



Ștefan cel Mare  
University  
of Suceava



Faculty of Economics,  
Administration and Business

The Association of  
Economics Faculties of

# Programme

The 18<sup>th</sup> Economic International Conference

*Challenges and Opportunities for a Sustainable  
Development*

“Ștefan cel Mare” University of Suceava

May 12<sup>th</sup>- 13<sup>th</sup>, 2022



## SCIENTIFIC COMMITTEE

Mirela ACELEANU, Academy of Economic Studies, Bucharest, Romania  
Angela ALBU, „Ștefan cel Mare” University of Suceava, Romania  
Paolo ANDREI, University of Studies in Parma, Italy  
Anisoara APETRI, „Ștefan cel Mare” University of Suceava, Romania  
Stefano AZZALI, University of Studies in Parma, Italy  
Heike BAHRE, Fachhochschule des Mittelstands (FHM), University of Applied Sciences, Berlin, Germany  
Ionel BOSTAN, „Alexandru Ioan Cuza” University of Iași, Romania  
Aurel BURCIU, „Ștefan cel Mare” University of Suceava, Romania  
Carmen CHAȘOVȘCHI, „Ștefan cel Mare” University of Suceava, Romania  
Rafael CILOCI, Technical University of Moldova, Chișinău, R. Moldova  
Iulian CONDRAȚOV, „Ștefan cel Mare” University of Suceava, Romania  
Lilia GRIGOROI, Academy of Economic Studies of Moldova, Chișinău, R. Moldova  
Veronica GROSU, „Ștefan cel Mare” University of Suceava, Romania  
Cristian Valentin HAPENCIUC, „Ștefan cel Mare” University of Suceava, Romania  
Elena HLACIUC, „Ștefan cel Mare” University of Suceava, Romania  
Miika KAJANUS, Savonia University of Applied Sciences, Iisalmi, Finland  
Liliana LAZARI, Academy of Economic Studies of Moldova, Chișinău, R. Moldova  
Mariana LUPAN, „Ștefan cel Mare” University of Suceava, Romania  
Cristina MAXIM, University of West London, UK  
Svetlana MIHAILA, Academy of Economic Studies of Moldova, Chișinău, R. Moldova  
Carmen NASTASE, „Ștefan cel Mare” University of Suceava, Romania  
Alexandru NEDELEA, „Ștefan cel Mare” University of Suceava, Romania  
Isabel NOVO-CORTI, University of A Coruna, Spain  
Luigia PETTI, Università Degli Studi G.d Annuzio Chieti Pescara, Italy  
Ion POHOAȚĂ, „Alexandru Ioan Cuza” University of Iași, Romania  
Ionuț POPA, Academy of Economic Studies, Bucharest, Romania  
Gabriela PRELIPCEAN, „Ștefan cel Mare” University of Suceava, Romania  
Elena STANCANELLI, Paris School of Economics, France  
Petru SANDU, Elizabethtown College, Pennsylvania, USA  
Adrian Liviu SCUTARIU, „Ștefan cel Mare” University of Suceava, Romania  
Pavel STANCIU, „Ștefan cel Mare” University of Suceava, Romania  
Marian SOCOLIUC, „Ștefan cel Mare” University of Suceava, Romania  
Doru TILIUȚE, „Ștefan cel Mare” University of Suceava, Romania  
Aniko Noemi TURI, Catholic Institute, Faculty of Business Studies, Slovenia  
Gabriela ȚIGU, Academy of Economic Studies, București, Romania  
Diego VARELA PEDREIRA, University of A Coruna, Spain  
Răzvan VIORESCU, „Ștefan cel Mare” University of Suceava, Romania  
Marian ZAHARIA, ADER (Association for Democracy, Education, Respect), Târgu Jiu, Romania

## ORGANIZATIONAL COMMITTEE

Oana NESTERIUC, Ștefan cel Mare University of Suceava, Romania  
Adrian Liviu SCUTARIU, Ștefan cel Mare University of Suceava, Romania  
Ștefan SFICHI, Ștefan cel Mare University of Suceava, Romania



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The Association of Economics  
Faculties of Romania

**May 13<sup>th</sup>**

**09:30-10:00**

**Registration and Opening conference**  
*Ștefan cel Mare University of Suceava, Building E, Aula*

**10:00-12:00**

**Plenary Session**

**ONSITE** - Ștefan cel Mare University of Suceava, Building E, Aula

**ONLINE** -  **Google Meet** [Click here to join!](#)

**WELCOME SPEECH**

**Valentin POPA**, Rector, „Ștefan cel Mare” University of Suceava, Romania

**Gabriela PRELIPCEAN**, Vicerector, „Ștefan cel Mare” University of Suceava,  
Romania

**Carmen NASTASE**, Dean - Faculty of Economics, Administration and Business,  
„Ștefan cel Mare” University of Suceava, Romania

### KEYNOTE SPEAKERS:



*Professor Florina PÎNZARU*

*Dean of the Faculty of Management  
National University of Political Studies and Public  
Administration, Bucharest, Romania*

*Presentation title: Sustainability management in the  
digital age*



*Associated Professor Ruslan BILOSKURSKYI*

*Dean of the Faculty of Economics  
Yuriy Fedkovych Chernivtsi National University, Ukraine*

*Presentation title: Sustainable Development of Post-  
War Ukraine*



*Associated Professor George ONOFREI*

*PhD – Senior Lecturer/Assoc. Prof. in Operations and  
Supply Chain Management  
Atlantic Technological University, Ireland*

*Presentation title: Driving Supply Chain Sustainability:  
an Entrepreneurial Perspective*



*Associated Professor Rafael CILOCI*

*Dean of the Faculty of Economical Engineering and  
Business  
Technical University of Moldova, Rep. Moldova*

*Presentation title: The initiatives to implement the  
circular economy in the garment industry (R. of  
Moldova case)*

**12:00-14:00**

**Lunch – Restaurant USV**

14:00–17:30

## Parallel Sessions

### Track 1: ACCOUNTING-FINANCES

**ONSITE** - Ștefan cel Mare University of Suceava, Building E, Room 233

**ONLINE** - <http://conferinta.feaa.usv.ro/>

#### Moderators:

**Veronica GROSU**, "Ștefan cel Mare" University of Suceava, Romania

**Elena HLACIUC**, "Ștefan cel Mare" University of Suceava, Romania

#### THE IMPORTANCE OF IMPLEMENTING AND APPLYING CSR PRACTICES IN ENTERPRISES IN THE REPUBLIC OF MOLDOVA

**Ana-Carolina COJOCARU (BĂRBIERU)**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Svetlana MIHAILA**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### COST FORMATION ISSUES IN IT

**Victor COJOCARU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Veronica GROSU**

*Ștefan cel Mare University of Suceava, Romania*

**Galina BĂDICU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### CONSISTENT MODEL FOR AUDITING FINANCIAL STATEMENTS IN CURRENT PERFORMANCE-BASED CONTEXT

**Sergiu ȘOIMU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Galina BĂDICU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### PROBLEMATIC ASPECTS OF THE PRINCIPLE PRIORITY OF CONTENT OVER FORM IN ACCOUNTING

**Iuliana ȚUGULSCHI**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Rodica CUȘMĂUNSĂ**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### IS ETHICS IN ACCOUNTING RESEARCH IMPORTANT?

**Oana Raluca IVAN**

*University "1 Decembrie 1918" of Alba Iulia, Romania*

**Ioana Bianca PĂTRÎNȚAN (CÂMPEAN)**

*University "1 Decembrie 1918" of Alba Iulia, Romania*

#### HOW CUSTOMERS PERCEIVE BANKS CSR INITIATIVES

**Mihaela Roxana MARCU**

*The National School of Political Science and Public Administration, Romania*

**Alexandra ZBUCHEA**

*The National School of Political Science and Public Administration, Romania*

**Claudia OPRESCU**

*The National School of Political Science and Public Administration, Romania*

#### THE FUTURE OF ACCOUNTING IN THE DIGITAL ERA

**Andreea SAVU**

*Universitatea Valahia din Targoviste, Romania*

**Raluca Mihaela BOHARU (MIRCEA)**

*Universitatea Valahia din Targoviste, Romania*

**Leliana DIANA (BOLCU)**

*Universitatea Valahia din Targoviste, Romania*

#### DIRECTIONS FOR OPTIMISING STATISTICAL REPORTING AND ACCOUNTING IN ORDER TO REDUCE THE INFORMATION BURDEN ON THE BUSINESS ENVIRONMENT IN THE REPUBLIC OF MOLDOVA

**Anatol GRAUR**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Veronica GROSU**

*Ștefan cel Mare University of Suceava, Romania*

#### DEVELOPMENTS IN THE ACCOUNTANCY PROFESSION IN CONTEXT OF DIGITISATION: A 21ST CENTURY IMPERATIVE

**Violeta CODREAN**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Svetlana MIHAILA**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### INFORMATIONAL VALENCES OF THE FINANCIAL STATEMENTS.

**Lica ERHAN**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Luminița GRECU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### IMPROVING ACCESS TO FINANCE FOR SMALL BUSINESS THROUGH INTERNATIONAL PROGRAMS

**Lica ERHAN**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Eduard VIERU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### THE ROLE AND PLACE OF TAX ON MEANS OF TRANSPORTATION WITHIN LOCAL PUBLIC BUDGETS. THE CASE OF SUCEAVA MUNICIPALITY

**Ichim CRISTINEL**

*Ștefan cel Mare University of Suceava, Romania*

**Morosan GHEORGHE**

*Ștefan cel Mare University of Suceava, Romania*



**EMPIRICAL STUDY ON THE ROLE OF FINANCIAL AUDIT IN ASSESSING THE RISKS OF  
MONEY LAUNDERING AND TERRORISM FINANCING**

**Maria GROSU**

*Alexandru I Cuza University of Iasi, Romania*

**Camelia Catalina MIHALCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**IDENTIFICATION AND CONSTRUCTION OF INSTRUMENTS FOR DETERMINING THE FIRMS  
PERFORMANCE IN THE SUSTAINABLE AGRICULTURAL SECTOR**

**Marian SOCOLIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Irina HANGANU**

*Ștefan cel Mare University of Suceava, Romania*

**Monica MARTINIUC**

*UNIVERSITY ȘTEFAN CEL MARE OF ȘUCEAVA, Romania*

**Madalina MIFTODE**

*Ștefan cel Mare University of Suceava, Romania*

**Ana-Maria MACOVEI**

*Ștefan cel Mare University of Suceava, Romania*

**THE ROLE OF NON-FINANCIAL FACTORS IN ENSURING AN ADEQUATE FIRM  
PERFORMANCE MEASUREMENT SYSTEM**

**Camelia Cătălina MIHALCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Maria GROSU**

*Alexandru I Cuza University of Iasi, Romania*

**Ana\_Maria BUZDUGAN**

*UNIVERSITY ȘTEFAN CEL MARE OF ȘUCEAVA*

**Dumitrița APOSTOL**

*Ștefan cel Mare University of Suceava, Romania*

**GOODWILL PRACTICAL ASPECTS**

**Iulita BIRCA**

*Ștefan cel Mare University of Suceava, Romania*

**THE NEED FOR INTERIM REPORTING IN TIMES OF CRISIS**

**Morosan-Danila LUCIA**

*Ștefan cel Mare University of Suceava*

**Grigoras-Ichim CLAUDIA-ELENA**

*Ștefan cel Mare University of Suceava, Romania*

## *Track 2: ECONOMY, TRADE, SERVICES*

**ONSITE** - Ștefan cel Mare University of Suceava, Building E, Room E005

**ONLINE** - <http://conferinta.feaa.usv.ro/>

### **Moderators:**

**Carmen NASTASE**, "Ștefan cel Mare" University of Suceava, Romania

**Gabriela PRELIPCEAN**, "Ștefan cel Mare" University of Suceava, Romania

### **EUROPEAN POLICIES FOR A SUSTAINABLE ECONOMY**

**Carmen NASTASE**

*Ștefan cel Mare University of Suceava, Romania*

**Olexandr DIAKONIK**

*Ștefan cel Mare University of Suceava, Romania*

### **DEVELOPING THE MODERN ECONOMY THROUGH THE CIRCULAR ECONOMY**

**Iuliu TURCAN**

*Technical University of Moldova, Republic of Moldova*

**Rafael CILOCI**

*Technical University of Moldova, Republic of Moldova*

**Maria GHEORGHITA**

*Technical University of Moldova, Republic of Moldova*

### **THE EFFECTS OF THE PANDEMIC CRISIS ON FDI FLOWS**

**Mariana LUPAN,**

*Ștefan cel Mare University of Suceava, Romania*

### **AGRIBUSINESS BRANDING: A SYSTEMATIC LITERATURE REVIEW FRAMEWORK**

**Horatiu Oliviu BUZGAU**

*Romania*

**Smaranda Adina COSMA**

*Babeș-Bolyai University, Cluj-Napoca, Romania*

### **CIRCULAR ECONOMY: PERCEPTION AMONG WINERIES OF THE REPUBLIC OF MOLDOVA**

**Cristina DIACONU**

*Technical University of Moldova, Republic of Moldova*

**Larisa BUGAIAN**

*Technical University of Moldova*

### **COMPARATIVE STUDY ON THE CONDITIONS FOR THE MANIFESTATION OF LOCAL AUTONOMY IN THE CASE OF ADMINISTRATIVE SYSTEMS IN THE FRENCH COMMUNE OF MÉRIGNAC, THE CANADIAN PROVINCE OF QUEBEC AND THE ROMANIAN COMMUNE OF TUDORA**

**Petronela SCUTARIU**

*Ștefan cel Mare University of Suceava, Romania*

**Andreea DOROFTEI**

*Ștefan cel Mare University of Suceava, Romania*



## **DIRECTIONS FOR IMPROVING COMPETITIVENESS THROUGH THE CIRCULAR ECONOMY'S MODELS**

**Rina TURCAN**

*Technical University of Moldova, Romania*

**Iuliu TURCAN**

*Tehcnical University of Moldova*

**Alina STRATILA**

*Technical University of Moldova*

## **PREFERENCES FOR ONLINE BOOKSTORES AMONG ROMANIAN READERS**

**Bogdan HRIB**

*The National School of Political Science and Public Administration, Romania*

**Adina SĂNIUȚĂ**

*The National School of Political Science and Public Administration, Romania*

**Alexandra ZBUCHEA**

*The National School of Political Science and Public Administration, Romania*

## **THE GREAT RESET - CHALLENGES, CONCEPTS AND OPPORTUNITIES**

**Alexandra DORNEANU**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Valentin HAPENCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Dana Mihaela NEAMȚU**

*Ștefan cel Mare University of Suceava, Romania*

## **THE ENTREPRENEURSHIP OSMOSIS IN RELATION TO ECONOMIC GROWTH'S CONCEPTUAL FRAMEWORK**

**Alexandra UNGUREANU**

*Ștefan cel Mare University of Suceava, Romania*

**Rafael CILOCI**

*Technical University of Moldova, Republic of Moldova*

## **ECONOMIC RISKS FOR PROJECT MANAGEMENT – A MONTE CARLO SIMULATION APPROACH**

**Paul PASCU**

*Ștefan cel Mare University of Suceava, Romania*

## **INTERCONDITIONALITY BETWEEN THE DYNAMICS OF MERGERS AND ACQUISITIONS AND MACROECONOMIC FACTORS**

**Ecaterina ULIAN**

*Moldova State University, Republic of Moldova*

## **HOUSEHOLD SAVING AND INVESTMENT OPPORTUNITIES PROVIDED BY THE BUCHAREST STOCK EXCHANGE**

**Adrian-Liviu SCUTARIU**

*Ștefan cel Mare University of Suceava, Romania*



## **BUSINESS FINANCING OPPORTUNITIES THROUGH EUROPEAN GRANTS**

**Mihai POPESCU**

*Ștefan cel Mare University of Suceava, Romania*

## **PRESERVATION OF BUILT HERITAGE AND CIRCULAR ECONOMY. PRACTICES FROM BUKOVINA.**

**Carmen CHAȘOVACHI**

*Ștefan cel Mare University of Suceava, Romania*

**Carol Alexandru MOHR**

*Bucovina Institute, Radauti, Romania*

## **SUSTAINABLE TOURISM - SOLUTION TO THE NEGATIVE IMPACT ON TOURISM**

**Petronela VULTUR**

*Ștefan cel Mare University of Suceava, Romania*

## **POSSIBLE SOURCES OF FUNDING FOR THE TRANSITION TO THE GREEN ECONOMY**

**Anisoara APETRI**

*Ștefan cel Mare University of Suceava, Romania*

## **THE IMPACT OF NEW INFORMATION TECHNOLOGIES ON THE EVOLUTION OF SERVICE QUALITY**

**Claudia Mihaela ENACHI**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Valentin HAPENCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Mihai ENACHI**

*Ștefan cel Mare University of Suceava, Romania*

## **MANAGERIAL PRACTICES AND PERCEPTIONS ON ROMANIAN ENTREPRENEURSHIP**

**Iulia BALAN**

*Ștefan cel Mare University of Suceava, Romania*

### *Track 3: MANAGEMENT AND BUSINESS ADMINISTRATION*

**ONSITE** - Ștefan cel Mare University of Suceava, Building E, Room E101

**ONLINE** - <http://conferinta.feaa.usv.ro/>

**Moderators:**

**Valentin HAPENCIUC**, "Ștefan cel Mare" University of Suceava, Romania

**Pavel STANCIU**, "Ștefan cel Mare" University of Suceava, Romania

#### **THE QUALITY OF EQUITY INFORMATION IN THE BASIS OF ECONOMIC DECISIONS**

**Daniela GHEDEA**

*Academy of Economic Studies of Moldova, Republic of Moldova*

**Galina BĂDICU**

*Academy of Economic Studies of Moldova, Republic of Moldova*

#### **FOUR-DAY WORK WEEK - INFLUENCE ON THE TOURIST BEHAVIOR OF YOUNG PEOPLE**

**Claudia- Elena TUCLEA**

*Bucharest University of Economic Studies, Romania*

**Vlad DIACONESCU**

*Bucharest University of Economic Studies, Romania*

#### **JOB'S OF THE FUTURE - AN ANALYSIS FROM AN ERGONOMIC PERSPECTIVE**

**Angela ALBU**

*Ștefan cel Mare University of Suceava, Romania*

#### **DISRUPTIVE INNOVATION AND DIGITAL TECHNOLOGIES IN THE CONTEXT OF BUSINESS PERFORMANCE**

**Alexandra DANILET**

*Ștefan cel Mare University of Suceava, Romania*

#### **MEASURING THE IMPACT OF COVID-19 PANDEMY OVER THE HUMAN RESOURCES ACCOUNTING AND FISCAL POLICY**

**Daniel RATA**

*Ștefan cel Mare University of Suceava, Romania*

**Elena HLACIUC**

*Ștefan cel Mare University of Suceava, Romania*

#### **QUALITY ASSURANCE ACTIVITIES INCLUDED IN THE QUALITY MEASUREMENT PROCESS IN THE REPUBLIC OF MOLDOVA**

**Dragomir Lilia VASILE**

*Moldova State University, Republic of Moldova, Republic of Moldova*

## **DYNAMICS OF TELEWORKING AND IMPACT ON STAKEHOLDERS IN THE CURRENT PANDEMIC CONTEXT**

**Ruxandra BEJINARU**

*Ștefan cel Mare University of Suceava, Romania*

**Daniela Mihaela NEAMTU**

*Ștefan cel Mare University of Suceava, Romania*

**Iulian CONDRATOV**

*Ștefan cel Mare University of Suceava, Romania*

**Pavel STANCIU**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Valentin HAPENCIUC**

*Ștefan cel Mare University of Suceava, Romania*

## **MEDIA AS A TOOL OF PROMOTING INNOVATION IN COMPANIES**

**Alina Ramona BUTNARIU**

*Ștefan cel Mare University of Suceava, Romania*

**Andreea NISTOR**

*Ștefan cel Mare University of Suceava, Romania*

## **TOYOTA MOTOR CO GLOBAL POSITION: VISION, PRUDENCE AND CONTINUOUS INNOVATION**

**Florin Nicolae PRUNĂU**

*Ștefan cel Mare University of Suceava, Romania*

## **APPROACHES TO METHODS OF DETERMINING THE COST OF CAPITAL AND INFLUENCING FACTORS**

**Camelia Cătălina MIHALCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Maria GROSU**

*Alexandru I Cuza University of Iasi, Romania*

**Dumitrița APOSTOL**

*UNIVERSITY ȘTEFAN CEL MARE OF SUCEAVA, Romania*

**Ana Maria BUZDUGAN**

*Ștefan cel Mare University of Suceava, Romania*

## **ROMANIA'S ECONOMY BETWEEN THE COVID-19 CRISIS AND THE WAR IN UKRAINE**

**Otilia Maria BORDEIANU**

*Ștefan cel Mare University of Suceava, Romania*

**Lucia MOROSAN-DANIILA**

*Ștefan cel Mare University of Suceava*

## **RESILIENCE OF ORGANIZATIONS IN THE CURRENT CONDITIONS OF UNCERTAINTY**

**Alina CRÎȘMARIU (ȘOMÎTCĂ)**

*Ștefan cel Mare University of Suceava, Romania*

**Sorin ȘOMÎTCĂ**

*Ștefan cel Mare University of Suceava, Romania*

**Elena HLACIUC**

*Ștefan cel Mare University of Suceava, Romania*



## Track 4: STATISTICS-ECONOMIC INFORMATICS AND MATHEMATICS

**ONSITE** - Ștefan cel Mare University of Suceava, Building E, Room E118

**ONLINE** - <http://conferinta.feaa.usv.ro/>

### Moderators:

**Doru Eugen TILIUȚE**, "Ștefan cel Mare" University of Suceava, Romania

**Iulian CONDRATOV**, "Ștefan cel Mare" University of Suceava, Romania

### ASPECTS REGARDING ON THE SYSTEM OF STATISTICAL INDICATORS OF MEASURING SUSTAINABLE DEVELOPMENT IN TOURISM

**Elisabeta R. ROȘCA**

*Ștefan cel Mare University of Suceava, Romania*

### STATISTICAL COORDINATES OF SUSTAINABLE DEVELOPMENT OF THE MOUNTAIN ZONE IN ROMANIA

**Elisabeta R. ROȘCA**

*Ștefan cel Mare University of Suceava, Romania*

### THE IMPACT OF COVID-19 ON ROMANIAN TOURISM FROM A STATISTICAL PERSPECTIVE

**Carmen BOGHEAN**

*Ștefan cel Mare University of Suceava, Romania*

**Mihaela STATE**

*Ștefan cel Mare University of Suceava, Romania*

### THE EVOLUTION OF THE BUCHAREST STOCK EXCHANGE ENERGY INDEX BASED ON OIL PRICE FLUCTUATIONS.

**Angela-Nicoleta COZORICI**

*Ștefan cel Mare University of Suceava, Romania*

### THE FUTURE OF DIGITIZATION IN PUBLIC SECTOR: XBRL

**Alina CRÎȘMARIU (ȘOMÎTCĂ)**

*Ștefan cel Mare University of Suceava, Romania*

**Sorin ȘOMÎTCĂ**

*Ștefan cel Mare University of Suceava, Romania*

**Elena HLACIUC**

*Ștefan cel Mare University of Suceava, Romania*



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**QUANTITATIVE RESEARCH ON THE EVOLUTION OF ELECTRONIC PAYMENTS IN EUROPE  
IN THE CONTEXT OF THE PANDEMIC COVID 19**

**Anisoara APETRI**

*Ștefan cel Mare University of Suceava, Romania*

**CHALLENGES IN FUNDRAISING FOR ROMANIAN ORGANIZATION IN DIGITAL SOCIAL  
MARKETING**

**Loredana Nicoleta MEGA**

*Bucharest University of Economic Studies, Romania*

**Maria Loredana POPESCU**

*Bucharest University of Economic Studies, Romania*

**PRELIMINARY ANALYSIS OF THE HUMAN CAPITAL MARKET IN THE IT SEGMENT IN IAȘI  
COUNTY**

**Alexandru Bogdan CIOCHINA**

*Alexandru I Cuza University of Iasi, Romania*

## Student Session

ONSITE - Ștefan cel Mare University of Suceava, Building A, Senat Room

ONLINE -  **Google Meet** [Click here to join!](#)

### Moderators:

**Gabriela ȚIGU**, Bucharest University of Economic Studies, Romania

**Smaranda Adina COSMA**, Babeș-Bolyai University, Cluj-Napoca, Romania

**Angela ALBU**, "Ștefan cel Mare" University of Suceava, Romania

### KEYNOTE SPEAKERS:



**Dr Cristina MAXIM**

University of West London, UK

Presentation title: *Trends and issues in world tourism cities*



**Professor Smaranda Adina COSMA**

Babeș-Bolyai University, Cluj-Napoca, Romania

Presentation title: *Residents as value co-creators in urban destination*

### ANALYSIS OF ONLINE VERSUS OFFLINE BUYING BEHAVIOR OF PET OWNERS DURING THE COVID-19 PANDEMIC

**Anghel Tudorel COZMA**

*Babeș-Bolyai University, Cluj-Napoca, Romania*

**Smaranda Adina COSMA**

*Babeș-Bolyai University, Cluj-Napoca, Romania*

**Mădălina VĂLEANU**

*Iuliu Hațieganu University Medicine and Pharmacy, Cluj-Napoca, Romania*

### THE ATTITUDES OF THE YOUNG ADULTS IN ALBANIA AND ROMANIA ON SUSTAINABLE TOURISM

**Brian BALLIU**

*The National School of Political Science and Public Administration, Romania*

**ECONOMIC DEVELOPMENT OF THE NORTH - EAST REGION OF ROMANIA THROUGH THE ABSORPTION OF EUROPEAN FUNDS. A CASE STUDY OF THE ANTUR PROJECT**

**Gabriela PRELIPCEAN**

*Ștefan cel Mare University of Suceava, Romania*

**Alexandra UNGUREANU**

*Ștefan cel Mare University of Suceava, Romania*

**HOW NFTS CAN DECENTRALIZE ROMANIAN TOURISM? – THE CASE OF STRAMOSI**

**Andreea NITA (DANILA)**

*Ștefan cel Mare University of Suceava, Romania*

**Carmen NASTASE**

*Ștefan cel Mare University of Suceava, Romania*

**Maria VRANCEANU**

*Ștefan cel Mare University of Suceava, Romania*

**Iuliana PETROVAN**

*Ștefan cel Mare University of Suceava, Romania*

**THE IMPACT OF THE COVID-19 PANDEMIC ON ENTREPRENEURSHIP**

**Eugenia TRUFIN (GURZU)**

*Ștefan cel Mare University of Suceava, Romania*

**Ancuța LUCACI**

*Ștefan cel Mare University of Suceava, Romania*

**INNOVATIVE PRACTICES RELATED TO SMART TOURISM IN ORGANIZATIONS ACROSS ROMANIA**

**Alina Ramona Ramona BUTNARIU**

*Ștefan cel Mare University of Suceava, Romania*

**Procopie Florin GUȘUL**

*Ștefan cel Mare University of Suceava, Romania*

**MANAGING KNOWLEDGE AND INNOVATION FOR SUSTAINABLE MODELS OF BUSINESS: A SYSTEMATIC LITERATURE NETWORK ANALYSIS**

**Denisa Alexandra CHIFAN**

*Ștefan cel Mare University of Suceava, Romania*

**CIRCULAR ECONOMY - THE KEY TO THE SUSTAINABLE DEVELOPMENT OF A REGION**

**Daniela AVASILOAEI (MUSCAL)**

*Ștefan cel Mare University of Suceava, Romania*

**TRENDS IN BUSINESS ENVIRONMENT AND COMPETITION**

**Claudia Mihaela ENACHI**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Valentin HAPENCIUC**

*Ștefan cel Mare University of Suceava, Romania*

**Cristian Mihai ENACHI**

*Ștefan cel Mare University of Suceava, Romania*

19:00

Dinner – Restaurant Conacul Domnesc