Approach* Teodora Caijvan
11:00-11:15	***Break***
11:15-13:30 **Room 419**	**Track: New Technologies and Consumer Behavior: Understanding Emerging Marketing Dynamics** **Track Chair: Víctor-Manuel Ciuciuc**
	Navigating the Dark Side of Digitalization: How Artificial Intelligence and Immersive Technologies are Reshaping Global Consumer Behavior Adriana Grigorescu, Marian Catalin Voica, Mirela Panait *AI-Driven Changes in Marketing: Perspectives from Professionals on Opportunities, Risks, and Strategic Governance Mechanisms* Florina Pînzaru *Emotional AI and Empathetic-Intelligence Branding: The Empathy-Washing Paradox in AI-Driven Brand Communication* Rareș Mocanu, Andreea Mitan, Flavia Anghel *Artificial Intelligence Integration in FMCG Brand Management: A Bibliometric Analysis* Ioana Alexandra Marin

	Understanding Adoption and Acceptance of BCT: Insights for Businesses and Consumers from a Systematic Literature Maria Rosaria Maschio, Nino Adamashvili, Mariantonietta Fiore *Consumer Behavior during Religious Holidays and the Influence of Advertising upon It* Cristina Leovaridis, Oana Ciobanu *New Technologies and Consumer Acceptance of Lab-Grown Meat in Portugal: A Technology Acceptance Perspective* Raquel Meneses

Day 2: October 30, 2026
ONLINE PANELS

Prior to the event, authors who registered to present their papers online will receive an e-mail from the organizers containing the link of the online meeting associated with the panel.

9:00-10:30 ONLINE	**Track: Management and Leadership** **Track Chair: Živilė Stankevičiūtė** **Technical Support & Co-track chair: Valentin Stoica**
	Bibliometric Analysis of Explainable Artificial Intelligence, Algorithmic Control, and Consumer Trust in Banking: A Science-Mapping Approach Using Bibliometrix Valentin Mangiurea, Lucian Anghel *Chatbot Efficiency Meets Human Oversight: Consumer Trust in AI - Enabled Banking Services in Romania* Valentin Mangiurea, Lucian Anghel *Classical Scoring Versus Machine Learning in Corporate Default Prediction: Evidence from Romanian Firms* Mihai Frunză, Lucian Anghel *Bridging the Ethical and Environmental Gaps in Digital Human Resources Management Transformation* Adile Nemoianu, Andrada-Denisa Beca *The Impact of Flexibility on Generation Z Employees' Engagement* Ieva Jarmalavičiūtė, Živilė Stankevičiūtė *Beyond the Digital Panopticon: Navigating the Paradoxes of Algorithmic Management and Sustainable Stewardship* Adile Nemoianu, Andrada-Denisa Beca
10:45-11:00	***Break***
11:00-13:00 ONLINE	**Track: Management and Leadership** **Track Chair: Pompei Mititean** **Technical Support & Co-track chair: Valentin Stoica**
	Sectoral Financial Vulnerability and the Firm-Size Gradient of Resilience: Evidence from Romanian Industries (2019–2024) Mihai Frunză, Lucian Anghel *Dimensions of Entrepreneurial Culture in Romania and the Republic of Moldova: Cultural Values and the Integration of Artificial Intelligence* Beatricia Frecautan (Rusica) *Territorial Disparities in Accessing European Funds: an Analysis of Completed Projects in the North-East Region* Aurel Costel Chele, Hapenciuc Cristian Valentin, Stratila (Chele) Violet *Algorithmic Augmentation in High-Dimensional Production Portfolios: An Empirical and Metrological Governance Framework* Alexandru Silviu Goga

	Who Thinks Science Is Not for Them - Two Communication Barriers, Two Audiences, Two Messages Leonardo Marincean, Andrei Rusu *Professional Social Networks, Managerial Competitiveness and Organizational Development: A Conceptual Framework for Romanian Pre-University Education* Petrică Dumitru Becheș, Pompei Mititean *Decisions and HR Effectiveness in the Digital Transformation of HR* Isabelle-Ana-Maria Vîlsan, Angela-Eliza Micu, Otilia-Ana Lungu
13:00-14:00	***Break***
14:00-16:00 ONLINE	**Track: Management and Leadership** **Track Chair: tba** **Technical Support & Co-track chair: Valentin Stoica**
	Innovation and Sustainability as Drivers of Organizational Performance in Romania's IT Industry Adela Mustatea *Mapping the Knowledge Dynamics - Performance Nexus: A Bibliometric Review* Laura Ștefania Bogdan *From Knowledge Acquisition to Institutional Resilience: A Conceptual Framework for AI-Enabled Knowledge Management in Civil Protection Organizations* Alexandru Ioan *Caring and Not Caring at Once - The Limits of Single-Message Targeting in Fast Fashion Communication to Children* Leonardo Marincean, Anamaria Botezan *Embracing Digitalization in Knowledge-Intensive Business Services: A Comparative Analysis of Secondary Data on Romania, The European Union and Moldova* Camelia Cazoni, Alexandra Pîrcălăboiu, Marius Bogdan Petre, Eugen Mihai Dragomir, Carmen Nadia Ciocoiu *Artificial Intelligence Adoption and Firm Performance: An Exploratory Multiple-Case Study of Slovak Firms* Andrej Rybovič, Eva Malichová, Jakub Žabka