

INTERNATIONAL CONFERENCE ON ECONOMICS, INTERNATIONAL BUSINESS AND CROSS-CULTURAL COMMUNICATION

EIBC 2024

PROGRAMME

THURSDAY, June 13, 2024

10.30 – 11.00 REGISTRATION (Senate Hall Entrance, UAIC – A Building)

11.00 – 13.00 WELCOME AND OPENING REMARKS (Senate Hall, UAIC – A Building)

Nicoleta Laura POPA, Vice-Rector for International Relations and Study and Research Partnerships, Alexandru Ioan Cuza University of Iași, ROMANIA

Cristina-Teodora ROMAN, Dean of the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, ROMANIA

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ, Head of Department of Economics and International Relations, Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, ROMANIA

OPENING PLENARY (Senate Hall, UAIC – A Building)

Keynote Addresses:

Piotr GABRIELCZAK, Phd., University of Lodz, POLAND – *Is the law of gravity absolute? Comparing trade in intermediate and final goods*

Codrin Liviu CUȚITARU, Professor PhD, Alexandru Ioan Cuza University of Iași, ROMANIA – *Economistul și Literatul. Imagini (tulburătoare) în oglinzi concave*

13.30 – 15.30 LUNCH (CUI – Casa Universitarilor din Iași)

15.30 – 17.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)

19.00 – DINNER (La Castel Restaurant)

FRIDAY, June 14, 2024

9.30 – 11.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)

11.00 – 11.30 COFFEE BREAK (CUI – Casa Universitarilor din Iași)

11.30 – 13.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)

13.00 – 15.00 LUNCH (CUI – Casa Universitarilor din Iași)

15.00 – 17.00 PANEL SESSIONS (CUI – Casa Universitarilor din Iași)

18.30 – DINNER (Berăria Veche Restaurant)

SATURDAY, June 15, 2024

10.00 – 14.00 – SOCIAL PROGRAMME

PANEL SESSIONS

THURSDAY, June 13, 2024, 15.30 – 17.00

SESSION 1| ECONOMICS (1) (CUI – “Ion Simionescu” Hall)

Chairs: Vasile IȘAN (Alexandru Ioan Cuza University of Iași) & Gabriel MURSA (Alexandru Ioan Cuza University of Iași)

1. Gabriel MURSA (Alexandru Ioan Cuza University of Iași) – *Keynes as a social engineer*
2. Ion MUȘCHEI (Alexandru Ioan Cuza University of Iași) – *The implementation of European institutions in the Europeanization process of the Republic of Moldova. The relationship of formal institutions and informal institutions between complementarity and competition*
3. Ștefan-Cătălin TOPLICEANU (Alexandru Ioan Cuza University of Iași), Andrei-Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași) – *The EU energy dependence on conventional resources in times of war*
4. Vasile IȘAN (Alexandru Ioan Cuza University of Iași) – *A few reflections on the “new” industrial policy*
5. Costel NEGREI (Bucharest University of Economic Studies), Miruna MAZURENCU-MARINESCU-PELE (Bucharest University of Economic Studies), Raluca IGNAT (Bucharest University of Economic Studies), Marius CONSTANTIN (Bucharest University of Economic Studies), Bogdan-Cristian CHIRIPUCI (Bucharest University of Economic Studies), Ina NIMERENCO (Bucharest University of Economic Studies) – *Profiling Romania's agriculture: A regional and structural analysis of the Romanian farms*

SESSION 2| INTERCULTURAL COMMUNICATION (1) (CUI – “Vespasian Pella” Hall)

Chairs: Laura Carmen CUȚITARU (Alexandru Ioan Cuza University of Iași) & Simona MITOCARU-LUPU (Alexandru Ioan Cuza University of Iași)

1. Laura Carmen CUȚITARU (Alexandru Ioan Cuza University of Iași) – *Categorial perception and language (writing included)*
2. Oana-Alexandra ALEXA (Alexandru Ioan Cuza University of Iași) – *The impact of culture on management styles. A Business English teaching perspective*
3. Diana Gabriela LUPU (Alexandru Ioan Cuza University of Iași) – *Exploring digital tools for teaching Business English*
4. Alina BRUCKNER (Alexandru Ioan Cuza University of Iași) – *German discourses of political correctness: an intercultural perspective*
5. Ana SANDULOVICIU (Alexandru Ioan Cuza University of Iași) – *Diversité culturelle: enseigner le FLE grâce à la carte des fromages français*
6. Simona MITOCARU-LUPU (Alexandru Ioan Cuza University of Iași) – *Teaching business writing nowadays: Changes and challenges*

SESSION 3| YOUNG RESEARCHERS (1) (CUI – “Vasile Arvinte” Hall)

Chairs: Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași) & Oana Ramona GURIȚĂ (Alexandru Ioan Cuza University of Iași)

1. Silvia-Maria CARP (Alexandru Ioan Cuza University of Iași), Ana-Maria BERCU (Alexandru Ioan Cuza University of Iași) – *Smart working and youth unemployment in the European Union. Exploring potential solutions and implications*
2. Ciprian-Florin DASCĂLU (Alexandru Ioan Cuza University of Iași)

Upcycling in organizational management: A bibliometric analysis of motivations and global trends

3. Mădălina-Ioana PETREA (Alexandru Ioan Cuza University of Iași) – ***Innovating business models in food retail for lasting impact***
4. Alexandra-Daniela DAMIR (Alexandru Ioan Cuza University of Iași) – ***Predictive analysis of employee turnover***
5. Ana-Maria GIURGI (Alexandru Ioan Cuza University of Iași) – ***Empirical study on Euro currency confidence before COVID-19***
6. Ioana-Maria URSACHE (Alexandru Ioan Cuza University of Iași) – ***Bridging or widening the gap: the dual impact of smart cities on urban quality of life***
7. Imane HBABAT (Alexandru Ioan Cuza University of Iași/ University Hassan II Casablanca), ***Cross-cultural communication in the workplace in Morocco: An analysis of exchanges between Sub-Saharan migrants and native executives***

FRIDAY, June 14, 2024, 9.30 – 11.00

SESSION 4| ECONOMICS (2) (CUI – “Ion Simionescu” Hall)

Chairs: Ioana Sorina ANDREICA (Babeş-Bolyai University, Cluj-Napoca) & Mariana HATMANU (Alexandru Ioan Cuza University of Iași)

1. Ioana Sorina ANDREICA (Babeş-Bolyai University, Cluj-Napoca), Larisa Nicoleta KANTO (Babeş-Bolyai University, Cluj-Napoca) ***The common agricultural policy and sustainable development: The new EU consensus on greening and greenwashing***
2. Leonard Artur HORVATH (Babeş-Bolyai University, Cluj-Napoca) – ***Geopolitică și crizele economice***
3. Octavian JULA (Babeş-Bolyai University, Cluj-Napoca) – ***Digital currency - the road to the new centralism***
4. Marilena PAPUC CHIVA (Bucharest University of Economic Studies) – ***The issue of rural development in Romania: Untapped potentials***

versus intricate constraints

5. Mariana HATMANU (Alexandru Ioan Cuza University of Iași), Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași) – ***Study on determinants of educational performance. A structural equation modelling approach***
6. Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași), Mariana HATMANU (Alexandru Ioan Cuza University of Iași) – ***Implications of air emissions on human health in the EU27 countries***

SESSION 5| ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS (CUI – “Vespasian Pella” Hall)

Chairs: GrațIELA Georgiana NOJA (West University of Timișoara) & Mirela Simona CRISTEA (University of Craiova)

1. Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași), Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași) – ***Nexus between energy use and urbanization. Empirical investigation***
2. Alina ZAHARIA (Bucharest University of Economic Studies), Maria-Claudia DIACONEASA (Bucharest University of Economic Studies), Ionuț-Laurențiu PETRE (Bucharest University of Economic Studies), Bianca-Eugenia LEOVEANU-SOARE (Bucharest University of Economic Studies), Mădălina-Elena DEACONU (Bucharest University of Economic Studies) – ***Overview of scientific research in public-private partnerships in agriculture***
3. Mihaela ROVINARU (Babeș-Bolyai University, Cluj-Napoca), Flavius ROVINARU (Babeș-Bolyai University, Cluj-Napoca), Marcel PÎRVU (Babeș-Bolyai University, Cluj-Napoca) – ***BRICS and climate change: Collaborative pathways to a sustainable future***
4. Costică MIHAI (Alexandru Ioan Cuza University of Iași) – ***The economic shadow of natural resources in developing countries***
5. GrațIELA Georgiana NOJA (West University of Timișoara), Marilen Gabriel PIRTEA (West University of Timișoara), Claudiu BOȚOC (West University of Timișoara), Mirela Simona CRISTEA, (University of Craiova), Jelena STANKEVICIENE (Vilnius Gediminas Technical

University) – ***Advancing environmental sustainability through technological innovation: A comprehensive modelling approach***

6. Mirela Simona CRISTEA (University of Craiova), GrațIELA Georgiana NOJA (West University of Timișoara), Raluca Mihaela DRĂCEA (Bucharest University of Economic Studies), Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ (Alexandru Ioan Cuza University of Iași), Tomasz DOROZYNSKI (University of Lodz) – ***The financial performance of European agricultural companies under the influence of ESG investments***
7. Louisa-Maria BUCUR (Bucharest University of Economic Studies/ Babeș-Bolyai University, Cluj-Napoca), Dana Elena BAKO (Babeș-Bolyai University, Cluj-Napoca), Marius RUS (Babeș-Bolyai University, Cluj-Napoca), Adina Viorica RUS (Babeș-Bolyai University, Cluj-Napoca) – ***Research and development as a catalyst for environmental improvement: Evidence from the European Union***

SESSION 6| STUDENTS' PAPERS (1) (CUI – “Vasile Arvinte” Hall)

Chairs: Flavius ROVINARU (Babeș-Bolyai University, Cluj-Napoca) & Mihai LĂCĂTUȘ (Babeș-Bolyai University, Cluj-Napoca)

1. Mark-Denis MOLNAR (Babeș-Bolyai University, Cluj-Napoca) – ***How the concepts of Self and Identity affect economic behaviour***
2. Mihai LĂCĂTUȘ (Babeș-Bolyai University, Cluj-Napoca) – ***The economic impact of climate change denial theories: Influences on economic decisions and public policy in the context of energy transition***
3. Sorana MITROFAN (Babeș-Bolyai University, Cluj-Napoca) – ***Climate change and green initiatives: A European approach***
4. Erik SZEKELY (Babeș-Bolyai University, Cluj-Napoca) – ***Developed countries' emphasis towards innovation***
5. Maria TSIOURI (Alexandru Ioan Cuza University of Iași/ University of Macedonia, Greece), Vasiliki SAMARA (Alexandru Ioan Cuza University of Iași/ University of Macedonia, Greece) – ***Cultural Studies through the perspective of Erasmus programmes***

6. Alexandra-Ioana SIMON (Alexandru Ioan Cuza University of Iași) – ***Corporate social responsibility in the automotive industry***
7. Bianca Ștefania STURZA (Alexandru Ioan Cuza University of Iași) – ***Breaking barriers: Big Data's crucial role in financial security***

FRIDAY, June 14, 2024, 11.30 – 13.00

SESSION 7 | ECONOMICS (3) (CUI – “Ion Simionescu” Hall)

Chairs: Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași) & Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași)

1. Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași), Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași) – ***Government spending on education: challenges and perspectives***
2. Mihaela Brîndușa TUDOSE (Gheorghe Asachi Technical University of Iași), Raluca Irina CLIPA (Alexandru Ioan Cuza University of Iași), Flavian CLIPA (Iași University of Life Sciences) – ***Digital transition and performance: evidence on Romanian companies***
3. Oana-Ramona GURIȚĂ (Alexandru Ioan Cuza University of Iași), Nicoleta SÎRGHI (West University of Timișoara), Maria Magdalena DOROIMAN (West University of Timișoara) – ***Can we discuss about health security after the Covid pandemic? EU countries at a glance***
4. Mihaela IFRIM (Alexandru Ioan Cuza University of Iași) – ***Friedrich Hayek on the welfare state***
5. Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași) – ***Towards a holographic-type perspective in the analysis of complex-system dynamics***
6. Tudor Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași) – ***Real convergence and economic resilience after the economic crisis. Case study: Central and Eastern European countries***

SESSION 8| INTERCULTURAL COMMUNICATION (2) (CUI – “Vespasian Pella” Hall)

Chairs: Sorina CHIPER (Alexandru Ioan Cuza University of Iași) & Anca Irina CECAL (Alexandru Ioan Cuza University of Iași)

1. Raluca Ștefania PELIN (Iași University of Life Sciences), Roxana MIHALACHE (Iași University of Life Sciences), Elena PETREA (Iași University of Life Sciences) – ***The emotional intelligence behind and beyond meat advertising***
2. Roxana MIHALACHE (Iași University of Life Sciences), Elena PETREA (Iași University of Life Sciences), Raluca Ștefania PELIN (Iași University of Life Sciences) – ***Interculturality in European meat-products commercials***
3. Elena PETREA (Iași University of Life Sciences), Roxana MIHALACHE, (Iași University of Life Sciences) Raluca PELIN (Iași University of Life Sciences Iași) - ***Culture/ Interculturality in advertising discourse: the case of meat-products advertising in France and Romania***
4. Anca Irina CECAL (Alexandru Ioan Cuza University of Iași) – ***Using adequate questions to remove communication barriers in interviews***
5. Oana URSU (Alexandru Ioan Cuza University of Iași) – ***Revisiting national stereotypes. A text-linguistics approach to exploring Romania's image abroad***
6. Sorina CHIPER (Alexandru Ioan Cuza University of Iași) - ***Religious marketing in practice: A comparative study on Patristic Nectar publications and Doxologia publishers***

SESSION 9| YOUNG RESEARCHERS (2) (CUI – “Vasile Arvinte” Hall)
Chairs: Gabriela-Carmen PASCARIU (Alexandru Ioan Cuza University of Iași) & Costică MIHAI (Alexandru Ioan Cuza University of Iași)

1. Anca Maria UNGUREANU (Babeș-Bolyai University, Cluj-Napoca) – *Skills, digitalization and life expectancy in relationship with economic growth: A system GMM approach*
2. Cosmin-Danut VEZETEU (Transilvania University of Brașov), Raluca-Ioana STĂNCIULESCU (Transilvania University of Brașov), Camelia NEGRI (Transilvania University of Brașov) – *The environmental disclosure of Romanian-listed companies and its correlation with ESG and financial performance*
3. Mihai Christopher Marian RADOVICI (Bucharest University of Economic Studies) – *The Polar Express towards globalisation: China's (re)engagement with the Arctic and Antarctic spheres*
4. Denisa Ligia MATEI (Bucharest University of Economic Studies) – *The impact of social innovation and corporate responsibility on employee attraction and retention*
5. Maria AILINCĂI-ZANET (Alexandru Ioan Cuza University of Iași) – *The public and private service sector. A country comparison on wages in Romania*
6. Iuliana OBREJA (Alexandru Ioan Cuza University of Iași) – *Tales from the bookshelf: Navigating the book influencer landscape*
7. Daniela MOGÎLDEA (Alexandru Ioan Cuza University of Iași), Mihai CARP (Alexandru Ioan Cuza University of Iași) – *Impact of financial reporting on share returns: evidence from non-financial companies listed on the Bucharest Stock Exchange*

FRIDAY, June 14, 2024, 15.00 – 17.00

SESSION 10 | YOUNG RESEARCHERS (3) (CUI – “Ion Simionescu” Hall)

Chairs: Mihaela IFRIM (Alexandru Ioan Cuza University of Iași) & Raluca Irina CLIPA (Alexandru Ioan Cuza University of Iași)

1. Rodica POPA (Academy of Economic Studies of Moldova) – ***Sisteme ERP in cloud - instrumente de perfecționare a managementului întreprinderilor mici și mijlocii din Republica Moldova***
2. Teodora PALCAU (Babeș-Bolyai University, Cluj-Napoca) – ***The Role of banking and capital markets on economic growth in 27 European Union countries: Searching for Granger causality***
3. Liliana CERNAVCA (Alexandru Ioan Cuza University of Iași) – ***Financial development and economic growth. A content analysis***
4. Ihab JWEIDA (Bucharest University of Economic Studies) – ***The social economic consequences of the Libyan conflict: From economic decline to a migration crisis linked with human rights violations***
5. Christian ROGALSKI (Alexandru Ioan Cuza University of Iași) - ***Climate change and migration patterns: A comparative analysis of global migration responses***
6. Adriana MANOLICĂ (Alexandru Ioan Cuza University of Iași), Olga BUCĂȚARU (Alexandru Ioan Cuza University of Iași), Cristina-Teodora ROMAN (Alexandru Ioan Cuza University of Iași), Patricea-Elena BERTEA (Alexandru Ioan Cuza University of Iași), Alexandra-Raluca JELEA (Alexandru Ioan Cuza University of Iași) - ***Artificial intelligence revolutionizing digital marketing***

SESSION 11| STUDENTS' PAPERS (2) (CUI – “Vespasian Pella” Hall)

Chairs: Oana URSU (Alexandru Ioan Cuza University of Iași) & Oana ALEXA (Alexandru Ioan Cuza University of Iași)

1. Lucian GÎSCĂ (Alexandru Ioan Cuza University of Iași), Marius PETREA (Alexandru Ioan Cuza University of Iași) - ***Secondary stock markets – a catalyst of financial resources vital to the development of smaller companies***
2. Cosmin-Andrei AXINTE (Alexandru Ioan Cuza University of Iași) - ***The socio-economic consequences of EU migration in the context of the Ukrainian war***
3. Anca Emilia IOJĂ (Alexandru Ioan Cuza University of Iași), Oana-Ramona SOCOLIUC (GURIȚĂ) (Alexandru Ioan Cuza University of Iași) – ***The impact of small and medium enterprises on economic and social development in Romania***
4. Alexandra-Ioana SIMON (Alexandru Ioan Cuza University of Iași) - ***Iași 2024: Public transport for foreigners in an aspirational smart city context***
5. Laura MELNIC (Alexandru Ioan Cuza University of Iași) – ***The impact of AI on business communication***
6. Maria-Mirabela GIREADĂ (Alexandru Ioan Cuza University of Iași), Livia-Mihaela ȚUȚUIANU (Alexandru Ioan Cuza University of Iași), Dănuț-Ioan VIU (Alexandru Ioan Cuza University of Iași) - ***E-commerce and digital transformation in international business***
7. Diana MOTELICĂ (Alexandru Ioan Cuza University of Iași) - ***Cross-cultural management in business. Comparing practices: Oil rich gulf countries versus Western European countries***

SAGES SPECIAL SESSION | SPATIAL ANALYSIS OF GROWTH, ENVIRONMENT AND SUSTAINABLE WELL-BEING (CUI - “Vasile Arvinte” Hall)

Chairs: Elena CIORTESCU (Alexandru Ioan Cuza University of Iași) & Ramona ȚIGĂNAȘU (Alexandru Ioan Cuza University of Iași)

1. Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ (Alexandru Ioan Cuza University of Iași), Carmen PINTILESCU (Alexandru Ioan Cuza University of Iași), Ramona ȚIGĂNAȘU (Alexandru Ioan Cuza University of Iași) - ***The impact of intergenerational transfers on the well-being of older adults***
2. Ramona ȚIGĂNAȘU (Alexandru Ioan Cuza University of Iași), Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași), Liviu-George MAHA (Alexandru Ioan Cuza University of Iași) - ***An overview of well-being: Concept and assessment methods***
3. Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași), Alexandra Cristina SÎRBU (Alexandru Ioan Cuza University of Iași) - ***Integrating subjectivity and objectivity in measuring well-being***
4. Mădălina BREZULEANU (Alexandru Ioan Cuza University of Iași) - ***Economic freedom and subjective well-being: Policy implications***
5. Claudiu HERȚELIU (Bucharest University of Economic Studies) - ***Aging among ethnic and religious groups in Romania: An exploratory study***
6. Carina BRÂNZILĂ (Alexandru Ioan Cuza University of Iași) - ***Cultural adaptation and well-being***
7. Elena CIORTESCU (Alexandru Ioan Cuza University of Iași) - ***Happiness and well-being as social constructs - practical insights***