



PROGRAM BROCHURE

The International Conference
**GLOBALIZATION AND COMPETITIVENESS
 IN KNOWLEDGE-BASED ECONOMY**
 12TH EDITION

April 14th - 15th, 2022
 BUCHAREST, ROMANIA

**„DIMITRIE CANTEMIR” CHRISTIAN UNIVERSITY
THE FACULTY OF TOURISM AND COMMERCIAL
MANAGEMENT**

in collaboration with:

- **The Research Centre “Management, Business Administration And Marketing”;**
- **“Dimitrie Cantemir” Christian University’s Multidisciplinary Scientific Research Institute;**
- **Academic Journal of Economic Studies – media partner;**
- **“Editura Universitara” Publishing Company – media partner;**
- **“Pro Universitaria” Publishing Company – media partner;**
- **„Economistul”, Magazine of opinion and economic-financial analysis – media partner.**

CONFERENCE RELEVANCE

Nowadays specialists in various fields of activity are focusing on issues connected with globalization due to their great impact on the development of national economies.

Due to globalization, Romania has started a number of reforms by means of which prices and markets have been liberalized, foreign trade control has been reduced, currency convertibility has been introduced and changes have started to be made in the ownership structure, all leading to increased competitiveness. Therefore, ensuring competitiveness is a major priority not only for companies, organizations and individuals, but also for the academic environment.

Direct foreign investments are perceived as an important and essential element for the process of changing and re-launching the economy, representing the main catalyst necessary for market economy and increased competitiveness in Romania. In the 21st century, the flow of direct foreign investments has greatly developed due to the massive expansion of transnational corporations – main elements of the globalization process. Last but not least, due to the great development of commercial exchanges between countries, foreign trade has become one of the key factors for economic growth.

Under these circumstances, we can consider that globalization and competitiveness represent the greatest challenge of our century, most specialists considering that Romania's own survival depends on the way in which these concepts are put into practice.

CONFERENCE AIMS AND OBJECTIVES

Benefiting from a particular scientific prestige and large national attendance, the conference that is now at its 8th edition, aims at providing the framework for relevant scientific debates concerning the challenges that “*Globalization and competitiveness in knowledge-based economy*” raise for any economist or researcher in the larger field of Economics.

The conference objectives envisage:

- Developing some fundamental or applicative research guidelines in the specific fields of the participants’ expertise;
- Supporting the exchanges of specialists with other similar organizations with a view to improving the members’ documentation;
- Cooperating with other local and foreign faculties in order to develop a modern educational system and to establish connections with other universities.
- Approaching the issues related to the evolution of economic processes in the contemporary society, the empirical and analytical exchange, establishing partnerships for drafting and monitoring economic policies.
- Identifying the potential partners taking into account the activity type and the cooperation opportunities which open the path to tackle certain themes and projects
- Developing cooperation with national and international partners - personalities, institutions, professional associations;
- Interacting with the economic, social and academic environment both at local and global level;
- Academic interaction with all interested professional and scientific environments;
- Ensuring an organizational and managerial framework for research work;
- Increasing the University’s importance and its assertion as a prestigious institution at national and international level;
- Developing the capacity of attracting and identifying national and international sources of funding;
- Establishing and developing partnerships at national and international level as an instrument for raising the performance level regarding scientific research.

SCIENTIFIC COMMITTEE

Chairs – PRESIDENTS:

Professor **Momcilo LUBURICI**, PhD, President of D.C.C.U., Founder

Professor **Corina Adriana DUMITRESCU**, PhD, President of the D.C.C.U. Senate, Founder

Professor **Marja Liisa Kristiina TENHUNEN**, PhD, Rector of D.C.C.U.

Co - Chairs:

Senior Lecturer **Marinella Turdean**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania.

Professor **Narcisa Isăilă**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania

Senior Lecturer **Emilia Pascu**, PhD, Dean of the Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer **Alexandru Ștefănescu**, PhD, Vice-rector of D.C.C.U, Bucharest, Romania

Members:

Professor **Valentina Zaharia**, PhD, Vice-president of the D.C.C.U Senate, Bucharest, Romania.

Professor **Giulio Querini**, PhD, "La Sapienza" University Rome, Italy.

Professor **Antonello Biagini**, PhD, "La Sapienza" University Rome, Italy.

Professor **Filomena Maggino**, PhD, Florence University, Italy

Professor Ion Pârțachi, PhD, Academy of Economic Studies, The Republic of Moldavia.

Professor Borys Budka, PhD, Karol Adamiecki Economic University, Katowice, Poland.

Professor Nancy Papalexandris, PhD, Bussines and Economic University, Athens, Greece.

Professor Cezmi Karasu, PhD, Ankara University, Turkey.

Professor Sehvar Beşiroğlu, PhD, Istanbul Technical University, Turkey.

Professor Zeynep Sozen, PhD, Istanbul Technical University, Turkey.

Professor Georgeta Ilie, PhD, Faculty of E.B.A, D.C.C.U, Bucharest, Romania.

Professor Nicolae Dinescu, PhD, „Spiru Haret” University, Vâlcea, Romania.

Professor Felicia Stăncioiu, PhD, Faculty of Marketing, Academy of Economic Studies, Bucharest, Romania.

Professor Iuliana Cetină, PhD, Academy of Economic Studies, Bucharest, Romania.

Professor Gabriela Stănciulescu, PhD, Academy of Economic Studies, Bucharest, Romania.

Professor Nicolae Lupu, PhD, Academy of Economic Studies, Bucharest, Romania.

Professor George Erdeli, PhD, Faculty of Geography, University of Bucharest, Bucharest, Romania

Professor Cornel Grigoruț, PhD, „Ovidius“, University, Constanța, Romania.

Professor Ilie Cristescu, PhD, West University, Timișoara, Romania.

Professor Nicolae Neacșu, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Professor Herve Defalvard, PhD, Paris –Est Marne –la Vallee University, France.

Senior Lecturer Elisabeta Ilona Molnar, PhD, Christian University „Partium”, Oradea, Romania.

Senior Lecturer Aurel Gheorghilaș, PhD, University of Bucharest, Romania.

Senior Lecturer Cezar Militaru, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Andreea Băltărețu, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Viorelia Moldovan-Bătrânac, PhD, Vice-rector of ULIM, Republic of Moldavia.

Senior Lecturer Emilia Gogu, PhD, Academy of Economic Studies, Bucharest, Romania.

Senior Lecturer, Jose M., Merigo, PhD, Lindahl, University of Barcelona, Spain.

Senior Lecturer Andreas A. Assiotis, PhD, University of Cyprus.

Senior Lecturer Daviva Jureviciene PhD, Mycolas Romeris University, Lithuania.

Senior Lecturer, Arminia Cicală-Racu, PhD, Academy of Economic Studies, The Republic of Moldavia.

Senior Lecturer Oana Milea, PhD, Vice-dean Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Anca Cristea, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Camelia Pavel, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Stefan Daniel, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Lecturer Alexandru Burda, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania..

Lecturer Petronela-Sonia Nedea, PhD, Faculty of T.C.M., D.C.C.U, Bucharest Romania.

Mădălina Deaconu, Inria Research Center Nancy - Grand Est & Élie Cartan Institute of Lorraine, France.

Monica Neacșu, PhD Economist, Academy of Economic Studies, Bucharest, Romania

ORGANIZING COMMITTEE

Senior Lecturer Emilia **Pascu**, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Professor Nicolae **Neacșu**, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Senior Lecturer Camelia **Pavel**, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Lecturer Alexandru **Burda**, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

Lecturer Petronela-Sonia **Nedea**, PhD, Faculty of T.C.M., D.C.C.U, Bucharest, Romania.

CONFERENCE SCHEDULE

April 14th, 2022

10,00 - 12,00 - Official opening and Plenary session;

12,00 - 12,30 - Coffee break;

12,30 - 14,30 - Section sessions;

14,30 - 15,00 - Coffee Break;

15,00 - 17,00 - Section sessions.

April 15th, 2022

10,00 – 12,00 - Debates and conclusions;

PLENARY SESSION

April 14th, 2022

10,00 - 12,00 - Official opening and Plenary session;

12,00 - 12,30 - Coffee break;

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest

PLENARY PAPERS

1. *Reserved title*

Momcilo LUBURICI, President of “Dimitrie Cantemir” Christian University, Founder, Bucharest, Romania.

2. *Reserved title*

Corina Adriana DUMITRESCU, President of the “Dimitrie Cantemir” Christian University Senate, Founder, Bucharest, Romania.

3. *Reserved title*

Marja Liisa Kristiina TENHUNEN, Rector of “Dimitrie Cantemir” Christian University, Bucharest, Romania.

4. *Using transparency and balance tools in assuring a healthy competitive environment in global markets*

Adriana Liuba Ahciarliu KYRIAKIDIS, Founder & administrator Diplomat Consult - part of Invigors EMEA

5. *Promoting Romanian tourist offer at the Universal Exhibition "Dubai - 2020", between September 1st, 2021 and March 30th, 2022*

Nicolae NEACȘU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

6. *The impact of the current global situation on business decisions*

Georgeta ILIE, Faculty of Economics and Business Administration, "Dimitrie Cantemir" Christian University. Senior researcher III, Institute for World Economy, Romanian Academy.

7. *Necessary and achievable restructurings and reorientations in the Romanian tourism strategy*

Cristiana CRISTUREANU, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

8. *Romania and cross-border tourism*

Mihai OGRINJI, Romanian Association of Tourism Journalists and Writers, "Romania Pitorească" Publishing House and Magazine, Bucharest, Romania.

9. *The tourist value of the elements of cultural identity. Case study: Precista Church, Bacău Municipality*

Aurel GHEORGHILAS, Faculty of Geography, University of Bucharest, Romania.

Andreea VÎNTU Faculty of Geography, University of Bucharest, Romania.

Camelia TEODORESCU, Faculty of Geography, University of Bucharest, Romania.

Corina GHEORGHILAS, Middle School Nr. 81, Bucharest, Romania.

10. Conditions for launching a cultural-tourist route linking the most famous triumphal arches in Europe

Nicolae LUPU, Academy of Economic Studies, Faculty of Business and Tourism, Department of Tourism and Geography, Bucharest, Romania.

11. The tourist observatory - a framework for affirming tourism research

Aurel BORȘAN, "Amphitheatru" Foundation, Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

12. Assessing the importance of the customer in today's global economy

Emilia PASCU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

I. INTERNATIONAL BUSINESS AND EUROPEAN ECONOMY

April 14th, 2022

12,30 - 14,30 - Section sessions;

14,30 - 15,00 - Coffee Break;

15,00 - 17,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Oana MILEA**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

SECTION PAPERS

1. Economic self-sufficiency: definitions and implications

Vadim DUMITRAȘCU, Faculty of Economics and Business Administration, Dimitrie Cantemir Christian University, Bucharest, Romania.

Roxana Arabela DUMITRAȘCU, Faculty of Economics and Business Administration, Dimitrie Cantemir Christian University, Bucharest, Romania.

2. The evolution of the global banking sector during the pandemic period

Roxana IONESCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. *Ecological policy - effects and implications*

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

4. *Conformity assessment of EU regulated products*

Cezar MILITARU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

5. *Analysis of the impact of the pandemic crisis on quality of life*

Grațîela GHIC, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Claudia BENTOIU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

6. *Trends in the world economy: remote jobs, reskilling and upskilling*

Oana MIONEL, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

7. *The evolution of trade policy in the context of implementing the Green Pact*

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

8. *Supervision and regulation of international financial markets*

Oana ORHEIAN, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

9. *The Russian-Ukrainian conflict - geopolitical and geostrategic coordinates*

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

10. *The contribution of e-commerce to overcoming current global logistics problems*

Alexandru BURDA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

11. The importance of new technologies in recovering the growth of the global markets

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

12. The extent of global geopolitical conflicts

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

II. BUSINESS DEVELOPMENT AND COMPETITIVENESS

April 14th, 2022

12,30 - 14,30 - Section sessions;

14,30 - 15,00 - Coffee Break;

15,00 - 17,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

SECTION PAPERS

1. Consumer and environmental protection in the context of digitalisation

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

2. Creative accounting in the current context in Romania

Luminița JALBĂ, Faculty of Tourism and Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. ***Data, the new engine of the digital business***
Grațîela GHIC, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Claudia BENTOIU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
4. ***Oracle cloud infrastructure security***
Nicoleta IACOB, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.
Luminita DEFTA, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.
5. ***Risk management in ensuring the quality of management processes***
Cezar MILITARU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Marcel ISAC, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
6. ***Elements of internet commerce contributing to logistical efficiency***
Alexandru BURDA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

7. *Profitability of privately managed pension funds*
Roxana IONESCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
8. *The value of the enterprise - approaches and models*
Vadim DUMITRAȘCU, Faculty of Economics and Business Administration, Dimitrie Cantemir Christian University, Bucharest, Romania.
Roxana Arabela DUMITRAȘCU, Faculty of Economics and Business Administration, Dimitrie Cantemir Christian University, Bucharest, Romania.
9. *Entrepreneurial environment in the context of the pandemic*
Daniel ȘTEFAN, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Cezar MILITARU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
Adriana ZANFIR, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
10. *Restrictive measures in the field of labor relations during the state of alert in Romania*
Oana DUȚĂ, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

11. Sources of investment financing

Oana ORHEIAN, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

12. Oracle - Cloud Applications and Cloud Platform

Nicoleta IACOB, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.

Luminita DEFTA, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.

III. TOURISM, A CHANCE FOR THE NATIONAL ECONOMY

April 14th, 2022

12,30 - 14,30 - Section sessions;

14,30 - 15,00 - Coffee Break;

15,00 - 17,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Andreea BĂLTĂREȚU**, PhD,
“Dimitrie Cantemir” Christian University,
Bucharest, Romania.

SECTION PAPERS

1. ***Responsible and ecological tourism***
Doina TĂTARU, Center for Economics of
Industries and Services, Romanian Academy.
Romanian Association of Tourism Journalists and
Writers, Bucharest, Romania.
2. ***We have potential, let's capitalize on it in deeds,
not words***
Florin GIOGA, "Silvia" Hotel, Sinaia, Romania.
3. ***Romanian participation in domestic and
international wine fairs and the promotion of
wine-growing areas in tourism***
Florin VOICA, Romanian Sommelier Association,
Bucharest, Romania.

4. *Cultural tourism in Romania, an analysis based on the existing endowment*

Cristy FRENT, 1st degree scientific researcher at the National Institute for Research and Development in Tourism. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

5. *The evolution of the tourism sector in the context of the Covid-19 pandemic*

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

6. *Printz-Markó Erzsébet: Sustainable Development Models for Thermal and Wellness Cluster Organizations in Hungary*

SZÉCHENYI István, Győr University, Hungary

7. *Fiscal challenges with effects on the costs of implementing tourist packages*

Roxana IONESCU, Faculty of Tourism and Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest, Romania.

8. *Tourism and sustainable development*

Breda LUKACS, "George Bacovia" University, Bacău, Romania.

9. New possibilities for the development of cable transport in Râncă resort

Cristian HRISTEA, "Vacanțe și Călătorii" Magazine. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

10. The impact of geopolitical risks on tourism in the 21st century

Petronela NEDEA, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Emilia PASCU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

11. Adapting marketing strategies to market research - the main goal of tourism companies in Mamaia resort

Daniela NENCIU, "Tomis" University, Constanța, Romania. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

12. International travel in Eastern Europe-victims of the Ukraine-Russia war

Andreea BĂLTĂREȚU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

13. Romania's image in the country and abroad from a tourist point of view

Marian BUSUIOC, Romanian-American University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

14. Evolutions in the current behavior of the consumer of tourist services internationally, in the current context

Irina NICOLAU, Faculty of Economics and Business Administration, "Dimitrie Cantemir" Christian University, Bucharest, Romania

15. Tourism trends in emerging countries in 2022

Andreea BĂLTĂREȚU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Camelia PAVEL, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

16. Local gastronomic points, new attractions of rural tourism

Dănuț UNGUREANU, Senior researcher III, "Costin C. Kiritescu" National Institute for Economic Research, Romanian Academy. Mountain Economy Center CE-MONT, Vatra Dornei, Romania. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

17. From Thomas Cook to post-pandemic tourism

Anca – Adriana CRISTEA, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

Tatiana – Corina DODESCU, Faculty of Economics and Business Administration, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

18. *Wine tourism, a form of sustainable tourism in Romania*

Gabriela ȚIGU, Academy of Economic Studies. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

Diana DUMITRU (ZOLOTOI), Academy of Economic Studies, Bucharest, Romania.

19. *Tourism and the common agricultural policy*

Daniela STANCU, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

20. *New holiday destinations in Romania*

Andreea-Ileana DANIELESCU, Senior researcher II. "Dimitrie Cantemir" Christian University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

21. *Internal and external factors of increase or decrease of Romanian spa tourism*

Petre BARON, Romanian Association of Tourism Journalists and Writers. Royal Company Publishing House, Bucharest, Romania

22. *Developments in the area of protection of the consumer of tourist services at European and international level, in the context of the Covid-19 pandemic*

Alexandru BURDA, Faculty of Tourism and Commercial Management, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

23. *Wellness tourism: Could it be an escape from Post Covid 19?*

Greta GULYÁS, Szeged University, Hungary

24. Innovative elements used in designing new tourist products

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

25. Air transport during the SARS Cov 2 pandemic - economic and social impact

Elisabeta Ilona MOLNÁR, Partium Christian University, Oradea, Romania.

26. Priorities regarding the capitalization of tourist resources in Vâlcea County (Horizon 2030)

Nicolae NEACȘU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University. Romanian Association of Tourism Journalists and Writers, Bucharest, Romania.

Monica Nicoleta NEACȘU, Academy of Economic Studies. Romanian Association of Tourism Journalists and Writers, Bucharest. Romania.

27. Pandemy impact on international tourism

Ana Maria DINU, Faculty of Economics and Business Administration, "Dimitrie Cantemir" Christian University, Bucharest, Romania.

28. *Analysis of the aesthetic value of mountain landscapes. Case study: Sinaia-Piatra Arsă*

Aurel GHEORGHILAS, Faculty of Geography,
University of Bucharest, Romania.

George ERDELI, Faculty of Geography,
University of Bucharest, Romania.

Andra CRISTEA, Faculty of Geography,
University of Bucharest, Romania.

Camelia TEODORESCU, Faculty of Geography,
University of Bucharest, Romania.

29. *The impact of the COVID-19 pandemic on tourism in Brăila County*

Virgil NICULA, "Lucian Blaga" University, Sibiu,
Romania.

Simona SPANU, "Lucian Blaga" University, Sibiu,
Romania.

Cosmin TILEAGĂ, "Lucian Blaga" University,
Sibiu, Romania.

IV. MANAGEMENT AND MARKETING IN KNOWLEDGE ECONOMY

April 14th, 2022

12,30 - 14,30 - Section sessions;

14,30 - 15,00 - Coffee Break;

15,00 - 17,00 - Section sessions.

Moderator:

- ✓ Senior Lecturer **Camelia PAVEL**, PhD “Dimitrie Cantemir” Christian University, Bucharest, Romania

SECTION PAPERS

1. Demand in a new data economy

Grațiela GHIC, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Claudia BENTOIU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

2. Using organic methodologies in higher education teaching

Cristina GHENUȚĂ, Faculty of Foreign Languages and Literatures, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

3. *Behaviour of Romanian consumers during crises situations*
Camelia PAVEL, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
4. *Environmental accounting in the current context in Romania*
Luminița JALBĂ, Faculty of Tourism and Commercial Management, „Dimitrie Cantemir” Christian University, Bucharest, Romania.
5. *Coaching models in the field of education at pre-university level*
Gașpar FLORENTINA, Academy of Economic Studies, Bucharest, Romania
6. *Implementing and applying new working solutions in E-learning*
Alexandru BURDA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.
7. *Interaction Dyagrams of Dynamic Modelation of Software Systems*
Luminita DEFTA, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.
Nicoleta IACOB, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.
8. *Methods for assessing students' satisfaction with the learning environment*
Bogdănel DRĂGUȚ, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

9. The importance of integrated marketing communication in the current context

Irina NICOLAU, Faculty of Economics and Business Administration, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

10. Structural Modelation of Software Systems

Luminita DEFTA, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.
Nicoleta IACOB, Faculty of Engineering and Informatics, Spiru Haret University, Bucharest, Romania.

11. The influence of rumours on the buying behaviour of Romanian consumers during crises

Camelia PAVEL, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Andreea BĂLTĂREȚU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

12. The online survey and its benefits in the context of the COVID pandemic

Bogdănel DRĂGUȚ, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

13. Perspectives on implementing coaching programs designed to increase performance in education

Gașpar FLORENTINA, Academy of Economic Studies, Bucharest, Romania

14. The level of implementing customer relationship management in Romanian companies

Emilia PASCU, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Oana MILEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

Petronela NEDEA, Faculty of Tourism and Commercial Management, “Dimitrie Cantemir” Christian University, Bucharest, Romania.

DEBATES AND CONCLUSIONS

April 15th, 2022

10,00 – 12,00 - Debates and conclusions;

Moderator:

- ✓ Senior Lecturer **Emilia PASCU**, PhD, “Dimitrie Cantemir” Christian University, Bucharest, Romania.