

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

CONFERENCE AGENDA

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	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>
15:45 – 16:15	Cristian Nacu , Senior Country Officer Romania, International Finance Corporation, World Bank Group <i>Keynote Speech: Vision in the Storm: Building Resilient Futures</i>
16:15 – 16:45	Lucian Anghel , Deputy-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, Deputy-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 P03, ground 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 4 th floor	Lunch



Research presentations proudly supported by





9.00-11.45 ONLINE 2 Room 409	Track: Management and Leadership Track Chair: Mariana NICOLAE Co-track Chair & Technical Support: Pompei MITITEAN
9.00-10.30 [online presentations]	Redesigning managerial workflows with agentic AI/ AI agents: a study of organizational transformation in support operations <i>Simona Roman BUZEA</i> Performance appraisal on advancing human resources: the role of education, experience, and employee motivation <i>Arsim GJINOVCI, Dren GJINOVCI</i> Multidimensional models for the analysis of organizational and managerial practices <i>Anca Daniela ȘERBAN</i> The role of strategic management of green intellectual capital in strengthening the competitive advantage of the business process outsourcing service providers. A bibliometric analysis <i>Andreea-Laura OPREA, Elena-Mădălina VĂTĂMĂNESCU</i> Conceptualizing the distinctiveness of digital team coaching: organizational boundaries and practical implications <i>Rudolf NYARI</i> The relationship between board diversity and financial performance: analysis of BET–index companies <i>Pengchen-David HU, Carina CHIDIAC, Raluca Elena Nicoleta JILĂVEANU, Lucian ANGHEL</i> From compliance to performance: the evolution of research in corporate governance and sustainability <i>Pompei MITITEAN, Flavia ANGHEL, Lucian-Claudiu ANGHEL</i>
10.30-10.45	Break
10.45-11.45 [on site presentations]	Enterprise size and the provision of value creation indicators to suppliers and buyers: evidence from Slovak enterprises <i>Dana KUSNIROVA, Maria DURISOVA</i> From intuition to insight: risk management for SMEs <i>Dorin LAUR</i> Inconsistent management of financial instruments: the case of the research fund allocated to Romanian universities <i>Gabriel-Alexandru VÎIU</i>
11.45-12.00	Break



12.00-13.30 Room 410	Track: Major Organizational Transformations Track Chair: Florina Pinzaru
[on site presentations]	Beyond the buzzword: middle managers' influence on digital transformation in a digital native company <i>Daniela-Aida IONESCU</i> Empathic leadership in an algorithmic era: the need for human reconnection in predominantly digital natives teams <i>Alina Cristina MACARIE</i> Strategies for using Artificial Intelligence in the smart selection of human resources <i>Gaiass Alin YOUSSEF, Mădălina-Elena STRATONE, Nicoleta Luminița CĂRUȚAȘU</i> Artificial Intelligence and the transformation of customer relationship and brand portfolio management <i>Ioana-Alexandra MARIN</i> Leading with meaning: reimagining leadership for Gen Z through personal values grounded in spirituality <i>Cristina POPESCU (RÂMBU)</i> Sustainable management of public investments through projects aligned with the DNSH principle <i>Octavian Mihuț EPURE</i>
09.00-10.00 Room 410	Track: Redefining Business Norms by Circular Economy and Social Entrepreneurship Track Chair: Cristina BARNA
[on site presentations]	Prosumers at the crossroads of policy, practice, and public discourse: an exploratory analyzes of the Romanian context <i>Cristina BARNA, Alexandra ZBUCHEA, Simona STĂNESCU, Adina REBELEANU</i> Barriers to the use of collaborative consumption services: a Slovak consumer perspective <i>Eva MALICHOVA, Emese TOKARCIKOVA</i> Social enterprises in Covid-19 crisis: impact, resilience, and adaptation. Romania case <i>Cristina BARNA, Loredana IVAN, Alexandra ZBUCHEA</i> Entrepreneurial NGOs and rural social enterprises: insights from Camino de Santiago and Via Transilvanica <i>Ioana TATARCIUC</i>
10.00-10.15	Break



10.15-11.30 Room 410	Track: Sustainable Management Practices in Culture Track Chair: Alexandra ZBUCHEA
[on site presentations]	Cultural tribes, co-creation, and platform intermediation: rethinking digital cultural entrepreneurship in Romania <i>Adrian ȘOAITĂ</i> Sustaining culture in crisis: adaptive management and communication practices of museums amid COVID-19 <i>Alexandra ZBUCHEA, Monica BÎRĂ</i> Blockchain and copyright: is it a match? A bibliometric perspective <i>Ana-Maria OSADCI-BACIU</i> Algorithmic ideals vs. cultural realities: managing independent theatre in romania <i>Viorel COJANU</i>
11.30-12.00	Break

9.00-10.45 ONLINE 4	Track: Systemic Collaboration and Innovation Ecosystems for Sustainable Value Creation Track Chairs: Luana LA BARA, Andreia ANDREI Technical support: Valentin STOICA
[online presentations] <i>This track does not have a designated physical room.</i>	From disruptive innovation to digital competitiveness: unicorns as indicators of Europe's transformation <i>Andreea ADOMNITEI (ANDREI)</i> Small businesses, big roles: exploring the position of SMEs in innovation ecosystems through a systematic literature review <i>Gioia MAURIZI, Gloria FIORANI</i> Civic perceptions as drivers of systemic innovation: mapping quietness in Bucharest <i>Miruna-Elena ILIESCU-VASILE</i> Connecting innovation ecosystems and co-creation for sustainable development: a bibliometric exploration <i>Ribana Andreea CHIPER, Gioia MAURIZI, Chiara DI GERIO, Gloria FIORANI</i> Innovation ecosystems in Italy: hub-and-spoke governance, territorial leadership, and sustainable pathways beyond the NRRP <i>Luana LA BARA</i> National accounting and PPPs: systems thinking perspectives on fiscal sustainability and value creation <i>Luana LA BARA, Giovanna OTTAVIANI</i> Rome Technopole: operationalizing stakeholder engagement and managing public (dis)value in a territorial innovation ecosystem <i>Luana LA BARA, Gloria FIORANI</i>



10.00-11.45 Room 419	Track: Marketing and Consumer Behavior Track Chairs: Tudor EDU, Rareș MOCANU
[on site presentations]	The impact of social media in the fashion industry. Case study on women's fashion businesses in Romania <i>Adina SĂNIUȚĂ, Valentin STOICA, Radu RUGIUBEI, Alexandra GRIGORESCU</i> Personality-driven e-commerce: how consumer personality traits shape online shopping motivations and purchase intentions <i>Re-an MÜLLER, Nadia GOUWS</i> The role of green perceived value in mediating environmental consciousness and willingness to purchase alternative meat <i>Siphiwe DLAMINI, Tina GIANNOPOULOS, Shir MEIRY</i> Customer interaction in restaurants and cafés: classical vs. digital methods in Italy and Romania <i>Valentin STOICA, Adina SĂNIUȚĂ, Radu RUGIUBEI, Pengchen-David HU</i> Hidden risks of generative AI in business outcomes and marketing research <i>Rareș MOCANU, Andreea MITAN</i>
11.45-12.00	Break

12.00-13.30 Room 419	Track: AI and Consumer Behavior: Understanding Marketing Dynamics Track Chair: Gandolfo DOMINICI
[on site presentations]	Neuroticism, thought control strategies, and Artificial Intelligence anxiety: challenges for team management in the digital era <i>Dan Florin STĂNESCU, Marius Constantin ROMAȘCANU</i> Emerging trends on AI products: bibliometric insights from business and human-computer interaction <i>Ioan-Loreni JERDEA</i> The intersection of professional social networks, AI, and managerial competitiveness in pre-university education: a bibliometric and systematic review <i>Petrică-Dumitru BECHEȘ</i> Exploring the intersection of project management, education, and organizational performance: a bibliometric approach <i>Remus-Bogdan BESNEA</i> Computing power in the AI era: evaluating the profitability of GPU rental vs. traditional mining – Romania case study <i>Marian Cătălin VOICA, Mirela PANAIT, Adriana GRIGORESCU, Ștefan Virgil IACOB</i>



9.00-10.00 Room 420	Track: Economics, Finance and Banking Track Chairs: Lucian ANGHEL, Laurențiu TREAPĂȚ, Cristian PĂUN
[on site presentations]	The conscious closet: when ethical supply chains shape what (and how) we buy <i>Ahmad Siar NAZERI, Agnieszka KABALSKA, Mohammed SALEM, Ralf WAGNER</i> Government as an innovation catalyst: the role of grants and prizes in emerging space ecosystems <i>Ioana PETRESCU</i> Comparing financial audit market dynamics in the European Union. Romania-case study <i>Anda GHEORGHIU</i> The integration of due diligence requirements. A vendor risk management solutions outlook <i>Elena SILVAȘ (CONSTANTIN)</i>
10.00-10.15	Break

10.15-11.15 Room 420	Track: Business Ethics and CSR Track Chairs: Patrizia Gazzola, Andreia ANDREI
[on site presentations]	Carbon footprint awareness and sustainable food choices: an empirical analysis of willingness to pay among Italian consumers <i>Patrizia GAZZOLA, Vincenza VOTA, Daniele GRECHI</i> Communication strategies and various approaches to counter CSR disinformation/ greenwashing <i>Sebastian-Claudiu NISTOR</i> The impact of transparency on NGO funding of anti-poverty initiatives in Italy <i>Stefano AMELIO, Patrizia GAZZOLA, Yasser ELIWA, Vicky LAMBERT</i> The role of sustainability-oriented capabilities in strategy renewal process. A multiple case studies in the Italian fine food industry <i>Patrizia GAZZOLA, Carmine GARZIA, Francesco Maria GENTILE</i> Counterfeit textiles and consumer social responsibility: the situation in Ghana <i>Pamela OFORI, Patrizia GAZZOLA, Alex KUSI</i>
11.15-11.30	Break

9.00-10.00 Room 427	Track: Entrepreneurship and Family Business Track Chair: Ovidiu BORDEAN
[on site presentations]	Performance management: virtual teams vs. traditional teams in multinational companies <i>Mădălina-Elena STRATONE, Mete SIPAHIOGLU, Mihaela Valentina MINCĂ</i> <i>Between continuity and autonomy: intergenerational succession in Chinese family businesses in Romania</i> <i>Ovidiu BORDEAN, Kai CHEN</i> New challenges and risks for the Romanian young entrepreneurs in turbulent times <i>Sergiu Octavian STAN</i>
10.00-10.15	Break



11.30-13.30 Room 420	Track: ONLINE 1 Track Chairs: Patrizia GAZZOLA, Mauro ROMANELLI Technical support: Valentin STOICA
[online presentations]	Business ethics and gender diversity: rethinking equal opportunity in multinational organizations <i>Anamaria BUZATU</i> From adversity at work to flourishing: human resource managers' approaches and actions for supporting employee resilience <i>Živilė STANKEVIČIŪTĖ, Eglė STANIŠKIENĖ, Asta DAUNORIENĖ, Joana RAMANAUSKAITĖ</i> Integrating Lean Six Sigma and environmental sustainability: a composite metrics framework for smart manufacturing <i>Nicoleta-Mihaela CASANEANU (DASCALU), Laura-Crina MIRAUTE(COCA), Elena-Lidia ALEXA, Marius PISLARU</i> Less is more (and better)? Rethinking ESG performance assessment through data minimalism <i>Simone COPES, Alessandro PANNO</i> The potential of synthetic fuels: broader considerations and market sustainability <i>Stephan FILSER, Andreia Gabriela ANDREI</i> Sex education as a strategic challenge: lessons for institutional leadership and moral crisis management <i>Alexandru DINU</i> Creating sustainable e-commerce platforms <i>Ana-Maria IONESCU, Mauro ROMANELLI</i> Developing digital skills among European adults: trends and challenges for human capital management strategies <i>Diana-Maria CISMARU, Cristina LEOVARIDIS, Gabriela POPESCU</i> Intergenerational communication strategies: media usage among seniors and implications for human resource management <i>Anca-Maria-Alexandra MANGRA</i> Advancing Towards Smart Workplaces <i>Mauro ROMANELLI</i>



10.15-11.15 Room 427	Track: Knowledge Management Track Chair: Constantin BRATIANU
[on site presentations]	The intersection points between knowledge management, Artificial Intelligence, and customer engagement – a bibliometric analysis <i>Andreea Bianca CAMARA</i> Knowledge management and the risks of excessive transparency <i>Vlad Mihai URSACHE</i> Talent management in Europe's ICT sector: a data-driven perspective <i>Diana-Cristina LUNGU, Adriana GRIGORESCU, Marian Cătălin VOICA</i> Design a model for Artificial Knowledge generation within knowledge management systems <i>Constantin BRATIANU</i>
11.15-11.30	Break
11.30-13.30 Room 427	Track: ONLINE 3 Track Chair: Constantin BRATIANU, Ovidiu BORDEAN Technical Support: Pompei MITITEAN
[online presentations]	Dispersed knowledge in organizations: implications and effects on the management of internationalization decision making and organizational performance <i>Laura-Ștefania BOGDAN</i> Navigating norms and institutions: how Moroccan women leverage networks and skills in entrepreneurship <i>Ali BEZZAA, Ghiffi NOUFEL, Mostapha ELIDRISSI</i> The productive women's contribution to promoting local economic development in southern Algeria <i>Imane BEBBA</i> Academic entrepreneurship roadmap (ACENTROAD) project in Romania and Europe <i>Sofronia BOUARIU, Anca Mihaela MOCANU, Gabriela CIOBANU</i> From alignment to integration: how CMO relationships with top management shape organizational performance <i>Mihai STANCIU</i> The impact of Artificial Intelligence in finance <i>Arbina HAKUSH</i> Risk management from a behavioral finance perspective <i>Gülçin ADIYAMAN</i>

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