

Shaping the Future of Business and Economy

CONFERENCE AGENDA

Day 1: October 21, 2021

Location: online

Conference Opening

14:00-14:15 **Welcoming message**
Florina Pînzaru – Dean, Faculty of Management, SNSPA
Nicușor Ruiu – Deputy Director Museum and Financial Education Division, former member of the Board of the National Bank of Romania; Senior Researcher, The Institute of National Economy of the Romanian Academy

Keynote Speakers

14:20-14:50 **Eric Tsui** – Professor at the Hong Kong Polytechnic University
Keynote speech: *Learning without borders: Internationalization@home efforts at The Hong Kong Polytechnic University*

14:50-15:20 **Anthony De Lannoy** – Former Executive Director representing Romania at the International Monetary Fund (IMF) in Washington DC
Keynote speech: *Challenges beyond the Covid-19 pandemic*

15:20-15:50 **Aparna Mathur** – Senior Fellow, Harvard Kennedy School's Mossavar-Rahmani Center & Senior Research Manager in Economics, Amazon
Keynote speech: *The Future of Work Post-COVID-19*

15:50-16:20 **Lajos Szabó** – Vice-Rector for Education, Corvinus University of Budapest
Keynote speech: *Managing projects, programs and portfolios – the strategic view*

Best Paper Award

16:20-16:30 **Announcing the Strategica Best Paper Award 2020**

Moderator: Florina Pînzaru, Dean, Faculty of Management - National University of Political Studies and Public Administration; Chair of the International Conference Strategica 2021

Pre-conference Day: October 20, 2021
12:00-14:00 **Pre-conference doctoral workshop**

Making it happen: opportunities and challenges of the PhD journey.
Academic Advance Workshop for PhD students, developed by the Doctoral School in Management from SNSPA and the Academic Advance project.
The workshop is open to all PhD from CIVICA alliance.

Invited speakers

Constantin BRĂȚIANU, Prof. dr. dr. DHC, Doctoral School in Management - SNSPA, President IAKM
Cristian DABIJA, Prof. dr. habil., Babeş Bolyai University

Day 2: October 22, 2021

Location: online

10.00-11:30 **Panel Sessions:** OPS1 Economics (1), OPS3 Management and Leadership, OPS4 Marketing, OPS5 Finance and Banking (1), OPS7 Sustainable Human Resource Management and Employee Wellbeing, OPS8 Family Business and Entrepreneurship, OPS9 Business Ethics and CSR (1), OPS11 Towards Sustainable and Digital Organizations and Communities (1), OPS13 Knowledge Economy (1), OPS15 Globalization Between Revolution and Disaster

11:45-13:15 **Panel Sessions:** OPS2 Economics (2), OPS6 Finance and Banking (2), OPS10 Business Ethics and CSR (2), OPS12 Towards Sustainable and Digital Organizations and Communities (2), OPS14 Knowledge Economy (2)

13:15-14:00 Break

Roundtables & Workshops

14:00-15:30 **Creative Economy in South East Europe**

17:00-18:30 **Bridging diversity: interdisciplinary collaborations in management studies**

Online Panel Sessions

OPS1 Economics (1) **Chair: Cristian PĂUN**

10:00-11:30 *Transportation volumes and unevenness are important factors affecting the efficient use of transport infrastructure*

Dmitry MACHERET, Nadezhda KAPUSTINA, Elena STUPNIKOVA, Pavel TSYPIN, Anastasia LEDNEY

Dynamics of the impact of labor expenditure on the profitability of companies in the HoReCa sector in the Romanian coastal area

Kamer-Ainur AIVAZ, Mari-Isabella STAN, Dragoş-Florian VINTILĂ, Ionela IONIȚIU

Structural and dynamic modeling of the regions' foreign trade profile based on graph cluster analysis

Natalya FILIMONOVA, Alexey KISLYAKOV, Natalya TIKHHONYUK

Methodology of the Austrian School and Constructal Theory from the perspective of Mircea Flonta's philosophy of science

Radu ISAIC

Introduction of agile approaches as a tool for effective project management in the regions

Elena LOVKOVA, Tatyana KASHITSINA, Dmitry MORKOVKIN, Olga ANICHKINA, Aleksandra SULTANOVA

Network structures of industrial enterprises - a modern trend of economic development
Natalia POLZUNOVA, Luydmila KOSTYGOVA, Polzunov IVAN

OPS2

Economics (2)
Chair: Cristian PĂUN

11:45-13:00 *Business adaptation to radical changes in the external environment. The case of Romania*
Adina SĂNIUȚĂ

The role of social and psychological dimension in the study of the economy of money laundering

Cristina-Simona CĂPĂȚÎNĂ (DUMITRACHE), Raluca Andreea GHETU

Dynamic analysis of the predilection of companies to invest in the HoReCa sector in the Romanian coastal area in the context of spatial maritime planning
Dragoș-Florian VINTILĂ, Mari-Isabella STAN, Ionela IONIȚIU

Innovative technologies in the supply chains of large-tonnage cargo for nuclear power facilities

Irada MAMEDOVA, Elena PAVLOVA, Evgeniy REUTOV, Elena CHERPAKOVA, Natalia YAKUSHINA

Evaluating green stimulus packages in pandemic context
Ioana PETRESCU, Leo SCHILMOLLER

OPS3

Management and Leadership
Chairs: Mariana NICOLAE & Victoria A. SEITZ

10:00-12:15 *Factors promoting female managers' advancement to senior positions*
Iris RON

Problems of risk management for textile enterprises in Turkmenistan
Mahri HAYTANOVA, Olga LUSKATOVA, Marina ROBERTS

Exploratory research to investigate the perception of teachers in pre-university education towards quality management of education of an organization
Gabriela-Livia CURPĂNARU

The box of benefits: components of value proposition in semi-subscription business model
Agnieszka KABALSKA

Does gamified training improve task engagement? Longitudinal evidence from the banking industry
Felipe SCHNEIDER CEHELLA, Ralf WAGNER, Gardenia ABBAD

Digital transformation beyond industry 4.0 maturity stages
Diana COZMIUC, Ioan PETRIȘOR

Digital transformation to industry 4.0 maturity index
Diana COZMIUC, Ioan PETRIȘOR

OPS4

Marketing
Chair: Luminița NICOLESCU

10:00-12:00 *Marketing stereotypes associated with public visual preferences*
Teodora ROMAN, Adriana MANOLICĂ, Mădălina -Gabriela SĂULEAC

Impact of the digital channels in increasing the marketing capabilities and the networking potential between companies during the Covid period. The case of local Romanian SMEs
Amalia GEORGESCU, Sebastian BÎRZU

Developing customer relationship management operations during the COVID-19 pandemic. A digitalization perspective
Valentin STOICA

The impact of COVID-19 in the fashion industry: a generation survey
Daniele GRECHI, Roberta PEZZETTI, Enrica PAVIONE, Patrizia GAZZOLA

Tourist promotion-activity of tourist information and promotion centers vs. Social Media
Mădălina Nicoleta FRÎNCULEASA, Răzvan Ion CHÎTESCU, Amalia Elena ION

Participation in trade shows as a tool for developing the corporate image of exhibitor company
Kirill SIMONOV

Measurement in the new PR era: Models, means, and practices. A comparative view from business and academia
Monica BÎRA, Ligia STROE, Corina BUZOIANU, Roberta RĂDUCU

Romania's bilateral trading relationships during the health crisis
Adrian Tudor TUDORACHE, Luminita NICOLESCU

OPS5

Finance and Banking (1)

Chairs: Lucian ANGHEL, Laurențiu-Mihai TREAPĂT

10.00-11.30

Financial health of sustainable companies
Brian BALLIU

The contribution of ESG information to the financial stability of the European banks
Gábor Dávid KISS, Balázs TÓTH, Dániel SZLÁDEK, Edit LIPPAI-MAKRA

To the moon? On the relentless rise of cryptoassets and their (dis)function as money
Irina MNOHOGHITNEI, Alexandra HOROBET

A re-examination of the remedial action adopted by the Central Bank during banking crisis. The case of Ghana
Senanu Kwasi KLUTSE, Gábor Dávid KISS

Quantifying the fiscal pressure in the emerging states of the European Union, starting from indirect taxes
Raluca Andreea GHETU, Cristina-Simona CAPATINA (DUMITRACHE), Petre BREZEANU

COVID -19: the pandemic of financial systems
Cătălin GOIA

OPS6

Finance and Banking (2)

Chairs: Lucian ANGHEL, Laurențiu-Mihai TREAPĂT

11.45-13.00

Linear regression model for banking loans estimation during the COVID-19 pandemic
Laurențiu TREAPĂT, Sergiu-Octavian STAN, Miruna-Georgiana TREAPĂT

Are reinforcement learning based algorithms, a viable alternative to traditional wealth management strategies?
Ștefan-Constantin RADU, Lucian Claudiu ANGHEL, Ioana Simona ERMİȘ

The effect of volatility on risk management principles-a case study on Polish And Romanian capital markets
Maria-Cristina CANTORIU, Lucian Claudiu ANGHEL, Simona ERMİȘ

Fighting with tax fraud-best practices and steps for the future
Anda GHEORGHIU

Craft brewing in Romania: a financial perspective
Flavia ANGHEL, Bogdan GLĂVAN

OPS7 Employee Wellbeing and Sustainable Human Resource Management
Chair: Živilė STANKEVIČIŪTĖ

10:00-11:30 *Aspects regarding Roma employment in advertising agencies*
Ștefania-Ruxandra VASILESCU, Cristina LEOVARIDIS, Gabriela V. POPESCU

Attitudes toward differentiated pay and work satisfaction among Romanian teachers
Valeriu FRUNZARU, Oana ȘTEFĂNIȚĂ

Fear of robots: evidence from the robotized furniture manufacturing industry of Lithuania
Joana RAMANAUSKAITE, Eglė STANISKIENE, Živilė STANKEVICIUTE

Artificial intelligence solution in human resources management: a case study of chatbot's implication
Ieva MACIJAUŠKIENĖ, Živilė STANKEVIČIŪTĖ

Business cash flow simulation modeling: lessons learned
Gabija ŠIMAITĖ, Jekaterina KARTAŠOVA, Rūta ADAMONIENĖ, Aurelija PŪRAITĖ, Audronė ŽEMECKĖ

OPS 8 Family Business and Entrepreneurship
Chairs: Raquel MENESES, Judit SÁGI, Nick CHANDLER

10:00-11:30 *Internationalization and risk aversion in family firms*
Sara de CASTRO COSTA CERQUEIRA, Raquel MENESES

Family businesses and start-ups: innovating through collaboration
Adrian MOTOC

The role of human capital in bankruptcy prediction: a study of the differences of the probability of default of the SMEs in Hungary
Gábor Dávid KISS, Nick CHANDLER, Judit SÁGI

On entrepreneurs' orientation towards sustainability - a theoretical approach
Victor Emanuel CIUCIUC

Mapping the bookstore chains business models. Focus on innovation
Adina SĂNIUTĂ, Alexandra ZBUCHEA, Bogdan HRIB

OPS 9 Business Ethics and CSR (1)
Chairs: Patrizia GAZZOLA, Andreia ANDREI

10:00-11:45 *From food waste to sustainable fashion: the reaction of the consumer to a new circular economy perspective*
Patrizia GAZZOLA, Franco FASSIO, Cecilia SEVERI

An exploratory mapping of the social economy enterprises contributing to circular economy in Romania
Cristina BARNA, Simona STĂNESCU, Alexandra ZBUCHEA

The state of the art of the Horizon 2020 Program towards the achievement of the 2030 Agenda. A goal of the Multistakeholder network
Luana La BARA, Gloria FIORANI, Pablo di BLASI

Managing diversity in public administration: the education system at times of COVID-19
Federica BOSCO, Gloria FIORANI, Luana La BARA

The approach to Sustainable Development Goals of the companies of Lombardy region
Vicenza VOTA

Museums between presence and digital as a contribution to the 2030 Goals
Elena QUERCI, Patrizia GAZZOLA

The potential employees' attraction in the remotely work: a pilot study that distinguishes between ethics and reality
Elena-Sabina TURNEA, Adriana PRODAN

OPS 10

Business Ethics and CSR (2)

Chairs: Patrizia GAZZOLA, Andreia ANDREI

12:00-13:30

Blockchain technology & CSR compliance
Valentina RAIMONDI

The impact of corporate social responsibility on consumer trust in the banking sector
Mihaela Roxana MARCU

A study of how Romanian companies' CSR strategies were influenced by the global pandemics
Claudia OPRESCU

The reaction of Italian companies to fight COVID-19: creation of shared value to relaunch?
Luana La BARA, Gloria FIORANI, Ribana Andreea CHIPER

Learning experience under the COVID-19 crisis: the case of Romanian graduates
Andreia Gabriela ANDREI, Iuliana OBREJA

Whistleblowing in Romanian Business Sector. Practices and Flaws
Mihaela POP, Cristian DUCU

The impact of telework on teamwork performance and TMS on knowledge teams during the COVID-19 outbreak
Ana Maria ANDREI

OPS 11

Towards Sustainable and Digital Organizations and Communities (1)

Chair: Mauro ROMANELLI

10:00-11:45

State policy strategies in the field of housing and communal services in the Russian Federation and EU countries
Dmitry KUIBEDA

Fostering digital transformation in the European Union in digital times
Carmen SĂVULESCU, Corina Georgiana ANTONOVICI

Learning against the odds: an overview of lifelong learning and online learning in Romania
Maria-Alexandra MANU, Iulia Maria BURNEI, Cătălin ȚUȚUIANU

Educational trajectories within the cluster of e-commerce at the EU level
Adriana GRIGORESCU, Cristina LINCARU, Speranța PÎRCIOG

Blended education system communication
Adriana GRIGORESCU, Maricica-Dănuța BÎTCĂ

Applying Technology Acceptance Model (TAM) to explore users' behavioral intention to adopt wearables technologies
Dan Florin STĂNESCU, Marius Constantin ROMAȘCANU

Old meets new: integrating Artificial Intelligence in museums' management practices
Cristian VIDU, Alexandra ZBUCHEA, Florina PÎNZARU

Rediscovering the community by developing the sport for peace
Mauro ROMANELLI

OPS 12 **Towards Sustainable and Digital Organizations and Communities (2)**
Chair: Mauro ROMANELLI

12:00-13:15 *Work from home: a challenge for city branding*
Diana Maria CISMARU, Gabriela V. POPESCU

Artificial intelligence: an overview of european and Romanian startups landscape and the factors that determine their success
Adina SĂNIUTĂ, Sorana-Oana FILIP

Improving model business efficiency by integrating innovative AI technology in supply chain management systems
Radu RUGIUBEI

Transition industry 4.0 to 5.0-renaissance of human-driven approach
Luminita Cristina SIMION, Silvia AVASILCAI, Lidia Elena ALEXA

Towards sustainable enterprises in an uncertain business environment
Ana Maria IONESCU, Mauro ROMANELLI, Flavius SÂRBU

Personal cultural values and the attitude towards sustainability. A correlational analysis on Romanian subjects
Camelia CRIȘAN, Eliza IACOBOAIA, Dragoș ILIESCU

Towards smart working organisationstrf
Mauro ROMANELLI

OPS 13 **Knowledge Economy (1)**
Chairs: Ruxandra BEJINARU, Rareș MOCANU

10.00-11.30 *Knowledge mapping of the knowmad concept – a text mining analysis*
Andra Nicoleta ILIESCU

Adaptation of the Romanian universities to the new normal after the pandemic crisis
Constantin BRĂTIANU

An exploratory view on scholars' affiliation to online knowledge networks in academia
Elena-Mădălina VĂTĂMĂNESCU, Mădălina-Elena STRATONE, Vlad -Andrei ALEXANDRU

Towards a more knowledge-intensive economy: the role of the education system
Adriana GRIGORESCU, CRISTINA MOCANU, Ana-Maria ZAMFIR

A the conceptual model for the adoption of neuromanagement practices and technology by the romanian organizations
Alina Mirela TEACU PARINCU, Alexandru CĂPĂȚÎNĂ

Bibliometric correlations regarding the entrepreneurial university
Gabriela PRELIPCEAN, Ruxandra BEJINARU

OPS 14 **Knowledge Economy (2)**
Chairs: Ruxandra BEJINARU, Rareș MOCANU

11.45 -13.30 *Contributions regarding the specific approach on the management of the global engineering process in aerospace organization*
Gheorghe Ioan POP, Aurel Mihail ȚÎȚU

Application of the IDEF0 management method in the global engineering process within an industrial organization in aerospace
Gheorghe Ioan POP, Aurel Mihail ȚÎȚU

Exploring the relationship between national intellectual capital management in the Romanian healthcare sector and technology enabled innovation
Elena DINU

Cultural intelligence as a main competency for multinational leadership and global management
Dan PAIUC

Digitalization and innovation from start-up to scale-up. Comparative analysis: Romania-Poland
Daniela Mihaela NEAMTU, Cristian Valentin HAPENCIUC, Ruxandra BEJINARU

Business models and substantiation rules: towards implementation with specific expert systems
Marian-Sorin IONESCU, Olivia NEGOITA

The role of customer knowledge management in customer experience performance
Rareş MOCANU

OPS 15 Globalization Between Revolution and Disaster
Chair: Silviu ANGHEL

10.00-11.00 *The role of religiosity on political participation*
Daniela PANICA

New European perspectives - Brexit: the end of a new beginning
Diana Maria PETCU

The end of the fellowship of Rome: late antique notions of decline
SILVIU ANGHEL

ORT1 Roundtable
Creative Economy in South East Europe

14:00-15:30 Moderators: Alexandra ZBUCHEA & Biljana MICKOV

Panelists:

Blerina BERBERI, Ekphrasis Studio, AL
Hristina MIKIĆ, Institute for Creative Entrepreneurship and Innovation, SRB
Petya KOLEVA & Milena BERBENKOVA, Intercultura Consult, BUL
Edin JAŠAREVIĆ, Faculty of Dramatic Arts – Cetinje, University of Montenegro, ME
Dragoş NEAMU, Romanian National Network of Museums, RO
Anastasia PSOMA, HIGGS (Higher Incubator Giving Growth & Sustainability), GR

**The roundtable is organized by the Center for the Study of Responsible Organizations.*

ORT2 Workshop
Bridging diversity: interdisciplinary collaborations in management studies

17:00-18:30 Moderator: Florina PINZARU

Invited speakers:

Adriana ZAIȚ, Director, Doctoral School in Economics and Business Administration, A.I. Cuza University of Iași, RO
Mădălina VĂTĂMĂNESCU, Director, Doctoral School in Management, SNSPA, RO
Živilė STANKEVIČIŪTĖ, Kaunas University of Technology, LT
Loredana IVAN, Doctoral School in Communication Sciences, SNSPA, RO

**The workshop ORT2 is developed by the Doctoral School in Management from SNSPA and the Academic Advance project, and is open to all PhD from CIVICA alliance.*