



## SNSPA International Week STRATEGICA Pre-conference Events

**17.10.2022**

10.00 - 11.00

Location: SNSPA,  
room 420

[SNSPA International Week Strategica Pre-conference Masterclass  
Excellence in Teaching the Business Leaders of Tomorrow](#)

With **Marco Valeri**, Senior Lecturer at Università degli Studi Niccolò Cusano, Rome, Italy

The event is organized by the team of the CNFIS-FDI-2022-0051 project "Academic Excellence".

**18.10.2022**

12.00-13.30

Location: SNSPA,  
room 420

[SNSPA International Week Strategica Pre-conference Masterclass  
Etică academică în context post-pandemic](#) (in Romanian)

With Prof. **Dumitru Borțun**, SNSPA

The event is organized by the team of the CNFIS-FDI-2022-0051 project "Academic Excellence".

**18.10.2022**

17.00-18.00

Location: online

[SNSPA International Week Strategica Pre-Conference Events  
Online Roundtable on the Future of Renewable Energy in the Current Geopolitical  
Context](#)

With:

**Ioana Petrescu**, President of Pur și Simplu Verde & Director of the Center in Leadership and Innovation, SNSPA

**Florina Pinzaru**, Dean, Faculty of Management, SNSPA

**Clara Volintiru**, Professor, Bucharest University of Economic Studies

**Alessio Menegazzo**, Head of Sustainability and Public Affairs, Enel Romania

**Livia Stan**, Director of Public Affairs and EU Funds, EON Romania

The event is organized by the [Center in Leadership and Innovation, SNSPA](#), and [Pur și Simplu Verde](#).

**19.10.2022**

18.00-19.30

Location: SNSPA,  
Batiștei

[SNSPA International Week Strategica Pre-Conference Events  
RiEcoLab Debate: Healthcare Startups in Romania](#)

With:

**Adrian Wiener**, Vice-President of The committee for health and family, Chamber of Deputies

**Daniel Stan**, CCO, Femyo

**Mircea Popa**, Co-Founder, MedicaI

Moderator: **Adina Săniuța**, Senior Lecturer, Faculty of Management, SNSPA

The event is organized by the team of the [RiEcoLab project](#).

**20.10.2022**

10.00-11.30

Location: 2 Emanoil  
Bacaloglu Street,  
room B1

[SNSPA International Week Strategica Pre-Conference Events  
Masterclass in Bridging Society, Business, and Academia for Quality Education](#)

With:

**Florina Pinzaru**, Dean, Faculty of Management, SNSPA

**Edoardo Campanella**, Senior Fellow at the Harvard Kennedy School and Research

**Beáta Fehérvölgyi**, Dean, Faculty of Business and Economics, University of Pannonia

The event is organized by the team of the CNFIS-FDI-2022-0051 project "Academic Excellence".



## Sustainable Development and Strategic Growth CONFERENCE AGENDA

### Day 1: October 20, 2022

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**  
  
**Remus Pricopie**, Rector of the National University of Political Studies and Public Administration  
**Dan Nițescu**, Adviser to the Governor, National Bank of Romania
- 15:15 – 16:00      **Edoardo Campanella**, Senior Fellow at the Harvard Kennedy School and Research; Research Director, The Trilateral Commission  
*Keynote Speech: A New Spirit of Capitalism*
- 16:00 – 16:15      **Coffee break**
- 16:15 – 17:30      **Roundtable: Moving Forward: Education, Policies, and Leadership in Implementing Green Investments**  
  
With:  
**Alexandra Bocșe**, State Counselor, The Department of Climate and Sustainability, The Presidential Administration  
**Luminița Bălălaşu**, Director, The Department for Sustainable Development, The Romanian Government  
**Sorin Elisei**, Director, Risk Advisory / Energy & Sustainability, Deloitte Consultanta  
**Romulus Mircea**, Executive Director, Balance Sheet & Portfolio Management, Raiffeisen Bank  
**Bogdan Căpraru**, Professor, The Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași  
**Radu Dudău**, President and Co-Founder, Energy Policy Group; Associate Professor, University of Bucharest  
**Ștefania Racolța Cruceru**, E2C2 Associate Director, Head of EU Green Finance and Climate Analytics, European Bank for Reconstruction and Development  
  
**Moderator: Florian Neagu, Deputy Director**, Financial Stability Department, National Bank of Romania
- 17:30 – 18:10      **Phoebe Koundouri**, President of the European Association of Environmental and Natural Resource Economists (EAERE)  
*Keynote Speech: Accelerating SDG-based Sustainability Transition*
- 18:10 – 18:50      **Dan-Cristian Dabija**, Professor at Babeș-Bolyai University  
*Keynote Speech: The influence of socio-environmental responsibility and store attributes in generating loyalty towards fast fashion retail stores: A cross generational approach*
- 18:50 – 19:30      **Beáta Fehérvölgyi**, Dean of the Faculty of Business and Economics at the University of Pannonia  
*Keynote Speech: Strategic Social Innovation and Sustainability*
- 19:30 – 19:35      **Announcement of the Best Paper Award**
- 19:35 – 20:30      **Cocktail**

**Moderator:** Professor **Florina Pînzaru**, Conference Chair



**Day 2: October 21, 2022**

Location: SNSPA

Address: 30A Expoziției Blvd., Sector 1, Bucharest, Romania

9.30-12.30	Parallel Panel Sessions (separate sessions for Online and Offline attendees)
12.30-13.30	Lunch
13.30-15.30	Panel Sessions
16.00-17.30 multifunctional room, ground floor	<p><b>Roundtable: <a href="#">Empowering Networks for a Sustainable Future</a></b></p> <p>With:  <b>Adrian Curaj</b>, General Director, UEFISCDI; Professor, SNSPA  <b>Tiberiu Fecete</b>, Head of Service, The Service for Innovation, Technology, and Social Services, Ilfov County Council  <b>Andreea Constantin-Vilcioiu</b>, General Director, Zetta Hospital  <b>Camelia Crișan</b>, CEO, Progress Foundation Romania; Senior Lecturer, SNSPA  <b>Raul Pop</b>, Co-Founder, The Coalition for Circular Economy; Program Manager, Ecoteca  <b>Tudor Prisecaru</b>, President of the Senate and Professor, The Faculty of Mechanical Engineering and Mechatronics, The Polytechnic University of Bucharest.</p> <p>Moderator: <b>Claudiu Vrînceanu</b></p> <p>The event is organized by the <a href="#">Center for Research in Management, SNSPA</a> and <a href="#">Măgurele Science Park Association</a> and has been supported through the project PN-III-P1-1.1-TE-2019-1356.</p>
16.00-17.30 804 room, 8 <sup>th</sup> floor	<p><b>Roundtable: <a href="#">Social Alliances - Associations, Clusters, Hubs, Platforms</a></b></p> <p>With:  <b>Alina Burlacu</b>, Executive Director, Romanian Business Leaders  <b>Vlad Craioveanu</b>, CEO and Co-Founder, Impact Hub Bucharest  <b>Adina Săniuță</b>, Project Manager RiEcoLab; Senior Lecturer, SNSPA</p> <p>Moderator: <b>Beáta Fehérvölgyi</b>, Dean, Faculty of Business and Economics, University of Pannonia</p>

<b>10.30-12.30</b> <b>Room 420</b>	<p><b>Track: Knowledge Networks and Sustainability</b>  <b>Track Chair: Andreea MITAN</b></p>
	<p>Do companies walk the talk of sustainability? A foray into the particularities of corporate green washing in Romania  <i>Miruna ILIESCU</i></p> <p>The impact of sustainable management strategies on organizational performance and on organizational reputation – a Romanian manager’s perspective  <i>Victor-Emanuel CIUCIUC</i></p> <p>B2B strategies and management practices in business internationalization in the digital transformation era  <i>Elena Adriana BIEA</i></p> <p>A theoretical perspective on the relationships between intellectual capital, organizational performance and agility  <i>Mădălina-Elena STRĂTONE</i>  <i>Elena-Mădălina VĂTĂMĂNESCU</i>  <i>Andreea MITAN</i></p> <p>Impact of Digital Transformation on IT jobs. A sectorial approach  <i>Ion MOLDOVEANU</i></p>



<b>10.30-12.30 Room 410</b>	<b>Track: Management and Leadership</b> <b>Track Chairs: Mariana NICOLAE, Victoria SEITZ</b>
	<p>Developing supply chain management "as-a-service" in cloud platforms <i>Radu RUGIUBEI</i></p> <p>Politicization of the Romanian pre-university educational system. Teachers' perspective <i>Valeriu FRUNZARU</i> <i>Oana ȘTEFĂNIȚĂ</i> <i>Amira DAOUD</i> <i>Diana Maria BUF</i></p> <p>Performance related pay in education – Romanian teachers' standpoint <i>Oana ȘTEFĂNIȚĂ</i> <i>Valeriu FRUNZARU</i> <i>Diana Maria BUF</i> <i>Amira DAOUD</i></p> <p>Comprehensive study of the international university innovation ecosystem university partnership stakeholder <i>engagement</i> <i>Eszter NÉMETH</i> <i>Beáta FEHÉRVÖLGYI</i> <i>Zoltán BIRKNER</i></p> <p>Generation Z's career aspirations: literature review and preliminary findings <i>Mihai Alin LAZĂR</i></p>
<b>10.30-12.30 Room 409</b>	<b>Track: Business Ethics and CSR</b> <b>Track Chairs: Patrizia GAZZOLA</b>
	<p>Circular business models in the Romanian social economy: an exploratory clustering exercise <i>Cristina BARNA</i> <i>Alexandra ZBUCHEA</i> <i>Simona STĂNESCU</i></p> <p>Non-fungible tokens (NFTs): sustainable growth or destined to disappear? <i>Patrizia GAZZOLA</i> <i>Stefano AMELIO</i> <i>Daniele PETRUCCI</i></p> <p>The importance of sustainability in the marketing and merchandising strategies for Italian students: the case of University of Insubria <i>Patrizia GAZZOLA</i> <i>Enrica PAVIONE</i> <i>Daniele GRECHI</i> <i>Roberta PEZZETTI</i></p> <p>The Romanian consumer attitudes and awareness linked to sustainability in the fast fashion industry <i>Petra PĂTRUȚI</i></p> <p>Second Hand Apparel Market. An overview of business models in Romania <i>Adina SĂNIUȚĂ</i> <i>Sorana-Oana FILIP</i></p> <p>Analysis of social media platforms to build a positive, ethical and sustainable association for the brand in the food industry <i>Elena QUERCI</i> <i>Virginia GAMBARDELLA</i></p>
<b>13.30-15.30 Room 420</b>	<b>Track: Knowledge Management</b> <b>Track Chair: Constantin BRĂȚIANU</b>
	<p>Knowledge strategies as an integrated part of business strategies <i>Constantin BRĂȚIANU</i></p>



	<p>Applications of knowledge strategies in business theory and practice: bibliometric analysis  <i>Ruxandra BEJINARU</i></p> <p>Progress, trends and updates of knowledge management research in the context of digital transformations: a bibliometric analysis  <i>Andra Nicoleta ILIESCU</i>  <i>Dan PAIUC</i></p> <p>Bank's knowledge-based innovative capacity – the empirical approach  <i>Monika KLIMONTOWICZ</i>  <i>Justyna MAJEWSKA</i>  <i>Janina HARASIM</i></p> <p>Knowledge risks management in a bureaucratic system  <i>Vlad-Mihai URSACHE</i></p> <p>Organizational culture as knowledge integrator in Romanian KIBS  <i>Elena DINU</i>  <i>Andra Nicoleta ILIESCU</i>  <i>Roxana-Maria STĂNEIU</i>  <i>Bianca Roxana SALAGEANU (ȘOLDAN)</i></p> <p>Up-skilling and re-skilling for digital agriculture in Romanian big crops farms: exploratory considerations  <i>Paul Ștefan MARKOVITS</i></p>
<p><b>13.30-15.30</b>  <b>Room 428</b></p>	<p><b>Track: Marketing</b>  <b>Track chair: Luminița NICOLESCU</b></p>
	<p>Do macro-indicators correlate with COVID-19 in European countries? A comparative analysis  <i>Adrian Tudor TUDORACHE</i>  <i>Luminița NICOLESCU</i></p> <p>Google Maps augmented reality and smart tourism in Europe: an extended technology acceptance model  <i>Asmaa HASSOUNE</i>  <i>Felipe Schneider CEHELLA</i>  <i>Ralf WAGNER</i></p> <p>Business models in publishing industry. A comparative analysis between Romania and the republic of Moldova  <i>Ana-Maria OSADCI-BACIU</i></p> <p>Digital book consumption as a form of sustainable consumption, before and during the pandemic  <i>Diana COLEFF</i>  <i>Cristina LEOVARIDIS</i>  <i>Gabriela POPESCU</i></p> <p>Literary tourism - a synthetic bibliometric analysis  <i>Alexandra ZBUCHEA</i>  <i>Bogdan HRIB</i>  <i>Adina SĂNIUȚĂ</i></p>
<p><b>13.30-15.30</b>  <b>Room 410</b></p>	<p><b>Track: Innovations and Organizational Resilience</b>  <b>Track Chair: Adina SĂNIUȚĂ</b></p>
	<p>How the COVID-19 pandemic is influencing the digital transformation of businesses  <i>Florina PÎNZARU</i>  <i>Alexandra ZBUCHEA</i></p> <p>The impact of the digitalization phenomenon on management practices before and after the COVID-19 pandemic. A literature review  <i>Valentin STOICA</i></p>



	<p>A theoretical model to evaluate the impact of organizational climate on innovative capabilities and innovation performance for companies in the software industry  <i>Doru ȘUPEALĂ</i>  <i>Levente SZASZ</i></p> <p>The influence of technology readiness in organizational life. A study with aerospace industry specialists  <i>Dan Florin STĂNESCU</i>  <i>Camelia CRIȘAN</i>  <i>Irina MARSH</i></p> <p>Towards a holistic optimization of the European inter-club football competition system  <i>Zsolt TOTH</i>  <i>Eugen-Silviu VRĂJITORU</i>  <i>Mircea BOȘCOIANU</i></p> <p>Strategic ideas for improving the format of FIFA and UEFA international competitions  <i>Zsolt TOTH</i>  <i>Eugen-Silviu VRĂJITORU</i>  <i>Mircea BOȘCOIANU</i></p>
<p><b>13.30-15.30</b>  <b>Room 419</b></p>	<p><b>Track: Finance and Banking</b>  <b>Track Chairs: Laurențiu-Mihai TREAPĂȚ, Lucian Claudiu ANGHEL</b></p>
	<p>The global evolution of the exchange rate in the last decade  <i>Maria-Cristina ZWAK-CANTORIU</i>  <i>Lucian Claudiu ANGHEL</i>  <i>Simona ERMİȘ</i></p> <p>Cloud-based accounting services-market analysis and prospects for the future in Romania  <i>Anda GHEORGHIU</i></p> <p>The ESG impact on financial performance at the company level  <i>Simona ERMİȘ</i></p> <p>New perspectives on Post COVID19 EU Economics Dynamics  <i>Laurentiu Treapăt</i>  <i>Sergiu-Octavian STAN</i>  <i>Corina Elena DRĂGĂNESCU</i></p>
<p><b>13.30-15.30</b>  <b>Room 427</b></p>	<p><b>Track: Towards Sustainable and Digital Organizations and Communities</b>  <b>Track Chair: Mauro ROMANELLI</b></p>
	<p>Landscape of telework in the public sector in Romania  <i>Carmen SĂVULESCU</i>  <i>Corina-Georgiana ANTONOVICI</i></p> <p>Philanthropy on social media platforms through the lens of archetypes. How information disorder and weaponization of context are influencing the Facebook users' social involvement  <i>Alina GALERIU-OLTEANU</i>  <i>Nadina CÂMPEAN</i></p> <p>Planning smart cities for urban future  <i>Mauro ROMANELLI</i>  <i>Ana Maria IONESCU</i></p> <p>Social media communication strategies of Romanian universities. A content analysis of Facebook and Instagram pages  <i>Diana-Maria CISMARU</i>  <i>Raluca-Silvia CIOCHINĂ</i>  <i>Iulia BURNEI</i></p> <p>Mobile applications in tourism and destination promotion  <i>Tamara FLORIĆIĆ</i>  <i>Dajana CVEK</i>  <i>Iva SLIVAR</i></p>



	<p>Archaeology and sustainable development in the public eye  <i>Silviu ANGHEL</i>  <i>Monica BIRA</i>  <i>Alexandra ZBUCHEA</i></p> <p>Museums as communities driving innovation enabled by technology  <i>Mauro ROMANELLI</i></p>
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<b>12.30-14.30 WEBEX 1</b>	<b>Track: STRATEGICA 1 Track Chair: Cristian PĂUN</b>
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	<p>Regional disparities in Romania after the European Union admission  <i>Mihai ANTONIA</i>  <i>Elena-Maria PRADA</i>  <i>Luciana SIMION</i></p> <p>The effects of the Romanian market reclassification by FTSE Russell  <i>Paul Cristian DONOIU</i>  <i>Ioan Marian ILISANU</i></p> <p>The Romanian entrepreneurial ecosystem and regional development. A case study of the northeast region  <i>Alexandra UNGUREANU</i>  <i>Gabriela PRELIPCEAN</i></p> <p>Estimation and prediction of daily natural gas prices by applying the autoregressive integrated moving average (ARIMA) models  <i>George-Eduard GRIGORE</i>  <i>Simona NICOLAE</i>  <i>Ioana-Ruxandra IONIȚĂ (LIE)</i>  <i>Adriana-Mihaela IONESCU</i></p> <p>Responsible banking strategies during COVID-19 pandemic: evidence from Romania  <i>Georgiana-Loredana SCHIPOR (FRECEA)</i>  <i>Cristina DUHNEA</i></p> <p>ESG in the banking sector, trends in Romania  <i>Claudia OPRESCU</i>  <i>Mihaela Roxana MARCU</i></p>
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<b>10.00-13.00 WEBEX 2</b>	<b>Track: STRATEGICA 2 Track Chair: Andreia ANDREI</b>
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	<p>Corporate Social Responsibility in Romanian small and medium-sized enterprises – are we there yet?  <i>Cristina-Andreea NICOLAE</i>  <i>Mihai Ioan ROȘCA</i>  <i>Elena Florentina GREJDAN</i></p> <p>The effects of social media addiction on the relationships and self-presentation in case of young users from the Z generation  <i>Diana Maria CISMARU</i>  <i>Raluca Silvia CIOCHINA</i>  <i>Ana Maria GÎLCESCU</i></p> <p>The low professional image of the X-rays technician profession affects the supply  <i>Sarit Malul MARCOVICH</i>  <i>Andreia Gabriela ANDREI</i></p> <p>Reputation and its impact on the maritime transport  <i>Florina LEȚA (MIHAI)</i></p>
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	<p>The claims of the 21st century Romanian consumer  <i>Amelia-Lidia VATAMANIUC (FRUNZĂ)</i>  <i>Iuliana OBREJA</i>  <i>Adriana MANOLICA</i></p> <p>Service recovery efforts and customer switching intentions: investigating the role of post-recovery satisfaction  <i>Attia Abdelkader ALI</i></p> <p>The impact of interacting with virtual assistants on the overall satisfaction  <i>Dragoş Florentin MARICIUC</i>  <i>Ana-Maria ANDREI</i></p> <p>Team effectiveness and TMS in relationship with organizational values  <i>Ana Maria ANDREI</i></p> <p>The effects of uncertainty level on schedule delays in construction projects  <i>Rinat GRINBERG</i>  <i>Valentin NIŢĂ</i></p>
<p><b>10.00-12.30</b>  <b>WEBEX 3</b></p>	<p><b>Track: STRATEGICA 3</b>  <b>Track Chair: Rareş MOCANU</b></p>
	<p>Digital leadership in the post-COVID new knowledge management environment  <i>Dan PAIUC</i>  <i>Andra Nicoleta ILIESCU</i></p> <p>Decoding the digital leadership persona: key competences in today's disruptive world  <i>Roxana-Maria STĂNEIU</i></p> <p>The impact of hidden knowledge on employee engagement and employer branding  <i>Rareş MOCANU</i></p> <p>Different subcultures tensions in a multinational corporation  <i>Maria ALVIM</i>  <i>Raquel MENESES</i></p> <p>Study on risk management analysed within a Romanian company  <i>Raluca Alexandra CEOCEA</i>  <i>Costel CEOCEA</i>  <i>Ştefan ȚÎȚU</i>  <i>Alina Bianca POP</i>  <i>Aurel Mihail ȚÎȚU</i></p> <p>Management of organizational change in public institutions in the dynamics of internal and external security transformation  <i>Petrică TERTERIANU</i>  <i>Aurel Mihail ȚÎȚU</i>  <i>Eliza Ioana ALBU</i>  <i>Iuliana MOISESCU</i></p> <p>Ship maintenance and risk assessment through a survey applied to seafares  <i>Dragoş Ionuţ SIMION</i>  <i>Anca Alexandra PURCĂREA</i>  <i>Alexandru COTORCEA</i>  <i>Florin Marius NICOLAE</i>  <i>Olivia Doina NEGOIȚĂ</i></p> <p>Natural resources and national security: a strategic perspective of the EU member states  <i>Petrişor PĂTRAŞCU</i></p>





10.30-12.30 WEBEX 4	Track: STRATEGICA 4 Track Chair: Jacek WOŹNIAK, Wioletta WEREDA
	<p>Sustainability, innovation and efficiency as determinants of performance in the energy field  <i>Claudiu CICEA</i>  <i>Corina MARINESCU</i>  <i>Nicolae PINTILIE</i></p> <p>Study on the role of hydrogen in the transition to a climate neutral Europe  <i>Mihaela Violeta PIȘLEAGĂ</i></p> <p>Education 4.0 and skills for twin transition – an exploratory study  <i>Bogdan FLEACĂ</i>  <i>Elena FLEACĂ</i>  <i>Andreea Maria Gabriela MILITARU</i></p> <p>Frugal innovations enterprises: a comparison between service and industry sectors  <i>Jacek WOZNIAK</i></p> <p>Managing similarity attraction bias in the hiring process. A theoretical overview  <i>Andreea BUNICA</i>  <i>Elena-Mădălina VĂȚĂMĂNESCU</i></p> <p>The importance of developing player’s personal skills. A research regarding basketball organizations active within the Romanian men’s national basketball league  <i>Vlad-Alexandru BRANGA</i></p> <p>Working while Studying at Lithuanian Universities: does Work Facilitate or Conflict with Bachelor Studies?  <i>Živilė STANKEVIČIŪTĖ</i></p> <p>Theoretical approach on current challenges of human resources in hybrid work environments. Rethinking leadership towards employee engagement and wellbeing  <i>Florina VINTILĂ</i></p>
10.30-12.30 WEBEX 5	Track: STRATEGICA 5 Track Chair: Adriana GRIGORESCU
	<p>The Great Reset – challenges, concepts and opportunities  <i>Alexandra DORNEANU</i>  <i>Cristian Valentin HAPENCIUC</i>  <i>Daniela Mihaela NEAMȚU</i></p> <p>Sustainability-oriented architecture: adaptive reuse of religious heritage  <i>Mara POPESCU</i>  <i>Daniela STAIICU</i></p> <p>The road transport system in Romania in the context of sustainable development. News, perspectives and sustainability  <i>Gheorghe NEAMȚU</i>  <i>Aurel Mihail ȚIȚU</i></p> <p>Micromobility - a closer look at the case of Bucharest  <i>Bogdan JARCĂ</i></p> <p>Smart working across economic sectors in Europe the manifold of ubiquitous big data  <i>Adriana GRIGORESCU</i>  <i>Speranța PÎRCIOG</i>  <i>Cristina LINCARU</i></p> <p>The digitization system and the implementation of the telework program in the public administration in Romania and the European Union  <i>Georgiana-Florina ILIE (POPA)</i>  <i>Alina TĂNASE (VEISA)</i></p>



The hindering barriers of digital education - Romanian and Icelandic students insights

*Adriana GRIGORESCU*

*Anamaria NASTASA*

*Ana-Maria ZAMFIR*

*Cristina MOCANU*

*Thröstur Olaf SIGURJÓNSSON*

Online learning for modern business models: theoretical considerations and algorithms

*Marian Sorin IONESCU*

*Cosmin DOBRIN*