

BASIQ 2025

International Conference on
New Trends in Sustainable Business and Consumption

26 – 28 June, Oradea, Romania

Conference institutional partners:



University of Oradea
Faculty of Economic
Sciences



University of Debrecen
Faculty of Economics and
Business



Bucharest University of
Economic Studies
Faculty of Business and
Tourism



Amfiteatru Economic
Journal



Association for Innovation
and Quality in Sustainable
Business

Overview of the Conference Agenda

EEST Time

Thursday, 26th of June

Attending participants

Conference venue: *University of Oradea Campus. Oradea, 1, University Str.*
University Library Building.

15:00 – 16:00 Participants' Registration

Plenary Session

The festive hall of the University of Oradea Library

16:00 – 16:45 **Opening Ceremony**

16:45 – 18:00 **Keynotes**

18:00 – 19:00 **Welcome Get-Together**

Friday, 27th of June

Attending participants

Oral (OR) and online (OL) presentation sessions

Conference venue: *University of Oradea Campus. Oradea, 1, University Str.*
Faculty of Economic Sciences, **Building F**

Parallel Sessions	Room E008	Room E009	Room E010
9:30 – 11:00	OR 1	OR 2	OL 1
11:00 – 11:30		Coffee Break	
11:30 – 13:00	OR 3	OR 4	OL 2
13:00 – 14:30		Lunch	
14:30 – 16:30	Poster Presentations and debates		OL3

Conference Dinner

Restaurant Allegria,

19:00 *Oradea, 33 Republicii Ave. (see invitation received at registration)*

Online participants

Online presentation sessions

Parallel Sessions

*Time and link addresses to Zoom online conference rooms are provided on the conference webpage. Attending participants can take part in online presentations at **Room E010***

Saturday, 28th of June

Attending participants

9:30 – 18:00 **Social Event: One-day trip by coach to Bihor County.**
Meeting in front of Continental Forum Hotel Oradea. Departure is around 9:30.
Please request information at the registration desk. Cost: 250 RON/person

Thursday
26th of June

Attending participants

EEST Time

Venue: University of Oradea Campus. Oradea, 1, University Str. University Library Building

15:00 - 16:00 **Participants registration**

The festive hall of the University of Oradea Library

16:00 - 18:00 **Opening Ceremony and Plenary Session:**

Welcome speeches

Anca Otilia Dodescu, Vice-Rector of the University of Oradea

Emilian Pavel, Subprefect of Bihor County

László Erdey, Vice-Dean of the Faculty of Economics and Business, University of Debrecen, Head of the Institute of World Economy and International Relations

Robert Bumbac, Vice-Dean of the Faculty of Business and Tourism, Bucharest University of Economic Studies

Diana Sabău-Popa, Dean of the Faculty of Economic Sciences, University of Oradea

Keynotes

Gemma Delicado Puerto and Anca Otilia Dodescu

EU Green Alliance: A Broad Perspective on Sustainability in Higher Education

Vera Amicarelli

Circular economy and how important it is to measure it

Alexandru Jurconi

Corporate Diplomacy & Smart Regulation: Enabling Sustainable Business and Consumption

18:00 - 19:00 **Welcome Get-Together**

Venue: University of Oradea Campus. Oradea, 1, University Str.
Faculty of Economic Sciences, **Building F.**

9:30 – 11:00

Oral presentations sessions: OR 1 – OR 2

9:30 – 11:00

Oral presentations session OR 1

Room E008

*Digital transformation and emerging
new technologies challenges*

Chairs: Olimpia Ban and Daniel Zgură

Emerging Trends Regarding the Digitalization of Public Administration in the Context of Business and Sustainable Consumption: Bibliometric and Empirical Study

[Sorin Burlacu](#), [Eduard-Laurențiu Ion](#), [Gheorghe Păcurar](#), [Oana Camelia Iacob \(Păgaru\)](#)

A Bibliometric Analysis: A Comparative Perspective on the Digitalization of Decision-Making Processes

[Vanessa-Luisa Sidor](#), [Lavinia-Denisia Cuc](#), [Dana Rad](#), [Mioara-Florina Pantea](#)

Problems and Solutions: Cybersecurity a Key Point in the Digitalization Stage for the Romanian Public Sector

[Mircea-Alexandru Lungu](#)

AI Meets Academics: Ethical Dilemmas and Insights on ChatGPT from Higher Education

[Komalpreet Kaur](#), [Vanina Adoriana Trifan](#), [Robert Bumbac](#)

9:30 – 11:00

Oral presentations session OR 2

Room E009

*Sustainable value creation for
businesses and consumers through
innovation, new business models and
new forms of market interaction*

Chairs: Laurențiu Droj and Raluca Grosu

Organisational Context Analysis Integration with Stakeholder Requirements and Risk-based Planning for Improvement of Energy Management System Effectiveness

[Bastian L. Kurth](#), [Marieta Olaru](#), [Doru Alexandru Pleșea](#)

Integrating Battery Recycling into the Circular Economy: A Sustainable Business Model for Li-Ion Battery Waste in Romania

[Florina-Iulia Maican](#), [Ionel Bran](#), [Irina Albăstroiu-Năstase](#)

Green Hospitality 2030: Enhancing Guest Experience through Sustainable Innovation and the European Green Deal

[Ionel Bran](#), [Dragoș Bujor](#), [Adelina Elena Bran](#)

From Transparency to Maturity. An Exploratory Exercise to Assess Supply Value Chain ESG Reporting in the Light of ESRS Requirements

[Victoria Bogdan](#), [Dana Simona Gherai](#), [Luminița Rus](#), [Dorina Nicoleta Popa](#)

11:00 – 11:30

Coffee break

11:30 – 13:00

Oral presentations sessions: OR 3 – OR 4

11:30 – 13:00

Oral presentations session OR 3

Room E008

*Digital transformation and emerging
new technologies challenges*

Chairs: Elena Botezat and Irina Maiorescu

Structural and Perceptual Constraints in AI Adoption: Financial and Human Capital Challenges Facing Small Businesses in the Era of Industry 4.0

[Adrian Gheorghe Florea](#), [Diana Claudia Perțicaș](#), [Hillary Juma Wafula](#),
[Claudia Diana Sabău-Popa](#)

Towards Understanding the Crossroad between Sustainability and Open Innovation: A Systematic Bibliometric Analysis

[Pompei Mititean](#), [Dumitru-Petrică Becheș](#)

Virtual and Augmented Reality: Analysis of Business Implementation in Retail

[Helmut Dragomir](#), [Corina Pelău](#)

The Impact of Artificial Intelligence on Consumer Behavior in e-Commerce

[Kamran Allahverdiyev](#), [Irina Albăstroiu Năstase](#)

11:30 – 13:00

Oral presentations session OR 4

Room E009

*New values, attitudes and consumer
behaviors; new approaches to
creating a culture of quality*

Chairs: Adrian Florea and Laurențiu Tăchiciu

A Bibliometric Analysis of Anti-Consumption, Voluntary Simplicity, and Sustainable Consumption Trends in the Literature (2020 – 2025)

[Luminita Nicolescu](#), [Alexandra Barbu](#), [Mihăita Ichim](#)

Food Consumption Patterns in the Post-COVID-19 Landscape: Urban and Rural Contrasts

[Andreea Ciomag](#), [Evelyn Sabo](#), [Liana Stanca](#), [Dan-Cristian Dabija](#)

War, Food, and Healthy Choices: A Study on Organic Product Consumption during the Ukraine Conflict

[Mihăiță Ichim](#), [Alexandra Barbu](#), [Teodora Fulga](#)

Crisis Management Strategies in the Media Industry During COVID-19

[Miruna Maura Trocan](#), [Silviu Gabriel Szentesi](#), [Alexandru Nicolăiță](#), [Gabriel Croitoru](#), [Lavinia Denisia Cuc](#)

13:00 – 14:30

Lunch

14:30 – 16:30

Poster presentations and debates

19:00 **Conference Dinner**

Restaurant **Allegria**

Oradea, 33 Republicii Ave. (see invitation received at registration)

Details regarding online presentation sessions and **link addresses to Zoom online conference rooms are provided** on the conference webpage Conference Agenda:

9:30 – 16:30

Online presentations sessions

9:30 **Online presentations session OL 1**
Socio-demographic trends. Imagining and anticipating the societal futures

Ethics and Environmental Protection – Challenges and Responsibilities

[Maria Loredana Popescu](#), [Andreea Maria Mănescu](#), [Florin Dobre](#), [Loredana Nicoletta Mega](#)

Entrepreneurs' Perception of Green Spaces: A Bibliometric Analysis of the Connections between Business and Urban Sustainability

[Georgiana-Tatiana Bondac](#), [Dorin Iancu](#), [Ramona Lile](#)

Comparative Case Study on the Level, Structure and Dynamics of Public Expenditure in Romania and Greece

[Florin Dobre](#), [Irina Elena Petrescu](#), [Maria Loredana Popescu](#), [Otilia Ganea](#)

Talent in Transit: Understanding Brain Drain in the Balkan EU Research Systems

[Adrian-Constantin Popescu](#)

Actions that Determine the Adoption of Responsible Consumption among Romanians. A FsQCA Approach

[Oana Pricopoaia](#), [Nicoleta Cristache](#), [Valentin Antohi](#), [Florina Oana Virlanuta](#), [Camelia Mădălina Beldiman](#)

The Impact of Leadership Styles on Essential Factors of the Labor Market in Romania

[Petruta Ionela Stanca](#), [Tudor Tarbujaru](#)

Beyond Profit? How E-Commerce Adoption Strengthens Marketing and Strategic Benefits in Romanian Accommodation SMEs

[Olimpia Ban](#), [Alexandru Constănoară](#), [Paul Ruge](#), [Dorin-Cristian Coita](#)

11:30 **Online presentations session OL 2**
Sustainable value creation for businesses and consumers through innovation, new business models and new forms of market interaction

Examining the Influence of Digitalization and Innovation on Improving Energy Structure toward Renewables. Evidence from the European Union

[Gina Cristina Dimian](#), [Mihaela Maftai](#), [Mirela Gheorghe](#), [Dana Maria Boldeanu](#), [Josef Jablonský](#)

Economic Barriers and Incentives in the Energy Transition: A Comparative Analysis of Policy Frameworks and Market Responses

[Mădălina Ana Burduja](#), [Dorel Mihai Paraschiv](#)

Bridging Sustainable Business and Regional Transformation: A Readiness Framework for High-Growth Contexts

[Luminita-Florina Popa](#), [Catalina-Mihaela Ficut](#)

Sustainable Agriculture through Efficient Leadership: A Comparative Analysis on Italy and Romania

[Andreea-Bianca Ene \(Constantin\)](#), [Ana-Maria Badea](#), [Gabriel Cristian Sabou](#), [Ovidiu Mihail Tănase](#), [Bogdan Georgescu](#)

Eco-Anxiety and Tourist Destinations: Emerging Challenges in Destination Image and Sustainable

[Madalina Nicoleta Frinculeasa](#), [Razvan Ion Chitescu](#), [Adriana Grigorescu](#)

Navigating Succession in European Family Businesses: A Three-Circle Model
Reinterpretation of Case Studies

[Boglárka Nagy-Tóth](#), [Adrián Szilárd Nagy](#)

The Role of Artificial Intelligence in Transforming Innovation Management

[Mihai Jugravu](#), [Bogdan Dumitrăşconiu](#)

14:30 **Online presentations session OL 3**
New values, attitudes and consumer behaviors; new approaches to creating a culture of quality

Consumers Perceptions and Attitudes toward Sustainable Consumption: Insights from Romania

[Andra Modreanu](#), [Gabriela Nicoleta Andrişan](#), [Dragoş Tohănean](#), [Claudiu-Nicolae Ghinea](#)

The Technological Feast: Innovations Reshaping Our Plates -New Approaches of Food Industry

[Ilona Miklós](#)

Food Style Between Cultural Heritage and a Sustainable Future: An Analysis of Consumer Behavior

[Magdalena Bobe](#), [Robert-Daniel Miu](#)

The Role of Plant-Based Foods in Building a Healthy and Ecologically Responsible Lifestyle

[Roxana Procopie](#), [Magdalena Bobe](#), [Robert-Daniel Miu](#)

Ethics in the Shadow: the Role of Political Marketing in Shaping Electoral Trust

[Ionela-Alina Alupoaei](#)

Fighting Corruption and Building the Path towards a Green Public Administration in the EU

[Maria Gheorghe](#), [Veronica Tenea](#)

Applying the Solow-Swan-Romer Framework to European Funds and NGEU: A Literature Review with a Focus on Romania

[Cătălin Marian Costache](#)

Economic Implications of Law no. 77/2016 on the Housing Loans Market

[Mihnea-Tudor Orjan](#), [Cătălin-Emilian Huidumac-Petrescu](#)

Posters

(In alphabetic order by first author)

Approaches to Using Artificial Intelligence and Big Data to Improve the Efficiency of Public Health Institutions
[Andreea Maria Arginteanu](#), [Daniela Ioana Manea](#), [Anca Costin Belean](#)

Perspectives in the Scientific Literature on the Barriers and Benefits of the Transition to a Plant-Based Diet: A Bibliometric Analysis
[Ana-Maria Badea](#), [Lelia Voinea](#), [Dorin Vicențiu Popescu](#), [Teodor Mihai Negrea](#), [Răzvan Dina](#), [Maria-Bogdana Necșescu](#)

Enhancing Physical and Mental Health Through the Strategic Use of Social, Economic and Cultural Capital
[Cristina Rodica Boboc](#), [Stefan Uifalean](#), [Simona Ioana Ghiță](#), [Gianina Petrașcu](#)

Leveraging Web-scraping for Tourism Data Analysis: A Case Study on Romania
[Cristina Rodica Boboc](#), [Ana Maria Babaligea](#), [Simona Ioana Ghiță](#), [Andreea Simona Săseanu](#)

The Sustainability Design of EU Policy – Economic Growth and Climate Change
[Bodislav Dumitru Alexandru](#), [Dumitrescu Oana Catalina](#), [Bran Florina](#), [Mateescu Vicențiu-Mihai](#)

Make Agriculture and Energy Green Again
[Bran Florina](#), [Bodislav Dumitru Alexandru](#), [Chiotan Radu Florin](#), [Pargaru Ion](#)

The Impact of the Interaction between the Rule of Law and the European Union's Cohesion Policy
[Ovidiu Andrei Cristian Buzoianu](#), [Cătălina Oana Dumitrescu](#), [Ana Mădălina Bîgu \(Potcovaru\)](#), [Roxana Sârbu](#)

Robots in Society: Design, Functionality, and Ethical Challenges in Hu-man-Robot Interaction
[Ioana-Alexandra Ciofu](#), [Cristian Caraiani](#), [Corina Pelau](#)

Specific Skills in Modern Online Negotiations: A Word Cloud and Con-tent Analysis
[Dan-Cristian Dabija](#), [Liana Stanca](#), [Luiela Magdalena Csorba](#), [Luiza Souza](#)

Managing Local Communities for Emergency Preparedness
[Cristina Dima](#), [Carmen Valentina Rădulescu](#), [Ioan Gâf-Deac](#), [Radu Florin Chiotan](#)

The Current State of Entrepreneurship Programs in Romania
[Răzvan Cătălin Dobrea](#), [Andreea Ligia Drugău Constantin](#), [Loredana Gabriela Dinulescu](#), [Raluca Iuliana Georgescu](#)

Entrepreneurship and Digitalization. A Review of the Highly Cited Literature in the Research Area of Business Economics
[Raluca Mariana Grosu](#), [Nadezhda Kostadinova](#), [Iasmina Florentina Co-man](#), [Ion Daniel Zgura](#)

Digitalization of Public Administration and Its Impact on Sustainability in Institutional Consumption: An Exploratory Analysis of Open Government Data
[Oana Camelia Iacob \(Pârgaru\)](#), [Emil Grățianu](#), [Sorin Burlacu](#), [Petrică Sorin Angheluță](#)

Generational Differences in the Perceptions and Usage of Self-Scanning and Paying Counters in Supermarkets
[Irina Maiorescu](#), [Mihaela Bucur](#), [Gabriel Cristian Sabou](#)

Evaluation of the Start-Up Nation Romania Program based on the Perception of Entrepreneurs
[Carmen Valentina Rădulescu](#), [Ioan Gâf-Deac](#), [Mădălina Ioana Moncea](#), [Liviu Purcărea](#)

Study on the Evolution of Public Procurement Contract Award Procedures in Romania in the Period 2021-2023
[Roxana Sârbu](#), [Irina Elena Petrescu](#), [Andreea Ligia Drugău Constantin](#), [Ovidiu Andrei Cristian Buzoianu](#)

An Overview on Current Sustainable Practices in the Tire Industry. Focus on Environmental Orientations
[Stefan Sava](#), [Christian Bux](#), [Vasileios Ntouros](#), [Raluca Mariana Grosu](#)

A Moderated Mediation Analysis of the Relationship between Fixed Assets and Sales Value of the Largest Retailers in Romania
[Aharon Tziner](#), [Cristinel Vasiliu](#), [Vasile Dinu](#), [Laurențiu Tăchiciu](#)