



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

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

THE INTERNATIONAL CONFERENCE

MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM 5TH EDITION

Conference Program, May 22nd-24th, 2025

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

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

CONFERENCE LINKS: see the timeline for each session



Conference Theme: Innovation, Sustainability, and Growth in a VUCA Environment (Volatility, Uncertainty, Complexity, and Ambiguity)

Conference Topics

- ✓ Smart and Sustainable Development Issues in the Business and Digital Environment
- ✓ Challenges and Opportunities in the International Business Context
- ✓ Innovation, Sustainability, and Growth in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) Environment
- ✓ 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 & Organizational Behavior
- ✓ 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

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Scientific Committee

- **Dr Jamila ABAIDI HASNAOUI**, Excelia Business School, Université d'Evry, Val d'Essonne, France
- **Prof. Madela ABRUDAN, PhD**, The University of Oradea, Faculty of Economics, Romania
- **Assoc. Prof. Gurhan AKTAS, PhD**, Department of Tourism Management, Dokuz Eylul University, Izmir, Turkey
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- **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

MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM 5TH EDITION

May 22nd-24th, 2025, Cluj-Napoca



- **Assoc. Prof. Alexandru CHIȘ, PhD**, Babeș-Bolyai University, Faculty of Economics and Business Administration, Cluj-Napoca, Romania
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- **Prof. Lucia GIOVANELLI, PhD**, Department of Economics and Business Sciences, Sassari University, Italy
- **Researcher Alina HALLER, PhD**, The Romanian Academy, Branch of Iași, „Gheorghe Zane” Institute of Economic and Social Research, Romania
- **Associate Professor Dr. Amir HASNAOUI**, Excelia Business School, Université d’Evry, Val d’Essonne, France
- **Prof. Habil. Remus HORNOIU, PhD**, The Bucharest University of Economic Studies, Faculty of Business and Tourism, 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. Mariana PREDIȘCAN, PhD**, Universitatea de Vest din Timișoara, Faculty of Economics and Business Administration, Romania
- **Prof. Donatella PRIVITERA, PhD**, University of Catania, Italy
- **Assoc. Prof. Nicoleta Dorina RACOLȚA-PAINA, PhD**, Babeș-Bolyai University, Faculty of European Studies, Cluj-Napoca, Romania



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- **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 Skłodowska 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 VĂDĂȘAN, PhD**, West University of Timișoara, Faculty of Economics and Business Administration, Romania
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- **Assoc. Prof. Konstantina ZERVA, PhD**, University of Girona, Faculty of Tourism, Spain.



Organizing Committee

- Assoc. Prof. Valentin TOADER, PhD Habil.
- Prof. Adina Letiția NEGRUȘA, PhD Habil.
- Prof. Smaranda Adina COSMA, PhD Habil.
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- 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: 2025 MTBHT Conference



Conference Timeline & Links (Hybrid Sessions)

Thursday, May 22nd, 2025

9:00-10:00	Registration	Main Lobby
10:00-10:15	Official Opening	Room 20, Ground Floor
	Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6	
10:15-11:00	1st Plenary Session (Hybrid)	Room 20, Ground Floor
	Prof. Greg RICHARDS , PhD Breda University, University of Tilburg, The Netherlands <i>Cultural Tourism and Changing Ruralities: Trends and Prospects</i>	
	Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6	
11:00-11:20	Coffee break	121, 1 st Floor
11:20-13:00	1st Parallel Session (Hybrid)	Room 216, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy	
	2nd Parallel Session (Hybrid)	Room 119, 1 st Floor
	Conference Link: https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac	
13:15-14:40	Lunch at Rochelle Restaurant	2-4 Traian St.
	Location on Google Maps: https://goo.gl/maps/r9dHgJSfnRV6rvqq6	
15:00-16:30	2nd Plenary Session (Hybrid)	Room 20, Ground Floor
	Prof. Tara DUNCAN , PhD Dalarna University, Sweden <i>What Is the Future of Decency and Dignity in Tourism and Hospitality Work in a VUCA Environment?</i>	
	Prof. Benno TORGLER , PhD School of Economics and Finance, Queensland University of Technology and ARC Training Centre for Behavioral Insights for Technology Adoption (BITA) <i>Opportunities and Challenges in the Field of Behavioral Economics</i>	



	Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6	
16:30-17:00	Coffee break	121, 1 st Floor
17:00-18:40	3rd Parallel Session (Hybrid)	Room 216, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy	
	4th Parallel Session (Hybrid)	Room 119, 1 st Floor
	Conference Link: https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac	
19:30	Gala Dinner at DoubleTree by Hilton Cluj - City Plaza	9-13 Sindicatelor St.
	Location on Google Maps: https://maps.app.goo.gl/nJUHn3zpKXyQwsh97	

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

Friday, May 23rd, 2025

9:00-9:30	Registration	Main Lobby
9:30-11:00	3rd Plenary Session (Hybrid)	Room 20, Ground Floor
	Prof. Stanislav IVANOV , PhD. Zangador Institute & Varna University of Management, Bulgaria <i>The Economics of Service Robots in Tourism and Hospitality</i>	
	Prof. Sébastien POINT , PhD. EM Strasbourg Business School, Université de Strasbourg, France <i>Business and Wellbeing</i>	
	Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6	
11:00-11:20	Coffee break	
11:20-13:00	5th Parallel Session (Hybrid)	Room 216, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy	
	6th Parallel Session (Hybrid)	Room 119, 1 st Floor

MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM 5TH EDITION

May 22nd-24th, 2025, Cluj-Napoca



	Conference Link: https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac	
	7th Parallel Session (Hybrid)	Room 217, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3543557582043?p=MjyMOTLxvAjAUQ1MXg	
13:15 – 14:40	Lunch at Rochelle Restaurant	2-4 Traian St.
	Google Maps Location: https://goo.gl/maps/r9dHgJSfnRV6rvqq6	
15:00-16:30	4th Plenary Session (Hybrid)	Room 20, Ground Floor
	Prof. Morris ALTMAN , PhD. University of Dundee Business School, UK <i>Class and Classless Sustainability Modeling: Implications for Equity and Wellbeing</i>	
	Ec. Andrei RĂDULESCU , PhD. Institute for World Economy, Romanian Academy <i>Macroeconomic Climate in 2025 - From World Economy to National Economy - Risks, Challenges, and Opportunities in the VUCA Environment</i>	
	Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6	
16:30-16:50	Coffee break	
16:50 – 18:50	8th Parallel Session (Hybrid)	Room 119, 1 st Floor
	Conference Link: https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac	
	9th Parallel Session (Hybrid)	Room 217, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3543557582043?p=MjyMOTLxvAjAUQ1MXg	
19:30-22:00	Dinner at Maimuța Plângătoare	1 Sindicatelor St.
	Google Maps Location: https://maps.app.goo.gl/nWBSVUaGtSK49nDU9	

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

Saturday, May 24th, 2025

8:15 – 20:00	Trip
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STUDENTS' SESSIONS

Thursday, May 22nd, 2025

9:00-10:00	Registration	Main Lobby
10:00-10:15	Official Opening	Room 20, Ground Floor
10:15-11:00	1st Plenary Session	Room 20, Ground Floor
11:00-11:20	Coffee break	121, 1 st Floor
11:20-13:00	1st Parallel Session	Room 120, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3312286232679?p=ITuORjTmJLMPvwUTDC	
	2nd Parallel Session	Room 215, 2 nd Floor
	Conference Link: https://teams.microsoft.com/meet/3317002038964?p=ZsGX7ixgK78tcuAxxZ	
13:15-14:40	Lunch at Rochelle Restaurant	2-4 Traian St.
	Google Maps Location: https://goo.gl/maps/r9dHgJSfnRV6rvqq6	
15:00-16:30	2nd Plenary Session	Room 20, Ground Floor
16:30-17:00	Coffee break	121, 1 st Floor
17:00-18:40	3rd Parallel Session	Room 120, 2 nd Floor
	4th Parallel Session	Room 215, 2 nd Floor
19:30	Gala Dinner at DoubleTree by Hilton Cluj - City Plaza	9-13 Sindicatelor St.
	Google Maps Location: https://maps.app.goo.gl/nJUHn3zpKXyQwsh97	

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



Friday, May 23rd, 2025

9:00-9:30	Registration	Main Lobby
9:30-11:00	3rd Plenary Session	Room 20, Ground Floor
11:00-11:20	Coffee break	
11:20-13:00	5th Parallel Session (Onsite)	Room 120, 2 nd Floor
13:15 – 14:40	Lunch at Rochelle Restaurant	Str. Traian No 2-4
	Google Maps Location: https://goo.gl/maps/r9dHgJSfnRV6rvqq6	
15:00-16:30	4th Plenary Session	Room 20, Ground Floor
16:30-16:50	Coffee break	
16:50 – 18:50	6th Parallel Session (Onsite)	Room 120, 2 nd Floor
19:30-22:00	Dinner at Maimuța Plângătoare	1 Sindicatelor St.
	Google Maps Location: https://maps.app.goo.gl/nWBSVUaGtSK49nDU9	

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

Saturday, May 24th, 2025

8:15 – 20:00	Trip
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Thursday, May 22nd, 2025

9:00-10:00	Registration	Main Lobby
10:00-10:15	Official Opening (Room 20, Ground Floor)	Dean Assoc. Prof. Habil. Valentin TOADER , PhD Rector's Office Representative
Conference Link: https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6		

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1st Plenary Session, Room 20, Ground Floor
May 22nd, 2025, 10:15-11:00

Keynote Speaker:

Prof. **Greg RICHARDS**, PhD

Breda University, University of Tilburg

Cultural Tourism and Changing Ruralities: Trends and Prospects

Conference Link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>



**1st Parallel Session, Room 216, 2nd Floor
May 22nd, 2025, 11:20-13:00**

Session Chairperson: Prof. Cornelia POP, PhD
Faculty of Business, Babeș-Bolyai University, cornelia.pop@ubbcluj.ro
Conference link:
<https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy>

1.	<i>The Sustainability of Social Enterprises in the Circular Economy – Evidence from Romania</i>	Nicoleta Dorina Racolța-Paina
2.	<i>Integrating New Emerging Technologies to Enhance User Experiences in the Hospitality Industry. Developing Digital Tourism [online]</i>	Marius Mihuț Abu-Awwad Hazem Anca Drăghici
3.	<i>Immersive Technologies in Italian Cultural Tourism: Visitor Satisfaction and Agent-Based Predictive Modeling [online]</i>	Assia Liberatore
4.	<i>Enhancing managerial communication through VR-based public speaking training [online]</i>	Laria-Maria Trușculescu Abu-Awwad Hazem Anca Drăghici
5.	<i>Factors Influencing the Municipal Bond Trading Activity at Bucharest Stock Exchange</i>	Cornelia Pop Andrada Maria Georgescu

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**2nd Parallel Session, Room 119, 1st Floor
May 22nd, 2025, 11:20-13:00**

Session Chairperson: Prof. Marius-Dan GAVRILETEA, PhD. Habil.
Faculty of Business, Babeș-Bolyai University, marius.gavriletea@ubbcluj.ro
Conference link:
<https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac>

1.	<i>Adaptive Reuse of Historic Urban Spaces: The Role of Context in Interior Redesign for Tourism</i>	Maria Tămășan
2.	<i>Attitudes and Perceptions of Greeks Towards the Adoption of Robots in the Tourism Industry [online]</i>	Nikolaos Trihas Nikolaos Karavelakis
3.	<i>Coastal and Maritime Tourism. How to Deal with the Impact of Climate Change [online]</i>	Mariaclaudia Cusumano Monica Bernardi
4.	<i>Hospitality in Romanian Hospitals, A Modern Customer Experience</i>	Ionuț Vida-Simiti
5.	<i>Are CSR Activities Valuable Enough? Evidence from a Retailer's Loyal Customers</i>	Andreea Angela Șeulean Marius Bota Emil Emanuel Săvan



**2nd Plenary Session (Hybrid), Room 20, Ground Floor
May 22nd, 2025, 15:00-16:30**

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Keynote Speaker:

Prof. Tara DUNCAN, PhD

Dalarna University, Sweden

What Is the Future of Decency and Dignity in Tourism and Hospitality Work in a VUCA Environment?

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>

Keynote Speaker:

Prof. Benno TORGLER, PhD

School of Economics and Finance, Queensland University of Technology and ARC Training Centre for Behavioural Insights for Technology Adoption (BITA)

Opportunities and Challenges in the Field of Behavioural Economics

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>

**3rd Parallel Session (Hybrid), Room 216, 2nd Floor
May 22nd, 2025, 17:00-18:40**

Session Chairperson: Prof. Smaranda Adina COSMA, PhD. Habil.
Faculty of Business, Babeș-Bolyai University, smaranda.cosma@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy>

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1.	<i>The Efficiency of Accommodation Units Influenced by Comfort Category [online]</i>	Violeta Strătilă (Chele) Aurel Costel Chele
2.	<i>The Role of Higher Education in Facilitating Labor Market Integration [online]</i>	Teodora Cajvan Daniela Mihaela Neamțu
3.	<i>Exploring the Impact of Tourism on Green Growth: Policy Recommendations for E7 Countries [online]</i>	Shabir Hashmi Li Huijuan Li
4.	<i>Growth Through Compliance: The Tax-Driven Path to Global Prosperity</i>	Larissa-Margareta Bătrâncea Vlad-Mihai Goje
5.	<i>Understanding the Impact of Students' Sustainable Lifestyles on Green Restaurant Patronage</i>	Smaranda Adina Cosma Cristina Fleșeriu Marc Faget

**4th Parallel Session (Hybrid), Room 119, 1st Floor
May 22nd, 2025, 17:00-18:40**

Session Chairperson: Assoc. Prof. Marius BOTA, PhD
Faculty of Business, Babeș-Bolyai University, marius.bota@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac>

1.	<i>Critical Review of Customer Experience Research in Sports Events and Tourist Attendance Decisions</i>	Adina Letiția Negrușă Oana Ruxandra Bode
2.	<i>Leadership Structure and Implications of Partial State Ownership in the Hospitality Sector</i>	Flávio Ferreira Jorge Umbelino
3.	<i>CSR and Quantity Leadership in Restaurants Competition</i>	Fernanda A. Ferreira Daniela Meneses
4.	<i>The Economic Impact of US-China Tensions</i>	Silvo Dajčman Dejan Romih Valentin Toader
5.	<i>Are Romanian Tourist Resorts Smart? A Destination-Based Analysis</i>	Cristina Ioana Balint Iuliana Tudose-Pop Georgică Gheorghe Monica Maria Coroș Delia Popescu



Friday, May 23rd, 2025

3rd Plenary Session (Hybrid), Room 20, Ground Floor
May 23rd, 2025, 9:30-11:00

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Keynote Speaker:

*Prof. **Stanislav IVANOV**, PhD.*

Zangador Institute & Varna University of Management, Bulgaria

The Economics of Service Robots in Tourism and Hospitality

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>

Keynote Speaker:

*Prof. **Sébastien POINT**, PhD.*

EM Strasbourg Business School, Université de Strasbourg, France

Business and Wellbeing

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>



**5th Parallel Session, Room 216, 2nd Floor
May 23rd, 2025, 11:20-13:00**

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

Faculty of Business, Babeș-Bolyai University, oana.bode@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3351427315480?p=c7RCvUevIfh2aORJKy>

1.	<i>Entrepreneurial Intentions Revisited: Three-year Study from Traditional to Circular Entrepreneurship</i>	Azra Biko
2.	<i>Does Service Quality Have an Impact on Customer Lifetime Value? A Study of South Africa's Mobile Telecommunications Sector</i>	Shayne Mitchell Ankit Jayesh Katrodia
3.	<i>Transformational Leadership, Perceived Support, and Engagement: Evidence from Thailand's Hospitality Sector [online]</i>	Kraiwut Nuchpramool Shangpao Yeh Robert Li-Wei Hsu
4.	<i>Students' Adaptability in a VUCA Environment</i>	Elisabeta Butoi Iuliana-Maria Levinschi Paul-Sorin Lazăr
5.	<i>A Sniff into Scent Marketing: Exploring Consumer Awareness and Ethical Perspectives</i>	Marius Bota Anita Dénes
6.	<i>From Crop to Cup: The Economics Behind Rising Green Coffee Prices</i>	Florina-Gabriela Mitu Marius Bota Emil Emanuel Săvan

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**6th Parallel Session, Room 119, 2nd Floor
May 23rd, 2025, 11:20-13:00**

Session Chairperson: Assoc. Prof. Oana Adriana GICĂ, PhD

Faculty of Business, Babeș-Bolyai University, oana.gica@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac>

1.	<i>Adapting Vocational Education for Industry 5.0 by Transforming the Professional Identity of VET Trainers in Carpentry</i>	Dominic Schreiner Mircea Fulea Bogdan Mocan
2.	<i>Smart Technologies and Data Sharing Practices in Tourism Businesses. Towards Metaverse and Tourism Data Space [online]</i>	Tomáš Gajdošík Beáta Vaneková
3.	<i>Shaping the Future of Sustainable Travel: How Erasmus Students Evolve from Travelers to Trendsetters</i>	Cristina Bolog Ștefania-Andra Haiduc
4.	<i>The Importance of Sustainable Development Objectives from a Perception Test of Student Economists [online]</i>	Alina Butnaru (Ciobotar) Camelia-Cătălina Mihalciuc Cristina Gabriela Cosmulese Maria Grosu Dumitrița Apostol
5.	<i>The Structure of Romanian Companies Involved in Vine Cultivation and Wine Production</i>	Cornelia Pop Monica Maria Coroș
6.	<i>Environmental Control Strategies for Sustainable Development: Types, Forms and Methods [online]</i>	Luminița Diaconu



**7th Parallel Session, Room 217, 2nd Floor
May 23rd, 2025, 11:20-13:00**

Session Chairperson: Assoc. Prof. Valentin TOADER, PhD habil.

Faculty of Business, Babeș-Bolyai University, valentin.toader@ubbcluj.ro

Conference link: <https://teams.microsoft.com/join/3543557582043?p=MjyMOTLxvAjAUQ1MXg>

1.	<i>Navigating the Integration of Big Data and Artificial Intelligence in the Accounting Profession: Challenges, Trends, and Strategic Recommendations</i>	George-Silviu Cordoș Tudor Opreșor Melinda-Timea Fulop Dragoș Păun
2.	<i>The Role of the Auditor in Non-Financial Reporting. A Comparative Analysis of Two Companies Netflix and Disney for the Year 2023 in Terms of Sustainability Reports</i>	Ana Monica Pop Alexia Elena Bălan Alexandra Maria Chiforiec
3.	<i>Inflation Literacy and Inflation Expectations: Evidence from Romania</i>	Dejan Romih Blaž Frešer Valentin Toader
4.	<i>Consumer Behavior and Food Waste Management [online]</i>	Elena Bulat (Pădurariu)
5.	<i>European Tourism in the Face of Climate Change. Navigating Regional Demand Dynamics [online]</i>	Nicoleta Anca Matei
6.	<i>The Mathematics behind AI</i>	Khurram Shabbir Liliana Manciu-Guran Rozalia-Veronica Rus



**4th Plenary Session (Hybrid), Room 20, Ground Floor
May 23rd, 2025, 15:00-16:30**

Keynote Speaker:

*Prof. **Morris ALTMAN**, PhD.*

University of Dundee Business School, UK

Class and Classless Sustainability Modeling: Implications for Equity and Wellbeing

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>

Keynote Speaker:

*Ec. **Andrei RĂDULESCU**, PhD.*

Institute for World Economy, Romanian Academy

*Macroeconomic Climate in 2025 - From World Economy to National Economy -
Risks, Challenges, and Opportunities in the VUCA Environment*

Conference link:

<https://teams.microsoft.com/meet/3578507559332?p=VqJtZj0a4w1uZ2Dui6>



**8th Parallel Session, Room 119, 1st Floor
May 23rd, 2025, 16:50 -18:50**

Session Chairperson: Assoc. Prof. Veronica Rozalia RUS, PhD
Faculty of Business, Babeș-Bolyai University, veronica.rus@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3377831917880?p=OUU6WQtQck1k5ipQac>

1.	<i>Benchmarks Regarding Financial Accounting Services Standards in SMES Activity</i>	Sorin Romulus Berinde Paula Ramona Răchișan
2.	<i>Sicily – A World Between Tradition and Hospitality</i>	Valeria Gîdiu
3.	<i>Environmental Quality, Energy Consumption, and Economic Growth: A Quantitative Approach [online]</i>	Viorela Ligia Văidean Alexia Raluca Turceniuc
4.	<i>Internet of Behaviors (IoB) Applications in Tourism</i>	Rozalia-Veronica Rus Liliana Manciu-Guran
5.	<i>Romanian Wineries in the Digital Environment</i>	Monica Maria Coroș Olimpia State Mihail-Ovidiu Tănase
6.	<i>Workers' Well-Being in Hospitality</i>	Horizon Consortium

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**9th Parallel Session, Room 217, 2nd Floor
May 23rd, 2025, 16:50 -18:50**

Session Chairperson: Prof. Adina Letiția NEGRUȘA, PhD habil.
Faculty of Business, Babeș-Bolyai University, adina.negrusa@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3543557582043?p=MjyMOTLxvAjAUQ1MXq>

1.	<i>Romanian (Potential) Wine Tourism Destinations – Are They Smart?</i>	Cornelia Pop Liliana Manciu-Guran
2.	<i>Sustainable Procurement in the Railway Sector in Romania</i>	Timea Bartok Daniela Cîmpean
3.	<i>Tourism, Culture, and Environmental Degradation: Balancing Development in Odisha's Golden Triangle [online]</i>	Jyoti Prakash Urvashi Kumari
4.	<i>Measuring Population Welfare with Multidimensional Ordinal Data [online]</i>	M. Azhar Hussain
5.	<i>An Evaluation of Tax Authorities' Response to Tax Noncompliance: Evidence from Botswana [online]</i>	Edmore Munjeyi Daniel Schutte
6.	<i>Green Empowerment of Employees in Hotel Industry: Driving Environmental Performance Outcomes Using a Hybrid Framework [online]</i>	Sintayehu Aynalem Aseres
7.	<i>Odisha's Role in Wellness Tourism: Yoga, Ayurveda, and Spiritual Healing [online]</i>	Jyoti Prakash Urvashi Kumari

STUDENTS' SESSIONS

**1st Parallel STUDENTS' Session, Room 120, 1st Floor,
May 22nd, 2025, 11:20-13:00**

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Session Chairperson: Senior Lect. Elisabeta BUTOI, PhD
Faculty of Business, Babeș-Bolyai University, elisabeta.butoi@ubbcluj.ro
Conference link:
<https://teams.microsoft.com/meet/3312286232679?p=ITuORjTmJLMPvwUTDC>

1.	<i>The Role of Social Media Influencers in Promoting Local Restaurants</i>	Teddy Tudose
2.	<i>Digital Sovereignty and Social Inclusion for Artisans in Morocco [online]</i>	Ayoub Benmiloud
3.	<i>The Perceptions and Motivations of the Wine Tasting Participant</i>	Robert Bereț
4.	<i>Decoding the Mind: How Neurofinance Reveals the Role of Emotions in Shaping Financial Decisions of Buying a Car</i>	Laura-Iulia Popa
5.	<i>The Influence of Country of Origin (CO) on Romanian Consumers' Intentions to Purchase Korean Skincare through the Determinants of the TBP</i>	Dana Abdel Sater

**2nd Parallel STUDENTS' Session, Room 215, 2nd Floor
May 22nd, 2025, 11:20-13:00**

Session Chairperson: Senior Lect. Liliana GURAN, PhD
Faculty of Business, Babeș-Bolyai University, liliana.guran@ubbcluj.ro
Conference link:
<https://teams.microsoft.com/meet/3317002038964?p=ZsGX7ixgK78tcuAxxZ>

1.	<i>AI Jobs and the Future of Work in Creative Industries</i>	Corina-Diana Florea
2.	<i>Emotion in Motion: Assessing the Influence of Premium Automobile Advertisements on Consumer Decision-Marketing</i>	Alexandru-Ionuț Savin
3.	<i>Exploring Entrepreneurial Intention: An Analysis of the Factors that Influence It</i>	Irina Manoil
4.	<i>Retail Therapy: Shopping Away the Stress</i>	Alexia Blaga
5.	<i>Balancing Visitor Distribution and Cultural Heritage Preservation in Caraș-Severin County</i>	Simina Elena Bojin



3rd Parallel STUDENTS' Session, Room 120, 1st Floor
May 22nd, 2025, 17:00-18:40

Session Chairperson: Senior Lect. Andreea Angela ȘEULEAN, PhD
Faculty of Business, Babeș-Bolyai University, andreea.seulean@ubbcluj.ro

Conference link:
<https://teams.microsoft.com/meet/3312286232679?p=ITuORjTmJLMPvwUTDC>

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1.	<i>Tracking the Mind under Stress: A Multimodal Investigation of Financial Decision-Making Using Eye Tracking, GSR and Facial Cues</i>	Andriana Luchian
2.	<i>Customer Perceptions of CSR and Their Influence on Satisfaction and Loyalty in the Restaurant Sector</i>	Raluca Maria Iuteș
3.	<i>The Economic Impact of Trade Wars: A Case Study of the Previous and Current Conflicts and Their Global Consequences</i>	Bianca Popa
4.	<i>Financial and Economic Analysis of Technology Industry Giants: Apple, Samsung, and Microsoft over Two Decades</i>	Gabriela Mocanu
5.	<i>Luxury vs. Budget Branding: A Neurotech Dive into Emotional Responses via Eye-Tracking, GSR, and Facial Analysis</i>	Victor Terente

4th Parallel STUDENTS' Session, Room 215, 2nd Floor
May 22nd, 2025, 17:00-18:40

Session Chairperson: Senior Lect. Elisabeta BUTOI, PhD
Faculty of Business, Babeș-Bolyai University, elisabeta.butoi@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3317002038964?p=ZsGX7ixqK78tcuAxxZ>

1.	<i>Cultural Intelligence – Insights and Strategies from the Big Four</i>	Estera Lavinia Tudose
2.	<i>The Wine Route in the Republic of Moldova: Tourists' Perception of the Wine Tourism Trail</i>	Ecaterina Bonca
3.	<i>The Digital Travel Journal: A Content Analysis of Romanian Travel Agencies Advertising</i>	Maria-Elena Crupenschi
4.	<i>The Manager is Always Right: Research on the Impact of Customer Service on Customer Satisfaction and Profitability</i>	Ana-Maria Brădățan
5.	<i>Leveraging Sentiment Analysis for Enhanced Customer Insights: Exploring Its Business Applications and Strategic Impact</i>	Eduard Drăghici



5th Parallel STUDENTS' Session, Room 120, 1st Floor
May 23rd, 2025, 11:20-13:00

Session Chairperson: Assoc. Prof. Cristina FLEȘERIU, PhD

Faculty of Business, Babeș-Bolyai University, cristina.fleseriu@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3317002038964?p=ZsGX7ixgK78tcuAxxZ>

1.	<i>Cultural Stereotypes and the Education Gap: A Comparative Study of Hungary, Italy, and Romania</i>	Csenge Nárcisz Kovács
2.	<i>Assessing the Benefits and Challenges of Ecotourism Certification: Evidence from Green Tourism Accommodation in Transylvania</i>	Sabina Bulgari
3.	<i>Employee Well-being in a Volatile and Complex Environment</i>	Izabella Balint-Foro
4.	<i>Retreat, Recharge, Return: A Student Wellness App for Lasting Engagement [online]</i>	Luana Chirilă
5.	<i>Work-Life Balance of Employees in a Complex Environment</i>	Oana-Carina Jecan
6.	<i>How Have Innovation and Sustainability Performance Evolved in EU Countries over the Last 10 Years, and what Macroeconomic or Policy Factors Have Influenced Them in a VUCA Context?</i>	Thomas Furmanek

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6th Parallel STUDENTS' Session, Room 120, 1st Floor
May 23rd, 2025, 16:50 -18:50

Session Chairperson: Prof. Larissa Margareta BĂTRÂNCEA, PhD Habil.

Faculty of Business, Babeș-Bolyai University, larissa.batrancea@ubbcluj.ro

Conference link: <https://teams.microsoft.com/meet/3317002038964?p=ZsGX7ixgK78tcuAxxZ>

1.	<i>Urban Break [online]</i>	Alexandu Emanuel Hîrte
2.	<i>Health Benefits of High School Students Participating in Outdoor Educational Adventure Sports [online]</i>	Chien Chiao Yun
3.	<i>From Passive to Participatory: Regenerative Tourism Redefining Tourist Experiences [online]</i>	Mohammadreza Salehi
4.	<i>Exploring the Minds of Festivalgoers: A Neuroscientific Analysis of Participation Decisions at Electric Castle, Untold, and Beach Please</i>	Radu Ardeleanu
5.	<i>Depression and Enthusiasm of Employees in the VUCA World</i>	Amina-Elena Lazăr
6.	<i>The Banking Industry in a Changing World: Risks, Challenges, and Solutions</i>	Petronela Halip
7.	<i>Multisensory Wine Tourism Experiences: Food Pairing and Neuroscience as Tools to Enhance Visitor Engagement and Perception</i>	Ilinca Sorana Pop