

Strategy in Challenging Times: Foresight and Decisions in Business and Economics

CONFERENCE AGENDA

Version: 19.10.2025

Day 1: October 23, 2025

Location: National Bank of Romania

Address: 8 Doamnei St., Sector 3, Bucharest, Romania

13:30 – 14:00	Registration
14:00 – 15:00	Private Tour of the Old Palace of the National Bank of Romania <i>With Previous Registration Only</i>
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 (SNSPA)
15:15 – 15:45	Cristian Nacu , Senior Country Officer Romania, International Finance Corporation, World Bank Group <i>Keynote Speech: Vision in the Storm: Building Resilient Futures</i>
15:45 – 16:15	Roxana Gureanu , Chief Financial Officer, Sparking Capital, member of the CEO Club, Envisia Board of Directors, Petroleum Club of Romania, Romanian Business Leaders, PWN Romania <i>Keynote Speech: Navigating Ethical Dilemmas in Times of Geopolitical Uncertainty: A Qualitative Boardroom Study from Romania's Oil and Gas Industry</i>
16:15 – 16:45	Lucian Anghel , Vice-CEO and Chief Economist, Libra Internet Bank; Professor at SNSPA <i>Keynote Speech: The Role of Variable Remuneration for Non-executive Directors</i>
16:45 – 17:00	<i>Break</i> Coffee & refreshments
17:00 – 17:30	Ancuța Vameșu , Founder of Civil Society Development Foundation (CSDF) <i>Keynote Speech: Social economy - strategies for resilience in socio-economic crisis – lessons from Romania's transition</i>
17:30 – 18:00	Re-an Müller , Associate Professor of Marketing Management and Deputy Director of the School of Management Sciences at North-West University (NWU), South Africa <i>Keynote Speech: Purposeful Fun Meets Strategy: Proactively Building Resilience from the Inside-Out</i>

18.00 – 19.00	Economic Development and Sustainable Financing: Roundtable Dialogue This roundtable brings together leading experts to explore the intersection between economic development and sustainable financing, highlighting innovative approaches to growth that balance financial stability with long-term sustainability. The discussion will address key challenges and opportunities for economies navigating the global green transition, as well as the role of policy, markets, and institutions in driving change. Speakers: • Lucian Anghel, Vice-CEO and Chief Economist, Libra Internet Bank, Professor at SNSPA • Ioana Maria Petrescu, President of Pur Și Simplu Verde, Former Minister of Finance of Romania, European Climate Pact Ambassador. Head of the Center for Leadership and Innovation, SNSPA • Ancuța Vameșu, Founder of Civil Society Development Foundation (CSDF), Member of the Consultative Board of AFIN – Finance for Doing Good • Arpad Todor, Full Professor, Coordinator of the Master in Environmental Studies and Sustainable Development, SNSPA • Roxana Gureanu, Chief Financial Officer, Sparking Capital, member of the CEO Club, Envisia Board of Directors, Petroleum Club of Romania, Romanian Business Leaders, PWN Romania Moderator: Florina Pinzaru, Professor and Dean of the Faculty of Management, SNSPA
19.00 – 19.10	Announcement of the Best Paper Award
19.10 – 20.00	Cocktail

Moderator: Andreea Mitan, Conference Manager, Associate Professor, SNSPA

Day 2: 24 October 2025

Location: National University of Political Studies and Public Administration

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

8.30 – 9.00 4 th floor	Registration & Welcome coffee
9.00 – 13.30 4 th floor	Parallel Sessions

9.00 – 11.00 Room P03, ground floor	AI Ready Conference @ SNSPA – Viitorul muncii în era inteligenței artificiale This event is organized under the project CNFIS-FDI-2025-F-0229 „AI Ready: Ecosistem educațional inteligent SNSPA pentru orientare, consiliere și angajabilitate în carierele viitorului pe piața muncii digitalizate (AI-ECO)”. This event is dedicated to students. The discussions will be held in Romanian language. Speakers: • Florina Pînzaru, Professor and Dean of the Faculty of Management, SNSPA • Sebastian Fitzek, Associate Professor, Faculty of Communication and Public Relations, SNSPA, & Quality of Life Research Institute, Vienna, Austria • Cătălin Vrabie, Associate Professor, Faculty of Public Administration, SNSPA, & Smart-Edu Hub • Luminița Movanu, Assistant Professor, Faculty of Public Administration, SNSPA • Alexandru Vulcan, Senior Support Engineering Manager, Developer Azure Services, Microsoft
12.00 – 13.30 Room 410 4th floor	SAS – BIZ Puterea antreprenoriatului studentesc în epoca AI (en. SAS – BIZ The power of student entrepreneurship in the AI era) This event is organized under the project CNFIS-FDI-2025-F-0270 „SAS Antreprenor cu competențe de business AI pentru societatea viitorului (SAS-BIZ)”. This event is dedicated to business people, IT experts, and students. The discussions will be held in Romanian language. Moderators: • Alexandra Zbucnea, Professor and Vice-dean of the Faculty of Management, SNSPA • Sergiu Octavian Stan, Associate Professor, Faculty of Management, SNSPA Speakers: • Radu Florin Tudorache, AI Code Assistant Ambassador, Deutsche Bank • Ana Maria Osadci, Tax Data Automation Analyst, AtkinsRealis • Traian Alexandru Dumitrescu, Consultant, former Country Manager, Dachser Romania
13.30 – 14.30 4th floor	Lunch

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.