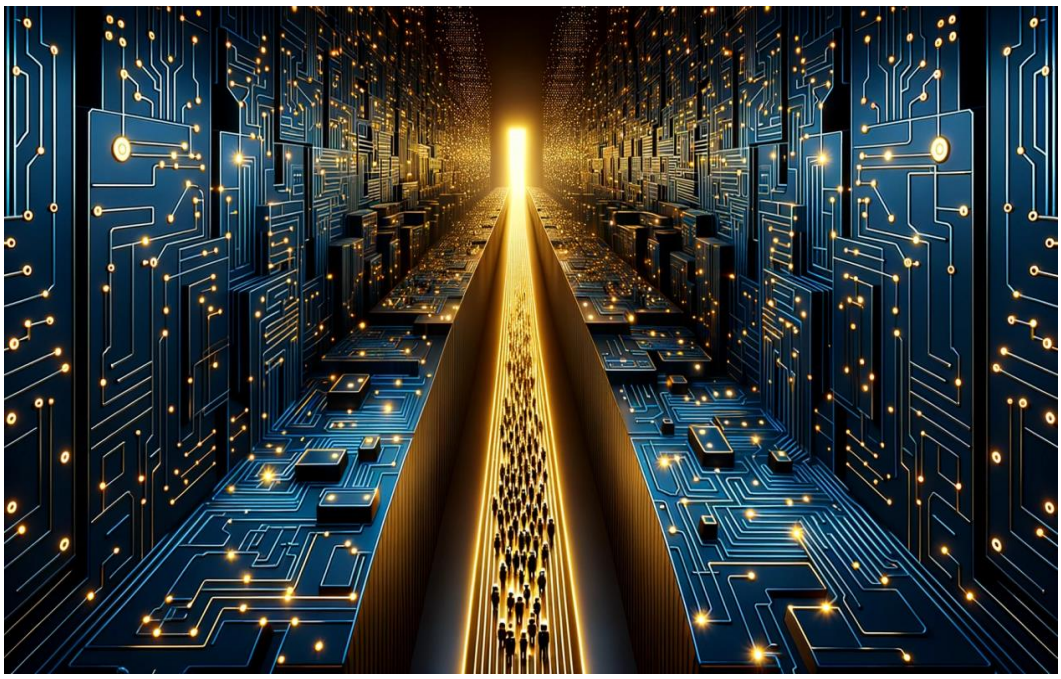
Faculty of Economic Sciences

Petroleum-Gas University of Ploiești

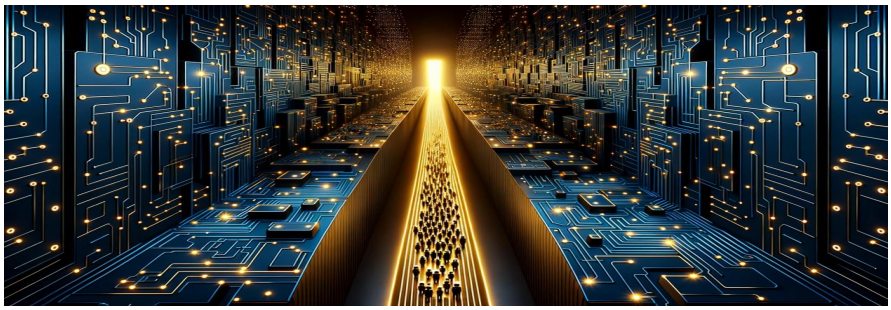


The 4th International Conference

Creativity and Innovation in Digital Economy

Ploieşti, Romania

October 16-17, 2025



INTERNATIONAL CONFERENCE
Creativity and Innovation in Digital Economy (CIDE 2025)

Chairs of the conference

Prof. PhD Rădulescu Irina
Prof. habil. PhD Panait Mirela
Prof. habil. PhD Tudorică Bogdan
Prof. habil. PhD Popescu Cătălin

CONFERENCE OBJECTIVE

- ✓ The aim of the conference is to provide a forum for discussion on innovative research, in the field of development economics. The impact of digital economy in innovation ecosystems is crucial. Some of the major trends of the future economy are open business, platforms, agile companies, and adaptive ecosystems. Digital economy is a component of technological progress and a major game changer in the economics.
- ✓ Scholars, freelance researchers, and Ph.D. candidates are invited to submit their abstracts related to the topics of the conference and development economics in general to be considered for presentation at the annual conference of the Faculty of Economic Sciences from Petroleum-Gas University of Ploiești, Romania.

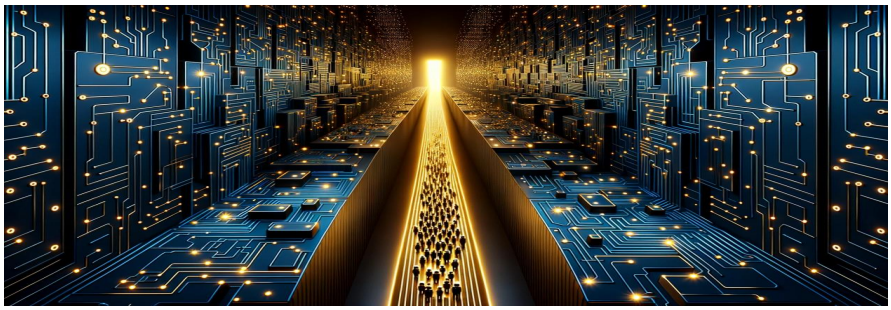
PANELS

- ✓ Innovative open business models and platforms (*Section 1*)
- ✓ Co-creation, living labs and innovation ecosystems (*Section 2*)
- ✓ Challenges of Artificial Intelligence in business (*Section 3*)
- ✓ New Pathways in Knowledge, Education and Law (*Section 4*)

CONFERENCE VENUE AND PARTICIPATION OPTIONS

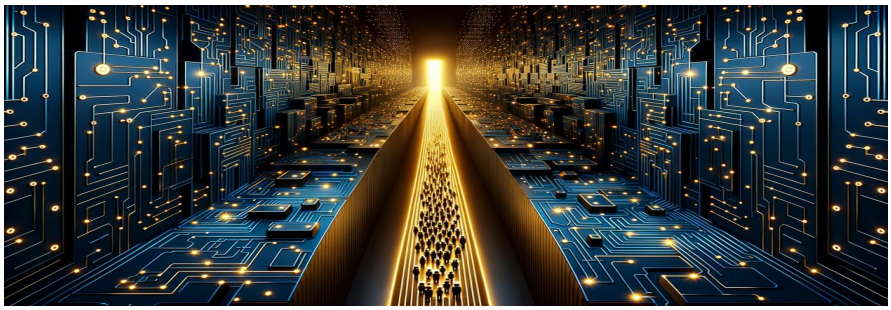
The conference is organized in a hybrid system, in order to combine and facilitate the benefits of live and virtual interaction between presenters, in-person attendees, and virtual attendees:

- ✓ Onsite, at the Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti – 39 București Street, Ploiesti, Romania
- ✓ Online, via Conference website, based on a digital platform

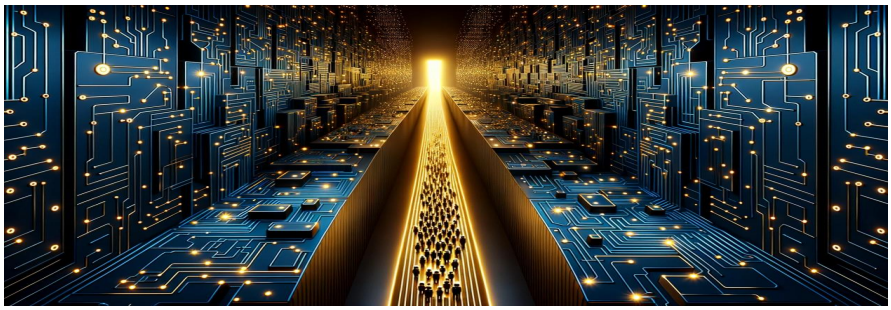


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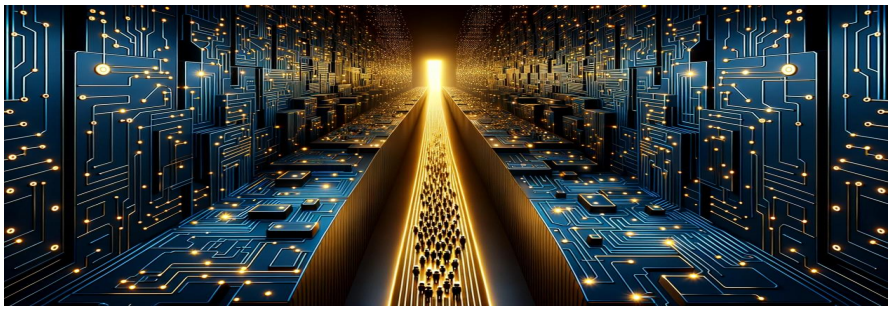


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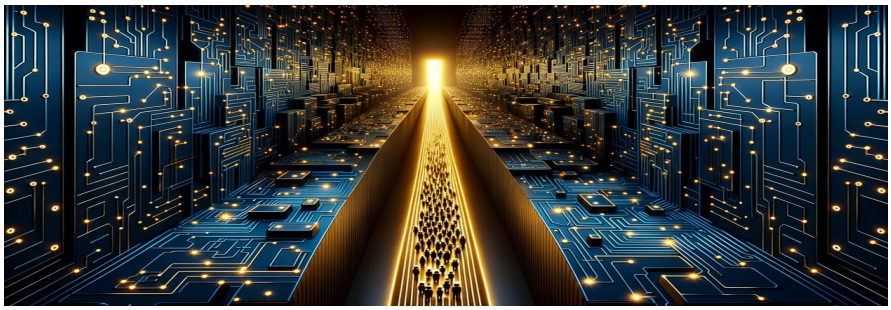


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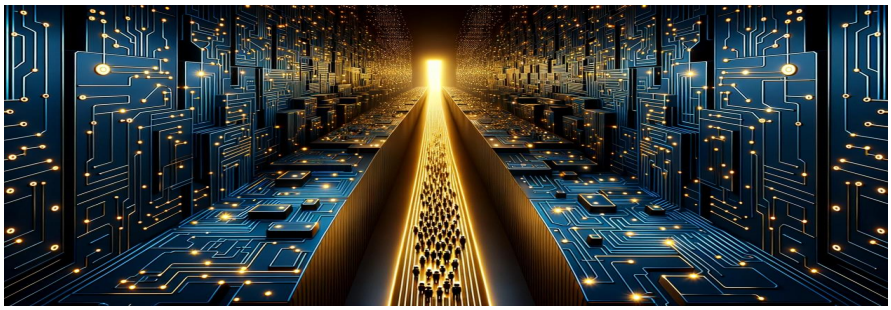
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- ✓ Corina **Ene**, Petroleum-Gas University of Ploiești
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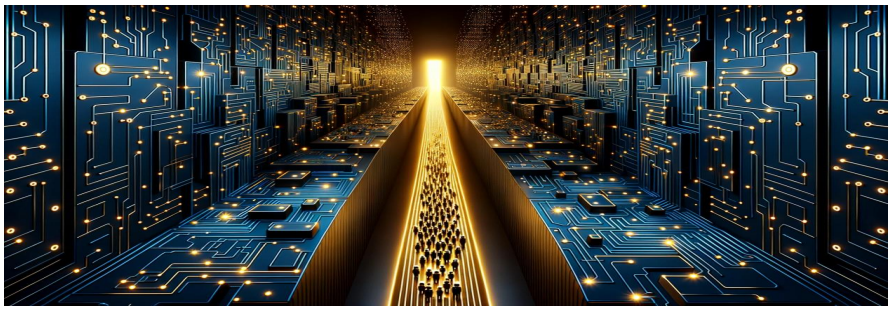
PARTNERS



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BANCA NAȚIONALĂ A ROMÂNIEI **Banca Națională a României**	BURSA DE VALORI BUCUREȘTI **Bursa de Valori București**	ISF INSTITUTUL DE STUDII FINANCIARE **Institute of Financial Studies, Ron**
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Hyperion University, Romania		Natio Defence College Sri Lanka
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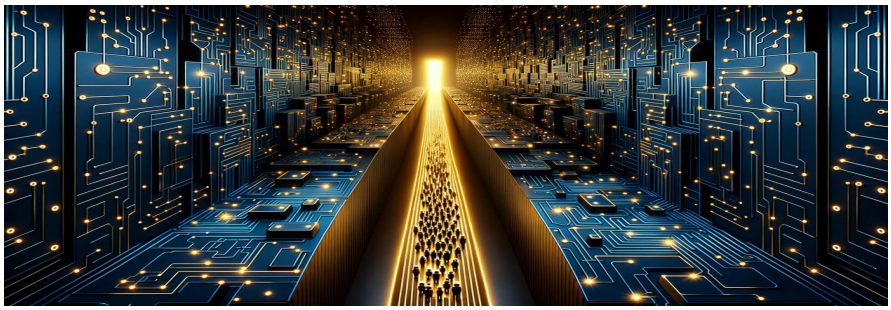
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Universiteti "Aleksandër Xhuvani" Elbasan	The University of Georgia	UNIVLOR Universiteti "Ismail Qemali" Vlo Virtus Scientia Veritas

KEYNOTE SPEAKERS

Daniel Balsalobre-Lorente



DANIEL BALSALOBRE-LORENTE (https://orcid.org/0000-0002-6099-7899, Daniel.Balsalobre@uclm.es) is PhD in Economics and Full Professor (Tenure) in the Department of Applied Economics I, at the University of Castilla-La Mancha, Spain. At the academic and research level, Daniel Balsalobre is an expert in public finance, energy economics, economic growth and environment, tourism, and innovation and globalization. In recent years I have published more than 150 studies in journals and book chapters of reputed prestige and international scientific impact, including Energy Economics, Energy Policy, Resources Policy, Technological Forecasting and Social Change, Journal of Cleaner



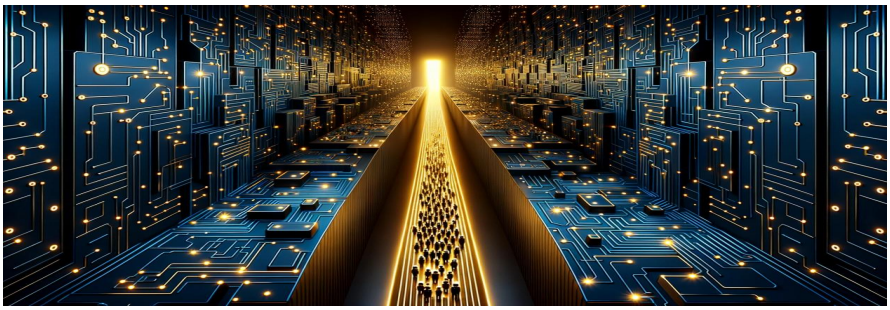
Production, Sustainability, Environmental Science and Pollution Research, Energies, and Journal of Public Affairs, among others. Prof Balsalobre currently serves as editor-in-chief of Evaluation Review (SAGE) and associate editor at Heliyon (Elsevier), Environment, Development and Sustainability (Springer), Gondwanda Research (Elsevier), and other WOS journals. I am also a guest editor for Renewable Energy (Elsevier), Utilities Policy (Elsevier), Energy Sources Part B (Taylor), Sustainability (MDPI), Energies (MDPI), among others; also being an expert reviewer of more than 500 articles for highly indexed journals and handbooks. As a result of his academic career, he currently accumulates around 15000 citations in google scholar and h-index 62 and has entered the International Ranking elaborated by Stanford University for those top2% Researchers and 2022, 2023 Clarivate Highly Researcher 2022 and 2023. Ive received some Awards as Regional Best Researcher in Social Sciences in Castilla La Mancha.

José M. Cantos



Professor **José M. Cantos** studied Economics at the University of Valencia, holds a PhD in Economics from the Complutense University of Madrid, and has been a professor at the University of Castilla-La Mancha since 1991. He has also taught courses at the University of Santiago de Cali (Colombia), the University of Warsaw, the Maison des Pays Iberiques (C.N.R.S) and the Université M. de Montaigne (Bordeaux III) in Bordeaux (France), as well as at other Spanish institutions. He has completed research stays at the Royal Complutense College of Harvard (Mass.), the Institut d'Economie Regional du Sud-Ouest (I.E.R.S.O.), the University of Santiago de Cali (Colombia), the Université de Bordeaux I, and the Montpellier Business School (Montpellier), in addition to several stays at Spanish research centers. He was Vice-Rector of the University of Castilla-La Mancha from 1997 to 2003 and has held positions on the boards of directors of several companies in the Spanish financial, banking, and insurance sectors. His research interests have included health economics, regional policy and development, fiscal federalism and international taxation, energy innovation and the environment, and the economics of corruption. Since April 2000, he has been a Full Professor of Applied Economics at the University of Castilla-La Mancha.

Carlo Drago

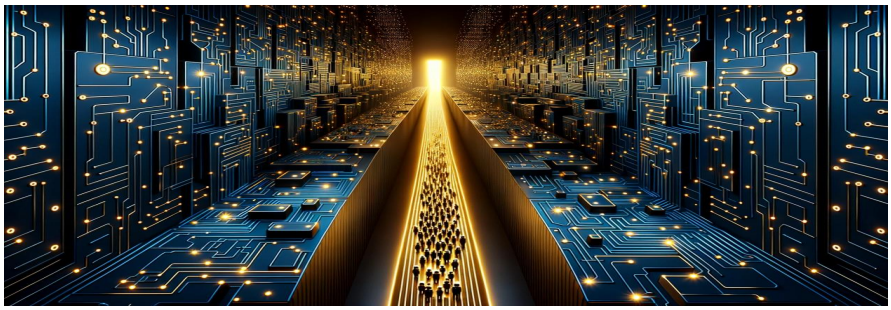




CARLO DRAGO is Associate Professor in Economic Statistics at the University Niccolò Cusano, formerly Expert at the European Commission (HORIZON Expert Group at JRC/ Joint Research Center European Commission), and Member of the Working Group "Market Competition Innovation" of the Technical Panel on Industrial Policies of the Ministry of Economic Development. Carlo held a Ph.D. in Statistics from University "Federico II" in Naples. He was in their academic career senior researcher in Probability and Mathematical Statistics before and then a senior researcher in Economic Statistics at University Niccolò Cusano. Carlo is actually Editorial Board Member at Humanities & Social Science Communications (Springer Nature) and Associate Editor of the International Journal of Computational Economics and Econometrics (Inderscience Publishers). Carlo is also Research Associate at National Research Council (CNR) ISMed Institute

Carlo's academic interests are methodologically in Machine Learning, both Unsupervised and Supervised Learning, and in applicate themes on Energy, Health, and Social Economic Themes such as Poverty. Carlo has recently published in Internationals Journals, among others, on Scientific Reports, Energy Policy, Ecological Economics, Business Strategy and the Environment, Technovation, Energy Research, and Social Science, Quality & Quantity, Journal of Sustainable Tourism, Cliometrica.Carlo bibliometric indexes are 2374 citations, and h-index 24 (Google Scholar), and 1237 citations and an h-index 18 (Scopus).

Oana Driha



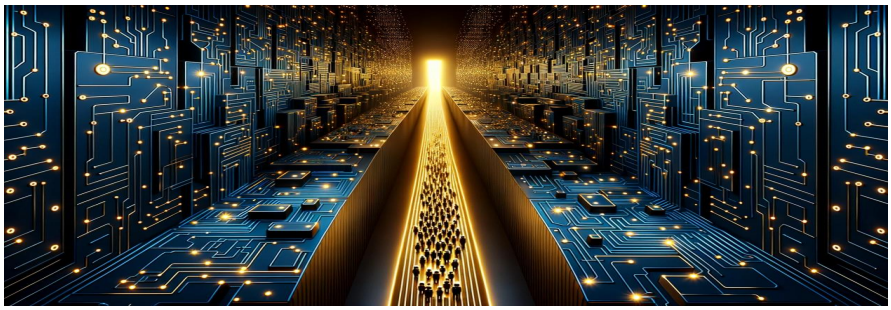


OANA M. DRIHA (https://orcid.org/0000-0002-6388-5366) is Associate Professor of Applied Economics in the Faculty of Economics, Business and researcher at the Institute of Tourism Research as well as at the Institute of International Economy within the University of Alicante, Spain. Oana holds an international PhD in economics, a bachelor in International Economic Relations (University of Oradea) and another one in Tourism (University of Alicante). Her research interests are focused on energy economics, innovation, tourism economics, climate change and economic growth. The results of her research are published in more than 20 papers in well-known international journals like Journal of Cleaner Production, Renewable energy, Resources Policy or Current issues in tourism. She also has vast experience as project manager in the field of energy transition, sustainable development, sustainable tourism and climate change in over 45 countries around the world. Oana has been collaborating with different donors like the European Commission, the European Union Intellectual Property Office, the Spanish and the Philippines Ministry of Higher Education or the National Secretary of Science, Innovation and Technology.

Maria Gavrilescu



Professor **MARIA GAVRILESCU** (https://orcid.org/0000-0002-0663-0316) is a chemical and environmental engineer whose work has significantly advanced sustainable industrial processes, environmental protection, and bioremediation technologies. She holds an engineering degree in Chemical Technology from the Polytechnic Institute of Iași, Romania, and a PhD in Chemical Engineering. Currently serving as Professor Emeritus at the ”Gheorghe Asachi” Technical University of Iași, she has played a pivotal role in the development of environmental engineering research and the supervision of doctoral theses in the field. With a strong foundation in chemical and biological processes, Professor Gavrilescu has focused her research on biotechnological solutions for pollution control, including bioremediation, bioaccumulation, and phytoremediation. Her work also promotes sustainable production practices aligned with circular economy principles. She has led and collaborated on numerous national and international research initiatives, contributing to advancements in waste management, environmental risk assessment, and pollution mitigation. Internationally recognized for her academic achievements, Professor Gavrilescu has authored over 375 scientific articles, as well as books and patents, which have been extensively cited. As an editor of leading environmental journals, she actively contributes to shaping the global discourse in environmental engineering. Her affiliations with European scientific societies and advisory roles in research panels reflect her ongoing



dedication to fostering sustainable technologies worldwide.

Cristina Góis



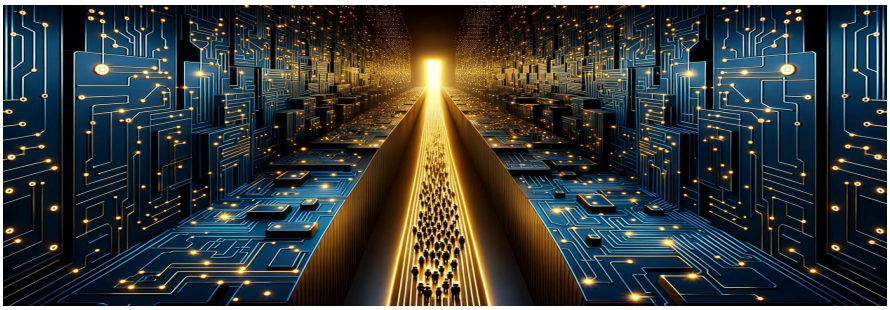
CRISTINA GÓIS (https://orcid.org/0000-0003-1724-9411) is a Coordinator Professor (Associate Professor) at ISCAC | Coimbra Business School, part of the Polytechnic University of Coimbra (Coimbra, Portugal). She holds a Ph.D. in Accounting from the University of Extremadura (Spain) and a Master's degree in Accounting and Corporate Finance from Aberta University. She is Director of the Bachelor's degree in Accounting and Auditing, Coordinator of the Postgraduate Program in Accounting and Corporate Taxation, and Head of the International Relations Office. Since 2004, she has served as the Portuguese Coordinator of the international project ETAP – European Taxation and Accounting in Practice, which brings together 18 universities across 16 European countries. She has also been a Guest Professor at Università degli Studi del Piemonte Orientale "Amedeo Avogadro" (Novara, Italy), Saint Petersburg State University of Engineering and Economics – ENGECON (Saint Petersburg, Russia), and the University of Girona (Girona, Spain). Her primary research interests include corporate governance, IFRS implementation issues, integrated reporting, and sustainability reporting.

Devkant Kala



Dr. DEVKANT KALA is Associate Professor of Marketing at the School of Business, UPES, Dehradun, India. He earned his PhD in 2015 in services marketing, with research interests spanning consumer behavior, technology adoption, tourism and hospitality. He has published extensively in renowned international journals such as Current Issues in Tourism, Cornell Hospitality Quarterly, Journal of Quality Assurance in Hospitality and Tourism, Digital Policy, Regulations, and Governance, Education and Information Technologies, and Journal of Teaching in Travel & Tourism, among others. His paper titled "Examination of relationships among technology acceptance, student engagement, and perceived learning on tourism-related MOOCs" was awarded Best Paper 2023 by Journal of Teaching in Travel & Tourism (Taylor & Francis). He has supervised two scholars who have successfully earned their doctoral degrees and is currently guiding three other PhD scholars.

Valentina Ndou





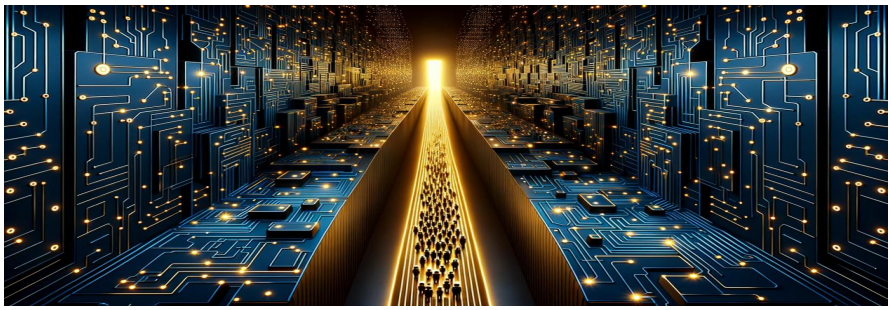
VALENTINA NDOU (https://orcid.org/0000-0003-2133-7887) is Associate Professor of Management Science and Engineering at the Department of Engineering for Innovation – University of Salento (Lecce, Italy) and PhD advisor. She is certified associate professor with more than 20 years of experience with European, international and national research projects. She has extensive experience in teaching and education in subjects related to e business, Digital transformation, Entrepreneurship education, project management, innovative management of Tourism systems, developing countries. She serves as expert for project evaluation for different science and research funds (e.g. Lithuania council of science, Serbia Science fund); She served as senior international consultant of UN IOM organization for assisting Albanian Ministry of Education and sports and the office of negotiation in the EU. By conducting research and reporting she has authored more than 50 papers published on leading international journals such as Technology Forecasting & Social Change, Management Science; Current issues in tourism. Co-author and co-editor of different books. She is appointed as advisory expert of the International Academic council of World Tourism Forum Institute. She is a member of the scientific committee of the Contamination Lab of the University of Salento, the extra-curricular laboratory that aims to spread the culture of entrepreneurship in young students. She served as mentor for different development of innovative entrepreneurial projects, leading them toward obtaining awards (such as Startup Puglia award 2018 or 'Best Ecological Transition Project' in 2022).

Félix Puime-Guillén



FÉLIX PUIME-GUILLÉN has a Degree in Economics and Business Administration and a Doctorate in Business Administration and Management. Nowadays, He is Professor at the Business Department of the Faculty of Business and Economics of the University of A Coruña (UDC), Spain. His research focuses renewable energies, finance , entrepreneurship and circular economy . His research activity was developed in various international research projects and in several foreign research centers and universities. He was investigator of the UDC of several research projects and Erasmus+ projects. As a result of these investigations, articles in high-impact journals have been published.

Krishanu Rakshit



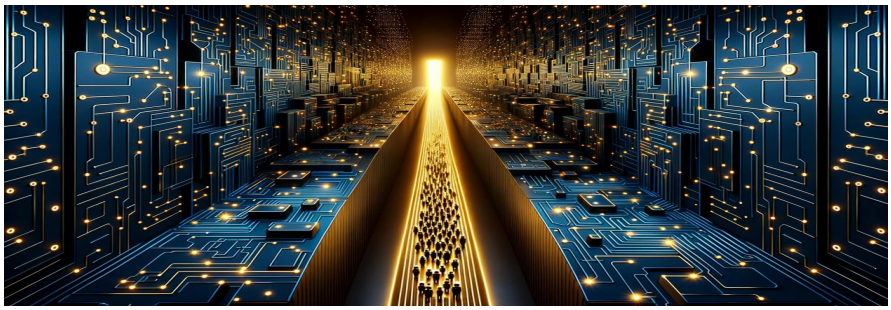


KRISHANU RAKSHIT is an Associate Professor in the Marketing Department at ICN ARTEM Business School, France. He had earlier worked as Associate Professor, Marketing at the Indian Institute of Management, Calcutta, India. His research and teaching interests are varied; they include Online search behavior of consumers, Consumers' identity creation in offline and online spaces, transformative consumer research for sustainable consumption practices and consumer behavior modelling using analytical models. His research has been published in European Journal of Operational Research, International Journal of Management Reviews, the European Journal of Marketing and Journal of Business Research among other academic outlets. He loves traveling across the globe and loves doing his bit for the voiceless.

Baiba Rivza



BAIBA RIVZA (https://orcid.org/0000-0002-8719-3102) is Tenure Professor of Latvija University of Life Sciences and Technologies (Dr habilitus oec). Professor Baiba Rivza has different activities as Secretary - General, Latvian Academy of Sciences, Latvia, full member of the Academy, President of Latvian Academy of Agricultural and Forestry Sciences, Member of the Council of the Union of European Academies for Sciences applied to Agriculture, Food and Nature (UEAA), head of Latvia division and vice chair of the Baltic agri-economic section - Nordic Agricultural Science Association (NJF). Foreign member of the Georgofili Academy (Italy), Swedish Royal Academy of Agriculture and Forestry and Lithuanian Academy of Science. Her implication as expert from the European Academy of Sciences Academic Advisory Board (EASAC) in the field of economics. Professor Baiba Rivza iscoautor of scientific research „Circular economy: a commentary from the perspectives of the natural and social sciences"(www.easac.eu) and ex-minister of Latvia Education and Science is the proof of the scientific commitment. Main research areas of prof. Baiba Rivza are digitalisation, sustainability, agrobusiness, knowledge based economy, rural area development scenarios.



Adam Samborski

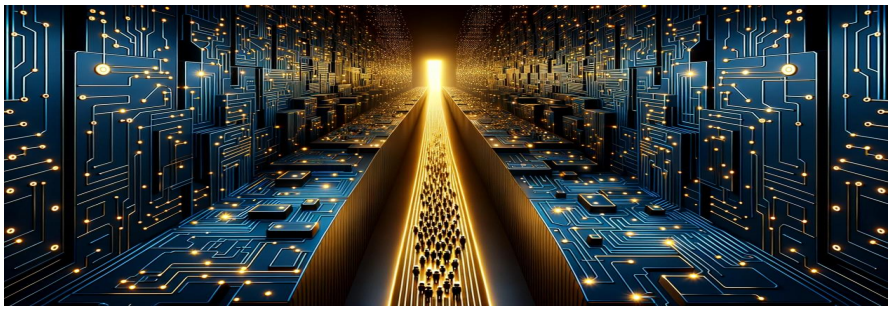


ADAM SAMBORSKI is a professor at the University of Economics in Katowice (Poland). He is an economist and lawyer by profession. He specialises in business management (strategic management, corporate governance, corporate financial management, business legal forms, organisation and management theory). At the University of Economics in Katowice, he holds the following positions: Dean of the Faculty of Management and Head of the Department of Enterprise Management. Since 2008, he has been a member of the Management Faculty Council at the University of Economics in Katowice, and since 2020, he has also been a member of the Senate of the University of Economics in Katowice and the Scientific Committee for Management and Quality Sciences. He is also a member of the professional association of tax advisors in Poland (National Chamber of Tax Advisors) and the professional association of economists in Poland (Polish Economic Society). He is also a member of numerous academic networks (including Social Responsibility Research Network, Leadership and Organisational Design RIG, International Network for Pensions Research).

Mahta Saremi



MAHTA SAREMI (https://orcid.org/0000-0002-9609-304X) has a PhD in Environmental Planning from the University of Tehran. She has done research in the field of tourism planning, management, design and modelling tourism behaviour and has presented national and international papers. She has also done research for World Heritage Sites for their development with limiting the negative impacts of unmanaged visitations. She has also worked on the intangible aspect of WHS. She has obtained two master's degrees in environmental management and environmental design and engineering. Her BSc was in Environmental Engineering. She has been one of the main members of the Sport and Environment Commission of the National Olympic Committee in Iran. She has also worked with different NGOs as well as organizers of various conferences and forums. Her recent research work is on new technologies for tourism development.



Alexandru Stratan

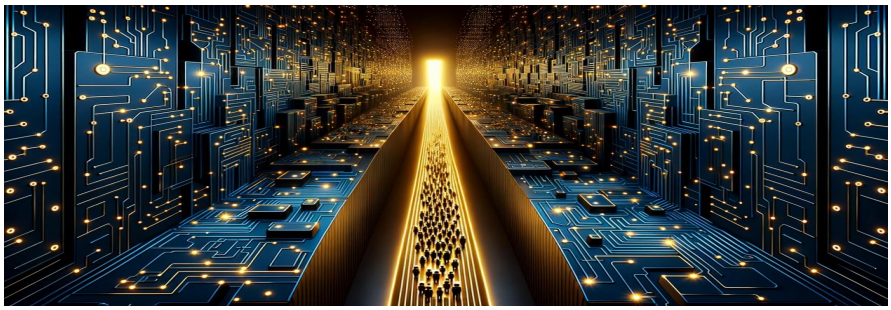


ALEXANDRU STRATAN (https://orcid.org/0000-0001-7086-8604), professor habil., PhD in economic sciences, rector of Academy of Economic Studies of Moldova, corresponding member of the Academy of Sciences of Moldova has a successful activity, having prestigious scientific works, participating in various competitions, becoming Laureate of the Prize of the Academy of Sciences of Moldova in 2004, 2006 and Laureate of the Prize of the Academy of Sciences of Moldova "Scientist of the Year" (2014). In 2017 he was awarded the National Prize. Prof. Alexandru STRATAN has published as an author or in collaboration over 300 scientific and methodological-didactic works in the field of economics, including 7 monographs, 2 textbooks, 1 patent, 2 certificates of registration of objects of copyright and related rights. He has presented papers at numerous national and international scientific forums (Romania, Russia, Belgium, Georgia, France, Great Britain, Turkey, Latvia, Indonesia, Japan, China, etc.), participated in various professional internships (Germany, USA, Greece, Denmark, China, etc.), conducted research within various applied scientific projects (TACIS, GEF, NATO, CSŞDT, FP 7, Visegrad Fund, OECD, FAO, etc.). He also participated in the development of the regulatory framework: the National Strategy for Sustainable Development of the Agro-Industrial Complex of the Republic of Moldova (2008-2015), Licensing Conditions and Lists of Supplementary Documents, which are attached to applications for issuing licenses for practicing certain types of activity in the agro-industrial field, Integrated Development Strategies for a number of districts of the Republic of Moldova, SME Development Strategy, SND 2020, as well as other policy documents attested by implementation certificates.

Upul Subasinghe



Prof. UPUL SUBASINGHE is the dean of Faculty of Applied Sciences from University of Sri Jayewardenepura, Sri Lanka. With over 30 years of academic and research experience in forestry and environmental science, Prof. Upul Subasinghe brings a multidisciplinary perspective to innovation in the digital economy. His expertise spans forest management, remote sensing, GIS, and sustainability standards—areas closely aligned with innovation ecosystems and digital platforms. Prof. Upul Subasinghe has led collaborative research on AI applications in tree growth modelling and pioneered studies on high-value forest products, integrating science with business innovation. As a trained Forest Certification Auditor and past President of the Institute of Biology, Sri Lanka, Prof. Upul Subasinghe contributes insights bridging

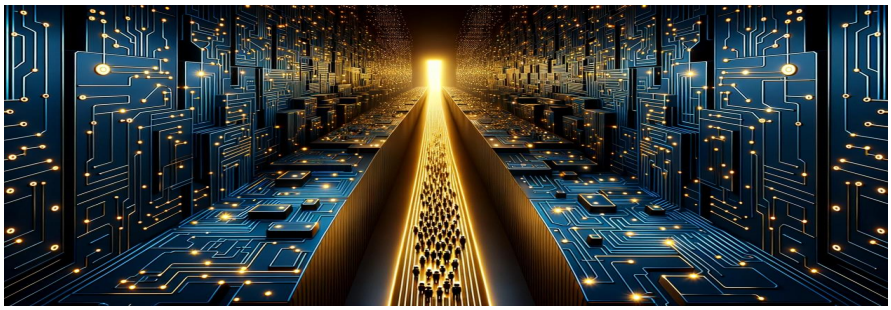


technology, regulation, and co-creation in environmental and knowledge-based sectors.

Valentina Vasile



VALENTINA VASILE (https://orcid.org/0000-0002-2368-1377), PhD in economics, full professor and senior researcher first degree is working as Scientific Director of The Institute of National Economy- Romanian Academy. She is also PhD coordinator at the doctoral school of the Romanian Academy. Has a wide experience as researcher in economics, who participated in internal and international interdisciplinary research projects, main topics of research being labour economics, migration, human capital, digital economy and employment, social policies, education, and macroeconomics, sustainable development, resilience and circular economy. She has a good international cooperation as coordinator, team member in interdisciplinary research projects financed from European funds, Horizon2020, SEE Program, Black Sea Basin ENI CBC, CEDEFOP, ILO.



INTERNATIONAL CONFERENCE

Creativity and Innovation in Digital Economy (CIDE 2025)

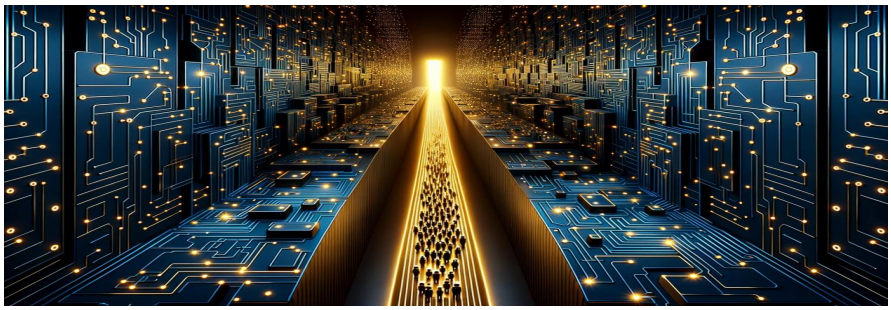
October 16th, 2025, Plenary Session

On Site, AP9 Amphitheatre

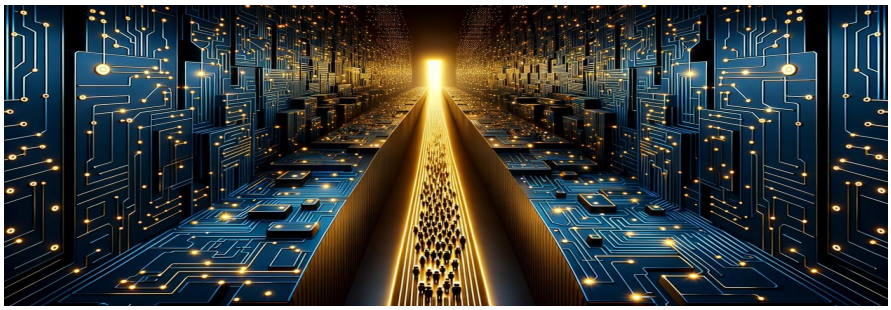
On line, https://meet.google.com/yrv-xaof-rge

Chairs - **Irina Rădulescu, Mirela Panait, Cătălin Popescu, Bogdan Tudorică**

9.30 –10.15	***Registration and networking***	
10.15 –10.30	***Welcome speech***	**Irina Rădulescu,** *Petroleum-Gas University of Ploiesti* **Alin Diniță,** *Petroleum-Gas University of Ploiesti*
	Message from the Rector	
10.30-11.00	***How do we manage strategic resources? Smart prioritization vs. political & economic expectations.***	**Valentina Vasile** *Institute of National Economy, Romanian Academy*
11.00-11.30	***Assessing the extent of alignment between sustainability reporting practices and European standards: the case of the oil and gas sector***	**Cristina Góis** *Polytechnic University of Coimbra* **(Bárbara Castro** *Polytechnic University of Coimbra)*
11.30-12.00	***Assessing the potential of smart management tools for small-scale waste (Cigarette Butts) in cities, Case Study: Ferdowsi Avenue, Tehran, Iran***	**Mahta Saremi** *University of Tehran* **(Fatemeh Momeni** *Municipality of Tehran* **Mojgan Mahmoudi Rad** *Rahvand-Shahr Architecture & Urban Planning Consultants Inc* **Behzad Eskandar Afshar** *Rahvand-Shahr Architecture & Urban Planning Consultants Inc)*



12.00-13.00	***Buffet lunch***	
13.00-13.30	***The impact of artificial intelligence over economic complexity: new directions in sustainable development***	**Daniel Balsalobre Lorente** *University of Castilla-La Mancha*
13.30-14.00	***Biases in the implementation of generative AI: companies, economic sectors, workers, territories***	**Jose M Cantos** *University of Castilla-La Mancha*
14.00-14.30	***Decomposition and decoupling analysis of carbon emissions of the EU tourism sector***	**Oana M. Driha** *University of Alicante*
14.30-15.00	***Artificial intelligence, economic growth, and inequality: A bibliometric analysis of the research frontiers.***	**Carlo Drago** *University Niccolò Cusano, Rome*
15.30-16.00	***Green Innovation and Digitalization as Drivers of Market Structure in the Galician Canned Fish Industry***	**Félix Puime-Guillén** *University of A Coruña* **(Raquel Fernández-González** *University of Vigo* **Carmen Rodríguez Rocha** *University of Santiago* **Jorge Pazó Zurrón** *University of Santiago* **Elias Ndjamba** *University of Vigo* **Angel Egido-Portela** *lInstitut de Psychologie et Sociologie Appliquées (IPSA) à l'Université Catholique de Ouest)*
16.00-16.30	***Livestreaming and digital e-commerce-emerging trends***	**Krishanu Rakshit** *ICN Business School and CEREFIGE, University of Lorraine, Nancy* **(Kushal Saha** *XLRI - Xavier School of Management, Jamshedpur, INDIA)*



October 16th, 2025, Plenary Session, ONLINE

https://meet.google.com/hfk-zpgm-ajd

Chairs

Mirela Panait,

Petroleum-Gas University of Ploiesti

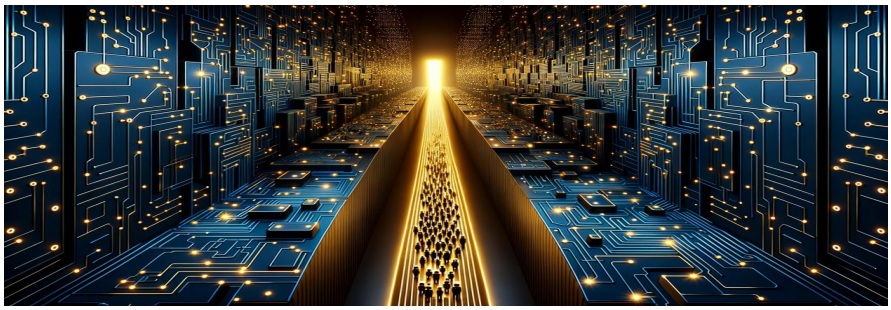
Cătălin Popescu,

Petroleum-Gas University of Ploiesti

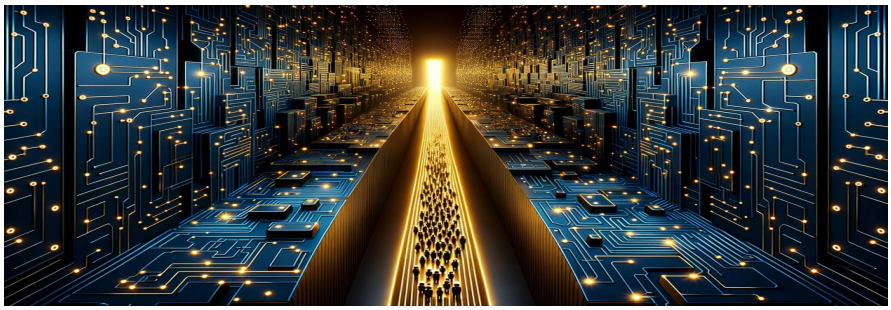
Felizia Arni Rudiawarni,

University of Surabaya, Indonesia

13.00-13.30	***Virtual-only shareholders' meetings in Poland: Legal Barriers and Policy Options***	**Adam Samborski** *University of Economics in Katowice*
13.30-14.00	***Challenges of Artificial Intelligence in Agriculture: Latvia Case***	**Baiba Rivza** *Latvija University of Life Sciences and Technologies* **(Peteris Rivza** *Latvija University of Life Sciences and Technologies)*
14.00-14.30	***Economic competitiveness of Moldova in the EU context: a focus on cost challenges***	**Alexandru Stratan** *Academy of Economic Studies of Moldova*
14.30-15.00	***Balancing Opportunities and Challenges: Digitalization Towards a Green Economy***	**Upul Subasinghe** *University of Sri Jayewardenepura*



15.00-15.30	***Challenges of Artificial Intelligence in Climate Change Management***	**Maria Gavrilescu** *"Gheorghe Asachi" Technical University of Iasi, Romania, "Cristofor Simionescu" Faculty of Chemical Engineering and Environmental Protection,*
15.30-16.00	***Exploring Determinants of D2C Brand Purchase Behaviour among Young Indian Consumers***	**Devkant Kala** *School of Business, UPES*
16.00-16.30	***A Dynamic Capabilities Framework for Entrepreneurial Ecosystems in the Twin Transition***	**Valentina Ndou** *University of Salento*

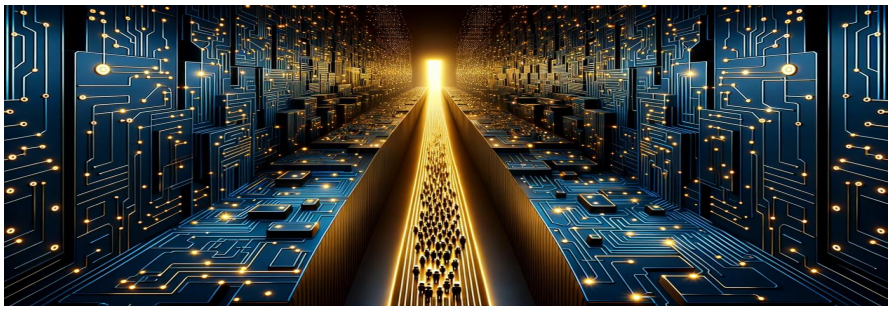


INTERNATIONAL CONFERENCE

Creativity and Innovation in Digital Economy (CIDE 2025)

October 17th, 2025

Parallel sections



October 17th, 2025

Innovative open business models and platforms (Section 1)

ONLINE *https://meet.google.com/atv-dvsj-ptu*

Chairs

Jianu Mureșan

Petroleum-Gas University of Ploieşti, Romania

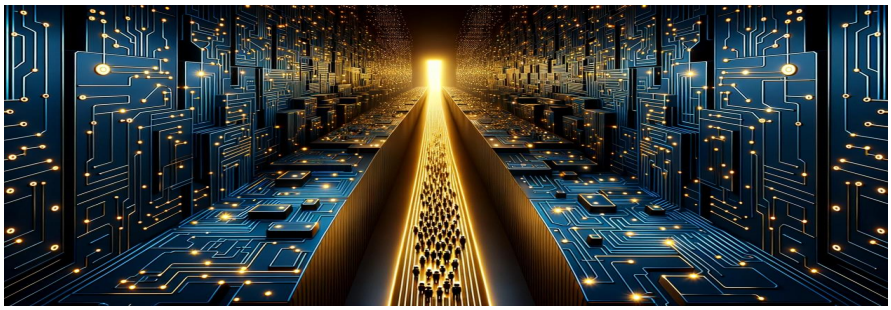
Raluca Lădaru

Bucharest University of Economic Studies, Romania

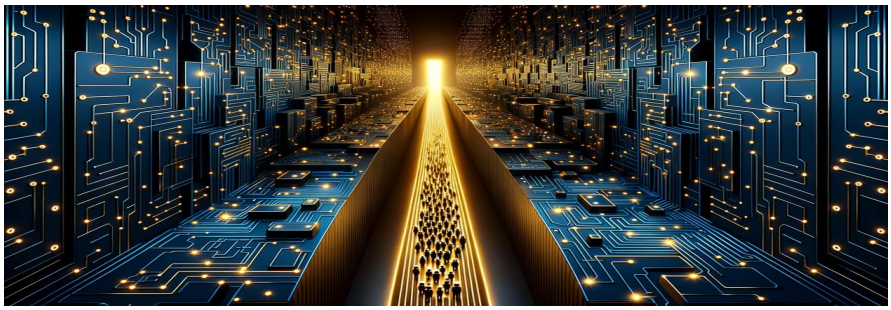
Otilia Manta

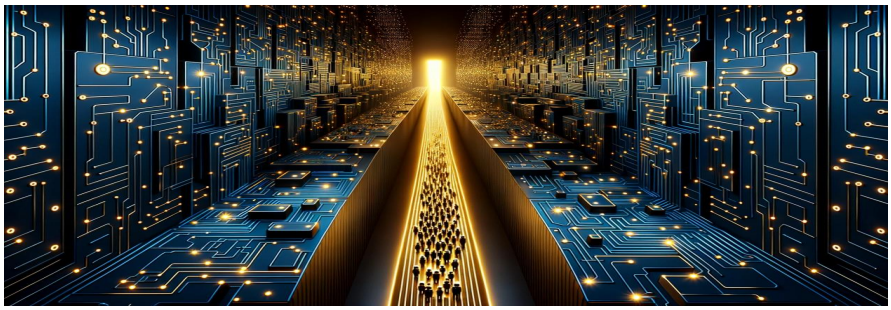
Romanian Academy, Victor Slăvescu" Centre for Financial and Monetary Research, Romania

10.00-10.10	***Entrepreneurial motivation, resilience, and technology adoption: evidence from Italian women entrepreneurs in response to Covid-19 crisis***	**Claudia Covucci** *Mercatorum University* **Alessandra Micozzi** *Mercatorum University* **Maria Palazzo** *Mercatorum University*
10.10-10.20	***Determinants of Online Shopping Adoption in the European Union: An Econometric Analysis of Technological and Socio-Economic Factors***	**Gheorghe (Gavrilă) Alina Florentina** *Bucharest University of Economic Studies*
10.20-10.30	***Consumer Shopping Preferences and the Power of Branding in Sustainable Fashion Marketing***	**Zaza Gigauri** *Caucasus International University* **Estela Núñez Barriopedro** *University of Alcala*
10.30-10.40	***The impact of the tax system on economic growth in the digital era: challenges and prospects for Greece***	**Vydoura Vagia** *Democritus University of Thrace*
10.40-10.50	***Innovative Open Business Models and Platforms in***	**Ganna Kharlamova**



	Scientific Publishing	*Taras Shevchenko National University of Kyiv* **Mariia Naumova** *Taras Shevchenko National University of Kyiv* **Ganna Novikova** *Kyiv University Publishing and Printing Centre*
10.50-11.00	***Bibliometric Analysis of Digital Transformation in Public Administration***	**Egla Mansi** *Epoka University,* *University of Tor Vergata*
11.00-11.10	***Evaluating the Sustainability of Funding Programmes in Romania***	**Suzana Turcu** *Francisc Rainer Institute of Anthropology*
11.10-11.20	***Generational Diversity and Work Dynamics in the Agro-Food Sector***	**Justin Nathanaël Andrianaivoarimanga** *ISCAM Business School*
11.20-11.30	***Entrepreneurship education and its role in stimulating innovation in the economy***	**Anna Sobczak** *Jacob of Paradies Akademy in Gorzow Wlkp.*
11.30-11.40	***Federated Health Data Platforms: Transforming Clinical Silos into Economic Assets. Business Models for European Digital Health Research Networks***	**Fabio Liberti** *Mercatorum University of Rome*
11.40-11.50	***AI-Enhanced Building Information Modelling and Big Data Analytics for Civil Engineering Innovation***	**Vittorio Stile** *Mercatorum University of Rome* **Antonio Fontanella** *ISF - Ingegneria Specialistica Fontanella*
11.50-12.00	***The Artificial Legal Intelligence Society as an Open, Multi-Sided Platform for Law-as-Computation***	**Daniele Allega** *Mercatorum University of Rome*
12.00-12.10	***Measuring Personal Brand Authority in the Digital Age: Search Engine Ranking, Digital Ecosystems, and the Value of Intangible Assets***	**Elena Andreou** *Unicaf University*





October 17th, 2025

Co-creation, living labs and innovation ecosystems (Section 2)

ONLINE ***https://meet.google.com/ewq-rtph-afs***

Chairs

Ana Tănăsescu

Petroleum-Gas University of Ploieşti, Romania

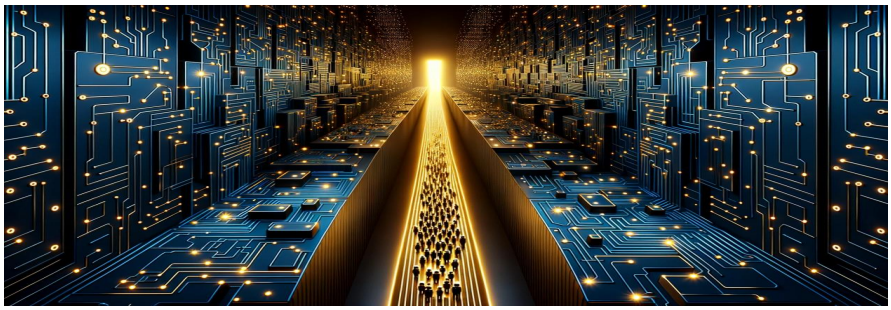
Anuradha Iddagoda

University of Sri Jayewardenepura Sri Lanka & Chartered Institute of Personal Management (CIPM) Sri Lanka

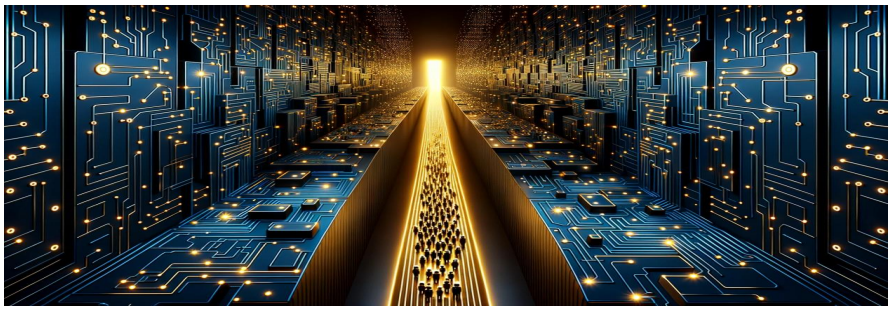
Lukman Raimi

Universiti Brunei Darussalam, Gadong, Brunei

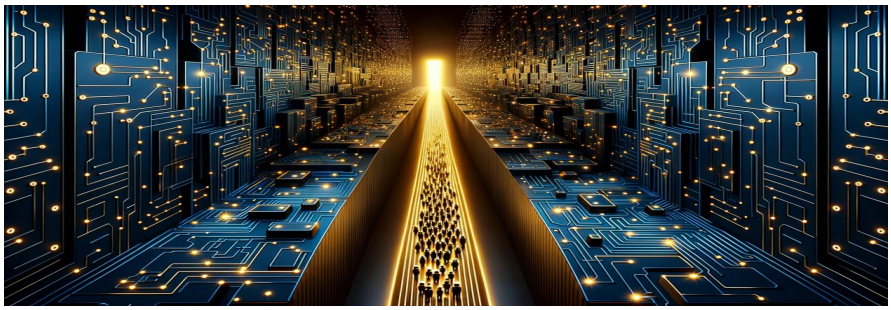
10.00-10.10	***Reinforcement Learning from Community Feedback (RLCF): A Novel Framework for Artificial Intelligence in Social Science Domains***	**Daniele Allega** *Mercatorum University of Rome* *LUISS Guido Carli* **Guglielmo Puzio** *LUISS Guido Carli*
10.10-10.20	***Artificial Intelligence for Decentralized Orchestration in the Physical Internet: Opportunities, Business Trade-offs, and Risks in Road Freight Logistics***	**Fabrizio Benelli** *Mercatorum University of Rome* **Erdet Këlliçi** *Tirana Business University* **Franco Maciariello** *Mercatorum University of Rome* **Vittorio Stile** *Mercatorum University of Rome*



10.20-10.30	***Does ESG Always Pay? A Comparative Analysis of Firm Performance and Firm Value in Germany and South Korea***	**Fidelis Adityawan** *University of Surabaya* **Felizia Arni Rudiawarni** *University of Surabaya*
10.40-10.50	***Territories as laboratories: Living Labs as infrastructures of co-creation and social innovation***	**Giusy Sica** *Mercatorum University of Rome* **Maria Palazzo** *Mercatorum University of Rome* **Alessandra Micozzi** *Mercatorum University of Rome*
10.50-11.00	***Fintech Challenges – Compliance with Existing Regulations***	**Horătău Ionuț** *The Romanian Academy - School of Advanced Studies of the Romanian Academy*
11.00-11.10	***Financing Innovative Open Business Models for P2P Energy Platforms and Communities: Insights from EU and Romanian Opportunities***	**Diana Joița** *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic*
11.10-11.20	***Aspects regarding the role of AI in eco-innovation and the circular economy***	**Andreea Constantinescu** *Institute of National Economy, Romanian Academy* **Simona Frone** *Institute of National Economy, Romanian Academy* **Victor Platon** *Institute of National Economy, Romanian Academy* **Sorina Jurist** *Institute of National Economy, Romanian Academy*
11.20-11.30	***System Dynamics and Digital Governance for***	**Jose Roberto Ribas**



	Sustainable Hydropower: A Causal Loop Model of the Corumbá IV Reservoir	*Universidade Federal do Rio de Janeiro* **Maria Elena Arce Fariña** *Universidade da Coruña* **Juliana Crenitte Ribas Severo** *Fundação para Desenvolvimento de Bauru*
11.30-11.40	***From Black-Box to Business Value: Explainable AI for Breast Cancer Diagnosis in Healthcare***	**Raimondo Fanale** *Mercatorum University of Rome*
11.40-11.50	***Data-Driven Approaches to Optimizing Circular Economy Initiatives Using Business Intelligence***	**Iges Banda** *Western Balkans University* **Jora Banda** *European University of Tirana*
11.50-12.00	***The role of the European framework and ESG factors in the transition to climate neutrality: developments, regulation and implications for the banking sector.***	**Aurora Cojocariu** *School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"*



October 17th, 2025

Challenges of Artificial Intelligence in business (Section 3)

ONLINE *https://meet.google.com/ocr-bkqi-pqf*

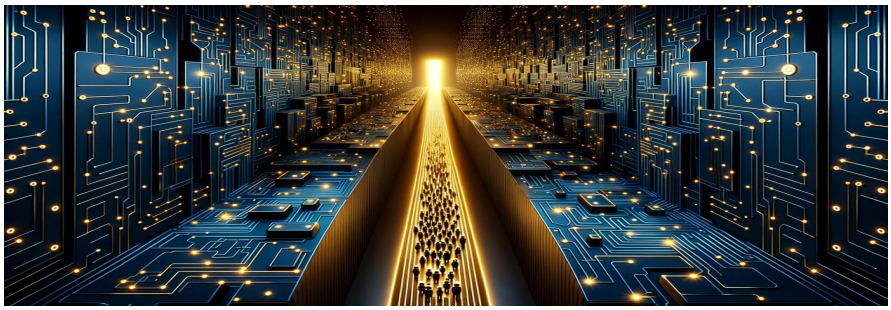
Chairs

Adrian Ungureanu
Petroleum-Gas University of Ploiesti, Romania

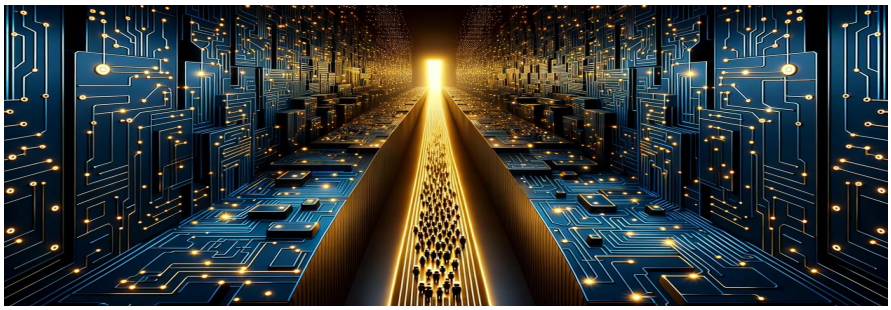
Andreea Constantinescu
Institute of National Economy, Bucharest, Romania

Laeeq Razzak Janjua,
WSB UNIVERSITY, Poland

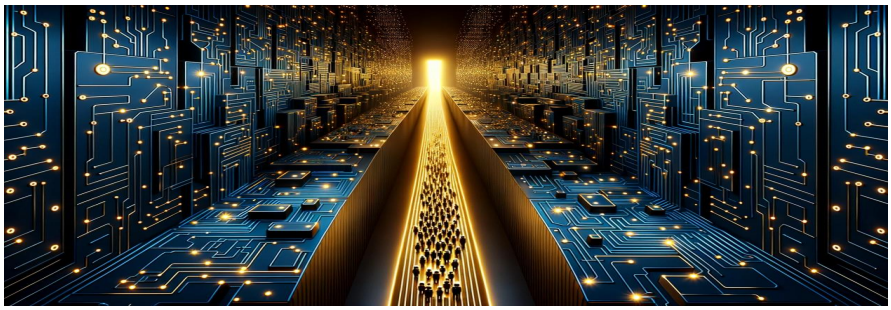
10.00-10.10	***Corporate Finance Transformation through Artificial Intelligence: A Study of Startups in Bengaluru, Karnataka, India***	**Bharath V** *Kristu Jayanti (Deemed to be University) Bengaluru* **Santhosh C H** *REVA University, Bengaluru*
10.10-10.20	***Big Data for Sustainable Economic Growth: Tracking and Forecasting Indicators in Emerging Economies***	**Jora Banda** *European University of Tirana* **Iges Banda** *Western Balkans University*
10.20-10.30	***The Knowledge Commoditization Paradox: Theoretical and Practical Challenges of AI-Driven Value Extraction in Information-Intensive Organizations***	**Daniele Allega** *Mercatorum University of Rome* *LUISS Guido Carli* **Guglielmo Puzio** *LUISS Guido Carli*



10.30-10.40	***Explainable Federated Learning for Secure Telemedicine: Protecting Patient Identity through Privacy-Preserving Deepfake Detection in Digital Health Platforms***	**Raimondo Fanale** *Mercatorum University of Rome* **Fabio Liberti** *Mercatorum University of Rome* **Vittorio Stile** *Mercatorum University of Rome*
10.40-10.50	***AI-Driven Communication Strategies: Transforming Internal and External Interactions in Modern Organizations***	**Vușean (Iosif) Liliana** *Valahia University of Târgoviște*
10.50-11.00	***Family First, AI Second? Authenticity in CSR Messages***	**Fernando Reyes Reina** *Pontifical University of Salamanca*
11.00-11.10	***From Algorithms to Autonomous Agents: Ethical, Strategic, and Economic Challenges of Generative Artificial Intelligence in Future Business Ecosystems.***	**Otilia Manta** *Romanian Academy, Victor Slavescu" Centre for Financial and Monetary Research* **Gabriel, Xiao-Guang Yue** *European University Cyprus*
11.10-11.20	***Artificial Intelligence Challenges in Business: Tax Profiles and Regulatory Perspectives***	**Vincenzo Delli Priscoli** *Mercatorum University of Rome*
11.20-11.30	***Artificial Intelligence as a Driver of Innovation and Sustainability in Tourism Ecosystems: A Quantitative Assessment of the Literature***	**Gentian Hoxhalli** *Luarasi University* **Carlo Drago** *Niccolo Cusano University* **Valentina Giglio Moro** *Niccolo Cusano University* **Angelo Leogrande** *LUM University Giuseppe Degennaro*



11.30-11.40	***AI-Driven Entrepreneurship Education in Sub-Saharan Africa: Opportunities, Challenges, and Multidisciplinary Perspectives on Socioeconomic Inclusion***	**Morufu Oladimeji Shokunbi** *University Brunei Darussalam* **Lukman Raimi** *University Brunei Darussalam* **Iznan Tarip** *University Brunei Darussalam* **Quazi Mohammaed Habibus** *University Brunei Darussalam*
11.40-11.50	***The Influence of Generative AI on Business Management: Emerging Patterns from Spanish SMEs***	**María Elena Rodriguez Benito** *Universidad Pontificia de Salamanca* **Sandra Lizzeth Hernández Zelaya** *Universidad Pontificia de Salamanca*
11.50-12.00	***Artificial Intelligence, Organizational Psychology, and Social Sustainability: Addressing Human-Centered Challenges in Business Innovation***	**Giovanni Spatola** *Mercatorum University of Rome* **Mario D'Avino** *Mercatorum University of Rome* **Antonio Capasso** *Mercatorum University of Rome*



October 17th, 2025

New Pathways in Knowledge, Education and Law (Section 4)

ONLINE ***https://meet.google.com/zkf-dqmx-wpa***

Chairs

Dana Volosevici

Petroleum-Gas University of Ploiesti

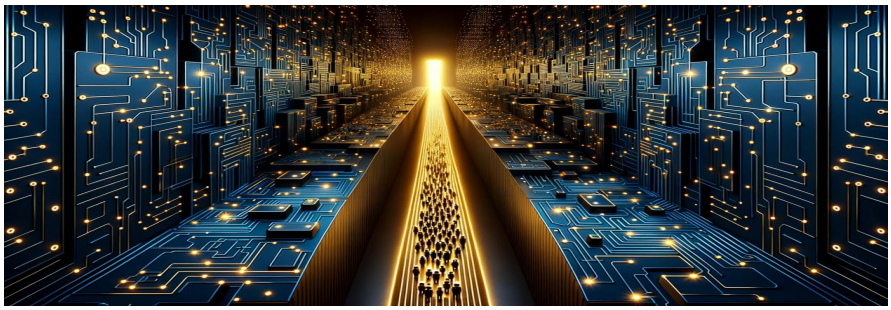
Lopez Argeime

University of Medicine, Pharmacy, Science and Technology of Targu Mures

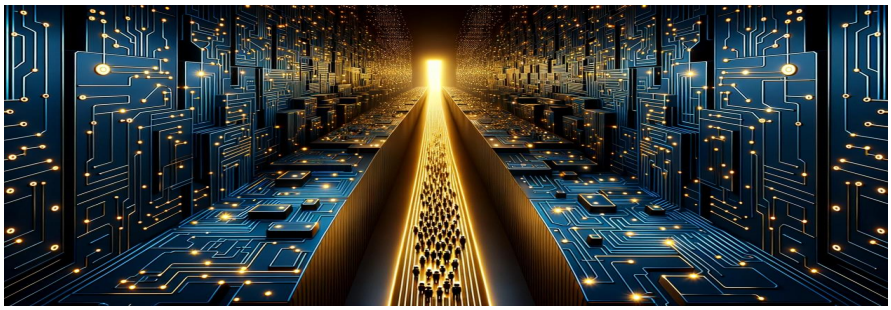
Gentjan Skara

Epoka University, Tirana, Albania

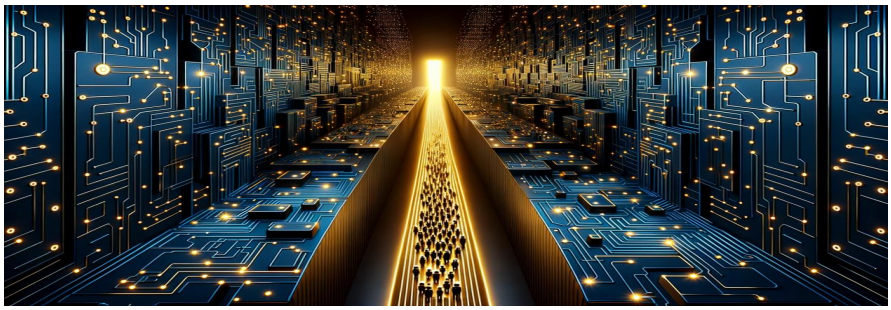
10.00-10.10	***Skill Gaps and Employment Readiness among Varendra University Students***	**Md. Rabiul Hosen Sejan** *Varendra University, Rajshahi* **Most. Khadija Akter** *Varendra University, Rajshahi* **Anika Islam Amee** *Varendra University, Rajshahi* **Mst. Asma Atika** *Varendra University, Rajshahi* **Md. Ataul Gani Osmani** *Varendra University, Rajshahi*
10.10-10.20	***Education for Sustainability as a Transversal Knowledge: Legal and Pedagogical Innovations for a Green Future***	**Mario D'Avino** *Mercatorum University of Rome* **Giovanni Spatola** *Mercatorum University of Rome* **Antonio Capasso** *Mercatorum University of Rome*



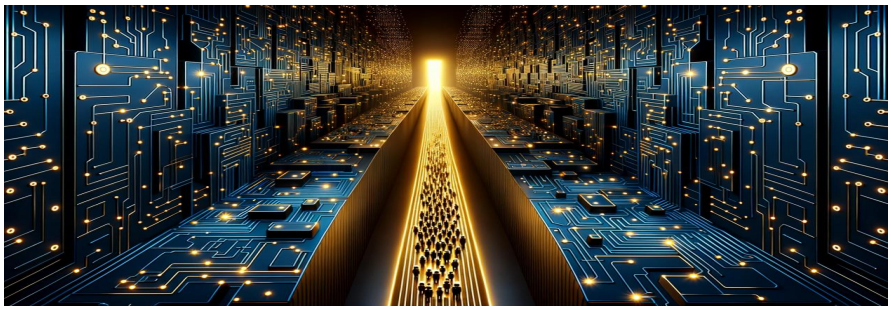
10.20-10.30	***The link between online universities and sustainability: benefits and trade-offs in the Italian context***	**Maximilian Broglio** *Mercatorum University of Rome*
10.30-10.40	***From STEM Education to ICT Professions: A Bibliometric Analysis of Gender Disparities and Innovation Potential***	**Carlo Drago** *University Niccolò Cusano* **Valentina Giglio Moro** *University Niccolò Cusano* **Angelo Leogrande** *LUM University Giuseppe Degennaro*
10.40-10.50	***Women, Digital Inclusion, and AI: Engines for Sierra Leone's Future Growth***	**Karolina Kolodziej** *University o Bialystok*
10.50-11.00	***Guardians Or Triggers? The Roles of Foreign Ownership and Institutional Distance in Affecting Stock Crash Risk in Indonesian Listed Firm***	**Shannon Pusura Putri Kosasih** *University of Surabaya* **Felizia Arni Rudiawarni** *University of Surabaya* **Dedhy Sulistiawan** *University of Surabaya*
11.00-11.10	***MERL-T: A Multi-Expert Architecture for Trustworthy Artificial Legal Intelligence***	**Daniele Allega** *Mercatorum University of Rome* *LUISS Guido Carli* **Guglielmo Puzio** *LUISS Guido Carli*



11.10-11.20	***Towards an Energy Physical Internet: Open Business Models and Platforms for Electricity Distribution Enabled by IoT, Blockchain, and Conditional Payments***	**Fabrizio Benelli** *Mercatorum University of Rome* **Franco Maciariello** *Mercatorum University of Rome* **Redvin Marku** *Tirana Business University* **Vittorio Stile** *Mercatorum University of Rome*
11.20-11.30	***The Role of Emotional Intelligence in Financial Decision-Making Among Government Sector***	**Hiranya Dissanayake** *Wayamba University of Sri Lanka* **Nuwan Hettiarachchi** *Wayamba University of Sri Lanka* **Anuradha Iddagoda** *Wayamba University of Sri Lanka*
11.30-11.40	***Reconfiguring Epistemic Intersections Between Education, Law, and Knowledge Production: Transdisciplinary Perspectives for Institutional Sustainability***	**Antonio Capasso** *Mercatorum University of Rome* **Mario D'Avino** *Mercatorum University of Rome* **Giovanni Spatola** *Mercatorum University of Rome*



11.40-11.50	***From Green Claims to Product Passports: What Europe's Sustainable-Consumption Rules Mean for Fashion***	**Raúl González** *International University of Business (UNIE). Madrid. Spain* **Raquel Fernández-González** *University of Vigo. Spain* **Maria Elena Arce Fariña** *Ferrol Polytechnic School of Engineering. University of A Coruña. Spain*
11.50-12.00	***Using Statistical Quality Control Charts in Analyzing the Startup Company Registration Process***	**Tooraj Karim** *University of Tehran*



October 17th, 2025

Creativity and Innovation in Digital Economy (Section A) ON-SITE

Room AP10

Chairs

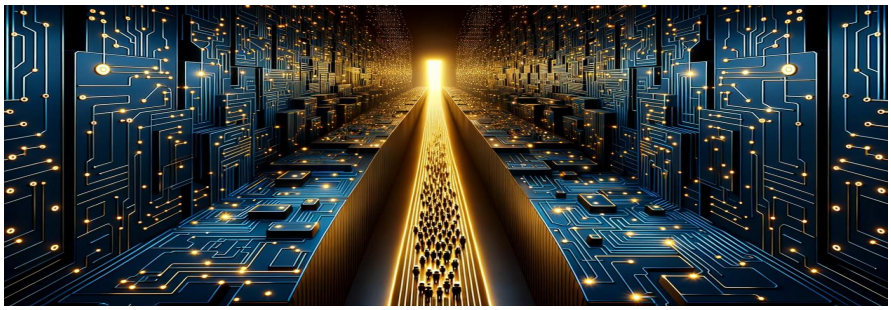
Catalin Popescu

Petroleum-Gas University of Ploieşti, Romania

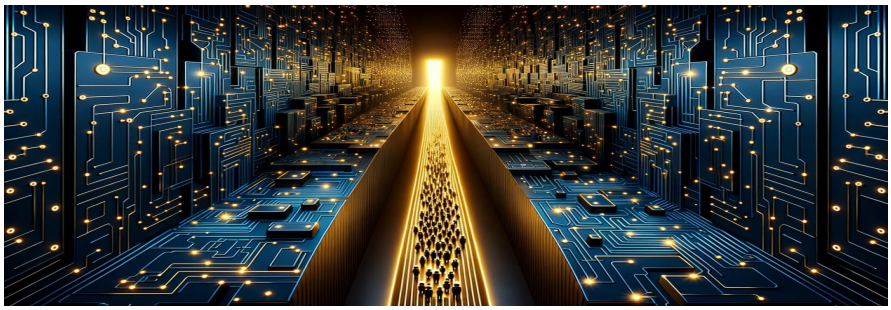
Florian Nuță

Danubius International University, Romania

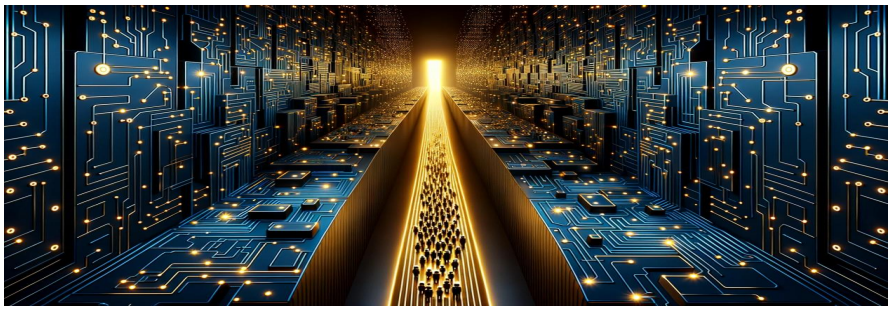
10.00-10.10	***Identification and Classification of Dimensions and Indicators of Smart Urban Economy***	**Mohammad Mirehei** *University of Tehran*
10.10-10.20	***Identifying Critical Success Factors for the Implementation of AI in the Tourism Industry***	**Seyed Mohammadbagher Jafari** *University of Tehran* **Sarehsadat Rahmani** *University of Tehran*
10.20-10.30	***Culture Mining: Unlocking Innovation Through People Analytics in Digital Workplaces***	**Behzad Mohamadian** *University of Tehran* **Marzieh Tahmaseby** *University of Tehran*
10.30-10.40	***The influences of income inequalities, renewable energy, technological innovation, and stringent climate policy on environmental quality***	**Florian Nuta** *Danubius International University* **Alina Nuta** *Danubius International University*



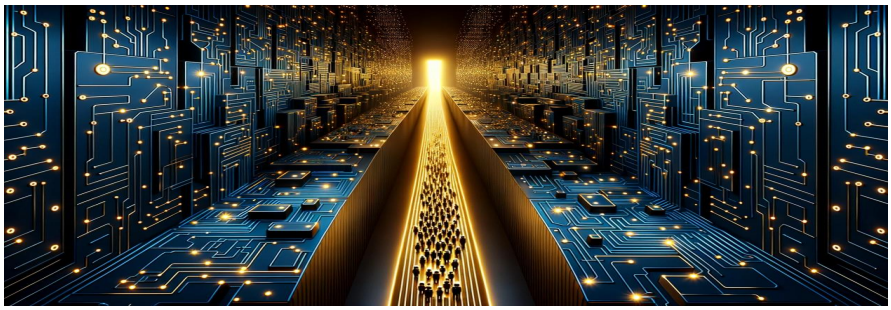
10.40-10.50	***A Framework for Measuring Startup Readiness to Overcome the Valley of Death in the Entrepreneurial Ecosystem***	**Asef Karimi** *College of Farabi, University of Tehran* **Majid Jafaryan** *ENBANK* **Zahede Abarghoii Zade** *College of Farabi, University of Tehran*
10.50-11.00	***Residency as a Determinant of Fintech Accessibility: The Case of Forex Algorithmic Trading.***	**Innocent Novart** *Maria Curie Sklodowska University in Lublin* **Jean Bertrand Subika** *Independent researcher* **Mariusz Kicia** *Maria Curie Sklodowska University in Lublin*
11.00-11.10	***Innovating the Business of Sport: A Systematic Review of Cross-Industry Business Model Innovation with a Focus on Fitness***	**Rozbeh Amiri** *University of Tehran*
11.10-11.20	***Leveraging Digital Innovation for Sustainable Economic Growth: Governance and Policy Perspectives from Emerging Economies***	**Lawal Olamilekan Abdulwahab** *Universiti Brunei Darussalam* **Lennard Pang Wei Loon** *Universiti Brunei Darussalam* **Roslee Baha** *Universiti Brunei Darussalam* **Ahmed Khalid Masood** *Lahore University of Management Sciences*
11.20-11.30	***Energy Efficiency in the Era of Artificial Intelligence: Modern Approaches to Reducing the Carbon Footprint***	**Ioan-Anton Săvulescu** *Petroleum-Gas University of Ploiesti*



11.30-11.40	***Identifying Critical Success Factors for the Implementation of AI in the Tourism Industry***	**Seyed Mohammadbagher Jafari** *University of Tehran* **Sarehsadat Rahmani** *University of Tehran*
11.40-11.50	***Taxonomy and Characteristics of Emerging Information Technologies***	**Amelia Bădică** *University of Craiova* **Antonia Pătrașcu** *University of Craiova; Petroleum-Gas University of Ploiesti*
11.50-12.00	***Overconfidence and the Adoption of Fintech Solutions: Evidence from an Experimental Study of Individual Investors in Poland***	**Mariusz Kicia** *University of Maria Curie-Skłodowska* **Gabriela Dycha** *University of Maria Curie-Skłodowska*
12.00-12.10	***Weak signals in public policy making***	**Ali Hamidizadeh** *University of Tehran*
12.10-12.20	***Conceptualization and Formulation of Social Citizenship Behavior (SCB) in Tourism Industry (Case: Citizens of Isfahan)***	**Maysam Shafiee Roodposhti** *University of Tehran* **Maryam Salmaninia** *University of Science and Arts of Yazd* **Somayyeh Hadi Marandegani** *University of Science and Arts of Yazd*
12.20-12.30	***The Role of AI in Optimizing Resource Management and Advancing Circular Economy Practices***	**Andreea Maria Șopea-Iordache** *Valahia University of Târgoviște* **Jianu Daniel Mureșan** *Petroleum-Gas University of Ploiesti*
12.30-12.40	***Sustainable Constitutionalism in the Republic of Moldova – Reflections Following the 2024 Constitutional***	**Viorica Ursu**



	Reform	*Technical University of Moldova* **Pojar Daniela** *Technical University of Moldova* **Iurie Ivanov** *Technical University of Moldova* **Monica Tegledi** *Petroleum-Gas University of Ploiesti*
12.40-12.50	***Architectural Heritage Assets – Between Legal Protection and Sustainable Development. A Comparative Study of the Republic of Moldova, Romania, and the European Union***	**Ursu Viorica** *Technical University of Moldova* **Diana Moroșan** *Technical University of Moldova*



October 17th, 2025

Creativity and Innovation in Digital Economy (Section B) ON-SITE

Room E-II-7

Chairs

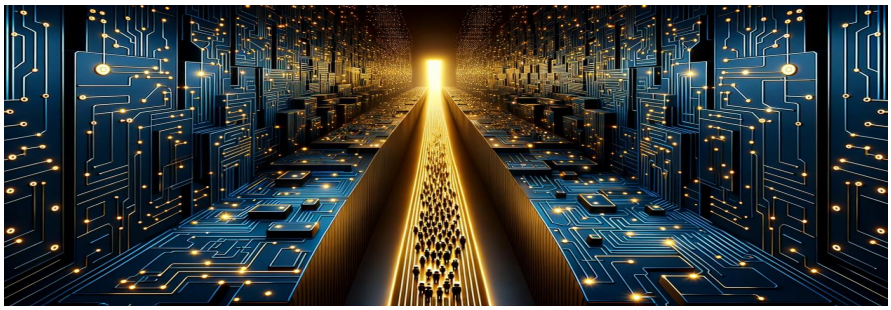
Bogdan Tudorică

Petroleum-Gas University of Ploieşti, Romania

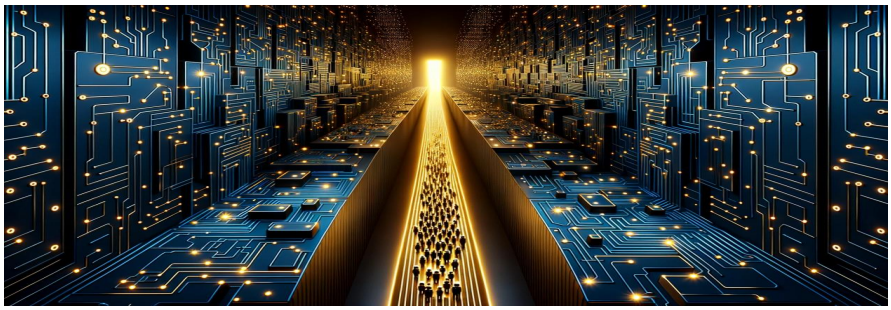
Corina Ene

Petroleum-Gas University of Ploieşti, Romania

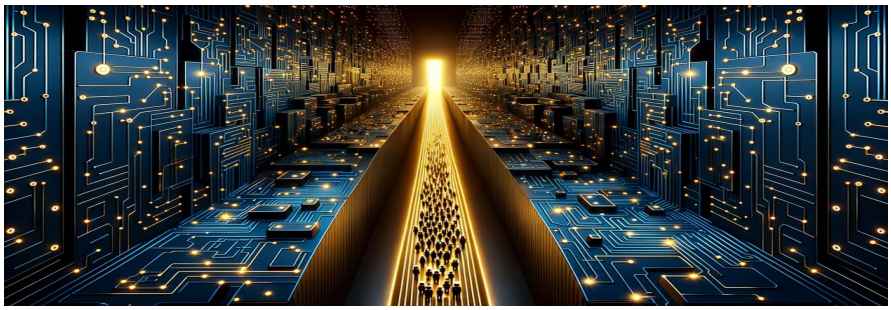
10.00-10.10	***Teaching Economics with AI: Opportunities, Risks, and Classroom Adventures***	**Ileana Dumitru** *Petroleum-Gas University of Ploiesti* **Ana Maria Teodorescu** *Petroleum-Gas University of Ploiesti* **Georgiana Popescu** *Petroleum-Gas University of Ploiesti* **Daniela Curpene** *Petroleum-Gas University of Ploiesti*
10.10-10.20	***The importance of feedback in the distance learning process***	**Madalina Albu** *Petroleum-Gas University of Ploiesti*
10.20-10.30	***Socioeconomic impact of the shift towards sustainable energy sources***	**Sima Violeta** *Petroleum-Gas University of Ploiesti* **Gheorghe Ileana Georgiana** *Petroleum-Gas University of Ploiesti*



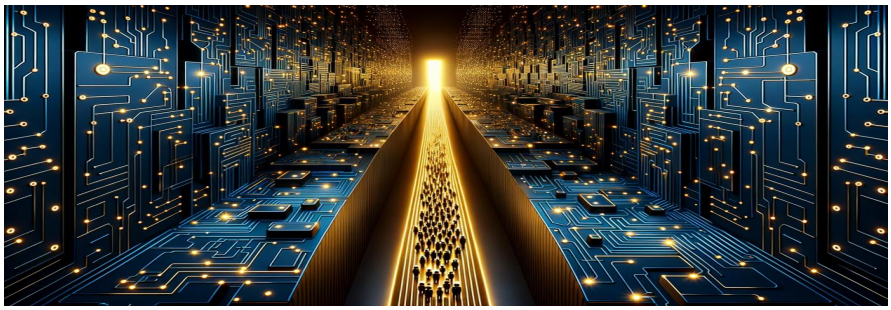
10.30-10.40	***The role of digital literacy in addressing global challenges through consumer education***	**Corina Ene** *Petroleum-Gas University of Ploiesti*
10.40-10.50	***Bridging the Gap Between Abstract Mathematics and Applied Economics: Making Math Stop Being the Villain***	**Georgiana Popescu** *Petroleum-Gas University of Ploiesti* **Ileana Dumitru** *Petroleum-Gas University of Ploiesti* **Erik Popescu** *Petroleum-Gas University of Ploiesti*
10.50-11.00	***About Challenges in Teaching the Accounting***	**Iov Daniela Rodica** *Petroleum-Gas University of Ploiesti* **Damian Aurelia** *Petroleum-Gas University of Ploiesti* **Paunescu Loredana** *Petroleum-Gas University of Ploiesti*
11.00-11.10	***AI Adoption in Romania's SMEs – Promise vs. Reality After the Pandemic Period in Romania***	**Straoanu Boni Mihaela** *Petroleum-Gas University of Ploiesti* **Baicu (Popa) Marinela** *Valahia University of Targoviste* **Toti Laurian** *Valahia University of Targoviste*
11.10-11.20	***Exploring the Impact of AI on Online Shopping: A Survey Study***	**Florentina Alina Toader** *Petroleum-Gas University of Ploiesti*
11.20-11.30	***Insurance Pricing Analysis Using Random Forest***	**Patrascu Aurelia**



	Regression	*Petroleum-Gas University of Ploiesti*
11.30-11.40	***The impact of Artificial Intelligence across life stages***	**Podasca Raluca** *Petroleum-Gas University of Ploiesti*
11.40-11.50	***Intelligent System for the Assessment of a Company's Financial Performance***	**Ana Tănăsescu** *Petroleum-Gas University of Ploiesti*
11.50-12.00	***The Evolution and Impact Patterns of AI Model Sharing on Hugging Face: A Large-Scale Analysis of 2.11M Models***	**Bucur Cristian** *Petroleum-Gas University of Ploiesti* **Bogdan Tudorica** *Petroleum-Gas University of Ploiesti*
12.00-12.10	***The asymmetry of financial–accounting information and their limited credibility – a consequence of polymorphic strategies applied to economic entities in the digital era***	**Monica Tegledi** *Petroleum-Gas University of Ploiesti*
12.00-12.10	***The Impact of Artificial Intelligence on Labor Productivity in Small and Medium-Sized Enterprises in Romania***	**Cristu Andreea - Alice** *Petroleum-Gas University of Ploiesti*
12.10-12.20	***Education between traditional and digitalization: good practices from the EU countries***	**Vasile Valentina** *Institute of National Economy, Romanian Academy* **Surugiu Marius** *Institute of National Economy, Romanian Academy* **Mazilescu Raluca** *Institute of National Economy, Romanian Academy*
12.20-12.30	***De-dollarisation. A new Trend Sustained by BRICS Actions and Western Inability to Fight the Financial War***	**Voica Marian Catalin** *Petroleum-Gas University of Ploiesti*
12.30-12.40	***Urban-rural integration and landscape sustainability***	**Simona Andreea Apostu**



		Bucharest University of Economic Studies **Maria Palazzo** *Universita Mercatorum*
12.40-12.50	***Making Romania resilient for net-zero carbon transition***	**Mirela Panait**,*Petroleum-Gas University of Ploiesti* **Adrian Foghiș**,*Romanian Academy* **Teodora Mitu**, *Romanian Academy* **Daniel Surdu**, *Romanian Academy*
12.50-13.00	***Public-Private Partnership management: challenges, best practices and development directions in the contemporary economy***	**Oprea Gabriela** *Petroleum-Gas University of Ploiesti*



October 17th, 2025

Creativity and Innovation in Digital Economy (Section C) ON-SITE

Room E II 4

Chairs

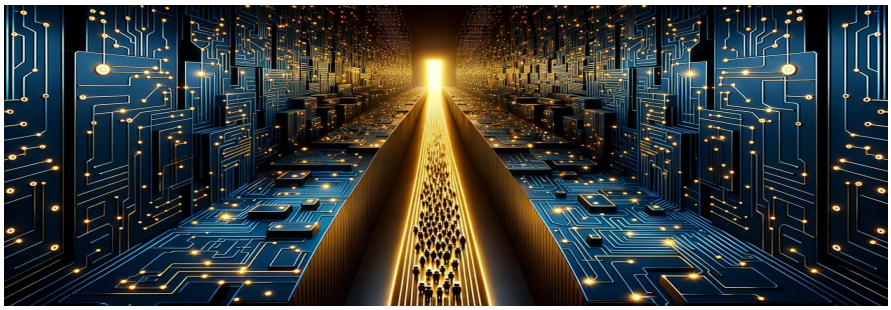
Alina Gabriela Brezoi

Petroleum-Gas University of Ploieşti, Romania

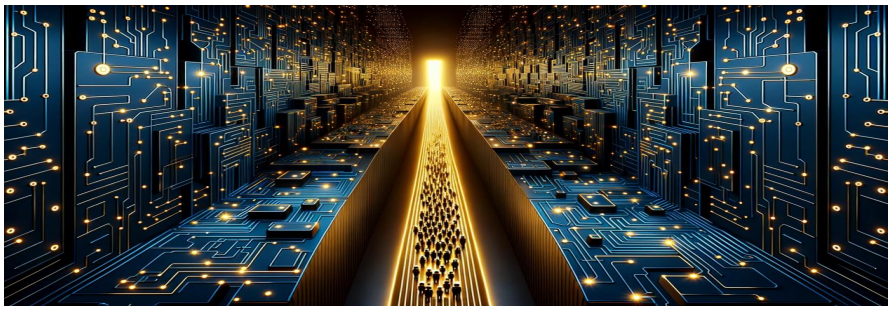
Iacob Stefan

Petroleum-Gas University of Ploieşti, Romania

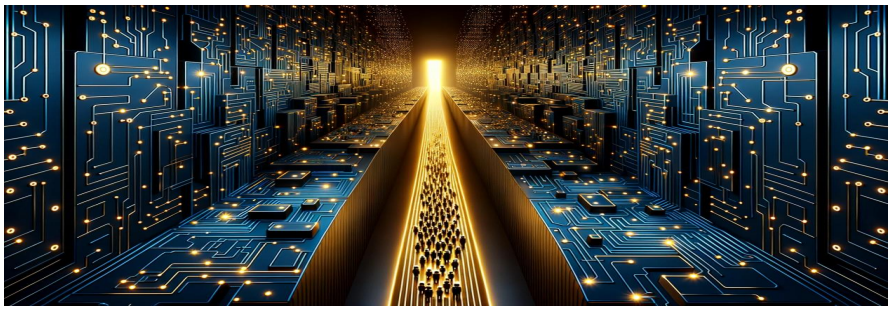
10.00-10.10	***Ecology and Living Labs: Participatory Innovation for Sustainable Development***	**Amalia Elena Ionita** *Petroleum-Gas University of Ploiesti* **Eftimie Mariana** *Petroleum-Gas University of Ploiesti* **Radulescu Irina Gabriela** *Petroleum-Gas University of Ploiesti*
10.10-10.20	***Co-creation and Innovation in Tourism: Living Labs and Collaborative Ecosystems for Smart Destinations***	**Adrian Ungureanu** *Petroleum-Gas University of Ploiesti*
10.20-10.30	***The Influence of Green Accounting on the Green and Financial Performance of Companies***	**Carmen Veronica Mincă**
10.30-10.40	***Urban Experiments and Corporate Power: Who Gains Resilience in Smart City Projects in Medium-Sized Romanian Cities?***	**Brezoi Alina Gabriela** *Petroleum-Gas University of Ploiesti* **Simionescu Radu** *Petroleum-Gas University of Ploiesti*



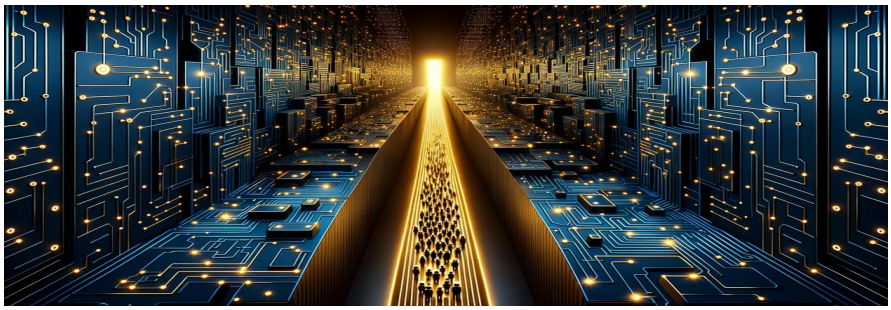
10.40-10.50	***The Role of business strategy in achieving sustainable competitive advantage: Insights from contemporary management practices***	**Oprea Gabriela** *Petroleum-Gas University of Ploiesti*
10.50-11.00	***Innovative methods in identifying new career dimensions in the digital age***	**Gheorghe Ileana Georgiana** *Petroleum-Gas University of Ploiesti* **Sima Violeta** *Petroleum-Gas University of Ploiesti*
11.00-11.10	***Play, Solve, Repeat: Gamifying Quantitative Disciplines for Engaged Learning in Higher Education***	**Georgiana Popescu** *Petroleum-Gas University of Ploiesti* **Ileana Dumitru** *Petroleum-Gas University of Ploiesti* **Ana Maria Teodorescu** *Petroleum-Gas University of Ploiesti* **Daniela Curpene** *Petroleum-Gas University of Ploiesti*
11.10-11.20	***AI applications in renewable energy forecasting and management***	**Razvan Gh.V. Ionescu** *Romanian Academy*
11.20-11.30	***The EU AI act – a double-edged sword for businesses***	**Străoanu Boni Mihaela** *Petroleum-Gas University of Ploiesti* **Baicu (Popa) Marinela** *Valahia University of Targoviste* **Toti Laurian** *Valahia University of Targoviste*



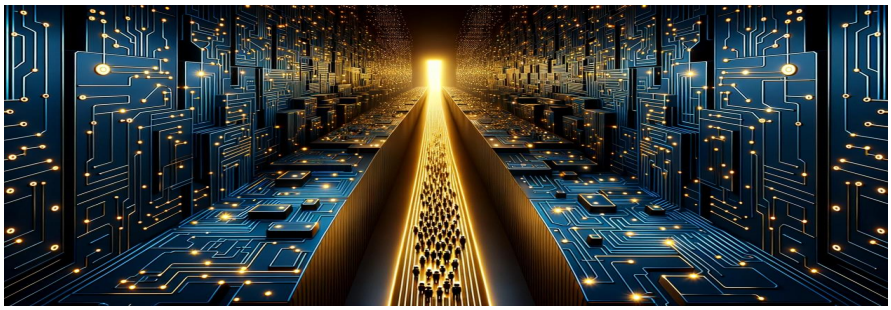
11.30-11.40	***Current Trends and Performance in the Network Marketing Industry***	**Eftimie Mariana** *Petroleum-Gas University of Ploiesti* **Ionita Amalia Elena** *Petroleum-Gas University of Ploiesti* **Brezoi Alina Gabriela** *Petroleum-Gas University of Ploiesti*
11.40-11.50	***The impact of mobile applications and online platforms on food purchasing behavior***	**Daniela Steluta Uta** *Petroleum-Gas University of Ploiesti* **Violeta Sima** *Petroleum-Gas University of Ploiesti* **Augustin Mitu** *Petroleum-Gas University of Ploiesti*
11.50-12.00	***Strategic role of business valuation in guiding firms through crisis conditions***	**Aurelia Damian** *Petroleum-Gas University of Ploiesti* **Daniela Rodica Iov** *Petroleum-Gas University of Ploiesti* **Dorian Florin Damian** *Virgil Madgrearu College from Ploiesti*
12.00-12.10	***Education in The Learning Community***	**Paunescu Loredana Maria** *Petroleum-Gas University of Ploiesti* **Iov Rodica Daniela** *Petroleum-Gas University of*



		Ploiesti
12.00-12.10	***The Role of the Banking System in the Green Transition: Between Institutional Consensus and Pragmatic Opportunities***	**Moldoveanu (Cojocariu) Aurora Elena** *School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"* **Străoanu Boni Mihaela** *Petroleum-Gas University of Ploiesti*
12.10-12.20	***What Works in Recycling: A TOPSIS-Driven Priority Map for Industry Actions, Consumer Nudges, and Education Micro-Interventions***	**Ionela Munteanu** *The Bucharest University of Economic Studies* *Ovidius University of Constanta* **Elena Condrea** *Ovidius University of Constanta* **Gabriela Oprea** *Petroleum-Gas University of Ploiesti*
12.20-12.30	***Circular business models in the digital transition era***	**Cristu Andreea - Alice** *Petroleum-Gas University of Ploiesti*
12.30-12.40	***The impact of organizational behaviour on company performance***	**Mihaela Otelea** *Petroleum-Gas University of Ploiesti*
12.40-12.50	***The influence of average wage income on population deposits in Romania. Consequence of financial education or reflex financial behavior?***	**Drăghici Liviu-Gelu** *Romanian Academy* **Drăghici Marilena** *Romanian Academy*



12.50-13.00	***AI-Driven Innovation in Export Business Models: Redefining Global Trade Dynamics***	**Irina Rădulescu** *Petroleum-Gas University of Ploiesti* **Costin Lianu** *Spiru Haret University* **Cosmin Lianu** *Spiru Haret University* **Amalia Ioniță** *Petroleum-Gas University of Ploiesti*
13.00-13.10	***Accounting in the age of artificial intelligence***	**George Enescu** *Petroleum-Gas University of Ploiesti* **Monica Adriana Țegledi** *Petroleum-Gas University of Ploiesti*



October 17th, 2025

The financial education panel

First steps towards financial independence – education and investment for the new generation

***AP9 Amphitheatre*, 10.00-11.30**

Chairs

Mirela Panait

Petroleum-Gas University of Ploieşti, Romania

Cătălin Voica

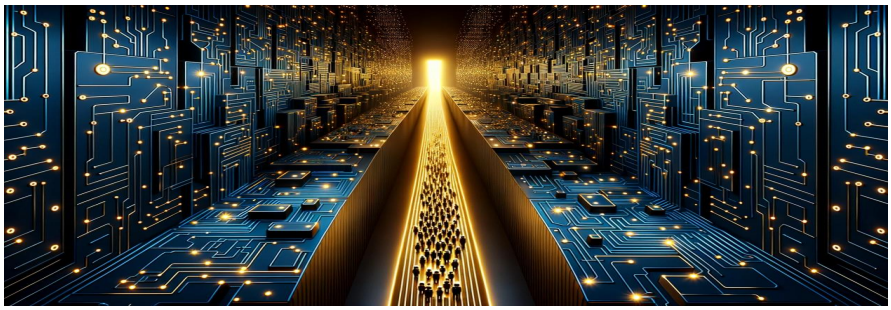
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Special guests

- **Paul DUMITRU,** *financial education expert, Financial Supervisory Authority*
- **Alina TUDORACHE,** *financial education expert, Institute of Financial Studies*
- **Mihnea BĂRBULESCU,** *executive director Erste AM*
- **Tudor IRIMIEA,** *sales director BT Asset Management S.A.I.*



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