



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

Program, May 12th-14th, 2022

CONFERENCE VENUE: Horea St. No 7

CONFERENCE LINK: see the timeline of each session



Conference Theme: Remodelling Businesses for Sustainable Development

CONFERENCE TOPICS

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- ✓ Smart and Sustainable Development Issues in the Digital Environment
- ✓ Business Challenges and Opportunities during Crises
- ✓ Sustainable Business Models
- ✓ Innovation and Entrepreneurship
- ✓ Changing Dimensions of Modern Business and Hospitality
- ✓ Financing Alternatives for SMEs
- ✓ Challenges and Trends in Tourism and Hospitality
- ✓ Modern Customer Experiences
- ✓ Human Capital Leadership & Organisational Behaviour
- ✓ Challenges and Opportunities in International Business
- ✓ Global Capital Markets and their Role in Investment Financing the Post-COVID19 Recovery
- ✓ Corporate Governance
- ✓ Classic and Alternative Approaches in the fields of Accounting, Banking, Business Law, Economics, and Finance

Conference chair

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

For any enquires please contact us via e-mail: conference.tbs@ubbcluj.ro, e-mail subject: 2022 Conference



Conference Timeline & Links

| | | | |
|--|--|--|---------------------------------|
| May 12 th , 2022 | 13:00 – 14:00 | Registration | Main Lobby |
| | 14:00 – 14:15 | Official Opening | Room 216, 2 nd Floor |
| | 14:15 – 16:00 | 1 st Plenary Session | |
| | | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | |
| | 16:00 – 16:30 | Coffee break | Room 214, 2 nd Floor |
| | 16:30 – 18:30 | 1 st Parallel Session | Room 216, 2 nd Floor |
| | | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | |
| 2 nd Parallel Session | | Room 215, 2 nd Floor | |
| Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651926900180?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | | | |
| 19:15 | Dinner at Mikó Restaurant | Clinicilor Street, No 23 | |
| May 13 th , 2022 | 9:00 – 11:00 | 2 nd Plenary Session | Room 216, 2 nd Floor |
| | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | | |
| | 11:00 – 11:30 | Coffee break | Room 214, 2 nd Floor |



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| | 11:30 – 13:30 | 3rd Parallel Session | Room 216, 2nd Floor |
| | | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | |
| | 13:30 – 15:00 | 4th Parallel Session | Room 215, 2nd Floor |
| | | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651926900180?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | |
| | 15:00 – 17:00 | Lunch | Faculty's Library, Ground floor |
| | | 5th Parallel Session | Room 216, 2nd Floor |
| | | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | |
| | | 6th Parallel Session | Room 120, 1st Floor |
| 19:00 | Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651926900180?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d | | |
| | Gala Dinner at Maimuța Plângătoare | Sindicatelor Street, No 1 | |

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| May 14th, 2022 | 9:00 – 17:00 | Trip |
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Thursday, May 12th, 2022

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| 13:00 – 14:00 | Registration | Main Lobby |
| 14:00 – 14:15 | Official Opening (Room 216, 2nd Floor) | Vice-Dean Prof. habil. Marius-Dan GAVRILETEA , PhD Representative of the Rector's Office |
| <p>Conference link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p> | | |

1st Plenary Session, Room 216, 2nd Floor

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

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| <p>Session Chairperson Prof. Habil. Marius Dan GAVRILETEA, PhD marius.gavritea@ubbcluj.ro</p> | | |
| 14:15 – 14:45 | Prof. dr Morris ALTMAN School of Business, University of Dundee and Emeritus University of Saskatchewan | <i>What's Love Got to do With It? Behavioural & Institutional Economics and a Golden Rule for Wealth Creation and Wellbeing</i> |
| 14:45 – 15:15 | Senior Researcher Ștefana Maria DIMA , PhD Habil. East European Center for Research in Economics and Business (ECREB) Faculty of Economics and Business Administration, West University of Timișoara | <i>The Relevance of Some Financial Ratios for the Market Value of Companies in the Hotel Industry – <u>online</u></i> |
| 15:15 – 16:00 | Prof. dr Constantin BRĂȚIANU Bucharest University of Economic Studies, and National University of Political Studies and Public Administration, Bucharest, Romania | <i>The Time Paradox and Strategic Thinking</i> |
| 16:00 – 16:30 | Coffee break | Room 214, 2nd Floor |



1st Parallel Session, Room 216, 2nd Floor

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22id%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

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Session Chairperson Prof. Habil. Smaranda Adina COSMA, PhD
smaranda.cosma@ubbcluj.ro

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| 16:30 – 16:45 | Larissa-Margareta BĂTRÂNCEA | <i>Rate your Business: Evidence from a New Model in Assessing Company Performance</i> |
| 16:45 – 17:00 | Dalia POLEAC | <i>Responsive Design Thinking: Transitioning from Human-centered to a Planetary-centric approach to innovation. Principles and perspectives – online</i> |
| 17:00 – 17:15 | Paula-Ramona RĂCHIȘAN & Tudor OPRIȘOR | <i>Disclosure Shape Shifting in Difficult Times: Embedding the Pandemic in the Frame of Integrated Reporting</i> |
| 17:15 – 17:30 | Nicoleta Dorina RACOLȚA-PAINA & Ana Monica POP | <i>Social Enterprises' Response to COVID-19 – The Case of Romania – online</i> |
| 17:30 – 17:45 | Anghel Tudorel COZMA, Smaranda Adina COSMA & Mădălina VĂLEANU | <i>Workplace Influence on Purchase Behavior of Pet Food Products in the Pandemic Period</i> |
| 17:45 – 18:00 | TÓTH Tímea Zsófia | <i>Sustainability Issues of the Consequences of Film Tourism - The Phenomenon of Overtourism in Film Tourism Destinations – online</i> |
| 18:00 – 18:15 | Sorin BERINDE & Paula Ramona RĂCHIȘAN | <i>Research Quality Development Environments and Entrepreneurial Activity in Romania. A Comparative Study</i> |
| 18:15 – 18:30 | Horațiu Vasile BORZA & Smaranda Adina COSMA | <i>Youth Religiosity: Trends and Particularities of Consumption – online</i> |



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| 18:30 – 18:45 | Jakub BARTAK, Łukasz JABŁOŃSKI; Marius Dan GAVRILETEA | <i>Income Inequality and Human Capital Acquisition. What Is the Role of Educational Institutions?</i> |
| 19:15 | Dinner at Mikó Restaurant | Clinicilor Street, No 23 |

2nd Parallel Session, Room 215, 2nd Floor

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

| Session Chairperson Prof. Cornelia POP, PhD cornelia.pop@ubbcluj.ro | | |
|---|---|--|
| 16:30 – 16:45 | Andrei RĂDULESCU | <i>The Crisis in Ukraine, Challenges and Opportunities (for Romania)</i> |
| 16:45 – 17:00 | Jyoti PRAKASH | <i>Kashmir: A Culinary Paradise of the North-Frontier – online</i> |
| 17:00 – 17:15 | Cătălin Nicolae CEBUC & Veronica Rozalia RUS | <i>The Use of Robotic Process Automation for Business Processes improvement</i> |
| 17:15 – 17:30 | Mihaela TUTUNEA | <i>Internet of Behaviors – The New Solution to Differentiate in Times of Crisis – online</i> |
| 17:30 – 17:45 | Daniela CÎMPEAN | <i>SME' s Access to Public Procurement: The Role of Subcontracting</i> |
| 17:45 – 18:00 | Marius SAVIN | <i>Hospital Waste Management – Case Study "Prof. Dr Eduard Apetrei" Hospital Buhuși – online</i> |
| 18:00 – 18:15 | Elena-Manuela IȘTOC | <i>Sibiu Tourist Destination Sustainability Analysis based on Visitors' Perception using the European Tourism Indicators System – online</i> |



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| 18:15 – 18:30 | Alexandra Ioana Daniela RUS & Marius Dan GAVRILETEA | <i>The Relationship between Insurance Sector and Economic Growth</i> |
| 18:30 – 18:45 | Cornelia POP & Maria-Andrada GEORGESCU | <i>The Drivers of Rural Accommodation Development in Romania: Part III</i> |
| 19:15 | Dinner at Mikó Restaurant | Clinicilor Street, No 23 |

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Friday, May 13th, 2022

2nd Plenary Session, Room 216, 2nd Floor

Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?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%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

Session Chairperson Assoc. Prof. Valentin TOADER, PhD
valentin.toader@ubbcluj.ro

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|----------------------|---|---|
| 9:00 – 9:30 | Assoc. Prof. Konstantina ZERVA , PhD Faculty of Tourism of the University of Girona (UdG) | <i>Digital Nomads as a New Tourism Segment</i> |
| 9:30 – 10:00 | Prof. Dr. habil. Alina BĂDULESCU Faculty of Economic Sciences, University of Oradea | <i>Collaborative Economy in Tourism. What Motivates the Consumers to Choose Airbnb? – online</i> |
| 10:00 – 10:30 | Senior Lecturer Anca C. YALLOP , PhD Department of International Business, Strategy & Entrepreneurship at the AUT Business School, Auckland University of Technology, New Zealand | <i>Data and Ethics: Conceptual Foundations and Implications for Ethical Data Analytics Practice</i> |
| 10:30 – 11:00 | Prof. dr. Adriana MANOLICĂ Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iași | <i>Smart Consumer and e-information – online</i> |
| 11:00 – 11:30 | Coffee break | Room 214, 2nd Floor |



3rd Parallel Session, Room 216, 2nd Floor

Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad435b-aa14-103a364a6a4f%22%7d)

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Session Chairperson Senior Lect. Oana-Ruxandra BODE, PhD
oana.bode@ubbcluj.ro

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|---------------|---|--|
| 11:30 – 11:45 | Ovidiu I. MOISESCU | <i>The Moderating Effect of the Length of Stay on the Relationship between Tourism Destination Image and Loyalty</i> |
| 11:45 – 12:00 | Petruța Ionela STANCA & Tudor TARBUJARU | <i>What Happens Under Crisis: A COVID-19 Pandemic Matter about Social Isolation – online</i> |
| 12:00 – 12:15 | Roselyne N. OKECH | <i>Regional Tourism Development: A Review of Challenges and Trends in East Africa</i> |
| 12:15 – 12:30 | Elisabeta BUTOI & Adina Letiția NEGRUȘA | <i>Short Term Accommodation via Collaborative Economy Platforms in Romania</i> |
| 12:30 – 12:45 | Cristina PRUND | <i>Tourism Industry in Romania: Challenges Regarding the Human Resources – <u>online</u></i> |
| 12:45 – 13:00 | Oana Ruxandra BODE, Cristian CHIFU, Adina NEGRUȘA & Erika KULCSÁR | <i>Exploring Relevant Factors Influencing Guests' Satisfaction: Case Study – 4* and 5* Hotels in Mamaia Resort</i> |
| 13:00 – 13:15 | Fernanda Amélia FERNANDES FERREIRA, Valentin TOADER, Oana-Ruxandra BODE & Veronica Rozalia RUS | <i>Pricing approaches on Airbnb. The case of 2020 new hosts in Porto</i> |
| 13:15 – 13:30 | Oana Adriana GICĂ & Cristina Ioana BALINT | <i>An Entrepreneurial Perspective on How the Pandemic Affected the Romanian SMEs</i> |
| 13:30 – 15:00 | Lunch | Faculty of Business Library, Ground Floor |



4th Parallel Session, Room 215, 2nd Floor

Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?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%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

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Session Chairperson Assoc. Prof. Veronica Rozalia RUS
veronica.rus@ubbcluj.ro

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|---------------|--|---|
| 11:30 – 11:45 | Daniel MĂLUȚAN | <i>Top Three Negotiation Tactics. Does Gender or Workplace Influence the Preference for Negotiation Tactics?</i> |
| 11:45 – 12:00 | Ioana Maria TRIPON | <i>Linking Destination Competitiveness to Performance. An Analytical Perspective – online</i> |
| 12:00 – 12:15 | Olçay Çetiner ÖZDEMİR, Fatma TUNÇAY & Şentürk ÖZDEMİR | <i>Cultural Heritage and Tourism in Şanlıurfa Medieval Cave Stone Quarries "Bazda Caves" – online</i> |
| 12:15 – 12:30 | Virgil NICULA & Simona SPĂNU | <i>Challenges and Trends: the Case of Brăila as a Tourist Destination – online</i> |
| 12:30 – 12:45 | Sorin LAZĂR & Vlad Daniel VALERIUS | <i>The Role of Organizational Culture in the Process of Change</i> |
| 12:45 – 13:00 | Aurelian SOFICĂ & Iuliana LEVINSCHI | <i>Managing Careers. Meanings and Trends for Business Students</i> |
| 13:00 – 13:15 | Monica Maria COROȘ, Delia POPESCU, Iuliana POP, & Georgică GHEORGHE | <i>Smart City, Smart Tourism</i> |
| 13:15 – 13:30 | Monica Maria COROȘ | <i>Destination Management and Tourism Performance in Eastern European Destinations</i> |
| 13:30 – 15:00 | Lunch | Faculty of Business Library, Ground Floor |



5th Parallel Session, Room 216, 2nd Floor

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

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Session Chairpersons Senior Lect. Cristina-Ioana BALINT, PhD
cristina.balint@ubbcluj.ro and **Assoc. Prof. Cristina FLEȘERIU, PhD**
cristina.fleseriu@ubbcluj.ro

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|---------------|---|--|
| 15:00 – 15:15 | Ionuț Laurențiu GAVRIȘ | <i>The Case of Long-run GDP Dynamics in Romania</i> |
| 15:15 – 15:30 | Alina-Ștefania STROE | <i>Human Capital Leadership and Organizational Behavior - online</i> |
| 15:30 – 15:45 | Florina-Gabriela MITU | <i>Exploratory Research on Using NFT for Selling Digital Art - online</i> |
| 15:45 – 16:00 | Alexandru ECHERT | <i>How to Get Investors to Say "Yes" through Financial Planning and Analysis</i> |
| 16:00 – 16:15 | Nicolae Sabin POP | <i>Financial Analysis of Pharmaceutical Companies Listed on the Bucharest Stock Exchange</i> |
| 16:15 – 16:30 | Mario-Valentin PUDILIK | <i>City Insurance Bankruptcy – Impact on the Romanian Insurance Market</i> |
| 16:30 – 16:45 | GYURKA Tibor | <i>Stock Management during the Covid-19 Pandemic: A Romanian SME case study</i> |
| 19:00 | Gala Dinner at Maimuța Plângătoare | Sindicatelor Street, No 1 |



6th Parallel Session, Room 215, 2nd Floor

Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?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%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1651924238517?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

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| Session Chairpersons Assist. Lect. Elisabeta BUTOI, PhD elisabeta.butoi@ubbcluj.ro | | |
|---|---|--|
| 15:00 – 15:15 | Valeria PATRAȘCO | <i>Romanian Consumers' Perception towards Green Hotels – online</i> |
| 15:15 – 15:30 | Vlada ANDRONACHE | <i>Telework Between Opportunities and Challenges</i> |
| 15:30 – 15:45 | Denisa-Natalia HAMPU | <i>Cultural, Religious and Spiritual Tourism Attractiveness among Youngsters, a Conceptual Approach – online</i> |
| 15:45 – 16:00 | Godwill Neba NGWA | <i>Impact of Covid-19 Pandemic on Occupancy Performance and Strategic Response within the Hotel Industry in UK</i> |
| 16:00 – 16:15 | Christian Alexandru ARDEU | <i>Rethinking Romanian Tourism: From Reality to Virtuality – online</i> |
| 16:15 – 16:30 | Christian-Karli HALALAI | <i>Let's Be Sustainable During Good and Bad Times! Performance Analysis of Luxury Hotels through Financial and Covid-19 Crises</i> |
| 16:30 – 16:45 | OLAH Orsolya | <i>The Impact of the Pandemic on Youth Travel Preferences – An International Perspective</i> |
| 19:00 | Gala Dinner at Maimuța Plângătoare | Sindicatelor Street, No 1 |