

## Overview of the Conference Agenda

Thursday, 25<sup>th</sup> of June

Attending participants (*WEST Time*)

Conference venue: REMIT – Research on Economics, Management and Information Technologies  
Portucalense University  
R. Dr. António Bernardino de Almeida 541, 4200-072 Porto, Portugal.

**14:00 – 15:00** Participants' Registration  
Registration Desk near Room 201  
*Refreshments.*

**Plenary Session** Room 201

**15:00 – 17:00** **Opening Ceremony**

**Keynotes**

**Conference Dinner** **Restaurant Fundação António Cupertino de Miranda,**  
Avenida Boavista, 4245, Porto, Portugal (*see Invitation received at registration*)

**20:00**

Friday, 26<sup>th</sup> of June

Attending participants (*WEST Time*)

### Oral presentation sessions

Parallel Sessions	Room 308	Room 309	Room 310
9:30 – 11:00	<b>OR 1</b>	<b>OR 2</b>	<b>OR 3</b>
11:00– 11:30		Coffee Break	
11:30 – 13:00	<b>OR 4</b>	<b>OR 5</b>	<b>OR 6</b>
13:00 – 14:30		Lunch	
14:30 – 16:30	<b>Group meetings and discussion</b>		

Online participants (*EEST Time*)

### Online presentation sessions

**Parallel Sessions** (**9:00 – 14:00 EEST Time**) *Time and link addresses to Zoom online conference rooms are provided on the conference webpage*

Saturday, 27<sup>th</sup> of June

Attending participants (*WEST Time*)

**9:00 – 18:00** **Social Event: One day guided excursion by coach to Guimarães and Braga**  
*Please request information at the registration desk*

Thursday  
25<sup>th</sup> of June

## Attending participants

**Venue:** REMIT – Research on Economics, Management and Information Technologies  
Portugalense University  
R. Dr. António Bernardino de Almeida 541, 4200-072 Porto, Portugal.

### *WEST Time*

14:00 – 15:00 Participants registration

Conference Hall (near Room 201)

15:00 - 17:00 Opening Ceremony and Plenary Session

Room 201

*Chair/Moderator: **Helena Albuquerque***

### Welcome speeches

**Fernando Ramos**, Rector, Portugalense University

**Laurențiu Tăchiciu**, BASIQ President

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

**Luis Pacheco**, Director of REMIT – Research on Economics,  
Management and Information Technologies

**Raluca-Mariana Grosu**, Managing Editor of Amfiteatru Economic  
Journal and Director of HUB – Business Administration Research  
Center

### Keynotes

**Carlos Brito**

The Sustainability Paradox: Consumers Want Change... But Do They Really Change?

**Mladen Čudanov**

Challenge based and peer to peer learning as a means to sustainable education: the case of REDINEST

20:00 Conference Dinner

Restaurant Fundação António Cupertino de Miranda,  
Avenida Boavista, 4245, Porto, Portugal (*see Invitation received at registration*)

**Venue:** REMIT – Research on Economics, Management and Information Technologies  
Portucalense University  
R. Dr. António Bernardino de Almeida 541, 4200-072 Porto, Portugal.

*WEST Time*

9:30 – 11:00

Oral presentations sessions: OR 1 to OR 3

9:30 – 11:00

**Oral presentations session OR 1**

Room 308

*Artificial Intelligence as a Driver of Business  
Performance and Innovation*

Chairs:

Jorge Marques  
Ana Maria Badea

Bibliometric Analyses – Artificial Intelligence Attitudes, Business Performance, Digital Orientation, Digital Capabilities, and Burnout in Business

[Dan-Ioan Coman](#), [Andreea-Gabriela Filimon](#), [Adriana Manolică](#), [George Cristian Nistor](#)

AI talent and economic growth: insights from OECD economies

[George Tudose](#), [Alexandra Horobet](#), [Ioana Alexandra Radu](#), [Lucian Belascu](#),  
[Cosmin-Alin Botoroga](#)

AI Adoption and Firm Innovation: Evidence from Firm-Level Predictive Models

[Meral Kagitci](#), [Şener Ali](#)

Driving Sustainable Healthcare: The Role of Artificial Intelligence in Digital Transformation

[Andreea-Maria Arginteanu](#), [Narcisa Diaconu](#)

9:30 – 11:00

**Oral presentations session OR 2**

Room 309

*Financial Dynamics and ESG Integration*

Chairs:

Luis Pacheco  
Helmut Dragomir

Sectoral Heterogeneity in Exposure to Oil Price Shocks: Evidence from a Fixed-Effects Panel Analysis

[Flavia Bogoevici](#), [Anis Benabed](#), [Beatrice Trocinescu](#)

Energy Market Dynamics and the ESG–Conventional Equity Spread: Evidence from Quantile Regression

[Liviu-Mihai Bogdan](#), [Gabriel Saiu](#), [Carmen Munteanu](#), [Iulian Gabriel Ionescu](#)

Shadow Pricing ESG: Constraint Interactions and Feasibility Boundaries in Romanian Mandatory Pension Portfolios

[Razvan Alexandru Rusu](#), [Daniela Ioana Manea](#), [Liana Ioana Paraschiv](#),  
[Alexandra Stefan](#)

Green Premium or Growth Option? Decomposing the EV Equity Spread

[Daniel-Dumitru Guse](#), [Cristiana Tudor](#), [Gabriel-Robert Saiu](#), [Liviu-Mihai Bogdan](#), [Iulian-Gabriel Ionescu](#)

9:30 – 11:00 **Oral presentations session OR 3**

Room 310

*Consumer Behavior and Marketing Ethics*

Chairs:

Joana A. Quintela  
Raluca-Andreea Toroiman

Are We Smart? The New Meaning of a Smart Consumer

Adriana Manolică, **Alexandra Raluca Jelea**, Teodora Roman, Patricea Elena Bertea, Alexandru Maxim

Decoding the 'Social DNA': A Qualitative Exploration of Consumer Intentions in Support of Social Enterprises

**Lidia-Amelia Frunză**, **Amalia Georgescu**, Adriana Manolica, George-Cristian Nistor

Between Entertainment and Manipulation: Exploring Marketing Ethics in Cruise Casino Gambling Through Netnographic Analysis of Consumer and Industry Perspectives

**Ruxanda Sirbu**

From Commodity to Premium: Brazilian Coffee, Consumer Dynamics and Sustainable Market Transformation in Portugal Under Global Crises (2019–2025)

**Beatrice Trocinescu**, Anis Benabed, Flavia Bogoevici

11:00 – 11:30

**Coffee break**

11:30 – 13:00

**Oral presentations sessions: OR 4 to OR 6**

11:30 – 13:00 **Oral presentations session OR 4**

Room 308

*Sustainable Digital Transformation in Business*

Chairs:

Carla Azevedo Lobo  
Ionel Bran

Exploring Sustainability and Digital Transformation in SMEs: A Cluster Analysis Approach

**Madalina Mazare**, Cezar-Petre Simion

Sustainable Digital Transformation in Business: A VOSviewer-Based Analysis of Research Trends and Knowledge Structures

**Maria Loredana Popescu**, Ion Mihai Troacă, Flavius Constantin Nedelcea, Bogdan Costache

Cork – The case study of Corticeira Amorim's sustainable policies - Making Sustainable Development Goals a reality

**Carla Azevedo Lobo**, Paula Pinheiro, Shital Jayantilal, Susana Oliveira, Carla Santos Pereira

The Impact of Immersive Technologies on Value Creation in Retail Industries

**Helmut Dragomir**, Corina Pelau, Cristian Caraiani

11:30 – 13:00 **Oral presentations session OR 5**

Room 309

*Technology, Digitalization and Economic Development*

Chairs:

Helena Albuquerque  
Andrada Jewel Istanbouly

The Nexus Between Technology and Economic Development in the European Union

[Maria-Daniela Tudorache](#), [Ionuț Jianu](#)

Digitalization and Sustainable Economic Performance in Europe: Evidence from a Comparative Analysis of Macro-Level Indicators

[Maria Loredana Popescu](#), [Oana Camelia \(Pârgaru\) Iacob](#), [Gabriela Loredana Dinulescu](#), [Sorin Burlacu](#), [Anca Ioana Rădulescu](#)

AI-Driven Personalization in International Tourism: A Systematic Review of Adoption Factors and Multidimensional Impacts

[Maria Hamcerencu](#), [Luminita Nicolescu](#)

Analyze Visitor Experiences Through User-Generated Content Based on TripAdvisor Reviews: A Case Study of Three Emblematic Attractions in Porto

[Jacqueline Galdón Jiménez](#), [Helena Albuquerque](#), [Fátima Matos Silva](#)

11:30 – 13:00 **Oral presentations session OR 6**

Room 310

*Institutions and Governance*

Chairs:

Medéia Veríssimo  
Răzvan Alexandru Rusu

Citizen Engagement Platforms and Public Accountability in Local Governance: A Framework for Digital Answerability, Responsiveness, and Enforceability

[Natacha Jesus-Silva](#), [Isabel Maldonado](#), [Carlos Pinho](#)

The Role of Institutions in Poverty Reduction

[Ionuț Jianu](#), [Maria-Daniela Tudorache](#)

Leadership Profiles – A Perspective on Managers Within French Chambers of Commerce and Industry Worldwide

[Raluca-Andreea Toroiman](#)

13:00 – 14:30

**Lunch**

14:30 – 16:30

**Group meetings and discussions**

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

*EEST Time*

9:00 – 14:00

## Online presentations sessions

### Online presentations session OL 1

*AI, Innovation & Business Performance*

EU-27 AI Readiness. A Cluster Analysis

**Adrian Petre**

Navigating Disruption: A Bibliometric Analysis of Emerging Technologies Adopted in Organizational Decision-Making for Sustaining Financial Performance

**Vanesa Luisa Sidor, Raluca Simina Bilti, Corina Maria Rusu, Teodor Florin Cilan, Antonia Gabriela Maloş**

Study on Organizational Digital Readiness and AI-Driven Business Process Automation in European Home Care Services

**Dennis Dave Dittert, Doru Alexandru Plesea, Marieta Olaru, Selina Söhner**

Ethical Challenges in AI Recruitment: Beyond Technical Bias to the Reproduction of Social Inequalities

**Victor Felea, Carmina Ruxandra Ion**

Integrated Management of Sustainable Development in SMEs

**Oana Pricopoaia, Nicoleta Cristache, Irina Olimpia Susanu**

Digitalization, Economic Growth and Sustainability: A Comparative Analysis of Romania and EU Countries Using Trading Economics Data and JASP

**Flavius Constantin Nedelcea, Bogdan Costache, Ion Mihai Troacă, Iuliana Raluca Georgescu**

Employee Volunteering in Sustainability Reporting: Evidence from Croatia

**Marija Šain, Iva Buljubašić, Damir Šebo**

Working from Home Across Generations: Examining Work-Life Conflict, Flexibility, and Productivity Among Gen Z and Millennials

**Iulia Dăuş (Ogoreanu), Alina Maria Vieriu, Andreea Fortuna Şchiopu**

### Online presentations session OL 2

*Financial Dynamics and ESG Integration*

Beyond Green Claims: Introducing Absolute and Relative Sustainability for Sustainable Business Models

**Marco Dante Biscaro**

The Audit Committee and Sustainable Business: Mapping the Research Landscape through a Bibliometric Analysis

**Elena Claudia Badea (Florea), Mariana Bunea, Andreea Larisa Olteanu (Burcă), Liliana Ionescu-Feleagă, Alexandra Dorina Miron**

European Union Energy Policy and the Green Energy Transition: A Comparative Economic Analysis of Romania, Poland, Germany, and Spain

**Madalina Ana Burduja, Dorel Mihai Paraschiv**

Integrated Approach to Assessing the Sustainable Performance of Regional Agricultural Holdings

[Ovidiu Andrei Cristian Buzoianu](#), [Roxana Sarbu](#), [Florin Dobre](#), [Andreea Ligia Drugau-Constantin](#), [Raluca Iuliana Georgescu](#)

Geopolitical Shocks and Romania's Macroeconomic Indicators: A Quantitative Assessment Using the Geopolitical Index

[Maria Gheorghe \(Nițu\)](#), [Veronica Țenea \(Szabo\)](#)

Digital Consumer Transformation and Economic Performance in the European Union: A Comparative Analysis of Cross-Country Disparities

[Andreea Mogda](#), [Valentin Marian Antohi](#)

The Impact of Digitalization on Economic Performance and Environmental Sustainability in the European Union: Evidence from Panel Data

[Sorin Burlacu](#), [Oana Camelia \(Pârgaru\) Iacob](#), [Cătălina Oana Dumitrescu](#), [Radu-Bogdan Chiotan-Călin](#), [Anca Ioana Rădulescu](#)

Green Public Procurement in Passenger Transport: Implications for Sustainable Urban Development

[Gabriela Loredana Dinulescu](#), [Raluca Florentina Cretu](#), [Florentina Olivia Balu](#), [Mădălina Ioana Moncea](#), [Simona Rusu](#)

### **Online presentations session OL 3**

#### *Consumer Behavior and Marketing Ethics*

Psycho-Emotional Interferences in the Dynamics of the Food Purchase Decision

[Mioara Mihăilă](#), [Andromeda Pătrașcu Sonea](#), [Andy Felix Jităreanu](#)

Protein Consumption and Dietary Transition Patterns in Central and Eastern Europe - Implications for Sustainable Consumption

[Ramona Lile](#), [Ioana Mihaela Balan](#), [Cosmin Salasan](#), [Adrian Daniel Gencia](#)

Food Labelling and Producer Responsibility: Implications for Food Waste Behaviour

[Magdalena Bobe](#), [Roxana Procopie](#), [Lelia Voinea](#), [Maria-Mihaela Mielcioiu](#)

Building Loyalty Through Trust and Sincerity: Evidence from Influencer Marketing on Instagram

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

The Role of Artificial Intelligence in Shaping Sustainable Consumer Behaviors: A Trusttech Perspective

[Darko Shuleski](#)

Tourism in the Era of Immersive Experiences: The Positioning of Romanian Travel Agencies towards VR

[Mădălina Roxana Ilie](#), [Georgiana Armenița Arghiroiu](#), [Silviu Beciu](#)

Eco-anxiety and Consumer Behavior

[Mihaela Cornelia Sandu](#), [Irina-Virginia Dragulanescu](#)

## Online presentations session OL 4

### *Digitalization in Public Administration and Governance*

Exploring the Role of Artificial Intelligence in Public Administration

**Petruț-Cătălin Lungu**, Mircea Radu Georgescu

Agentic Artificial Intelligence and Public Administration: Analysis of Managerial Impact

Roxana Sarbu, Florin Dobre, Ion Pargaru, Gina Ana Ciolan, **Ovidiu Andrei Cristian Buzoianu**

The Principle of E-Government Adapted to Romania's Municipalities

Dumitru Alexandru Bodislav, Oana Catalina Dumitrescu, **Florina Bran**, Victor Adrian Troaca, Amelia Diaconu

The fiscal self-sufficiency of Romania's LAU and the optimal population threshold for amalgamation

Paul-Vasile Zai, Iannis-Patriciu Ilișuan

The Emergence of the Multi-Level Governance Model in Romania

Florina Bran, Dumitru Alexandru Bodislav, Andreea Ligia Drugau-Constantin, **Vicentiu Mihai Mateescu**, Otilia Ganea

Individual Performance in Public Institutions: Between Administrative Formalism and Organizational Efficiency

Irina Elena Petrescu, **Carmen Valentina Radulescu**, Ioan I. Gaf-Deac, Radu Florin Chiotan, Alexandru Cristian Bran

The Role of Internal Public Audit in Managing Crisis Situations: Evidence From the Pandemic Period

**Madalina Ioana Moncea**, Andrei Ionut Valeriu, Iulian Gole, Gina Ana Ciolan, Ana Maria Ivancencu

Do Hospital Quality Signals Align? Evidence from Accreditation, Google-Based Patient Satisfaction and Occupancy Rates

Carmen Marinela Cumpăt, Muthana Zouri, Daniela Huțu, Andreea Gradinaru, Anca Elena Lungu, Daniela Tatiana Agheorghiesei, Bogdan Gabriel Zugravu, Robert Negru, **Nicoleta Zouri**, Alwyn Lynch

## Online presentations session OL 5

### *Demographic Dynamics, Human Capital and Business Sustainability*

Educational Models for Public Administration: Limits and Opportunities

**Cristina Dima**, Catalin Razvan Dobrea, Amelia Diaconu, Gheorghe Pacurar, Simona Rusu

Constructing Professional Authority in Business Education: A Pragmatic Analysis of Business English and Financial Textbooks

**Maria Ana Cumpăt**, Alice Siretean

Social and Digital Transformations: The Effects of the Internet on the Younger Generation

**Mihai Dinu**, Suzana Elena Catut, Stefania Cristina Curea, Evelina Petronela Balu, Ghenadie Ciobanu

Involving the Younger Generation in the Transformation of Romanian Rural Space

**Carmen Valentina Rădulescu**, Ioan I. Gâf-Deac, Cristina Dima, Alexandru Cristian Bran, Liliana Mogos

Demographic Decline, Migration, and Sustainable Development: Romania and Portugal in Comparative Perspective

[Radu Moldoveanu](#), [Ștefan Radu Oprea](#), [Florina-Mondana Neag](#), [Antonia Moldovan](#)

When Demographic Need Does Not Attract Migrants: Old-Age Dependency, Economic Conditions and the Limits of the Replacement Migration Assumption in the EU-27

[Ana Alexandrescu](#)

Demographic Substitution and Family Firm Succession in the EU: Panel Evidence from Eurostat 2012-2023

[Ana Alexandrescu](#)

Demographic Decline and Family Business Sustainability: Succession, Workforce, and Local Embeddedness in Romania and Portugal

[Radu Moldoveanu](#), [Anca-Angela Costin Belean](#), [Ellemer Dobo](#), [Razvan Popescu](#)

Parental Leave Return and Employee Adaptation: A Cluster Analysis of Work-Family Conflict and Job Resources With Implications for Sustainable Workplaces

[Loredana Simona Carp \(Berta\)](#), [Cătălina Radu](#)

## Posters

(Sorted alphabetically by the first author's last name)

Educational Mismatch in Romania: A Dynamic Analysis of Overeducation and Undereducation (2015–2024)

[Cristina Rodica Boboc](#), [Iazmina-Andrada Fodor](#), [Simona Ioana Ghiță](#), [Andreea Simona Săseanu](#)

The Impact of the Middle East Conflict on Sustainable Transport Choices in Romania: A Quantitative Study

[Ionel Bran](#), [Irina Albăstroiu Năstase](#)

Sustainable Leadership in the Context of the Green Deal: Private Transport Leaders' Perception of Strategic and Operational Barriers

[Ionel Bran](#), [Dragoș Bujor](#)

Exploring Wine Tourism in Romania: Consumer Insights and Links to Rural Development

[Razvan Dina](#), [Bogdan Gabriel Nistoreanu](#), [Puiu Nistoreanu](#)

Digital Barriers or Compliant Delivery? WCAG Accessibility Analysis of Top Courier Websites in Romania and UK Post-EAA Adoption

[Bogdan Dumitrășconiu](#), [Mihai Jugravu](#), [Andrew Birkbeck](#), [Cristinel Vasiliu](#)

Organizational Climate and Employee Well-Being in the Context of Workforce Demographic Changes: A Bibliometric Analysis of Implications for Economic Performance

[Anastasia-Cristiana Dumitru](#)

How Management Information Systems Transform Decision Making and Organizational Performance: From Traditional Systems to AI Enhanced Management

[Erick Nicolae Furduescu](#), [Razvan Dina](#)

Adaptive Leadership as a Systemic Enabler of Business Model Transformation in the Digital Economy: A Bibliometric and Exploratory Study

[Diana-Maria Georgescu](#), [Florina-Raluca Voiteanu](#)

Consistency in evaluation and structure of purchasing decision advice by LLMs

[Smaranda Giușcă](#), [Irina Măiorescu](#), [Gabriel-Cristian Sabou](#), [Dragomirescu \(Radu\) Alexandra Teodora](#)

Identifying Skill Mismatch Patterns in Europe: A Multivariate Statistical Approach

[Simona Ioana Ghiță](#), [Cristina Rodica Boboc](#), [Andreea Simona Săseanu](#), [Mihaela Mihai](#)

Insights Into Young Book Consumers' Behavior. Entrepreneurship Implications

[Raluca Mariana Grosu](#), [Rucsandra-Maria Dinu](#), [Vera Amicarelli](#), [Grazia Calabro](#), [Ana Maria Badea](#)

Macroeconomic resilience ensuring from the perspective of monetary policy promoting in the context of capital account liberalisation

[Olga Hinev](#), [Victoria Cociug](#), [Daniela-Ioana Manea](#), [Dorel Mihai Paraschiv](#)

Emerging Technologies in the Context of Geoeconomic Fragmentation: A Bibliometric Analysis

[Mihaela Maftai](#), [Mihaela Bucur](#), [Mariasaria Lombardi](#), [Mihail Tănase](#), [Bogdan Georgescu](#)

An Analysis of Personal Music Involvement and Social Music Identity Influence on Ambient Music of Business Venues

[Irina Măiorescu](#), [Lucas Robert Mihai Dobrisan](#), [Trache Ana](#), [Marc-Alexandru Trusca](#), [Rădulescu Eva-Măriuca](#)

The Impact of AI Recommendations and Designer Identity on Sustainable Fashion Purchase Intention: An Analysis Focused on Generation Z

[Diana Alexandra Mich](#), [Dora Violeta Szakacs \(Popovici\)](#), [Dan-Cristian Dabija](#)

Forecasting Digital Public Interest in a Cultural Mega-Event: Evidence from the Untold Festival Using Google Trends and SARIMA

[Luminița Nicolescu](#), [Alexandra Barbu](#), [Maria Hamcerencu](#), [Andreea Gheorghită](#)

Innovation and Plant-Based Food: A Bibliometric Analysis of Young Consumers' Acceptance

[Roxana Procopie](#), [Mihaela Bucur](#), [Magdalena Bobe](#), [Lelia Voinea](#), [Mihai Felea](#)

Tourism Potential Valorisation in the Cross-Border Region Galați – Southern Republic of Moldova: An Integrated Approach

[Silviu Stanciu](#), [Sergiu Cornea](#)

Sectoral Beveridge Curve Analysis of Labour Market Matching Efficiency in Romania

[Alexandru Marian Petrișor Tănase](#), [Emilia Țițan](#), [Iliana Brîndușa Caragea](#)

The Degree of Digitalization of Enterprises in Romania. A Descriptive Approach

[Ion-Daniel Zgură](#), [Iasmina-Florentina Coman](#), [Oana Broască](#), [Cristian Constantin Francu](#), [Rodica Ștefănescu \(Lupu\)](#)