



## **Innovation and responsibility: leading people and building sustainable economies**

### **CONFERENCE AGENDA**

#### **Day 1: October 24, 2024**

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 BNR - tba  
A representative of SNSPA - tba
- 15:15 – 15:30      **Opening speech**  
A representative of the Royal Norwegian Embassy in Bucharest - tba
- 15:30 – 16:00      **[Adrian Curaj](#)**, Professor at SNSPA, and Director of the Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI)  
Keynote Speech: *Foresight for Sustainability*
- 16:00 – 16:30      **[Cristina Mihai](#)**, Advisor, Research Council of Norway  
Keynote Speech: *Sustainability perspectives: Norway and Romania in focus*
- 16:30 – 17:00      **[Anders Stølan](#)**, Founder and CEO of International Development Norway  
Keynote Speech: *Innovation and sustainability in Norway*
- 17:00 – 17:15      **Coffee break**
- 17:15 – 17:45      **[Petra Krylova](#)**, Global Research Director at the Social Progress Imperative  
Keynote Speech: tba
- 17:45 – 18:15      **[Clara Volintiru](#)**, Director of the Black Sea Trust of the German Marshall Fund of the United States  
Keynote Speech: *The Power of Innovation: Development Trajectories for Eastern Europe*
- 18:15 – 18:30      **Announcement of the Best Paper Award**
- 18:30 – 19:30      **Cocktail**

**Moderator: Andreea Mitan**, Conference Manager, Associate Professor, National University of Political Studies and Public Administration



**Day 2: October 25, 2024**

Location: SNSPA

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

8.30-9.00	<b>Registration of the participants and Welcome Coffee</b>
9.00-10.30 Room 410	<b>Roundtable: <a href="#">Identifying opportunities in connecting the Circular Economy and Social Economy</a></b> The event is organized by the <a href="#">Center for Leadership and Innovation (SNSPA)</a> & <a href="#">Pur și Simplu Verde</a> . <i>This roundtable explores the intersection of circular economy principles and social entrepreneurship, focusing on how these integrated models can drive sustainable and inclusive economic growth.</i> Moderator: Anca Elena Bălăsoiu, Speakers: <b>Laura Petrescu</b> , Green Laws & Green Communities <b>Raul Pop</b> , ENOTECA Association <b>Lorita Constantinescu</b> , Ateliere fără Frontiere <b>Ioana Petrescu</b> , Center for Leadership and Innovation (SNSPA) & Pur și Simplu Verde
9.00-10.15 Room 420	<b>Workshop: <a href="#">Building Brands from the Inside out. The Importance of PEOPLE!</a></b> <i>This workshop focuses on fostering brand growth by strengthening internal environments, emphasizing the critical role of employees in shaping corporate culture, leadership, and overcoming resistance to change, and is designed for professionals and senior students in management-related fields.</i> Coordinator: <b>Dimitrios Nikolaidis</b> , CEO - Embryolab Fertility Clinic, Greece; Associate Professor - University of York, Europe Campus, City College
10.00-13.00	<b>Parallel Panel Sessions</b>
13.00-14.00	<b>Lunch</b>
14.00-16.00	<b>Parallel Panel Sessions</b>

Authors of the papers marked with \* and written in red will present their work online.

Prior to the event, they will receive an e-mail from the organizers containing the link of the online meeting associated with the panel.

All authors attending the conference on site are encouraged to join the panels during the online presentations and interact with the colleagues who present their research online.



**Panel Sessions**

**Room 419**      **Economics & Finance**  
**12.00 - 13.00**      **Chairs: Cristian PĂUN, Laurențiu TREAPĂT**

*A study in the financial performance of sustainable hospitality companies*  
Brian BALLIU

*Analysis of the relationship between the VIX Index and the Stock Index*  
Maria-Cristina ZWAK-CANTORIU, Lucian Claudiu ANGHEL, Pompei MITITEAN

*Leveraging multiple transmission channels to promote sustainable finance in banks across Romania, Poland, Hungary, and the Czech Republic in 2024*  
Ioana-Andreea NICA

**Room 419**      **Business Ethics and CSR**  
**11.00 - 12.00**      **Chairs: Patrizia GAZZOLA & Andreia ANDREI**

*Communication strategies and business ethics in the context of CSR*  
Sebastian-Claudiu NISTOR

*EU youths and environmentally friendly innovation*  
Andreia ANDREI

*The effect of the public housing crisis in Israel on those entitled to public housing*  
Amihay MAGAR, Andreia ANDREI

**Room 426**      **Management & Leadership**  
**11.00 - 13.00**      **Chair: Mariana NICOLAE**

*Advancing the role and value of public relations in healthcare*  
Andreea Roxana RĂCEANU

*The impact of professional social networks on managerial competitiveness and organizational performance*  
Petrică-Dumitru BECHEȘ

*The influence of formal and non-formal education of the project manager on team management efficiency and organizational performance*  
Remus Bogdan BESNEA

*The impact of sustainable leadership principles on managing Generation Z in IT and beyond*  
Mihai LAZĂR

*Strategic positioning of marketing departments: impact on organizational performance and strategic alignment*  
Mihai STANCIU

*The perception of Romanian Generation Z employees on workplace diversity and inclusion*  
Adina SĂNIUȚĂ, Valentin STOICA, Radu RUGIUBEI, Valentina COJOCARU

**Room 420**      **Redefining business norms by Circular Economy and Social Entrepreneurship**  
**11.00 - 12.00**      **Chair: Cristina BARNA**

*Complex relationships between digital transformation and sustainable development in the IT sector. Role of IT sector in social and circular economies*

Radu IACOB

*Integrative reflections on social, local, biobased & circular clothing: perspectives from sustainable textile stakeholders from the Herewear project*

Anca Elena CHIRILĂ GHEORGHIĆĂ, Rebecca EARLEY, Rosie Hornbuckle, Jesse MARSH

*Analyzing the emerging sector of certified insertion social enterprises in Romania*

Cristina BARNA, Alexandra ZBUCHEA

**Room 420**      **Employee and Organizational Resilience**  
**12.00 - 13.00**      **Chairs: Živilė STANKEVIČIŪTĖ & Eglė STANIŠKIENĖ**

*Exploring employee resilience: adversity at work and how to deal with it*

Živilė STANKEVIČIŪTĖ, Eglė STANIŠKIENĖ, Asta DAUNORIENĖ, Joana RAMANAUSKAITĖ

*Navigating crisis: the role of intellectual capital in enhancing sme resilience during the Covid-19 pandemic – operationalization of the concepts*

Mădălina Elena STRATONE, Victor Emanuel CIUCIUC

*Use of artificial intelligence in advertising agencies – opportunities and challenges*

Cristina LEOVARIDIS, Cristiana-Georgiana IONIȚĂ, Gabriela POPESCU

**Room 410**      **Knowledge Management**  
**11.00 – 13.00**      **Chair: Constantin BRĂȚIANU**

*Maximizing AI for enhanced knowledge processes as seen by employees and managers*

Ettore BOLISANI, Maayan NAKASH

*Artificial intelligence and its integration into knowledge management: a bibliometric analysis*

Alexandru IOAN

*The invisible asset: pathways to enhanced operational efficiency*

Maayan NAKASH, Ettore BOLISANI

*Knowledge management applied in road freight transport: a specific approach*

Aurel Mihail TITU, Alexandra-Florina IAMANDII, Maria POPA, Dan Theodor ANDRONIC

*Enhancing open innovation through social media groups as a knowledge exchange mechanism*

Andreea Bianca CAMARĂ

*Organizational agility: thriving in a highly dynamic and turbulent environment*

Ioana MARIN, Radu MARIN

*Artificial knowledge - an emerging concept powered by artificial intelligence*

Constantin BRATIANU

*The future of project management: leveraging nonconventional technologies for success*

Nicoleta Madalina STAN, Aurel Mihail TITU, Maria POPA



**Room 409**      **Marketing & Consumer Behaviour**  
**10.30 – 13.00**      **Chairs: Tudor EDU & Rareş MOCANU**

*Modelling consumer-based brand equity in the South African banking industry*  
Chantel MULLER, Re-an MULLER, Gustavo Hermínio Salati Marcondes DE MORAES

*Psychometric properties of a bank loyalty measurement model in a South African context*  
Kirsty-Lee SHARP, Marko VAN DEVENTER, Dan-Cristian DABIJA  
*Validating the role of digital communication on consumers' re-usage intentions of banking services*  
Heleneze LUES, Kirsty-Lee SHARP

*Validating a measurement model for assessing green beauty product purchase intentions in South Africa*  
Costa SYNODINOS, Gustavo SALATI

*Marketers at play: an advergaming congruity framework*  
Andrei PĂDURARU

*Validating a model of factors influencing the brand loyalty of South African retail banking consumers*  
Marko VAN DEVENTER, Rita KLONARIDIS

*Influence of brand hearsay on smart health wearable purchase intentions: the mediating roles of brand trust and loyalty*  
Chantel MULLER, Re-an MÜLLER, Gustavo Hermínio Salati Marcondes DE MORAES

*Atemporal gratification and its role in creating digital meta-value within organizations*  
Valeria ROMANCIUC

*Effects of purchasing the discovery box service on consumption behavior*  
Ana-Maria RUIU, Cristina LEOVARDIS, Diana-Maria CISMARU

*Debunking gender myths of South African generation y consumers towards organic food products*  
Costa SYNODINOS, Gustavo Hermínio SALATI MARCONDES DE MORAES

**Room 300**      **Managing Organizational Transformations**  
**12.00 - 13.00**      **Chair: Florina PÎNZARU**

*Reshaping innovation management in tech companies: the emerging role of generative AI, automation, and human-AI collaboration for product innovation, process innovation, and organizational efficiency*  
Ioan-Loreni JERDEA

*The role of middle managers in digital transformations: a bibliometric perspective*  
Aida IONESCU

*The flexibility and adaptability of supply chain management required to ensure security in the Black Sea region*  
Alexandru BABOŞ, Robert-Cristian TRIF

*Reading social media data: lessons from social media influencers navigating crises*  
Corina BUZOIANU, Monica BÎRĂ, Roberta RĂDUCU



*Social media listening solutions in today's digital landscape: a users' perspectives & challenges*  
Corina BUZOIANU, Monica BÎRĂ

**Room 409**      ***Towards Sustainable and Digital Organizations and Communities***  
**12-00 – 16.00**      **Chair: Mauro ROMANELLI**

**12.00 – 13.00**      *Redefining organizational success - leveraging technology for agile performance and disruptive innovation*  
Elena Adriana BIEA

*Leveraging satellite technology and AI for transforming public finance*  
Ioana PETRESCU

*Pixel perfect: the fashionable lives of gamer's human. Digital Twins*  
Ralf WAGNER, Agnieszka KABALSKA

*Management of civil servants' career in the artificial intelligence era*  
Corina-Georgiana ANTONOVICI, Carmen SĂVULESCU

**14.00 – 15.30**      *Public organizations working smart for innovation*  
Mauro ROMANELLI

*Age-friendly cities: seniors' perceptions and urban barriers in Bucharest, Romania*  
Cristina RĂDULESCU

*Factors influencing the practice of leisure sport activities as a component of a healthy lifestyle in sustainable communities*  
Diana CISMARU, Silvia CIOCHINĂ

*Mothers supporting humanitarian causes on Facebook, a philanthropic endeavor with archetypal echoe*  
Alina GALERIU-OLTEANU

*Communities going digital for collaborative knowledge spaces*  
Mauro ROMANELLI, Ana-Maria IONESCU

**Room 420**      ***Sustainable Management Practices in Culture***  
**14.00 - 15.30**      **Chair: Alexandra ZBUCHEA**

*The potential of AR and VR technologies in reshaping the future of reading*  
Ana-Maria OSADCI-BACIU

*The influence of cultural policies from Romania on the independent cultural sector. Case study: Replika educational theater center*  
Viorel COJANU

*Policy integration for sustainable cultural management in music*  
Vlad MATEESCU

*The shifting roles of cultural organizations. From culture and heritage to communities and people*  
Alexandra ZBUCHEA

**ONLINE** Sustainability and Economic Development  
**11.00-13.00** Moderator: Victor CIUCIUC

**Webex**

*\*The emergence of a new world order: BRICS and economic development in the paradigm of global multipolarity*

Daniela Mihaela NEAMTU

*\*Improving regional gaps in Romania through the absorption of European funds*

Violeta STRĂTILĂ (CHELE), Aurel Costel CHELE, Gheorghe PODARU

*\*Evolution of the cultural perception of animals and its impact on modern food business: opportunities and challenges*

Aleida Luna FONTANA, Patrizia GAZZOLA

*\*Catholic and protestant ethics in the foundation of CSR: a theoretical exploration*

Antonio D'ALESSIO

*\*AI as the ethical compass: revolutionizing CSR in the age of intelligent industrial management*

Alexandru Silviu GOGA

*\*The development of sustainable tourism through glamping: in-depth analysis of a case study in the Puglia region*

Amelio STEFANO, Patrizia GAZZOLA, Enrica PAVIONE, Noemi TAGLIANI

*\*Behind the research: what articles on sustainability and organizational innovation reveal from 2019 to 2024*

Adela MUSTATEA

*\*Better world or better me? Paradoxes of sustainability in the sharing economy*

Monica BAHNA

*\*Sustainability and financial performance: ESG in Romania and the impact on investment attraction*

Simona ERMIS

*\*Exploring the correlation between transactive memory systems and organizational values in KIBS in Romania*

Ana Maria ANDREI

**ONLINE** Knowledge Management, Technological Innovation and Business Dynamics  
**11.00-13.00** Moderator: Valentin STOICA

**Webex**

*\*Finding an architecture of artificial neural networks for determining the hierarchy of the influence of macroeconomic indicators on GDP*

Constantin ILIE, Margareta ILIE

*\*AI as the ethical compass: revolutionizing CSR in the age of intelligent industrial management*

Alexandru Silviu GOGA

*\*A bibliometric analysis of the impact of strategic management of the intellectual capital on the organizational competitive advantage*

Laura OPREA

*\*VOSviewer analysis regarding communities of practice in intelligence domains*

Nicolae Alexandru BUDEANU

*\*Improving the performance of human resources management using the artificial intelligence*

Adile-Elena NEMOIANU, Ștefan POPA, Maria-Roxana ENE, Sandra-Daniela NEMOIANU



*\*Analyzing social media utilization in sustainability consulting: a comparative study of Facebook and LinkedIn engagement strategies*  
Miruna-Elena ILIESCU-VASILE

*\*Artificial intelligence in entrepreneurship. Trends and opportunities towards competitiveness*  
Daniela Mihaela NEAMȚU

*\*Blockchain technology in sustainability-oriented industrial transformation: textile industry context*  
Iuliia ILIASHENKO, Roberta PEZZETTI, Patrizia GAZZOLA

*\*The Relationship between Cloud Computing and Sustainability: Correlation between the Adoption of Digital Technologies and the Reduction of CO2 Emissions in Romania - sectorial perspectives*  
Adriana GRIGORESCU, Camelia SPERANTA PIRCIOG, Cristina LINCARU

*\*Knowledge transfer in public administration in Romania: current practices and the role of leadership*  
Bianca Roxana SĂLĂGEANU (ȘOLDAN)

*\*Current practices in museum digital communication: an assessment of museums on-line accessibility via websites and social media platforms in Poland and Romania*  
Magdalena SAWCZUK, Monica BÎRĂ

*\*The use of Tik-Tok and Instagram to create content and become an influencer later in life*  
Anca-Maria-Alexandra MANGRA