



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

FACULTATEA DE
BUSINESS
IN PARTNERSHIP



THE INTERNATIONAL CONFERENCE

MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM 3RD EDITION

Conference Program, May 4th-6th, 2023

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

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

CONFERENCE LINK: see the timeline of each session



Conference Theme: Sustainable Approaches and Business Challenges in Times of Crisis

Conference Topics

- ✓ *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*

Scientific Committee

- **Assoc. Prof. Gurhan AKTAS, PhD**, Department of Tourism Management, Dokuz Eylul University, Izmir, Turkey
- **Prof. Alina BĂDULESCU, PhD**, The University of Oradea, Faculty of Economics, Romania
- **Prof. Yilmaz BAYAR, PhD**, Department of Public Finance, Bandirma Onyedi Eylul University, Bandirma/Balıkesir, Turkey
- **Senior Lecturer Daniel BULIN, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **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
- **Assoc. Prof. Alexandru CHIȘ, 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
- **Prof. Flávio FERREIRA, PhD**, Polytechnic of Porto, School of Hospitality and Tourism, and UNIAG - Applied Management Research Unit. Portugal
- **Prof. Lucia GIOVANELLI, PhD**, Department of Economics and Business Sciences, Sassari University, Italy
- **Prof. Adriana GRIGORESCU, PhD**, Public Management Department, National University of Political Studies, and Public Administration, Bucharest, Romania
- **Prof. Vicky KATSONI, PhD**, Department of Tourism Management, School of Management and Economics, University of Western Attica, Athens, Greece



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- **Prof. Nicolae MARINESCU, PhD**, Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration, Romania
- **Assoc. Prof. Silvia Cristina MĂRGINEAN, PhD**, „Lucian Blaga” University of Sibiu, Faculty of Economic Sciences, Romania
- **Assoc. Prof. Eng. Bogdan MOCAN, PhD**, Technical University of Cluj-Napoca, Faculty of Industrial Engineering, Robotics, and Production Management, Romania
- **Senior Lecturer Ana Maria NICA, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **Prof. Mariana PREDIȘCAN, PhD**, Universitatea de Vest din Timișoara, Faculty of Economics and Business Administration, Romania
- **Prof. Olimpia STATE, 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
- **Prof. Sorin George TOMA, PhD**, University of Bucharest, The Faculty of Business and Administration, Romania
- **Prof. Gabriela ȚIGU, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, Romania
- **Senior Lecturer Anca C. YALLOP, PhD**, International Business, Strategy & Entrepreneurship Department, Auckland University of Technology, New Zealand.

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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.
- Assoc. Prof. Larissa Margareta BĂTRÂNCEA, PhD
- 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, e-mail subject: 2023 MTBHT Conference



Conference Timeline & Links

HYBRID SESSIONS

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May 4th, 2023	13:00 – 14:00	Registration	Main Lobby	
	14:00 – 14:15	Official Opening	Room 20, Ground Floor	
	14:15 – 15:00	1st Plenary Session (Hybrid)		
		Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d		
	15:00 – 15:15	Coffee break	Room 121, 1st Floor	
	15:15 – 16:45	1st Parallel Session (Hybrid)	Room 119, 1st Floor	
		Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d		
		2nd Parallel Session (Hybrid)	Room 120, 1st Floor	
	Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d			
16:45 – 17:00	Coffee break	Room 121, 1st Floor		
17:00 – 18:30	3rd Parallel Session (Hybrid)	Room 119, 1st Floor		
	Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-			



		8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
		4th Parallel Session (Hybrid)	Room 120, 1st Floor
		Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	19:30	Dinner at Panoramic Restaurant	Str. Șerpuitoare, No 1
		https://goo.gl/maps/EAbK3KtWQeos67h79	

May 5th, 2023	8:30 – 9:00	Registration	Main Lobby
	9:00 – 9:45	2nd Plenary Session (Hybrid)	Room 20, Ground Floor
		Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	9:45 – 10:00	Coffee break	Room 121, 1st Floor
	10:00 – 11:30	5th Parallel Session (Hybrid)	Room 119, 1st Floor
		Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
		6th Parallel Session (Hybrid)	Room 120, 1st Floor
	Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbdb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d		
	11:30 – 11:45	Coffee break	Room 121, 1st Floor
	11:45 – 12:45	7th Parallel Session (Hybrid)	Room 119, 1st Floor



		<p>Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>	
		<p>8th Parallel Session (Hybrid) Room 120, 1st Floor</p> <p>Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>	
	13:00 – 14:30	Lunch at Rochelle Restaurant	Str. Traian No 2-4
		https://goo.gl/maps/r9dHqJSfnRV6rvqq6	
	15:00 – 15:45	3rd Plenary Session (Hybrid)	Room 20, Ground Floor
		<p>Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>	
	15:45 – 16:00	Coffee break	Room 121, 1st Floor
	16:00 – 17:15	9th Parallel Session (Hybrid)	Room 119, 1st Floor
		<p>Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>	
		<p>10th Parallel Session (Hybrid) Room 120, 1st Floor</p> <p>Conference Link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>	
	17:15 – 17:30	Coffee break	Room 121, 1st Floor



	17:30 – 18:30	11th Parallel Session (Hybrid)	Room 119, 1st Floor
		Conference Link: https://teams.microsoft.com/join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	12th Parallel Session (Hybrid)		
	19:30	Gala Dinner at Radisson Blu Hotel	Aleea Stadion, No 1 https://goo.gl/maps/ehT89NVsfh3qM5p7

ONLINE ONLY SESSIONS

May 5th, 2023	10:00 – 13:00	13th Parallel Session (Online)	Room 215, 2nd Floor
		Conference Link: https://teams.microsoft.com/join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682798591430?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	14th Parallel Session (Online)	Room 215, 2nd Floor	
	16:00 – 18:30	Conference Link: https://teams.microsoft.com/join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799606131?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	

STUDENTS' HYBRID SESSIONS

May 5th, 2023	10:00 – 11:45	15th Parallel Session (Hybrid)	Room 217, 2nd Floor
		Conference Link:	



		https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799869566?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	16:00 – 18:00	16th Parallel Session (Hybrid)	Room 217, 2nd Floor
		Conference Link:	
		https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682800168948?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d	
	19:30	Gala Dinner at Radisson Blu Hotel	Aleea Stadion, No 1
		https://goo.gl/maps/ehT89NVSfh3qM5p7	

May 6th, 2023	8:30 – 17:00	Trip
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Thursday, May 4th, 2023

13:00 – 14:00	Registration	Main Lobby
14:00 – 14:15	Official Opening (Room 20, Ground Floor)	Rector's & Dean's Messages
<p>Conference link: https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d</p>		

1st Plenary Session, Room 20, Ground Floor

Session Chairperson Assoc. Prof. Monica Maria COROȘ, PhD

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

14:15 – 15:00	Assoc. Prof. Mark Anthony CAMILLERI PhD Department of Corporate Communication at the University of Malta	<i>Employee Motivations in the Hospitality Industry: A Self-determination Theory Perspective</i>
15:00 – 15:15	Coffee break	Room 121, 1st Floor



1st Parallel Session, Room 119, 1st Floor
15:15 – 16:45

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

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Td%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Profiling Motivation-Based Segments of Visitors of a Small Portuguese Protected Area: The Case of Alvão Natural Park
Luís Filipe Silva
José Cadima Ribeiro
Francisco Carballo-Cruz
- 2 Can We Have Significant Cross-Cultural Differences Within a Country? An Experiment Exploring the Impression of Swiss Residents of the Consumption of Wine in Cans in Different Outdoor Leisure Contexts
Nicolas Depetris Chauvin
Antoine Pinède
Heber Rodrigues
- 3 An Integrated Analysis of Sustainable Tourism in Sicily
Mariaclaudia Cusumano
- 4 An Analysis of the Factors that Can Generate the Employees' Motivation, Behavior and Performance at Work
Alina Constantinescu
- 5 Infrastructure Meets Tourists: An Empirical Investigation on the Factors Driving Tourism Flow in Romania
Claudia Olimpia Moisă
Larissa Margareta Bătrâncea
Ramona Anca Nichita
- 6 Digital Transformation in Romanian Travel Agencies
Mihaela-Filofteia Tutunea

Coffee Break, Room 121, 1st Floor
16:45 – 17:00



2nd Parallel Session, Room 120, 1st Floor
15:15 – 16:45

Session Chairperson Prof. Habil. Paula Ramona RĂCHIȘAN, PhD
ramona.rachisan@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Challenges and Opportunities in Horizontal Collaboration**
Anna Tatarczak
- 2 The Financial Sustainability of the Romanian SMEs Operating in the Health Sector**
Dragoș Păun
Florin Sebastian Duma
Ioan-Cristian Chifu
- 3 Improving Corporate Accountability Through Mandatory Human Rights and Environmental Due Diligence**
Daiana Eniu
Teodora Maria Rusu
Daniel Măluțan
- 4 Are Government Incentives “Powering” Electric Vehicle and Plug-in Vehicle Sales? Evidence From Romania**
George-Silviu Cordoș
Dragoș Păun
- 5 Amendments to Public Procurement Contracts in Times of Crisis**
Daniela Cîmpean
- 6 Refreshing Disclosure Frames for Higher Education Institutions: A View Through the Lens of Integrated Reporting**
Tudor Opreșor
Paula-Ramona Răchișan

Coffee Break, Room 121, 1st Floor
16:45 – 17:00



3rd Parallel Session, Room 119, 1st Floor
17:00 – 18:30

Session Chairperson Prof. Cornelia POP, PhD
cornelia.pop@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22TiId%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Company Disclosure on ESG Topics and Integrated Assessment
Ioan-Alin Nistor
- 2 Travel Health Insurance and COVID-19 Pandemic: Evidence from Bosnia and Herzegovina
Zeljko Vasko
Aleksandar Ostojic
Nemanja Jalic
Mileva Vasko
- 3 Evolution of Demand for Portuguese Thermal Spas: an Exploratory Data Analysis of Administrative Data
Jéssica Alves
Maria José Alves
Alcina Nunes
- 4 Economic and Environmental Crimes in Eurasia
Adeline-Cristina Cozma
Monica Maria Coroș
- 5 Spatial and Multivariate Analysis of Accommodation and Hospitality Facilities in Extremadura, Spain
Luis Murillo González
M Cristina Rodríguez-Rangel
- 6 Rethinking the Relationship Between the Dating Services and Hospitality Industries through Speed Dating Events: Towards a Partner Ecosystem Strategy
Hugues Séraphin
Anca C. Yallop

19:30 Dinner at Panoramic Restaurant
Str. Șerpuitoare, No 1 ->
<https://goo.gl/maps/EAbK3KtWQeos67h79>



4th Parallel Session, Room 120, 1st Floor
17:00 – 18:30

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

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Adapting to Change: The Shifting Landscape of Academic Events in Cluj-Napoca
Marius Bota
Ionuț-Călin Căzan
- 2 Dimensions of Branding in Agribusiness: Systematic Reviews and Meta-analyses of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty
Horațiu Oliviu Buzgău
Smaranda Adina Cosma
- 3 Drivers of Social Innovation in Social Enterprises. The Case of Romania
Nicoleta Dorina Racoțta-Paina
- 4 Environmental CSR in the Hospitality Industry
Fernanda A. Ferreira
Flávio Ferreira
Carlos Francisco Simões Gomes
- 5 Factors Influencing the Consumption of Organic Coffee and the Level of Ethical Consumerism
Ioana Țurcaș
Iulia Mihaela Șerbănescu
Bianca Tescașiu
Brenda-Andreea Mușă (Piuaru)
- 6 The Financial Sustainability and Prospects of Start-ups in the Medical Sector
Dragoș Păun
George Cordoș

19:30 Dinner at Panoramic Restaurant
Str. Șerpuitoare, No 1 ->

<https://goo.gl/maps/EAbK3KtWQeos67h79>



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Friday, May 5th, 2023

2nd Plenary Session, Room 20, Ground Floor

Session Chairperson Assoc. Prof. Oana Adriana GICĂ, PhD

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

9:00 – 9:45	Prof. Marianna SIGALA , PhD Sheffield Hallam University, United Kingdom	<i>The Power of Art in Designing Transformational Tourism Experiences</i>
9:45 – 10:00	Coffee break	Room 121, 1st Floor



5th Parallel Session, Room 119, 1st Floor
10:00 – 11:30

Session Chairperson Prof. Habil. Dacinia Crina PETRESCU, PhD
crina.petrescu@ubbcluj.ro

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Td%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 A Roadmap For The Postpandemic Aviation Industry**
Figen Gurcoskun
Gökhan Ayazlar
- 2 Effect of International Tourism on Poverty: Evidence from Developing and Emerging Countries**
Le Thanh Tung
Pham Nang Thang
- 3 Quality Tests on Survey Data with Prolific-recruited Train Passengers**
Giuseppe Catenazzo
- 4 Corporate Social Responsibility, Job Satisfaction and Employee Loyalty: A Comparison Between the Hotel Industry and the Overall**
Ovidiu-Ioan Moisescu
Oana Adriana Gică
- 5 How Smart is Smart Tourism? Evidence from Romanian Cities**
Bogdan-Constantin Ibănescu
Gabriela Carmen Pascariu
Alexandru Bănică
Ioana Bejenaru
- 6 Team Up for a Circular Economy: A Collaborative Approach between Farmers, Food Services, Retailers, and Consumers for Less Food**
Dacinia Crina Petrescu
Ruxandra Mălina Petrescu-Mag
Iulia Ajtai
Carmen Andreea Roba
Oana Adriana Gică
Ancuța Tenter
Adina Letiția Negrușă
Valentin Toader
Nicoleta Brișan

Coffee Break, Room 121, 1st Floor -> 11:30 – 11:45



6th Parallel Session, Room 120, 1st Floor
10:00 – 11:30

Session Chairperson Assoc. Prof. Sorin Romulus BERINDE, PhD
sorin.berinde@ubbcluj.ro

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- 1 Interdependence Between Wages, Creativity, and Education. The Case of a Municipal Company in Poland
Marek Jabłoński
Łukasz Jabłoński
Jakub Bartak
Marius-Dan Gavriletea
- 2 Accounting and Financial Challenges for Sustainable Business Models – A Romanian Overview
Sorin Romulus Berinde
Paula Ramona Răchișan
Ana Monica Pop
- 3 Identifying and Measuring the Importance of Relevant Aspects for the Client in Order to Choose and Maintain the Relationship with a Lawyer – A Quantitative Research
Georgiana-Gabriela Manea (Moldovan)
Bianca Tescașiu
- 4 Analysis of the Value of Active Contracted Projects in Romania with European Funds Contracted in the Period 2014-2020
Iustin Atanasiu Pop
Paul Sorin Lazăr
Radu Florin Pinte
- 5 An Overview of the Use of Clawback as a Governance Mechanism on Executive Remuneration in South Africa
Naseeha Mahomed
Daniel P. Schutte
- 6 Pollution Abatement Investments and CSR in the Hospitality Industry
Flávio Ferreira
Fernanda A. Ferreira
Marina Haro-Aragú

Coffee Break, Room 121, 1st Floor -> 11:30 – 11:45



7th Parallel Session, Room 119, 1st Floor
11:45 – 12:45

Session Chairperson Assoc. Prof. Marius BOTA, PhD
marius.bota@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22TiId%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Benchmark Analysis Model Based on Marketing Mix. A Lifeline Solution for Opera, Ballet and Classical Music Institutions
Daniela Andreea Caraba
- 2 Tourism and Global Crises: What Makes Destinations Resilient in Front of Adversity?
Alexandra Cehan
Mihail Eva
Alexandru Bănică
Corneliu Iațu
- 3 Motels in Serbia – Visible but Unfortunately Invisible Promoters of Sustainable Business Practices
Lazar Pavić
Matevž Obrecht
- 4 Exploring the Effects of COVID-19 Pandemic on Average Basket Size: A Case Study of a Romanian SME Convenience Store
Emanuel-Emil Săvan
Cristina Fleșeriu

13:00 – 14:30 Lunch at Rochelle Restaurant
Str. Traian No 2-4 -> <https://goo.gl/maps/r9dHgJSfnRV6rvqq6>



8th Parallel Session, Room 120, 1st Floor
11:45 – 12:45

Session Chairperson Prof. Habil. Adina Letiția NEGRUȘA, PhD
adina.negrusa@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Exploring Research Trends in Sustainable Business Models: A Bibliometric Analysis
Andra-Teodora Gorski
Dan Dănuț Dumitrașcu
- 2 Social Implications of Revenge Tourism: is the Local Community Facing New Challenges?
Ana-Maria Nica
- 3 Sustainability Innovation in Tourism: A Systematic Literature Review
Daniela Meneses
Carlos Costa
Fernanda A. Ferreira
Celeste Eusebio
- 4 Factors Influencing the Tourists' Length of Stay for Mountain Areas: Evidence from Romanian
Oana Ruxandra Bode
Ioan-Cristian Chifu
Adina Letiția Negrușă

13:00 – 14:30 Lunch at Rochelle Restaurant
Str. Traian No 2-4

<https://goo.gl/maps/r9dHqJSfnRV6rvqq6>



3rd Plenary Session, Room 20, Ground Floor

Session Chairperson Assoc. Prof. Oana Adriana GICĂ, PhD

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

15:00 – 15:45	Prof. Fevzi OKUMUS , PhD Hospitality Services Department, Rosen College of Hospitality Management, University of Central Florida, USA	<i>Helping Employees and Managers With Building Resilience</i>
15:45 – 16:00	Coffee break	Room 121, 1st Floor



9th Parallel Session, Room 119, 1st Floor
16:00 – 17:15

Session Chairperson Assoc. Prof. Cristina FLEȘERIU, PhD
cristina.fleseriu@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22TiId%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Social Media Content Marketing and Its Impact On Consumer Behaviour: A Systematic Literature Review
Flavia-Andreea Herle
- 2 Approaching Certain Fundraising Methods and a Revised Theory of Planned Behavior in an Experimental Framework
Andreea Șeulean
- 3 Consumers' Perceptions on Humanoid Service Robots in Hotels: Experience, Empathy and Quality
Andreea Fortuna Șchiopu
Ana Mihaela Pădurean
Alina Maria Vieriu
- 4 Metaverse and Its New Immersion Technologies Perceived As A Marketing Opportunity: A Literature Review
Ioana Dan
- 5 Consumer Ethnocentrism in Hotel Choices and Preferences: A Case of Romania and Croatia
Cristina Fleșeriu
Katarina Kostelić

Coffee Break, Room 121, 1st Floor
17:15 – 17:30



10th Parallel Session, Room 120, 1st Floor
16:00 – 17:15

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

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fbfb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 An Analysis of the Information Technology Services Sector in Romania
Romeo Stanca
- 2 Exploring the Circular Economy Embedded in Business Model: Perspective of Vietnam and Recommendations
Anh Tuan Tran
- 3 Investment Insights: Analyzing the Relationship Between Gold, Euro, and Real Estate Prices
Traian Ionuț Luca
Iustin Atanasiu Pop
Paul Sorin Lazăr
- 4 The Use of Robotic Process Automation to Improve Business Processes
Veronica Rozalia Rus
Cătălin Nicolae Cebuc
- 5 ICT Tools for Hospitality
Veronica Rozalia Rus
Valentin Toader

Coffee Break, Room 121, 1st Floor
17:15 – 17:30



11th Parallel Session, Room 119, 1st Floor
17:30 – 18:30

Session Chairperson Lecturer Daniela CÎMPEAN, PhD
daniela.cimpean@ubbcluj.ro

Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792321239?context=%7b%22Td%22%3a%225a4863ed-40c8-4fd5-8298-fb7db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 How Has the COVID-19 Pandemic Affected the Macroeconomic Environment for Doing Business: A Close Look at the GDP Fluctuations and Public Debt Distress in CEE Countries

Marta Wajda-Lichy
Łukasz Jabłoński
Kamil Fijorek

- 2 Conflict and Performance: An Analysis of the Relationship in the Organizational Context

Paul Sorin Lazăr
Iustin Atanasiu Pop
Radu Florin Pinte

- 3 SMEs' Digitisation and Sustainable Performance in Times of Crisis

Laura-Andreea Iamandache (Florea)
Raluca-Andreea Stoica

- 4 The Decentralization of Romanian Tourism through Blockchain and Non-fungible Tokens – A Case Study on Stramosi NFTs

Carmen Eugenia Năstase
Andree Corina Niță (Dănilă)

Maria Vrânceanu (Orhean)
Iuliana Cristina Petrovan

19:30 Gala Dinner at Radisson Blu Hotel
Aleea Stadion, No 1
<https://goo.gl/maps/ehE89NVSfh3qM5p7>



12th Parallel Session, Room 120, 1st Floor
17:30 – 18:30

Session Chairperson Prof. Cornelia POP, PhD
cornelia.pop@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682792896003?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Romanian Cultural Consumption – The 21st Century Classical Music Education and Its Entrepreneurial Dimension

Oana Mihaela Bălan-Budoiu
Edith Gergely

- 2 Are Small Towns Smart Destinations?

Monica Maria Coroș
Delia Popescu
Iuliana Pop (Tudose)
Georgică Gheorghe

- 3 Wine Tourism and Small Towns: The Romanian Case. A Preliminary Study

Cornelia Pop
Monica Maria Coroș

- 4 Two Decades of Municipal Bond Trading at Bucharest Stock Exchange

Cornelia Pop
Maria-Andrada Georgescu

19:30 Gala Dinner at Radisson Blu Hotel
Aleea Stadion, No 1

<https://goo.gl/maps/ehE89NVSfh3qM5p7>



**13th Parallel ONLINE Session, Room 215, 2nd Floor
10:00 – 13:00 with a 15 minute Coffee Break**

Session Chairperson Lecturer Cristina Ioana BALINT, PhD
cristina.balint@ubbcluj.ro

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Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682798591430?context=%7b%22TiId%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682798591430?context=%7b%22TiId%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%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682798591430?context=%7b%22TiId%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

- 1 New Frontiers in Tourism and Hospitality Research: An Exploration of Current Trends and Future Opportunities
*El Archi Youssef
Benbba Brahim*
- 2 Growing Trends in Adoption of M-health Apps and Users' Perception for Availing Healthcare Services: A Study
Vilas B. Gaikar
- 3 The Success of Information Systems and the Effectiveness of a Management System in Public and Private Entities
Isabela Stancu (Liță)
- 4 The Balance Sheet - Tool for Analyzing the Financial Position
Cristina Mihaela Ionescu (Haralambie)
- 5 Tourism Trends: Exploring Heritage of Jabarkhet House as an Alternative Tourism Space in India
*Urjani Chakravarty
Gulab Chand
Udaya Narayana Singh*
- 6 Objective Setting in Basketball versus Business Organizations
Vlad-Alexandru Branga
- 7 Content Marketing Strategies And Brand Identity: An Empirical Analysis Of The Accor Hotel Group
*Zaghli Mariam
Ait Mhamed Hind*
- 8 The Impact of the Latest Crises on the Romanian Stock Market Volatility
*Cristina Ioana Balint
Oana Adriana Gică*



**14th Parallel ONLINE Session, Room 215, 2nd Floor
16:00 – 18:30 with a 15 minute Coffee Break**

Session Chairperson Assoc. Prof. Oana Ruxandra BODE, PhD
oana.bode@ubbcluj.ro

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Conference link: [https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799606131?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

[join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799606131?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%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799606131?context=%7b%22Tid%22%3a%225a4863ed-40c8-4fd5-8298-fb9db7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d)

- 5 Health Care in Tourist Travel Destinations and Its Importance in the Post-pandemic Context
Izabela Kapera
- 6 Specifics and Design of a New Tourist Destination
Nicolae Platon
Felicia Zaporozjan
Elena Cabac
- 7 Geotourism a Perspective of Tourism Development Case Study – Bucegi Natural Park
Mirela Mazilu *Mihaela Grigore*
Ionuț-Adrian Drăguleasa *Loredana Dragomir*
- 8 Exploring Sentiment Analysis of Customer Experience in the Malaysia Airlines Company During Post COVID-19
Nor Hasliza Md Saad *Song Peow Peng*
Ng Bee Chuen *Alya Syahirah Zainul Abidin*
- 9 Measuring the Competitiveness of Rural Tourism Destinations
Ioana Maria Tripon
Smaranda Adina Cosma
- 10 How Does the Intention to Revisit a Tourism Destination in the Post-pandemic Period? Evidence from Southeast Asia
Duong Tien Ha My
Le Thanh Tung
- 11 The Mediating Effect of Destination Image on Intention To Use a Tourism App
Arej Alhemimah
- 12 Analysis of the Digitization Level of Small and Medium Enterprises in Tourism. Identifying the Level of Digitization of Businesses from Băile Felix, Bihor, Romania
Miruna Moza *Olimpia Ban*



15th Parallel HYBRID STUDENTS' Session, Room 217, 2nd Floor
10:00 – 11:45

Session Chairperson Lecturer Elisabeta BUTOI, PhD
elisabeta.butoi@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682799869566?context=%7b%22ThreadId%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22ObjectId%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 The Science Fiction of the Past, the Reality of the Present – Smart Cities
Komalpreet Kaur *Ioana Isabel Bușa*
- 2 How Does the Perfect Manager Look? Leadership Styles and Gender Differences in the Hospitality Industry in Romania
Maria Cristică
- 3 Female Solo Travelling: A Path to Self-development from a Marketing Perspective
Indra Virca
- 4 Music Festival Tourism - Socio-Cultural, Economic and Environmental Impact
Iuliana-Maria Levinschi
- 5 Applying the Importance-Performance Matrix to the Podence Carnival Festival
Cláudia Sofia Rodrigues Lourenço Martins
Fernanda A. Ferreira *Paula Odete Fernandes*
- 6 Contactless Tourism in the Post-COVID-19 Era: How Ready Are Greek Tourists?
Nikolaos Trihas *Georgios Zozonakis* *Markos Kourgiantakis*
- 7 Tattoo - A double-Edged Blade for Employees and Employers
Florina-Gabriela Mitu
Marius Bota
- 8 Work and Travel. Exploring Students Perspectives and Opportunities
Estera Lavinia Tudose *Teddy Madalin Tudose*

Coffee Breaks, Lunch, & Dinners



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TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP



16th Parallel HYBRID STUDENTS' Session, Room 217, 2nd Floor
16:00 – 18:00

Session Chairperson Lecturer Emanuel-Emil SĂVAN, PhD
emanuel.savan@ubbcluj.ro

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Conference link: <https://teams.microsoft.com/l/meetup-join/19%3a3e0d2897350a4326814ad8c512f2fa23%40thread.tacv2/1682800168948?context=%7b%22ThreadId%22%3a%225a4863ed-40c8-4fd5-8298-fbfd7f13095%22%2c%22Oid%22%3a%22cb0a04a0-6dad-435b-aa14-103a364a6a4f%22%7d>

- 1 Keeping Commercial Disputes Out-of-Court. Arbitration
Daniel-Victor Bega
Daniela Cîmpean
- 2 Green Marketing: Opportunities, Challenges, and Needs in Romanian Startups
Petronela-Clara Bucea
- 3 The Entrepreneurial Orientation of Female Students in Times of Crisis
Delia Mihaela Borș
- 4 Opportunities and Challenges of Babeș-Bolyai University Students During and after the COVID-19 Pandemic
Simina-Elena Bojin
- 5 Succession of Family Business in Eastern Europe
Camelia Dranca
- 6 Breaking the Glass Ceiling: Understanding the Low Representation of Women in Management in Hungary and Romania
Kovacs Csenge
- 7 Financial Analysis of the 5 Largest Companies Worldwide in the IT Sector Before and During the COVID-19 Pandemic
Antonio-Ioan Quai

Coffee Breaks, Lunch, & Dinners