

"OVIDIUS" UNIVERSITY OF CONSTANȚA



THE FACULTY OF ECONOMIC SCIENCES presents

THE INTERNATIONAL CONFERENCE "GLOBAL ECONOMY UNDER CRISIS"

- 12th Edition -

in collaboration with



ASSOCIATION OF ECONOMIC FACULTIES
FROM ROMANIA







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CONFERENCE PROGRAM

Conference Venue: "Ovidius" University of Constanța, 1 University Alley, Campus (A Building), Constanta, Romania

Wednesday - December, 13th 2023

12:00-12:15	Participants' registration	Senate Room, Campus (A Building), 1st floor
12:15-12:30	Official Opening Session Welcoming Speech Elena Cerasela SPĂTARIU, PhD., Dean, Faculty of Economic Sciences, "Ovidius" University of Constanta Diane Paula Corina VANCEA, PhD., President of the Senate, "Ovidius" University of Constanta Elena CONDREA, PhD. Vice-Rector, "Ovidius" University of Constanta	Senate Room, Campus (A Building), 1 st floor Webex Meetings link: https://ovidius.webex.com/meet/stecon
12:30 –13:00	Plenary Session – Paper presentations Transformation of Universities to Respond to Ethical, Sustainability and Globalization Trend Mirela Clementina PANAIT, PhD. Petroleum-Gas University of Ploiești, Romania Romanian Academy, Institute of National Economy Alina BREZOI, PhD. Petroleum-Gas University of Ploiești, Romania Eglantina HYSA, PhD. Epoka University, Tirana, Albania Organizational Performance and Corporate Governance form the Inside Out Lăcrămioara MANSOUR (STOIAN), PhD. Student The Bucharest University of Economic Studies, "Ovidius" University of Constanta, Romania Elena Cerasela SPĂTARIU, PhD. Gabriela GHEORGHIU, PhD. "Ovidius" University of Constanta, Romania	Senate Room, Campus (A Building), 1st floor Webex Meetings link: https://ovidius.webex.com/meet/stecon



13:00-14:00	WORKSHOP dedicated to the exchange of good practices regarding the use of modern learning tools aimed at improving the quality of teaching activities (activity organized in the framework of CNFIS-FDI-2023-F-0165 PROJECT) Moderator: Gabriela GHEORGHIU, PhD. Project Manager, "Ovidius" University of Constanta Guest speaker: Mirela Clementina PANAIT, PhD. Vice-Dean Faculty of Economic Sciences Petroleum-Gas University of Ploiești	Senate Room, Campus (A Building), 1st floor Webex Meetings link: https://ovidius.webex.com/meet/stecon
14:30-17:30	Lunch Break	B'Arca Restaurant Tabacariei Lake, Constanta
17:30-19:30	Paper presentations Section 1 International Affairs Section 2 Regional Development, Integration and Globalization Section 3 Economic and Social Studies Section 4 Marketing-Management Section 5 Finance – Accounting	Senate Room, Campus (A Building), 1st floor



Thursday - December, 14th 2023

	Virtual paper presentations – Parallel Sessions	
	Section 1. International Affairs Section 2. Regional Development, Integ	ration and Globalization Webex Meetings link: https://ovidius.webex.com/meet/stecon
15:00-18:00	Section 3. Economic and Social Studies	Webex Meetings link: https://ovidius.webex.com/meet/marian.ionel
	Section 4. Marketing – Management	Webex Meetings link: https://ovidius.webex.com/meet/norina.popovici
	Section 5. Finance – Accounting	Webex Meetings link: https://ovidius.webex.com/meet/traian.nicolae
18:00-19:30	WORKSHOP dedicated to the exchange of good practices regarding the tools to promote compliance with academic deontology and ethics (activity organized in the framework of CNFIS-FDI-2023-F-0165 PROJECT) Moderator: Gabriela GHEORGHIU, PhD. Project Manager, "Ovidius" University of Constanta	Senate Room, Campus (A Building), 1st floor Webex Meetings link: https://ovidius.webex.com/meet/stecon
19:30	Closing Conference Session Conclusions. Official Closing Session	Senate Room, Campus (A Building), 1st floor



Section 1. International Affairs Section 2. Regional Development, Integration and Globalization

Session Chair:
Gabriela GHEORGHIU, PhD.
Ionela MUNTEANU, PhD.
Elena Cerasela SPĂTARIU, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

Webex Meetings link: https://ovidius.webex.com/meet/marian.ionel
Available on December, 14th starting at 3 PM

Anis BENABED	Multinational Companies as a Business Internationalization Driving Strategy: Implications for Competitive Advantages and Business Values
Anis BENABED	Oil and Gas Production, Exports and Imports as Critical Business Internationalization Operations for Companies in Globalization: An Analytical Approach
Florica BRAŞOVEANU	Advancing Sustainable Development: The Role of European Environmental Law in Regional Integration and Globalization
Florica BRAŞOVEANU	Transparency and Public Participation in EU Environmental Decision-making: Strengthening Global Governance and Regional Cooperation
Irina-Ștefana CIBOTARIU	Methods of Measuring and Analyzing Inflation and its Effect on Economic Growth
Irina-Ștefana CIBOTARIU	Internal Control Tools to Strengthen the Fight Against Fraud in the European Union
Claudia Ramona CIOCNITU (STOICONI)	Strategies for Implementing Sustainability in Entrepreneurial Businesses
Elena CONDREA Ştefania-Rodica HUBEL (ANGHEL) Mari-Isabella STAN	Local Development through Collaborative Action: A Study on the Central Dobrogea Local Action Group (GAL-DC) and its Project-Based Associative Framework
Adriana Ioana FILIP (CROITORU)	The Romanian Government's Digital Transformation in Relation to the E-Government Concept
Iulia Oana FLOREA Kamer-Ainur AIVAZ	The Hidden Mechanisms and Impact of International Economic Criminality: A Bibliometric Perspective



Fazel Ebrihiam FREEKS Dikeledi Jacobeth WARLIMONT Pius-Shaun WARLIMONT	Economic Challenges on Motherhood and Womanhood and the Issue of Gender-Based Violence (GBV) in the South African Society
Gideon Simon GHAJIGA Dikeledi Jacobeth WARLIMONT Lavinia Eugenia NADRAG	Enhancing Governance and Public Administration Reform in BRICS Countries: Challenges and Opportunities
Cătălin GRĂDINARU Sorin-George TOMA Andra MODREANU	Innovation at the Global Level: An analysis of the Global Innovation Index in the Period 2021-2023
Răzvan IONESCU Mirela PANAIT	Assessing the Impact of the 2022 Drought on the Romanian Energy Sector
Deogratius KIMOLO Nicholaus ODHIAMBO Sheilla NYASHA	Inflation Dynamics in Post-Independence Rwanda
Irina Teodora MANOLESCU Mihai TALMACIU Mioara MIHĂILĂ	Integrating Ecotourism into Regional Development: A Study on Natura 2000 Sites in the North-East Region of Romania
Bogdan MUNTEANU	Immediate Geopolitical and Economic Considerations on the Israel-Hamas Conflict in the First Two Weeks since 7 October 2023
Maria ORHEAN-VRÂNCEANU Ancuța LUCACI Carmen Eugenia NĂSTASE	Eco-Innovation -Pioneer of the Green Economy in the Development of the Entrepreneurial Environment. Study Case: Eco-Innovation Performance across Post-Socialist Countries in Europe
Mirela PANAIT Alina BREZOI Irina RĂDULESCU Aurelia PĂTRASCU	Higher Education Institutions - Promotors of Sustainable Development and Globalization
Cristina – Iuliana PETROVAN (MARANDA)	Enhancing International Public-Private Partnerships by Entering New Markets like Asia and Africa
Anca Cristina STANCIU Ștefania-Rodica HUBEL (ANGHEL) Mari-Isabella STAN	A Demographic Exploration of Associative Entities in the Local Action Group



Anca-Cristina STANCIU	ISO 37001-a Global Antibribery Standard
Laurențiu-Mihai TĂNASE Maxim CETULEAN Norina POPOVICI	The Impact of Tax Avoidance in the European Union
Sorin-George TOMA	The Evolution of the World Motor Vehicle Production in the Period 2018-2022



Section 3. Economic and Social Studies

Session Chair:
Marian IONEL, PhD.
Sorinel COSMA, PhD.
Corina Aurora BARBU, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

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Camelia BEJAN	Action Nominalizations in Business English: A Corpus Study
Marius Dan BENȚA Claudiu Liviu MANEA Costin Daniel AVRAM	The Romanian Business Environment and the Effects of Globalization
Alina BUZARNA-TIHENEA (GALBEAZA)	Developing Speaking Skills through Debates. Case Study Proposal in Business English
Alina BUZARNA-TIHENEA (GALBEAZA)	Debate Techniques in Business English
Maxim CETULEAN Laurențiu-Mihai TĂNASE Norina POPOVICI	The Social Impact of Digital Transformation at the European Level
Sorinel COSMA	Landmarks in A. C. Cuza Economic Thinking
Sorinel COSMA	Ion Ionescu de la Brad's Economic and Social Thinking
Doru Claudiu DAMEAN Diana JOIȚA	Energy Efficiency Financing, an Opportunity to Reduce Energy Poverty in the South-East Region of Romania
Mihaiela Eugenia DAVID	The Use of EI (Emotional Intelligence) in Crisis Management: The Relevance of Keynes's Thinking for the Post-Capitalist Society
Ioana Raluca DIACONU Bogdan Andrei TILIUȚĂ	The Impact of the Russian-Ukrainian Conflict on Romania's Economy
Liliana GHERGHINA	Analysis of the Employed Population Evolution and of the Gross Domestic Product in Services, in the Western Region of Romania



Ioana GUTU Romeo ASIMINEI	Reaching Destinations Through Virtual Tourism— The Case of Romania
Constantin ILIE Margareta ILIE	An Introduction to Process Modelling and Simulation Using Plant Simulation
Margareta ILIE Constantin ILIE	A Brief Analysis of the Reasons Why Female Students Don't Start A Business
Marian IONEL	Sustainable Tourism and the Role of Protected Areas in its Development
Marian IONEL	Tourism Industry - a Main Component of the Service Sector
Florina LEȚA (MIHAI)	The Connection between Business Ethics and the Organizational Culture
Daniel LIPARĂ	The Attractiveness of Romanian Market
Georgiana Maria LUNGU Costin Daniel AVRAM Luminița POPESCU	New Challenges of Financial Communication in the Context of Sustainability Standards
Paul Stefan MARKOVITS	Digital Transformation of Agriculture in Romania: A Change Management Perspective
Daniela-Melania MIHAI Smaranda-Nicoleta-Cristina TOMA	The World Electricity Production and the Current Global Energy Crisis in Brief
Andreea MIRICA Adina NEAMTU Irina-Elena STOICA	Pupils Left Behind? An Analysis on the Data from National Evaluation Exams in Romania 2023
Alunica MORARIU	Civil Service Reform – Expectations Related to the Implementation of the NRRP
Alunica MORARIU	Phasing of the Contest for the Occupation of Public Office, a Solution to Increasing Competition and Transparency in the Process of Recruiting Candidates
Aurora MURGEA	The Dark Side of Digitalization: Wealthier but Unhappier



Aurora MURGEA	Digitalisation and Happiness in the European Union
Lucica SINTEA (ANGHEL)	Security and Risk Perception in Public Institutions
Stere STAMULE Marian OANCEA	The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Crucea Commune, Constanta, Romania Systems in order to Enable the Decarbonization in Romania
Stere STAMULE Marian OANCEA	The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Tulcea Municipality, Romania Systems in order to Enable the Decarbonization in Romania
Adriana ŞTEFAN MATEI	E-Learning Impact Investigation and the Authorities of the Local Public Administration in the Tourism Sector
Irina-Elena STOICA	Effective Promotion and Communication in Modern Censuses: A Study about 2021 Romania's Census
Andreea-Maria TANASĂ Simona-Vasilica OPREA Adela BÂRA	Web Scraping and Review Analytics. Extracting Insights from Commercial Data
Adina ŢIŢEI	Social Protection Expenditure - Comparisons and Discussions for the EU Countries
Adina ȚIȚEI	Education as a Key Element of Development Potential
Amalia Teodora VANCEA Diane Paula VANCEA	Longevity Costs. The Economic Impact of Increasing Life Expectancy Worldwide



Section 4. Marketing – Management

Session Chair:
Norina POPOVICI, PhD.
Alexandra POPA, PhD.
Elena CONDREA, PhD.
Faculty of Economic Sciences,
"Ovidius" University of Constanta

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Solomia ANDREŞ	Analysis of Management Challenges and Strategies in Human Resources at the Level of a Company with a Tradition in Resita
Ionut ANTOHI	Customer Relationship Management and E-Commerce - The Case of Romania
Ionut ANTOHI Silvia GHIȚA-MITRESCU	The Specific Socio-Economical Environment and NEET's Entrepreneurial Intention
Corina-Aurora BARBU Alexandra POPA Roxana-Marcela ZAHARIA	The Use of Digital Technologies in Tourism Management
Nicolae Alexandru BUDEANU	Implementation of Knowledge Management in Intelligence Agencies: a VOSviewer Bibliometric Analysis
Raluca-Giorgiana CHIVU (POPA) Ionuț-Claudiu POPA	Unveiling the Power of Social Media: Innovative Strategies and SOCMINT Insights in Modern Marketing
Georgiana Elena CONSTANTIN Anca Ioana BLAGA	The Impact of Online Advertising on the Purchase Decision
Ioana Raluca DIACONU Bogdan Andrei TILIUȚA	The management of Organizational Culture Change in Financial-Banking Institutions in Iaşi County - Case Study
Gabriel DINU Loredana DINU	The Influence of Social Groups on the Voting Behavior of the Resita Voter
Loredana DINU Gabriel DINU Jeanina-Biliana CIUREA	Analysis of Consumers' Perception in Connection with the Quality of Services Offered by Casa Ecologica Guesthouse
Adriana Ioana FILIP (CROITORU) Malina DARJA	The Impact of Social Networks on Buying Decisions



Liliana GHERGHINA	The Identification of the Preference, Motivation, Attitude and Satisfaction of Consumers towards Resorts from the Semenic Tourist Area
Erika-Ligia HELER	Employees' Perception of Corporate Sustainable Development: A Bibliometric Examination
Ion Dănuț JUGĂNARU	The Urgent Need for Concerns Regarding the Development, Adoption and Implementation of a Strategy for the Development and Promotion of Sustainable Tourism in the Coastal Area of Romania at the Black Sea
Ion Dănuț JUGĂNARU Narcisa Georgiana MOȘOIU	Evolution Trends of the Average Length of Stay in Tourist Destinations on the Romanian Coast of the Black Sea
Mariana JUGĂNARU Amina FERAT Felicia RUSU	Examining the Purchasing Behaviour of Specific Medical Services within a Private Physiotherapy Clinic
Mariana JUGĂNARU Felicia RUSU	Study on the Impact of the Market Situation on the Economic Results of a Company Specialized in the Sale of Jewelry
Komalpreet KAUR Elena ZHAO Vanina Adoriana TRIFAN	A Story of Vision and Leadership: Unveiling the Samsung Electronics Brand's Path to Success
Angela-Eliza MICU Alexandra DOGARESCU	Study on Recruiters Opinion Towards AI-Tools to Facilitate the Hiring Process within a Company.
Daniela-Melania MIHAI Smaranda-Nicoleta-Cristina TOMA	Tourist Demand for Romania over the Last Three Decades
Mirela Felicia PETRIC Cristina Ionela TOADERE Claudiu FEIER	The Impact of Organisational Communication Quality on Employee Satisfaction
Alexandra POPA Corina-Aurora BARBU Roxana-Marcela ZAHARIA	Human Resources Management in Tourism Industry
Alina PUȚAN Mălina DARJA	Entrepreneurship Issues in post Covid Period. Case of Romanian SME's



Cristina Teodora ROMAN Cristina Ionela BULAT	Quality in Higher Education: a Comparison Between Legal and Academic Approach
Adrian ŞERBAN-COMANESCU	Google Ads, Meta, TikTok, Which is the Best Way of Paid Promotion?
Mihaela Rodica ŞOMLEA	The Role of Communication in Managing Resistance to Change
Dimitrie STOICA Angela-Eliza MICU Maricica STOICA	Study on Consumers' Opinion Towards Doggie-to-go-bags in the Context of Food Waste Management
Cristina Ionela TOADERE Maria METZ Claudiu FEIER	The impact of Management Practices on Organizational Effectiveness in a Transport Company
Cristian Marius TOMA Irina Teodora MANOLESCU Vasilica TOMA	Exploring Perceptions and Practices in Organizing University Scientific Research
Otilia-Maria TRAȘCA	Workaholism: A Modern Epidemic in Professional Environments
Valentina Irena TUDORAN (NICULITA) Elena CONDREA	Implementation of the Leadership Principle in the Context of an Integrated Management System



Section 5. Finance – Accounting

Session Chair:
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Cristina Elena GEORGESCU, PhD.
Oana OPRIŞAN, PhD.
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Andreea-Simina ARDELEAN Ionuţ-Constantin CUCEU Viorela-Ligia VĂIDEAN	Poverty as a Determinant of Corruption - a Parametric Approach
Nicoleta ASALOŞ Ionel BOSTAN	Updating and Developing the Normative Framework for Strengthening the Internal Public Audit Function in State Institutions and Companies
Galina BADICU Victor COJOCARU Dorinela NANCU	Aspects of Accounting Cost for Development of Customized Software Products
Alexandrina BRÎNZĂ Viorica IOAN Ioana LĂZĂRESCU	Critical Analysis of the Sharpe Ratio: Assessing Performance and Risk in Financial Portfolio Management
Georgiana BURLACU Ioan-Bogdan ROBU	The Effect of Earnings Management on the Value Relevance of Accounting Information. The Case of Romanian Listed Companies
Mihaela – Lavinia CIOBĂNICĂ	Methodology for Implementing the Investment Decision in the Certain Economic Environment
Corina Georgiana CIOROIU Alina Elena IONAȘCU Andreea Larisa OLTEANU (BURCĂ)	Fiscal Policies to Diminish the Deficit in Romania
Ana Carolina COJOCARU Nicolai JIERI Nicoleta ASALOŞ	Current Research Trends in IFRS 15 Revenue from Contracts with Customers: a Comprehensive Review
Victor COJOCARU Galina BADICU Dorinela NANCU	Aspects Regarding Cost Accounting for Custom Software Development Contracts



Narcis-Alexandru CORMAN	The Effects of Budget Constraints in the Ministry of Internal Affairs in Romania
Carina-Bianca DARANUȚA	Financing NATO Investment Programs in Romania
Cezar Cătălin ENE	Econometric Insights into Non-Governmental Credit Fluctuations: A Case Study of Romania
Maria Simona ENE	Assessing Economic Inequality Through the Lorenz Curve in Central and Eastern European Countries
Silvia GHIŢĂ-MITRESCU	Cashless Payments' Impact on the Profitability of the Romanian Banking System
Lilea GRIGOROI Cristina Mihaela LAZĂR Svetlana MIHAILA	Relevance Versus Irrelevance of Scientific Research Skills to the Practice of the Accounting Profession
Iulia Cristina IUGA Ionela Cornelia CIOCA Teodor HADA	Insolvency of Companies in Romania
Cristina Mihaela LAZĂR Ionel BOSTAN	Emphasizing the Coercive Side of the Anti-Tax Evasion Rules
Liliana LAZARI Roman VIERU	Accounting Treatment of Tax on Income according to NAS and IFRS
Aurel-Constantin LUPU Oana Raluca IVAN	Bibliometric Analysis of the Literature on Reporting Non- Financial Information in Emerging Economy Countries
Aurel-Constantin LUPU Oana Raluca IVAN	Non-Financial Reporting Frameworks in Emerging Economies
Lăcrămioara MANSOUR (STOIAN) Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	Organizational Performance and Corporate Governance form the Inside Out
Lăcrămioara MANSOUR (STOIAN) Elena Cerasela SPĂTARIU Gabriela GHEORGHIU	Organizational Culture, Corporate Governance and Accounting Outcomes



Andreea MOCANU Maria GROSU Ioan-Bogdan ROBU	The Impact of IFRS on Audit Quality in Romania
Ionela MUNTEANU	A Literature Review of Institutional Performance and Circular Economy
Ionela MUNTEANU	Risks and Challenges for Sustainable Reporting
Irena MUNTEANU	The Banking System in Romania in the Current Period
Irena MUNTEANU	The ECB, The Fed and the Challenge of Inflation
Traian Cristin NICOLAE	Reflections on Methods of Digital Processing of Very Large Amounts of Accounting Information
Traian Cristin NICOLAE	Considerations Regarding Applications of Financial Instruments in Accounting Systems
Andreea Larisa OLTEANU (BURCĂ) Alina Elena IONAȘCU	The Importance of ESG in Real Estate Investments
Oana OPRIŞAN Maria SERBANESCU (DUMITRACHE)	Weaknesses and Strengths in the Evolution of the Romanian Tax System
Oana OPRIŞAN Maria SERBANESCU (DUMITRACHE)	Assessing the Impact of European Funds Absorption in Romania in the Context of Financial Stability
Anișoara – Elena PAVELESCU (BELBE)	Contributions to the Improvement of the Process of Internal Audit at Public Educational Entities by Using Chatbots
Mitică PEPI	Effect of Annual Financial Results on the Stock Price
Alina PUŢAN	Impact of Non-Financial Reporting on Stakeholder Decisions
Mircea-Iosif RUS	The Importance of Financial Profitability in the Activity of a Company
Mircea-Iosif RUS	Tax Risk in the Activity of a Company



Andrei Cristian SPULBĂR	Exploring the Dynamics of Digital Assets through Vector Autoregressive Modeling (VAR): Implications for Fintech and Financial Systems
Mariana ZAMFIR	Analysis of Investment Projects by Discounting Methods