



UNIVERSITATEA BABEȘ-BOLYAI  
BABEȘ-BOLYAI TUDOMÁNYEGYETEM  
BABEȘ-BOLYAI UNIVERSITÄT  
BABEȘ-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA

FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP

**Facultatea de Business**  
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# THE INTERNATIONAL CONFERENCE

## MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM 4<sup>TH</sup> EDITION

**Conference Program, May 16<sup>th</sup>-18<sup>th</sup>, 2024**

**CONFERENCE VENUE: Horea St. No 7, Cluj-Napoca**

<https://goo.gl/maps/wJHT5GctuRW1D9DJ6>

**CONFERENCE LINKS: see the timeline of each session**



# Conference Theme: Sustainable and Resilient Businesses in the Global Economy

## Conference Topics

- ✓ Smart and Sustainable Development Issues in the Digital Economy
- ✓ Challenges and Opportunities in the International Business Context
- ✓ Sustainable and Resilient Business Models
- ✓ Business and Wellbeing
- ✓ Innovative and Sustainable Entrepreneurship
- ✓ Changing Dimensions of Modern Business and Hospitality
- ✓ Financing Alternatives for SMEs
- ✓ Modern Customer Experiences
- ✓ Human Capital Leadership & Organisational Behaviour
- ✓ Global Capital Markets and their Role in Investment Financing
- ✓ Corporate Governance
- ✓ Classic and Alternative Approaches in the fields of Accounting, Banking, Business Law, Economics, and Finance

\* Wine Workshop

## Scientific Committee

- **Assoc. Prof. Gurhan AKTAS, PhD**, Department of Tourism Management, Dokuz Eylul University, Izmir, Turkey
- **Prof. Madela ABRUDAN, PhD**, The University of Oradea, Faculty of Economics, Romania
- **Prof. Alina BĂDULESCU, PhD**, The University of Oradea, Faculty of Economics, Romania
- **Assoc. Prof. Irina BILAN, PhD**, Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania
- **Prof. Constantin BRĂTIANU, PhD**, National University of Political Studies and Public Administration, Faculty of Management, Romania
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- **Assoc. Prof. Mark Anthony CAMILLERI, PhD**, Department of Corporate Communication, University of Malta, Malta
- **Giuseppe CATENAZZO, PhD**, Head of Research at the American University of Applied Sciences Institute in Switzerland and an Affiliate Professor at ICN Business School in France
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- **Prof. Habil. Dan-Cristian DABIJA, PhD**, Babeș-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania



- **Prof. Doina DĂNĂIAȚĂ, PhD**, West University of Timișoara, Faculty of Economics and Business Administration, Romania
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- **Prof. Olimpia STATE, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **Prof. Andreea Fortuna ȘCHIOPU, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **Researcher Georgia Daniela TACU HÂRȘAN, PhD**, The Romanian Academy, Branch of Iași, „Gheorghe Zane” Institute of Economic and Social Research, Romania
- **Assoc. Prof. Mihail Ovidiu TĂNASE, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania



- **Res. Assist. Anna TATARCZAK, PhD**, Maria Curie Sklodowska University, Faculty of Economics, Lublin, Poland
- **Prof. Gabriela ȚIGU, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **Assoc. Prof. Ioana VĂDĂSAN, PhD**, West University of Timișoara, Faculty of Economics and Business Administration, Romania
- **Doc. Ing. Katarína VALÁŠKOVÁ, PhD**, University of Zilina, Zilina, Slovak Republic
- **Senior Lecturer Ionuț VIDA-SIMITI, PhD**, „Iuliu Hațieganu” University of Medicine and Pharmacy, Faculty of Medicine, Cluj-Napoca, Romania
- **Senior Lecturer Anca C. YALLOP, PhD**, International Business, Strategy & Entrepreneurship Department, Auckland University of Technology, New Zealand
- **Assoc. Prof. Konstantina ZERVA, PhD**, University of Girona, Faculty of Tourism, Spain.

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## Organizing Committee

- Assoc. Prof. Valentin TOADER, PhD Habil.
- Prof. Adina Letiția NEGRUȘA, PhD Habil.
- Prof. Smaranda Adina COSMA, PhD Habil.
- Prof. Cornelia POP, PhD
- Prof. Ramona Paula RĂCHIȘAN, PhD Habil.
- Prof. Larissa Margareta BĂTRÂNCEA, PhD Habil.
- Assoc. Prof. Veronica Rozalia RUS, PhD
- Assoc. Prof. Oana Ruxandra BODE, PhD
- Prof. Marius Dan GAVRILETEA, PhD Habil.
- Assoc. Prof. Oana Adriana GICĂ, PhD
- Assoc. Prof. Monica Maria COROȘ, PhD Conference Secretary

For any enquires please contact us via e-mail: [conference.tbs@ubbcluj.ro](mailto:conference.tbs@ubbcluj.ro), e-mail subject: 2024 MTBHT Conference



## Conference Timeline & Links

### HYBRID SESSIONS

Thursday, May 16<sup>th</sup>, 2024



<b>9:00-9:30</b>	<b>Registration</b>	<b>Main Lobby</b>
<b>9:30-9:45</b>	<b>Official Opening</b>	<b>Room 20, Ground Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>9:45-10:15</b>	<b>1<sup>st</sup> Plenary Session (Hybrid)</b>	<b>Room 20, Ground Floor</b>
	Assoc. Prof. <b>Nicolás Depetris-Chauvin</b> , PhD. HES-SO/HEG-Genève, Switzerland <b>Promoting Exports from Emerging Markets to OECD Countries</b> <b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>10:30-12:00</b>	<b>1<sup>st</sup> Parallel Session (Hybrid)</b>	<b>Room 217, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDh1NDYtY2JiMi00ZDU5LWJkMjM0MDtYTAyNjFmMmM4ZWJj%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDh1NDYtY2JiMi00ZDU5LWJkMjM0MDtYTAyNjFmMmM4ZWJj%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
	<b>2<sup>nd</sup> Parallel Session (Hybrid)</b>	<b>Room 119, 1<sup>st</sup> Floor</b>
<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>		



<b>12:15-12:45</b>	<b>2<sup>nd</sup> Plenary Session (Hybrid)</b>	<b>Room 20, Ground Floor</b>
	<b>Pascal Fesneau, Honorary Consul of France at Cluj</b> <b><i>French Investments in Romania: About Shared Values</i></b> <b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>13:00-14:30</b>	<b>Lunch at Rochelle Restaurant</b>	<b>Str. Traian No 2-4</b>
	<b><a href="https://goo.gl/maps/r9dHgJSfnRV6rvqq6">https://goo.gl/maps/r9dHgJSfnRV6rvqq6</a></b>	
<b>14:45-15:15</b>	<b>3<sup>rd</sup> Plenary Session (Hybrid)</b>	<b>Room 20, Ground Floor</b>
	Assoc. Prof. <b>Amir HASNAOUI, PhD.</b> Excelia Business School, La Rochelle, France <b><i>Global Fintech Innovations: Navigating the Future of Finance through Sustainability and Decarbonization</i></b> <b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>15:30-17:30</b>	<b>3<sup>rd</sup> Parallel Session (Hybrid)</b>	<b>Room 216, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDg4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDg4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
	<b>4<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 119, 1<sup>st</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWl1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWl1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
	<b>5<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 217, 2<sup>nd</sup> Floor</b>
<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAyNjFmMmM4ZwJj%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAyNjFmMmM4ZwJj%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>		

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<b>18:30</b>	<b>Gala Dinner at DoubleTree by Hilton Cluj - City Plaza</b>	<b>Str. Sindicatelor No 9-13</b>
	<a href="https://maps.app.goo.gl/nJUHn3zpKXyQwsh97">https://maps.app.goo.gl/nJUHn3zpKXyQwsh97</a>	

**\*\*\* All Coffee breaks take place in Google Hub (Room 121, 1<sup>st</sup> Floor)**

**Friday, May 17<sup>th</sup>, 2024**

<b>9:30-10:00</b>	<b>Registration</b>	<b>Main Lobby</b>
<b>10:00-10:30</b>	<b>4<sup>th</sup> Plenary Session (Hybrid)</b>	<b>Room 20, Ground Floor</b>
	Assoc. Prof. <b>Mark Anthony CAMILLERI</b> , PhD. Department of Corporate Communication, University of Malta, Malta <b>Factors Affecting the Acceptance and Usage of ChatGPT</b> <b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRIOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRIOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>10:45-12:45</b>	<b>6<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 119, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDG4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDG4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
	<b>7<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 217, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGZiMDU3NmUtNWRkMC00NDE3LThmOWYtZjk1MzZjNmE1YjBh%40thead.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGZiMDU3NmUtNWRkMC00NDE3LThmOWYtZjk1MzZjNmE1YjBh%40thead.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
	<b>8<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 215, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thead.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thead.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	



<b>13:00 – 14:30</b>	<b>Lunch at Rochelle Restaurant</b>	<b>Str. Traian No 2-4</b>
	<a href="https://goo.gl/maps/r9dHgJSfnRV6rvqq6">https://goo.gl/maps/r9dHgJSfnRV6rvqq6</a>	
<b>14:45-15:15</b>	<b>5<sup>th</sup> Plenary Session (Hybrid)</b>	<b>Room 20, Ground Floor</b>
	Prof. <b>Stroma COLE</b> , PhD. Reader at the University of Westminster, United Kingdom <b>Gender and Sustainability in the New World of Tourism Work</b>	
	<a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRIOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRIOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>15:30 -17:30</b>	<b>9<sup>th</sup> Parallel Session (Hybrid)</b>	<b>Room 119, 1<sup>st</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjgwMTMxNjgtNDUwNS00NTE2LWlxZDEtNTlmMDViMGY1MmY5%40hread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjgwMTMxNjgtNDUwNS00NTE2LWlxZDEtNTlmMDViMGY1MmY5%40hread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>18:30</b>	<b>Dinner at Panoramic Restaurant</b>	<b>Str. Șerpuitoare, No 1</b>
	<a href="https://goo.gl/maps/EAbK3KtWQeos67h79">https://goo.gl/maps/EAbK3KtWQeos67h79</a>	



**\*\*\* All Coffee breaks take place in Google Hub (Room 121, 1st Floor)**

**Saturday, May 18<sup>th</sup>, 2024**

**8:15 – 20:00 Trip**





## STUDENTS' SESSIONS

**Thursday, May 16<sup>th</sup>, 2024**

<b>9:00-9:30</b>	<b>Registration</b>	<b>Main Lobby</b>
<b>9:30-9:45</b>	<b>Official Opening</b>	<b>Room 20, Ground Floor</b>
<b>9:45-10:15</b>	<b>1<sup>st</sup> Plenary Session</b>	<b>Room 20, Ground Floor</b>
<b>10:30-12:00</b>	<b>1<sup>st</sup> Parallel Session (Hybrid)</b>	<b>Room 215, 2<sup>nd</sup> Floor</b>
	<b>Conference Link:</b> <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a>	
<b>12:15-12:45</b>	<b>2<sup>nd</sup> Plenary Session</b>	<b>Room 20, Ground Floor</b>
<b>13:00-14:00</b>	<b>Lunch at Rochelle Restaurant</b>	<b>Str. Traian No 2-4</b>
	<a href="https://goo.gl/maps/r9dHgJSfnRV6rvqq6">https://goo.gl/maps/r9dHgJSfnRV6rvqq6</a>	
<b>14:45-15:15</b>	<b>3<sup>rd</sup> Plenary Session</b>	<b>Room 20, Ground Floor</b>
<b>15:30-17:30</b>	<b>2<sup>nd</sup> Parallel Session (Onsite)</b>	<b>Room 218, 2<sup>nd</sup> Floor</b>
<b>18:30</b>	<b>Gala Dinner at DoubleTree by Hilton Cluj - City Plaza</b>	<b>Str. Sindicatelor No 9-13</b>
	<a href="https://maps.app.goo.gl/nJUHn3zpKXyQwsh97">https://maps.app.goo.gl/nJUHn3zpKXyQwsh97</a>	

**\*\*\* All Coffee breaks take place in Google Hub (Room 121, 1<sup>st</sup> Floor)**



## Friday, May 17<sup>th</sup>, 2024

<b>9:30-10:00</b>	<b>Registration</b>	<b>Main Lobby</b>
<b>10:00-10:30</b>	<b>4<sup>th</sup> Plenary Session</b>	<b>Room 20, Ground Floor</b>
<b>10:45-12:15</b>	<b>3<sup>rd</sup> Parallel Session (Onsite)</b>	<b>Room 218, 2<sup>nd</sup> Floor</b>
<b>13:00-14:30</b>	<b>Lunch at Rochelle Restaurant</b>	<b>Str. Traian No 2-4</b>
	<a href="https://goo.gl/maps/r9dHgJSfnRV6rvqq6">https://goo.gl/maps/r9dHgJSfnRV6rvqq6</a>	
<b>14:45-15:15</b>	<b>5<sup>th</sup> Plenary Session</b>	<b>Room 20, Ground Floor</b>
<b>15:30-17:00</b>	<b>4<sup>th</sup> Parallel Session (Onsite)</b>	<b>Room 218, 2<sup>nd</sup> Floor</b>
	<b>5<sup>th</sup> Parallel Session (Onsite)</b>	<b>Room 217, 2<sup>nd</sup> Floor</b>
<b>18:30</b>	<b>Dinner at Panoramic Restaurant</b>	<b>Str. Șerpuitoare, No 1</b>
	<a href="https://goo.gl/maps/EAbK3KtWQeos67h79">https://goo.gl/maps/EAbK3KtWQeos67h79</a>	

**\*\*\* All Coffee breaks take place in Google Hub (Room 121, 1st Floor)**

## Saturday, May 18<sup>th</sup>, 2024

**8:15 – 20:00 Trip**



**Thursday, May 16<sup>th</sup>, 2024**

<b>9:00-9:30</b>	<b>Registration</b>	<b>Main Lobby</b>
<b>9:30-9:45</b>	<b>Official Opening (Room 20, Ground Floor)</b>	<b>Dean Assoc. Prof. Habil. Valentin TOADER, PhD</b>  <b>Rector's Office Representative</b>
<p><b>Conference Link:</b>  <a href="https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d">https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</a></p>		

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**1<sup>st</sup> Plenary Session, Room 20, Ground Floor**  
**May 16<sup>th</sup> 2024, 9:45-10:15**

**Keynote Speaker:**

Assoc. Prof. **Nicolás Depetris-Chauvin**, PhD.  
 HES-SO/HEG-Genève, Switzerland

*Promoting Exports from Emerging Markets to OECD Countries*

**Conference Link:**

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2lzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)



**1<sup>st</sup> Parallel Session, Room 217, 2<sup>nd</sup> Floor**  
**May 16<sup>th</sup> 2024, 10:30-12:00**

**Session Chairperson: Prof. Cornelia POP, PhD**  
**Faculty of Business, Babeş-Bolyai University**  
[cornelia.pop@ubbcluj.ro](mailto:cornelia.pop@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAYNjFmMmM4ZWJi%40thread.v2/0?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAYNjFmMmM4ZWJi%40thread.v2/0?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Engagement Dynamics of Individuals with Intellectual Disabilities in Touristic Activities: A Case Study of Best Practices for Individuals with Intellectual Disabilities (online)</i>	Sandra Filipa Castro da Fonseca Rebelo Mafalda Luísa de Almeida Serra Patuleia
2.	<i>Sustainability Reporting as a Valuable Framework for Depicting Corporate-NGO Partnerships: A Case-Based Approach</i>	Andreea Angela Şeulean Aurelian Sofică
3.	<i>The Impact of News about the Recession on Consumer Sentiment in the United States</i>	Valentin Toader Dejan Romih
4.	<i>The Interplay between Information and Communications Technology (ICT) Solutions Development and Visitors Behaviour in Refining Smart Tourism Destinations (online)</i>	Otilia Cramariuc Carmen Năstase
5.	<i>Exploring Perception and Mitigation of Fruit and Vegetable Waste: Insights from Romania's Restaurant Industry</i>	Adina Letiția Negrușă Dacina Crina Petrescu Ruxandra Mălina Petrescu-Mag Ancuța Cristina Țenter
6.	<i>Romanian Rural World Heritage Sites: Smart and/or Creative Destinations or Neither</i>	Cornelia Pop Liliana Guran



**2<sup>nd</sup> Parallel Session, Room 119, 1<sup>st</sup> Floor**  
**May 16<sup>th</sup> 2024, 10:30-12:00**

**Session Chairperson: Prof. Marius-Dan GAVRILETEA, PhD. Habil.**  
**Faculty of Business, Babeş-Bolyai University**  
[marius.gavriletea@ubbcluj.ro](mailto:marius.gavriletea@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Ti d%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Ti d%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Legal Mechanisms for Sustainable Development and Environmental Control (online)</i>	Luminița Diaconu
2.	<i>Bicycle Travel as a Sustainable Strategy for Improving Green Tourism Development: Theories and Practices (online)</i>	Le Thanh Tung Radoslaw Dolecki
3.	<i>The Regulation of Telemedicine in Romania</i>	Ionuț Vida-Simiti
4.	<i>An Analysis of Resilience among European Tourism Enterprises (online)</i>	Matúš Marciš Eva Zábudská Kristína Pompurová
5.	<i>IoB in Business Administration</i>	Liliana Guran Veronica-Rozalia Rus Mihaela Tutunea
6.	<i>Frontier Technologies and Economic Development in new EU Member Countries: A Causal Approach</i>	Oğuzhan Yelkesen Yilmaz Bayar Marius-Dan Gavriletea



**2<sup>nd</sup> Plenary Session (Hybrid), Room 20, Ground Floor**  
**May 16<sup>th</sup> 2024, 12:15-12:45**

**Keynote Speaker:**

**Pascal Fesneau**

Honorary Consul of France at Cluj

*French Investments in Romania: About Shared Values*

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

**3<sup>rd</sup> Plenary Session (Hybrid), Room 20, Ground Floor**  
**May 16<sup>th</sup> 2024, 14:45-15:15**

**Keynote Speaker:**

Assoc. Prof. **Amir HASNAOUI**, PhD.

Excellia Business School, La Rochelle, France

*Global Fintech Innovations: Navigating the Future of Finance through Sustainability and Decarbonization*

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)



**3<sup>rd</sup> Parallel Session (Hybrid), Room 216, 2<sup>nd</sup> Floor**  
**May 16<sup>th</sup> 2024, 15:30-17:30**

**Session Chairperson: Prof. Smaranda Adina COSMA, PhD. Habil.**  
**Faculty of Business, Babeș-Bolyai University**  
[smaranda.cosma@ubbcluj.ro](mailto:smaranda.cosma@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_ZTg0MDg4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDg4YTktMmQ4ZS00M2I1LWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Exploring the Domains of Consumer Perceived Ethicality in Developing Countries. Comparative Qualitative Research on Romania and China</i>	Laszlo Alexandru Gyori Flavia Dana Oltean Manuela Rozalia Gabor
2.	<i>Sequential Move Model for Quantity and Quality Competition in the Restaurant Industry</i>	Flávio Ferreira Guilherme Koerich
3.	<i>Business Dynamics in the Accommodation and Food Service Activities: A Shift-Share Analysis for the Portuguese Economy Post Global Pandemic (online)</i>	Alcina Nunes Jéssica Alves
4.	<i>Does Herzberg's Two-Factor Theory of Motivation-Hygiene Influence the Choice of India as a Tourist Destination? A Structural Equation Modeling Approach</i>	Vlad Diaconescu Mirela Diaconescu Mihai Diaconescu
5.	<i>ICT and Environmental Sustainability: Evidence from the EU Transition Economies (online)</i>	Funda Sezcin
6.	<i>The Role of Non-Monetary Benefits in Motivating and Improving Employee Performance</i>	Anastasia-Cristiana Dumitru Andrei Popescu
7.	<i>How Students Understand the Concept of Green Restaurants</i>	Smaranda Adina Cosma Cristina Fleșeriu
8.	<i>Mitigating Seasonal Impact: Exploring Approaches at Douro Museum</i>	Didiana Fernandes Isabel Vieira Fernando Cardoso Ana Rodrigues



**4<sup>th</sup> Parallel Session (Hybrid), Room 119, 1<sup>st</sup> Floor**  
**May 16<sup>th</sup> 2024, 15:30-17:30**

**Session Chairperson: Assist. Prof. Elisabeta BUTOI, PhD.**  
**Faculty of Business, Babeş-Bolyai University**  
[elisabeta.butoi@ubbcluj.ro](mailto:elisabeta.butoi@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Td%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODFmMjNiYjQtMmVhNi00YjM2LWI1ZjctMDQ0MTJhNGNjYzUx%40thread.v2/0?context=%7b%22Td%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Exploring the Impact of Classical Music Festivals on National Tourism – A Case Study of the "George Enescu" Festival</i>	Oana Bălan-Budoiu
2.	<i>The Influence of e-Word-of-Mouth on Travel Behavior: Evidence from Greece (online)</i>	Nikolaos Trihas Eirini Papadaki Georgios Zozonakis Aikaterini Michelaki
3.	<i>Driving Tourism Development: Multicriteria Decision-Making in Rio de Janeiro's Tourism Sector</i>	Fernanda A Ferreira José Augusto da Fonseca Pinto Coutinho Carlos Francisco Simões Gomes Marcos dos Santos
4.	<i>The Visual Codes of the Hotel Industry on Social Media: The Case of Instagram Iconography of Hotels on Greek Islands (online)</i>	Eirini Papadaki Nikolaos Trihas
5.	<i>The Significance of Interpreting Heritage to Enhance its Value: A Case Study of a Lamego Neighborhood</i>	Isabel Vieira Didiana Fernandes Liliana Índio Ana Rodrigues
6.	<i>Romanian Municipal Bonds - Factors Influencing the Trading Activity</i>	Cornelia Pop Maria-Andrada Georgescu
7.	<i>Smart Rural Destinations</i>	Monica Maria Coroş Delia Popescu Iuliana Tudose-Pop Georgică Gheorghe
8.	<i>An Investigation of Students' Character Strengths and Virtues</i>	Elisabeta Butoi Iuliana Levinschi Paul Sorin Lazăr





**5<sup>th</sup> Parallel Session (Hybrid), Room 217, 2<sup>nd</sup> Floor**  
**May 16<sup>th</sup> 2024, 15:30-17:30**

**Session Chairperson: Assoc. Prof. Oana Adriana GICĂ, PhD.**  
**Faculty of Business, Babeş-Bolyai University**

[oana.gica@ubbcluj.ro](mailto:oana.gica@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAYnJFmMmM4ZWJj%40thread.v2/0?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3ameeting\\_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAYnJFmMmM4ZWJj%40thread.v2/0?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_YjE3NDA1NDYtY2JiMi00ZDU5LWJkMDMtYTAYnJFmMmM4ZWJj%40thread.v2/0?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Evaluation of the Level of Satisfaction of Patients Treated at the Clinical Recovery Hospital from Cluj-Napoca Regarding Medical Care Services. Research Model</i>	Dora Violeta Szakacs (Popovici) Dan-Cristian Dabija
2.	<i>Comparing Pandemic and Post-pandemic Sales for Romanian Proximity Stores: A Case Study Approach</i>	Emanuel Săvan
3.	<i>Investment Opportunities of Traditional- and Alternative/Renewable Energy Markets (online)</i>	Tímea Bernadett Mátyás
4.	<i>Enhancing Customer Support and E-commerce in Small and Medium Enterprises through AI Integration: Opportunities, Challenges, and Strategies</i>	Dragoş Păun Ciprian Adrian Păun Darius Pătrăuş
5.	<i>The Impact of Climate Change on Tourism Destination, Prevention Strategies for Sicily (online)</i>	Mariaclaudia Cusumano
6.	<i>Workforce Resilience: Strategies for Building a Robust and Sustainable Workforce in Romania</i>	Andrei Popescu Anastasia-Cristiana Dumitru
7.	<i>Sustainable Tourism Choices: Product-Driven Consumer Behaviour (online)</i>	Maria de Lurdes Calisto Teresa Costa Filipe Segurado Severino Miguel Belo Ana Teresa Machado Célia Quitério Ramos Rui Neves Madeira
8.	<i>Corporate Social Responsibility Practices as Perceived by Employees: An Eastern Vs. Western and SMEs Vs. Large Companies Comparison</i>	Ovidiu-Ioan Moisescu Oana Adriana Gică



**Friday, May 17<sup>th</sup>, 2024**

**4<sup>th</sup> Plenary Session (Hybrid), Room 20, Ground Floor**  
**10:00-10:30**

17

**Keynote Speaker:**

Assoc. Prof. **Mark Anthony CAMILLERI**, PhD.  
Department of Corporate Communication, University of Malta, Malta

*Factors Affecting the Acceptance and Usage of ChatGPT*

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)



**6<sup>th</sup> Parallel Session, Room 119, 2<sup>nd</sup> Floor**  
**May 17<sup>th</sup> 2024, 10:45 – 12:45**

**Session Chairperson: Assoc. Prof. Oana Ruxandra BODE, PhD**

**Faculty of Business, Babeş-Bolyai University**

[oana.bode@ubbcluj.ro](mailto:oana.bode@ubbcluj.ro)

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**Conference link:** [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDg4YTktMmQ4ZS00M2I1LWWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3ameeting\\_ZTg0MDg4YTktMmQ4ZS00M2I1LWWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZTg0MDg4YTktMmQ4ZS00M2I1LWWEzMWEtNGI1NGM0NmNkZjBk%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>The Effect of ESG Performance on the Market Value and Performance of Romanian Listed Companies</i>	Cristina Ioana Balint
2.	<i>A Formative Measurement Model for Travel Comfort: An Operational Approach (online)</i>	Giuseppe Catenazzo
3.	<i>The Role of User-generated Content in Destination Marketing and Branding of Countries. The Tourism Destination Image of Romania Seen through the Reviews on Tripadvisor</i>	Benedek István Vincze H. Orsolya
4.	<i>Sustainability through International Tourism (online)</i>	Georgia Daniela Tacu Hârşan Alina-Petronela Haller
5.	<i>Are Hotel Businesses Ready for Climate Change? (online)</i>	Ömer Yavuz Muammer Mesci
6.	<i>Thresholds Effects in the Tourism-Growth Nexus: The Case of Small Islands Economies (online)</i>	Bogdan-Constantin Ibănescu Philippe Jean-Pierre David Perrain
7.	<i>Sense of Place and Memorability in Past Travel Experiences: A Socio-Demographic Perspective</i>	Alina-Maria Vieriu Iulia Dăuş (Ogoreanu) Ana Mihaela Pădurean Andreea Fortuna Şchiopu
8.	<i>Factors Shaping Consumers' Perception of Whiskies During Tasting Events – Case Study Cluj-Napoca</i>	Adina Negruşa Oana Ruxandra Bode



**7<sup>th</sup> Parallel Session, Room 217, 2<sup>nd</sup> Floor**  
**May 17<sup>th</sup> 2024, 10:45-12:45**

**Session Chairpersons:**

**Prof. Nawazish MIRZA, PhD**  
**Excelia Business School, La Rochelle**  
[elahimn@excelia-group.com](mailto:elahimn@excelia-group.com)

**Assoc. Prof. Sorin Romulus BERINDE, PhD**  
**Faculty of Business, Babeș-Bolyai University**  
[sorin.berinde@ubbcluj.ro](mailto:sorin.berinde@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGZiMDU3NmUtNWRkMC00NDE3LThmOWYtZjk1MzZiNmE1YjBh%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3ameeting\\_ZGZiMDU3NmUtNWRkMC00NDE3LThmOWYtZjk1MzZiNmE1YjBh%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_ZGZiMDU3NmUtNWRkMC00NDE3LThmOWYtZjk1MzZiNmE1YjBh%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Business Sustainability and Business Performance: Synergy or Zero-Sum Game?</i>	Larissa Margareta Bătrâncea
2.	<i>Clarity in the Numbers: The Impact of Key Audit Matters on Bucharest Stock Exchange Auditor Reports</i>	George Cordoș Tudor Oprișor Melinda-Timea Fulop
3.	<i>Corporate Governance Decisions to Support Performance. A Romanian Time-lag Approach</i>	Sorin-Romulus Berinde Paula-Ramona Răchișan
4.	<i>Determinants of Small Business Tax Compliance Behaviour: Evidence from Zimbabwean Small Businesses</i>	Munyaradzi Duve Danie P. Schutte Manjit Kour
5.	<i>Integrating ESG Ratings in the Financial Sector: Navigating Challenges and Unlocking Value</i>	Ioan Alin Nistor
6.	<i>Study of the Legislative Dynamics in the Field of Green Public Procurement in the Romanian Railway Sector</i>	Daniela Cîmpean Tudor Oprișor
7.	<i>The Role of Institutions in the Process of Institutionalizing Budgetary Control within a Hybrid State Entity</i>	Isabela Stancu (Liță) Dumitru Bejinaru Florin Radu
8.	<i>Understanding the Nexus Between Oil Price Volatility and Trade Balance in GCC Countries: A Comparative Investigation of Linear and Nonlinear ARDL Models</i>	Ghazi Al-Assaf



**8<sup>th</sup> Parallel Session, Room 215, 2<sup>nd</sup> Floor**  
**May 17<sup>th</sup> 2024, 10:45-12:45**

**Session Chairperson: Prof. Nicolás DEPETRIS-CHAUVIN, PhD**  
**HES-SO/HEG-Genève**  
[nicolas.depétris-chauvin@hesge.ch](mailto:nicolas.depétris-chauvin@hesge.ch)



**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>"Do We Have Convergence or Divergence in Firms' Production and Business Practices in the Global Wine Industry?"</i>	Nicolás Depetris-Chauvin Fernández-Olmos Marta Pinède Antoine Villanueva Emiliano
2.	<i>Romanian Wine-growing Localities - Can They Be Helped by Local Action Groups to Develop Wine Tourism Mainly as Wine Routes?</i>	Cornelia Pop
3.	<i>Wine Tourism - Ethnical Aspects (online)</i>	Heber Rodrigues
4.	<i>Romanian Wineries in the Digital Environment</i>	Monica Maria Coroș Mihail Ovidiu Tănase

**5<sup>th</sup> Plenary Session (Hybrid), Room 20, Ground Floor**  
**May 17<sup>th</sup> 2024, 14:15-14:45**

**Keynote Speaker:**

**Prof. Stroma COLE, PhD.**

Reader at the University of Westminster, United Kingdom

*Gender and Sustainability in the New World of Tourism Work*

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_N2IzNDdjOTAtMmRkZS00NzkyLTg0YzUtZWZkZWUyZTRlOTdi%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)



**9<sup>th</sup> Parallel Session, Room 119, 1<sup>st</sup> Floor**  
**May 17<sup>th</sup> 2024, 15:30-17:30**

**Session Chairpersons:**

**Assoc. Prof. Veronica Rozalia RUS, PhD**  
 Faculty of Business, Babeş-Bolyai University  
[veronica.rus@ubbcluj.ro](mailto:veronica.rus@ubbcluj.ro)

**Assist. Prof. Liliana GURAN, PhD**  
 Faculty of Business, Babeş-Bolyai University  
[liliana.guran@ubbcluj.ro](mailto:liliana.guran@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MjgwMTMxNjgtNDUwNS00NTE2LWixZDEtNTlmMDViMGY1MmY5%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjgwMTMxNjgtNDUwNS00NTE2LWixZDEtNTlmMDViMGY1MmY5%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MjgwMTMxNjgtNDUwNS00NTE2LWixZDEtNTlmMDViMGY1MmY5%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjgwMTMxNjgtNDUwNS00NTE2LWixZDEtNTlmMDViMGY1MmY5%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	<i>Comparative Analysis of Dutch and Romanian Taxation Systems</i>	Ana Monica Pop
2.	<i>Artificial Intelligence Architecture and Its Impact on Moldova's Economic Competitiveness (online)</i>	Maia Pisaniuc
3.	<i>Virtual Reality in Tourism (online)</i>	Ionelia Daşchevici Sergiu Tutunaru
4.	<i>Chatbots for Business - Double Perspective in Their Adoption for Employees and Employers</i>	Mihaela Tutunea
5.	<i>Investor Awareness and Attitudes towards Ethical Investment in the Noida Region: A Comparative Study (online)</i>	Larisa Mistrean Khushwant Singh Yudhvir Singh Dheerdhwaj Barak Vikas Siwach
6.	<i>Best Practice for Marketing Heritage Site: Analyzing the Jubbah Rock Art in Hail Saudi Arabia (online)</i>	Ali Alyusuf
7.	<i>Globalization of the Insurance Industry under COVID-19 (online)</i>	Yaffa Machnes Yochanan Shachmurove Roi D. Taussig
8.	<i>Redefining Legal Services in the Digital Era: Technology, Sustainability, and Adaptation in Times of Global Uncertainty (online)</i>	Ludmila Goncarencu
9.	<i>Integrating Wellness and Psychosomatic Health in Business Strategies: Navigating Uncertainty and Enhancing Employee Well-being (online)</i>	Lorina Buga
10.	<i>The Impact of Artificial Intelligence on Business Intelligence</i>	Veronica-Rozalia Rus Liliana Guran
11.	<i>Stress and External Influence: A Comparison Between Working from Home and Working from the Office in the Context of the Digital Economy</i>	Iulia Dăuş (Ogoreanu) Alina-Maria Vieriu Andreea Fortuna Şchiopu Ana Mihaela Pădurean



## STUDENTS' SESSIONS

Thursday, May 16<sup>th</sup>, 2024

**1<sup>st</sup> Parallel HYBRID STUDENTS' Session, Room 215, 2nd Floor**  
**10:30 – 12:00**

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**Session Chairperson: Assoc. Prof. Marius BOTA, PhD**  
**Faculty of Business, Babeş-Bolyai University**  
[marius.bota@ubbcluj.ro](mailto:marius.bota@ubbcluj.ro)

**Conference link:** [https://teams.microsoft.com/l/meetup-join/19%3ameeting\\_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_MjU4YTQ0NDItMWM4Ni00MWI2LTljNGUtM2U1ZGE3ODg5YjBl%40thread.v2/0?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

1.	Motivations of Pilgrims to Santiago de Compostela <b>(online)</b>	Cecilia Mureşan
2.	The Impact of ICT on Labour Productivity – What Role Does Artificial Intelligence Have? <b>(online)</b>	Giovanny Orlando Giuliano Dîlja
3.	The Influence of Haptic Information on Consumer Behavior in Augmented Reality Shopping <b>(online)</b>	Swaleel Falahi S V
4.	Digital Valuation of the Scientific Heritage of the Republic of Moldova <b>(online)</b>	Mihaela Bordian
5.	Breaking the Glass Ceiling: Understanding the Low Representation of Women in Management in Hungary, Italy, and Romania <b>(online)</b>	Csenge-Nárcisz Kovacs
6.	Staying Ahead of the Curve: Marketing Strategies of Food Business Owners <b>(online)</b>	Rhea Anne Pagaduan Marielle Alexi Jarata



**2<sup>nd</sup> Parallel STUDENTS' Session, Room 218, 2<sup>nd</sup> Floor  
 May 16<sup>th</sup>, 2024, 15:30-17:30**

**Session Chairperson: Andreea Angela ȘEULEAN, PhD**  
**Faculty of Business, Babeș-Bolyai University**  
[andreea.seulean@ubbcluj.ro](mailto:andreea.seulean@ubbcluj.ro)

1.	Cultural Intelligence in International Environments	Estera Lavinia Țîmpău-Haidu Teddy Mădălin Tudose
2.	Exploring the Use of Eye Tracking in Product Photography	Alexandra Maria Chirilă
3.	Navigating the Interplay of Emissions and Energy Usage – A Global Perspective on Prosperity	Alexia Turceniuc
4.	Sink the Teeth into Dracula's Food: Methods of Promoting and Developing Gastronomic Tourism in Transylvania for Young Adults	Renáta-Ioana László
5.	Travel Agencies whereto? An Analysis of the Customers' Preferences Regarding the Use of Travel Agencies	Maria-Elena Crupenschi
6.	Young People's Perception of Cluj-Napoca as a Tourist Destination	Robert Bereț Ecaterina Bonca Sabina Bulgari Irina Manoil
7.	Flying High: A Comparative Study of Boeing and Airbus - Financial Metrics, Sustainability Practices, Employee Feedback and Pilot Engagement	Mălina Elena Mircea
8.	Human vs Artificial Intelligence. Consumers' Perception of Social Media Marketing Content	Mara-Ilinca Fron





**Friday, May 17<sup>th</sup>, 2024**

**3<sup>rd</sup> Parallel STUDENTS' Session, Room 218, 2<sup>nd</sup> Floor  
 10:45-12:15**

**Session Chairperson: Assoc. Prof. Cristina FLEȘERIU, PhD**  
**Faculty of Business, Babeș-Bolyai University**  
[cristina.fleseriu@ubbcluj.ro](mailto:cristina.fleseriu@ubbcluj.ro)

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1.	Human-Centered Leadership in Healthcare	Daria-Cristina Pop
2.	Comparative Financial Analysis of Pharmaceutical Companies in Romania and Vietnam: Perspectives for Sustainable and Resilient Business in the Global Economy	Uyen Le Thi Phuong
3.	Self-Management Learning: The Business Education Student Perspective	Ștefania Iulia Elena Kis-Minya
4.	Economic and Financial Analysis with Forecasting of the Financial Performance of TTS S.A	Adrian Rusu
5.	The Proliferation of Sustainability and Sustainable Development in the Context of Preserving the Cultural Identity of Bucovina. Case Study: Vatra Boiereasca, Cacica	Mihail Gojan Emilia Stolericiuc
6.	Promotion Strategies in the Digital Age. Hotel Mandachi Case Study	Vlăduț-Cosmin Mihalciuc Veronica-Paraschiva Moroz



**4<sup>th</sup> Parallel STUDENTS' Session, Room 218, 2<sup>nd</sup> Floor**  
**May 17<sup>th</sup>, 2024, 15:30-17:00**

**Session Chairperson: Prof. Larissa Margareta BĂTRÂNCEA, PhD Habil.**  
**Faculty of Business, Babeș-Bolyai University**  
[larissa.batrancea@ubbcluj.ro](mailto:larissa.batrancea@ubbcluj.ro)

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1.	Recognizability and Usability of Cycle Itineraries: The Coordinated Image and Guidance and Information Signs of the Sardinian Cycle Network SAU Regional Public Policy and Tourism Lifecycle: The Case of Sardinia	Teodor Daniel Smarandache
2.	The Impact of Oil Volatility on Nigeria's International Trade	Victor Oladayo Ojemuyide
3.	Employees' Motivation Factors: Case Study of a Financial Enterprise from Republic of Moldavia	Vlada Andronache
4.	Examining the Evolution of Giants in the Tech Industry through a Financial and Econometric Approach	Vitalina Paciu
5.	Competition Analysis of the Mixology Bars in Cluj-Napoca City Center	Ana-Maria Brădățan Ian Cadar George Domșa



**5<sup>th</sup> Parallel STUDENTS' Session, Room 217, 2<sup>nd</sup> Floor**  
**May 17<sup>th</sup>, 2024, 15:30-17:00**

**Session Chairperson: Assist. Prof. Cristina Ioana BALINT, PhD**  
**Faculty of Business, Babeş-Bolyai University**  
**[cristina.balint@ubbcluj.ro](mailto:cristina.balint@ubbcluj.ro)**

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1.	University Students Fear of Exams: A Literature Review of Applied Solutions	Thomas Andrzej Furmanek
2.	Impact of Volunteering on Entrepreneurial Orientation	Simina-Elena Bojin
3.	The Impact of Fast Fashion in Women's Self Confidence and Eating Behaviors in Romania	Florina-Gabriela Pop
4.	Statistical Analysis of the Trend Topics: Fincrime, Sustainability, and ESG	Edwin-Alexander Betancur
5.	Types of Abusive Clauses in Bank Credit Agreements	Bártok Timea
6.	Women in High Business Management and Gender Equality in Top Management	Luisa Fernanda Aguirre Pérez