На початку листопада 2026 року старший науковий співробітник Науково-дослідного центру індустріальних проблем розвитку НАН України, кандидат економічних наук, старший дослідник **Наталія Трушкіна** відвідала Нафтогазовий університет Плоєшті (Petroleum-Gas University of Ploiești, Румунія). Під час візиту вона взяла участь у заходах першого Міжнародного тижня Erasmus+ та V Міжнародній конференції «Креативність та інновації в цифровій економіці» (CIDE 2026).

Міжнародний тиждень Erasmus+ (Erasmus+ International Week 2026) організував Факультет економічних наук університету. Програму заходу на **3–9 листопада 2026** року присвячено темі ***«Штучний інтелект, інновації та міжнародна академічна співпраця» / Artificial Intelligence, Innovation and International Academic Cooperation***. Програма передбачала тематичні семінари, практичні заняття, панельні дискусії та ознайомчі навчальні візити.



Серед основних тем програми – застосування генеративного штучного інтелекту у викладанні та наукових дослідженнях, аналіз даних у маркетингу й економіці, зміни в університетській освіті під впливом цифрових технологій. Окремий блок програми 4 листопада в Бухаресті стосувався економічної політики, діяльності центрального банку та фінансової грамотності. Він передбачав ознайомчий візит до Палацу парламенту Румунії та семінар «Фінансова грамотність у цифрову епоху: фінтех, штучний інтелект і трансформація фінансової поведінки» в Музеї Національного банку Румунії.

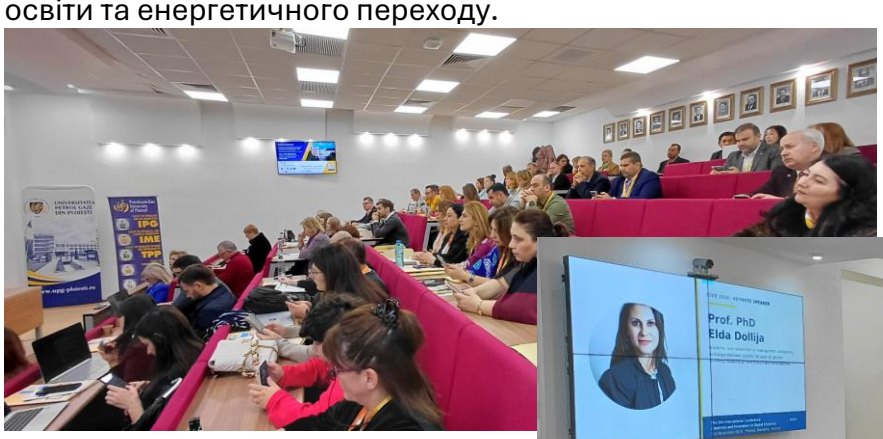
Робочі сесії 5–6 листопада було присвячено використанню штучного інтелекту в економічній освіті та можливостям міжнародної академічної співпраці в межах Erasmus+. Програма охоплювала питання підготовки спільних інтенсивних програм змішаного навчання та партнерських проєктів, розвитку взаємодії між університетами й підтримання тривалих професійних зв'язків.



Участь Наталії Трушкіної в Erasmus+ International Week 2026 підтверджено сертифікатом Факультету економічних наук Нафтогазового університету Плоєшті.

Конференція CIDE 2026 (5th International Conference "Creativity and Innovation in Digital Economy") відбулася **5–6 листопада 2026 року** в Нафтогазовому університеті Плоєшті у змішаному форматі. Серед співорганізаторів конференції – Інститут національної економіки Румунської академії, Інститут фінансових досліджень Румунії та університети Італії й Іспанії.

Наукова програма охоплювала інноваційні бізнес-моделі та цифрові платформи, формування інноваційних екосистем, застосування штучного інтелекту в бізнесі, зміни у сфері освіти й права. Пленарні виступи й панельні дискусії також стосувалися цифрового врядування, фінансової освіти та енергетичного переходу.





До програми конференції увійшли, зокрема, такі наукові роботи, підготовлені за участю співробітників Центру:

1. **Artificial Intelligence for Energy Infrastructure Resilience: A Framework for Assessment and Setting Management Priorities** (*автори:* Вікторія Хаустова, Микола Кизим, Наталія Трушкіна. Роботу включено до секції «Виклики застосування штучного інтелекту в бізнесі».

2. **Digital Governance of Interdependent Urban Infrastructure: Assessing Cascading Risks and Setting Management Priorities** (*автори:* Ахмед Бендахман (Ahmed Bendahmane, Університет Абдельмалека Ессааді, Марокко), Наталія Трушкіна, Микита Хаустов). Роботу включено до секції «Інноваційні відкриті бізнес-моделі та платформи».





Тематика цих робіт відображає інтерес дослідників Центру до управління інфраструктурними ризиками та використання цифрових технологій в ухваленні рішень. Урахування взаємозалежності міських систем і обґрунтоване визначення управлінських пріоритетів мають практичне значення для відновлення інфраструктури України та підвищення її резильєнтності.

Участь у міжнародних заходах у Плоєшті дала змогу ознайомитися з підходами зарубіжних колег до застосування штучного інтелекту в економічних дослідженнях та освіті. Подальша співпраця може охоплювати спільні дослідження й публікації з питань цифрового менеджменту, публічного управління та резильєнтності інфраструктури в умовах зовнішніх загроз.





Науково-дослідний центр індустріальних проблем розвитку НАН України висловлює Подяку Факультету економічних наук Нафтогазового університету Плоєшті та особисто професорці Мірелі Панаїт (Mirela Panait) за організацію міжнародних заходів, гостинний прийом і підтримку українських науковців.





ERASMUS+ INTERNATIONAL WEEK 2026

Artificial Intelligence, Innovation and International Academic Cooperation

Learning and growing skills for tomorrow

3–9 November 2026 | Ploiești, Romania

Faculty of Economic Sciences
Petroleum-Gas University of Ploiești, Romania



The week at a glance

TUE **3 Nov**	**Welcome Day**	Opening ceremony, AI workshops, welcome dinner
WED **4 Nov**	**Bucharest Institutional Study Day: Economic Policy, Central Banking and Financial Literacy**	Study visit: Legislative institutions and economic policy-making in Romania, *Palace of the Parliament, Bucharest* Seminar: Financial Literacy in the Digital Era: Fintech, Artificial Intelligence and the Transformation of Financial Behaviour, *Museum of the National Bank of Romania, Bucharest*
THU **5 Nov**	**Erasmus+ Opportunities Forum: Building Strategic Pathways for International Academic Cooperation**	Workshop: Rethinking the Classroom: AI-enhanced Learning Experiences in Economics Education Optional activity – outside the Erasmus+ staff training programme (Participation in CIDE 2026 – 5th International Conference on Creativity and Innovation in Digital Economy)
FRI **6 Nov**	**Erasmus+ Opportunities Beyond Borders: Turning International Networks into Sustainable Academic Collaboration**	Workshop: Developing joint BIPs and KA2 projects Optional activity – outside the Erasmus+ staff training programme (Participation in CIDE 2026 – 5th International Conference on Creativity and Innovation in Digital Economy)
SAT **7 Nov**	**Cultural and Networking Day**	Campus tour, networking among partner universities
SUN **8 Nov**	**Cultural and Networking Day**	Romanian cultural heritage experience, networking
MON **9 Nov**	**Closing day**	Workshops and Conclusions of discussions

Detailed programme

TUESDAY 3 November 2026	Welcome Day
WELCOME 9.30-10:00	**Registration of participants** **amphitheater IP7**
CEREMONY 10:00-10:30	**Official opening ceremony** **Prof. PhD Alin Dinița** – Rector **Prof. PhD Alina Brezoi** – Vice-Rector **Prof. PhD Casen Panaitescu** – Director of the International Relations Center **Prof. PhD Irina Rădulescu** – Dean **Prof. PhD Cătălin Popescu** - President of International relations commission of PGU Senate **Prof. PhD Mirela Panait** – Vice-Dean for Academic Affairs & Internationalisation
WORKSHOP 10:30-12:30	**Artificial Intelligence, Innovation and International Academic Cooperation** *Generative AI and the Future of University Teaching, Learning and Research* **Assoc. Prof. Cristian Bucur, Petroleum-Gas University of Ploiești, Romania** *Artificial Intelligence and Marketing: Redefining, or Augmenting the Discipline?* **Prof. PhD Krishanu Rakshit**, ICN Business School, France *Predicting and Analyzing Student Absenteeism Using Machine Learning Algorithm* **Prof. PhD Lindita Mukli & prof. PhD Amarildo Rista,** Aleksandër Moisiu University of Durrës, Albania *Market Intelligence and Data Analytics Software: Contributions from Academicians to Academia* **Prof. PhD Dedhy Sulistiawan,** University of Surabaya, Indonesia *EU Influence in Shaping the Digital Future of the Candidate Countries: The Case of Albania*, **Prof. PhD Gentjian Skara, E**poka Univerity, Tirana, Albania
BREAK 12:30-14:00	**Lunch**

PANEL	**Higher Education in the digital time**
14:00-16:30	**Prof. PhD Adam Samborski,** University of Katowice, Poland **Prof. PhD Elda Dolija** – Epoka University, Tirana, Albania **PhD Kriselda Gura -** Epoka University, Tirana, Albania **Prof. Amarildo Rista** – Aleksandër Moisiu University of Durrës, Albania **PhD Servet Gura** – University of Tirana, Albania **Prof. PhD Nataliia Trushkina,** Research Center for Industrial Problems of Development of the National Academy of Sciences of Ukraine, Ukraine **Prof. PhD Boycho Boychev Boychev**, St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria **Prof. PhD Felizia Arni Rudiawarni,** University of Surabaya, Indonesia **Prof. PhD Emil Coman** - UConn Health, USA **Prof. PhD Mohamed Sahbi Baazaoui,** Université de ALWASL–Dubai
SOCIAL	**Welcome dinner**

WEDNESDAY **4 November 2026**	**Bucharest Institutional Study Day: Economic Policy, Central Banking and Financial Literacy**
STUDY VISIT	**Study visit: Legislative institutions and economic policy-making in Romania** ***Palace of the Parliament, Bucharest***
WORKSHOP	**Financial Literacy in the Digital Era: Fintech, Artificial Intelligence and the Transformation of Financial Behaviour** ***Museum of the National Bank of Romania, Bucharest***

THURSDAY **5 November 2026**	**Erasmus+ Opportunities Forum: Building Strategic Pathways for International Academic Cooperation**
WORKSHOP	**Rethinking the Classroom: AI-enhanced Learning Experiences in Economics Education**
OPTIONAL ACTIVITY	**Participation in CIDE 2026 – 5th International Conference on Creativity and Innovation in Digital Economy.**
SOCIAL	**Conference gala dinner**

FRIDAY **6 November 2026**	**Erasmus+ Opportunities Beyond Borders: Turning International Networks into Sustainable Academic Collaboration**
WORKSHOP	**Developing joint BIPs and KA2 projects**

OPTIONAL ACTIVITY	**Participation in CIDE 2026 – 5th International Conference on Creativity and Innovation in Digital Economy.**

SATURDAY 7 November 2026	**Cultural and Networking Day**
CAMPUS	**Guided study visit of Petroleum-Gas University of Ploiești**
NETWORKING	**Networking activities among partner universities**

SUNDAY 8 November 2026	**Cultural and Networking Day**
CULTURE	**Romanian cultural heritage experience**
NETWORKING	**Networking activities among partner universities**

MONDAY 9 November 2026	**Closing day**
WORKSHOP	**Partnership action plans**
WORKSHOP	**Reflection and learning outcomes session**
CLOSING REMARKS	**Conclusions of discussions**



Additional information

International relations: Faculty of Economic Sciences

Contact: erasmus.se@upg-ploiesti.ro



THE 5TH INTERNATIONAL CONFERENCE

Creativity and Innovation in Digital Economy

CIDE 2026

5–6 November 2026 | Ploiești, Romania | Hybrid: on site & online

CONFERENCE AGENDA

Hosted by the Faculty of Economic Sciences, Petroleum-Gas University of Ploiești

39 București Bd., Ploiești, Romania

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Grupo Vitoria – Investigación económica y social, University of Castilla-La Mancha, Spain

5-6 November 2026
Ploiești, Romania

The conference at a glance

THURSDAY **5 Nov**	Opening and welcome speeches, keynote speeches, Panel 1, Panel 2, Panel 3, gala dinner
FRIDAY **6 Nov**	Panel on financial education, Panel 3, Panel 5, parallel sessions (on site and online), closing ceremony

Detailed programme

THURSDAY 5 November 2026	Opening day
9:30 – 10:00	**Registration of participants** **Amphitheatre AP9 &** https://meet.google.com/jjt-pxui-wgx
10:00 – 10:30 CEREMONY	**Opening ceremony and welcome speeches** **Prof. PhD Alina Brezoi** – Vice-Rector, Petroleum-Gas University of Ploiești **Prof. PhD Irina Rădulescu** – Dean, Faculty of Economic Sciences **Prof. PhD Valentina Vasile** – Director, Institute of National Economy, Romanian Academy **Prof. PhD Raluca Lădaru** – Bucharest University of Economic Studies & Institute of Financial Studies, Romania Prof. PhD Raluca Lădaru - **Prof. PhD Mirela Panait** – Vice-Dean for Academic Affairs & Internationalisation
10:30 – 11:30 KEYNOTE	**Keynote speeches** **H.E. Mrs. Enkeleda Mërkuri, Ambassador of the Republic of Albania to Romania** **Edit Herczog, European Parliament Former Members Association** *Navigating the Energy Transition in a Digital Economy* **Prof. PhD Emil Coman - UConn Health, USA**, *Turning data into actionable causal evidence in the GenAI era*
11:30 – 12:30 PANEL ON SITE	**Panel 1 - Digital Pathways in Trade, Governance and Leadership** Moderators: Prof. PhD Valentina Vasile, Institute of National Economy, Romanian Academy & prof. PhD Mirela Panait, Petroleum-Gas University of Ploiești , Romania Keynote Speakers **Prof. PhD Saber Adly Shaker, Capital University, Cairo, Egypt** **Prof. PhD Elda Dollija, Epoka University, Tirana, Albania** **PhD Elena Andreou, Universiy of Cyprus, Nicosia, Cyprus**

12:30 – 14:00	**Lunch**
14:00 – 15:00 **PANEL ON SITE**	**Panel 2 – Create impactful narratives - MDPI opportunities** Moderators: Prof. PhD Cătălin Popescu & prof. PhD Irina Rădulescu, Petroleum-Gas University of Ploiești , Romania
14:00 – 15:00 **PANEL ON LINE** **Link for video call** **https://meet.google.com/jjt-pxui-wgx**	**Panel 3 – Human-Centred Digital Futures: AI, Inclusion and Cultural Memory in a Changing Economy** Moderators: Prof. PhD Mirela Panait & prof. PhD Bogdan Tudorică, Petroleum-Gas University of Ploiești, Romania **Keynote Speakers** **Prof. PhD Mohamed Sahbi Baazaoui, Université de ALWASL–Dubaï** **Prof. PhD Alina Vaduva, University of East London, UK** **Prof. PhD Valentin Vasilev, New Bulgarian University (NBU), Bulgaria** **PhD Laeeq Razzak Janjua**, **WSB University, Poland,**
18:30 – 21:00 **SOCIAL**	**Gala dinner**

FRIDAY **6 November 2026**	**Panels and parallel sessions**
10:00 – 12:00 **PANEL · IN PARALLEL**	**Panel 4 - Financial education in digital era** *(Amphitheatre Ip2)* Moderator: Prof. PhD Mirela Panait, Petroleum-Gas University of Ploiești **Keynote Speakers** **Prof. PhD Mariusz Kicia -** Maria Curie-Skłodowska University in Lublin, Poland **PhD Paul Dumitru** – Financial Supervisory Authority, Romania **Daniela Jugănaru** – Institute of Financial Studies, Romania **Eduard Inizian** – Banca Transilvania, Regional Manager, Romania
10:00 – 12:00 **PANEL · IN PARALLEL**	**Panel 5 - Innovation, Governance and Value Creation in the New Economy** *(Amphitheatre Ap9)* Moderators: Prof. PhD Adriana Grigorescu & prof. Mădălina Vătămănescu, National School of Political and Administrative Studies (SNSPA) Bucharest, Romania **Keynote Speakers** **Prof. PhD Valentina Vasile, Institute of National Economy, Romanian Academy** **Prof. PhD Felizia Arni Rudiawarni,** University of Surabaya, Indonesia **Prof. PhD Albana Demi (Mosho),** Aleksandër Moisiu University of Durrës, Albania **PhD Kriselda Gura**, Epoka University, Tirana, Albania

10:00 – 12:00 **SESSIONS**	**Parallel sessions (on site and online)** Section 1 – Innovative open business models and platforms Section 2 – Co-creation, living labs and innovation ecosystems Section 3 – Challenges of Artificial Intelligence in business Section 4 – New pathways in knowledge, education and law Section 5 – Doctoral Forum on Creativity and Innovation in the Digital Economy (*Council room*)
12:00 – 13:30	**Lunch**
13:30 – 14:30 **PANEL ON SITE**	**Panel 6 - Artificial Intelligence, Innovation and International Academic Cooperation** Moderator: prof. PhD Irina Rădulescu & Prof. PhD Mirela Panait, Petroleum-Gas University of Ploiești, Romania **Keynote Speakers** **Prof. PhD Krishanu Rakshit,** ICN Business School, France **Prof. PhD Lindita Mukli,** Aleksandër Moisiu University of Durrës, Albania **Prof. PhD Dedhy Sulistiawan,** University of Surabaya, Indonesia
14:30 – 15:30 **CEREMONY**	**Closing ceremony of CIDE 2026**

Publication opportunities

Papers presented at the conference will be published in a Conference Proceedings Volume with ISSN or ISBN. Authors may also submit their papers to special or regular issues of journals indexed in international databases

Contact

Website: cide26.upg-elearning.ro

E-mail: cide@upg-ploiesti.ro

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Prof. PhD Cristina **Ștefan**	Dean of the Faculty of Economics, Valahia University of Târgoviște, Romania

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Ștefan Virgil **Iacob**	Petroleum-Gas University of Ploiești
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Maria **Palazzo**	University Mercatorum, Rome, Italy
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01	Asociația Facultăților de Economie din România
02	Autoritatea de Supraveghere Financiară
03	BNR Banca Națională a României (BNR)
04	Centrul de Studii și Cercetari Economice
05	EPOKA University
06	Universiteti “Aleksandër Moisiu”
07	UNIVLORA – Universiteti “Ismail Qemali” Vlore, Virtus Scientia Veritas
08	University of Mining and Geology “St. Ivan Rilski”, Sofia, Bulgaria
09	The Institute of Economics, University | University of Applied Sciences in Elbląg
10	INCE
11	CENTRUL DE CERCETARI FINANCIARE SI MONETARE “VICTOR SLAVESCU”, Institutul National de Cercetari Economice “Costin C. Kiritescu”
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15	Universitatea Ovidius din Constanta
16	Universitatea „Constantin Brâncuşi” din Târgu Jiu
17	Universitatea Spiru Haret
18	European Marketing and Management Association – EUMMAS EUMMAS | Marketing & Management Association
19	SSBRN: Social Science & Business Research Network
20	Academy of Business and Emerging Markets
21	Wallachia eHub – Wallachia eHub
22	Danube Engineering Hub
23	Journal of Risk and Financial Management

Parallel Sessions Programme

Friday, 6 November 2026 · 10:00 – 14:30 (EEST) · (Online)
Presentation schedule: 10 minutes per presentation

SET 1 — PARALLEL SESSIONS: NATIONAL & INTERNATIONAL UNIVERSITIES

FRIDAY 6 NOV **10:00 – 14:00**	**Section 1: Innovative Open Business Models and Platforms** 24 Papers (10 min each) **https://meet.google.com/yjt-xrmv-tvm** **Moderators: prof. PhD Jianu Muresan, Petroleum-Gas University of Ploiesti, Romania & PhD Argeime López Malest – George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania**
10:00 – 10:10 PAPER #96	**Digital Architectures of Resilience - A Moderated Mediation Analysis of SME Productivity and Economic Endurance in the EU-27** **Claudia Covucci** – Universitas Mercatorum, Italy **Maria Giovanna Confetto** – University of Salerno, Italy **Gianpaolo Basile** – Universitas Mercatorum, Italy **Alessandra Micozzi** – Universitas Mercatorum, Italy
10:10 – 10:20 PAPER #95	**Digital Transformation and Economic Growth in Eastern Europe - a Comparative Panel Data Analysis** **Esmira Ahmadova** – Azerbaijan State University of Economics (UNEC), Azerbaijan **Lala Hamidova** – Azerbaijan State University of Economics (UNEC), Azerbaijan
10:20 – 10:30 PAPER #103	**Digital Human Resource Management and Employee Well-Being in SMEs - A Literature Review with Implications for the Western Balkans** **Sanie Doda** – "Aleksandër Moisiu" University of Durrës, Albania **Juliana Osmani** – "Aleksandër Moisiu" University of Durrës, Albania
10:30 – 10:40 PAPER #104	**Social Networks, Influencers and Marketing Exposure in Dietary Supplement Use - Evidence from Tirana, Albania** **Nurul Retno Nurwulan** – Higher Colleges of Technology, United Arab Emirates **Enkel Mehillaj** – Epoka University, Albania
10:40 – 10:50 PAPER #105	**ESG Rating and Climate Risk Disclosure Impact on Stock Price Crash Risk - The Role of Network Media Attention** **Felicia Tiffany Tjokro** – University of Surabaya, Indonesia **Dedhy Sulistiawan** – University of Surabaya, Indonesia **Felizia Arni Rudiawarni** – University of Surabaya, Indonesia
10:50 – 11:00 PAPER #50	**Comprehensive Assessment of the Economic Efficiency of Hydromeliorative Systems in the Upper Shirvan Canal Zone** **Salim Hafiz Salimli** – Public Legal Entity Water and Land Reclamation, Azerbaijan

11:00 – 11:10 PAPER #54	**Beyond the Resource Curse - Developing a Resource-Enabled Local Transformation Framework in Resource-Rich Developing Economies** **Lawal Olamilekan Abdulwahab** – Universiti Brunei Darussalam, Brunei Darussalam **Bulelwa Maphela** – University of Johannesburg, South Africa **Pang Wei Loon** – Universiti Brunei Darussalam, Brunei Darussalam **Roslee bin Hj Baha** – Universiti Brunei Darussalam, Brunei Darussalam **Ahmed M. Khalid** – Lahore University of Management Sciences, Pakistan
11:10 – 11:20 PAPER #167	**Beyond Digital Transformation: Human Potential as a Driver of Creativity, Innovation and Sustainable Growth** **Valentin Vasilev** – New Bulgarian University, Bulgaria
11:20 – 11:30 PAPER #112	**Digital Governance of Interdependent Urban Infrastructure - Assessing Cascading Risks and Setting Management Priorities** **Ahmed Bendahmane** – Abdelmalek Essaadi University, Morocco **Nataliia Trushkina** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine **Mykyta Khaustov** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine
11:30 – 11:40 PAPER #168	**Who Uses Social Media, Not Where: User Composition, Platform Mix and National Innovation** **Maral Jamalova** – Azerbaijan State University of Economics (UNEC), Azerbaijan
11:40 – 11:50 PAPER #110	**Hardware-Anchored Decentralized Identity - A Modular Enclosure Architecture for On-Chain NFT Verification and Secure Physical- Digital Asset Management** **Vittorio Stile** – Universitas Mercatorum, Italy **Adriano Giordano** – iPins di A. Giordano, Italy
11:50 – 12:00 PAPER #79	**VALUE RELEVANCE OF GOODWILL AND ITS IMPAIRMENT** **Abraham Nico** – University of Surabaya, Indonesia **Felizia Arni Rudiawarni** – University of Surabaya, Indonesia
12:00 – 12:10 PAPER #152	**The Economics of Reusable Verification in Artificial Intelligence Platforms** **Daniele Allega** – Universitas Mercatorum, Italy **Sara El Matouk** – Universitas Mercatorum, Italy
12:10 – 12:20 PAPER #160	**Intent Classification on BANKING77 with Fine-Tuned Transformers** **Amarildo Rista** – "Aleksandër Moisiu" University of Durrës, Albania **Damiana Teliti** – International Burch University, Bosnia and Herzegovina **Olsi Shehu** – International Burch University, Bosnia and Herzegovina
12:20 – 12:30 PAPER #99	**Navigating Governance Structures for Innovation: Performance - Mediated Insights from Global Market** **Simona Andreea Apostu** – Bucharest University of Economic Studies, Romania **Daniel Balsalobre Lorente** – University of Castilla-La Mancha, Spain **Nosheen Khan** – Ghazi University, Pakistan **Anwar Hussain** – Ghazi University, Pakistan **Ploypailin Kijkasiwat** – Khon Kaen University, Thailand

12:30 – 12:40 PAPER #94	**Assessing the Effects of Digital Transformation and Innovation Capacity on Economic Growth across the European Union** **Costinela Fortea** – Dunărea de Jos University of Galați, Romania **Valentin Marian Antohi** – Dunărea de Jos University of Galați, Romania **Monica Laura Zlati** – Dunărea de Jos University of Galați, Romania **Alina Meca** – Dunărea de Jos University of Galați, Romania
12:40 – 12:50 PAPER #100	**Digital Innovation and Sustainable Business Models - A Bibliometric Analysis** **Alexandra Marin** – Bucharest University of Economic Studies, Romania
12:50 – 13:00 PAPER #113	**Assessing the impact of digitalization and human capital on the turnover of SMEs in the EU-27 over the period 2019–2025** **Aniela Bălăcescu** – Constantin Brâncuși University of Târgu Jiu, Romania **Marian Zaharia** – Petroleum-Gas University of Ploiești, Romania **Olivia – Roxana Alecsoiu** – Constantin Brâncuși University of Târgu Jiu, Romania
13:00 – 13:10 PAPER #108	**Climate Hazards and Local Adaptation Planning in Romania - A Data-Driven Approach** **Rucareanu Catalin – Stefan** – National University of Science and Technology POLITEHNICA Bucharest, Romania **Ciocirlan Cecilia – Oana** – National University of Political Studies and Public Administration, Romania
13:10 – 13:20 PAPER #142	**Between the Membership Perimeter and the Impact Perimeter - The Filantropia Federation of the Romanian Orthodox Church as a Community-Based Social Economy Actor** **Constantin – Daniel Văduva** – University of Bucharest, Romania
13:20 – 13:30 PAPER #23	**Digital Transformation of Religious Heritage Management in Bucovina - Towards an Innovative Model for Conservation, Interpretation and Visitor Engagement** **Adriana Grigorescu** – National University of Political Studies and Public Administration, Romania **Adrian Popa** – National University of Political Studies and Public Administration, Romania
13:30 – 13:40 PAPER #164	**Employee Participation and Decision Quality in Dubai and Bucharest: Implications for Adaptive Organizations in the Digital Economy** **Bassam Abukharma** – Bucharest University of Economic Studies, Romania
13:40 – 13:50 PAPER #15	**Artificial Intelligence in State Aid Management from Compliance to Performance** **Alina – Ioana Nicolaescu (Alexandru)** – Valahia University of Târgoviște, Romania **Daniel Danilov** – Valahia University of Târgoviște, Romania **Alina – Iuliana Tabîrcă** – Valahia University of Târgoviște, Romania **Constanța Popescu** – Valahia University of Târgoviște, Romania
13:50 – 14:00 PAPER #101	**Valuing Accession to a Digital Certificate Market - Evidence from European Guarantees of Origin** **Ioana Teodora Mitu** – Romanian Academy, Romania **Augustin – Constantin Mitu** – Petroleum-Gas University of Ploiești, Romania **Mirela Panait** – Petroleum-Gas University of Ploiești, Romania

FRIDAY 6 NOV **10:00 – 13:40**	**Section 2: Co-Creation, Living Labs, and Innovation Ecosystems** 22 Papers (10 min each) https://meet.google.com/wdc-yrto-cby **Moderators: prof. PhD Raluca Mazilescu, Romanian Academy, Romania & prof. PhD Stefan Iacob, Petroleum-Gas University of Ploiesti, Romania**
10:00 – 10:10 PAPER #48	**Assessment of Post-Conflict Green Development through Ecological Sustainability, Quality of Life, and Policy Scenarios - Evidence from Karabakh and East Zangezur** **Rasul Yusibov** – Azerbaijan State University of Economics (UNEC), Azerbaijan
10:10 – 10:20 PAPER #52	**Consumer Brand Preferences and Sustainable Consumption - Evidence from Georgia** **Zaza Gigauri** – Caucasus International University, Georgia **Nino Rukhaia – Mosemgvdlishvili** – Caucasus International University, Georgia
10:20 – 10:30 PAPER #55	**Bridging the AI Skills Gap - University-SME Collaboration for Digital Entrepreneurship in the Western Balkans** **Silvana Gashi** – "Aleksandër Moisiu" University of Durrës, Albania **Denada Liça** – "Aleksandër Moisiu" University of Durrës, Albania
10:30 – 10:40 PAPER #56	**Assessment of Interest in Nutrition Services in the Development of an Innovation Ecosystem** **Oleksandr Pyvovarov** – Kharkiv National Medical University, Ukraine
10:40 – 10:50 PAPER #59	**Design for Local Repair in Low-Cost Disinfection Robots - A Modular Approach with Printable Shells, Illustrated by the SP-106 Open Platform** **Sokol Shurdhi** – Barleti University, Albania **Jusuf Rrustaj** – Barleti University, Albania
10:50 – 11:00 PAPER #61	**From Participation to Agency - Who Shapes European Living Labs -** **Giusy Sica** – Universitas Mercatorum, Italy **Melissa Bado** – Universitas Mercatorum, Italy **Maria Palazzo** – Universitas Mercatorum, Italy **Alessandra Micozzi** – Universitas Mercatorum, Italy
11:00 – 11:10 PAPER #63	**Innovation Ecosystem in the Sultanate of Oman - A Comparative Assessment and Strategic Roadmap** **Vibha Bhandari** – University of Technology and Applied Sciences, Oman **Vikram Mohite** – Independent Researcher, India
11:10 – 11:20 PAPER #64	**Beyond the Building Boundary - An Extended Post-Occupancy Evaluation of a Hybrid-Era Office** **Melissa Bado** – Universitas Mercatorum, Italy **Giusy Sica** – Universitas Mercatorum, Italy **Alessandra Micozzi** – Universitas Mercatorum, Italy **Maria Palazzo** – Universitas Mercatorum, Italy

11:20 – 11:30 PAPER #147	**The Impact of ESG-Oriented Business Reporting on the Formation of Innovation Ecosystems and Living Labs for Sustainable Development** **Nataliya Vnukova** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine **Daria Davydenko** – Simon Kuznets Kharkiv National University of Economics, Ukraine
11:30 – 11:40 PAPER #68	**Overcoming the Texture Barrier - Empirical Evaluation of Chewi- ness and Palatability in Plant-Based Ready-Made Sauces** **Vittorio Stile** – Universitas Mercatorum, Italy **Fabio D'Antuono** – Ragood S.r.l., Italy
11:40 – 11:50 PAPER #65	**From the 3Ts to Digital Innovation Ecosystems - Creative Capital, Co-Creation in Urban Development. A Scoping Literature Review** **Guenda Esposito** – Universitas Mercatorum, Italy **Dominique Lepore** – Universitas Mercatorum, Italy **Maria Palazzo** – Universitas Mercatorum, Italy **Alessandra Micozzi** – Universitas Mercatorum, Italy
11:50 – 12:00 PAPER #153	**Co-Creating Knowledge Without Forcing Consensus in Community Governed Artificial Intelligence** **Daniele Allega** – Universitas Mercatorum, Italy **Sara El Matouk** – Universitas Mercatorum, Italy
12:00 – 12:10 PAPER #150	**Green Innovation, ESG and Legitimacy in the Digital Transition: A Bibliometric Mapping of the Literature (2002–2025)** **Giovanni Spatola** – Universitas Mercatorum, Italy **Andrea Presciutti** – Universitas Mercatorum, Italy **Maria Zifaro** – Universitas Mercatorum, Italy
12:10 – 12:20 PAPER #16	**The Acceptance of Artificial intelligence throughout financial fraud detection - a focused systematic literature review** **Maria Budui** – Valahia University of Târgoviște, Romania **Andreea – Nicolate Liță (Matei)** – Valahia University of Târgoviște, Romania **Alina – Iuliana Tăbârcă** – Valahia University of Târgoviște, Romania **Reda Djaouahdou** – Badji Mokhtar University Annaba, Algeria
12:20 – 12:30 PAPER #165	**Romania–MERCOSUR Trade Relations: Export Opportunities and Import Vulnerabilities** **Raluca – Georgiana Robu** – Bucharest University of Economic Studies, Romania **Cristiana – Ioana Coman** – Bucharest University of Economic Studies, Romania **Cristiana Bîrea** – Bucharest University of Economic Studies, Romania
12:30 – 12:40 PAPER #161	**Innovation Ecosystems and Inclusive Performance in the European Union: A Multidimensional Analysis of EU-27 Member States, 2015-2024** **Ecaterina Mihălceanu Stan** – Constantin Brâncuși University of Târgu Jiu, Romania **Răzvan Ștefan Stan** – Constantin Brâncuși University of Târgu Jiu, Romania
12:40 – 12:50 PAPER #43	**ARTIFICIAL INTELLIGENCE AND OPEN INNOVATION - TRANSFORMING STRATEGIC DECISION-MAKING IN ORGANIZATIONS THROUGH DIGITAL ECOSYSTEMS** **Andreea Dănilă** – Alexandru Ioan Cuza University of Iași, Romania

12:50 – 13:00 PAPER #9	**Generative AI as a Driver of Innovation in the Digital Economy - Opportunities, Challenges and Future Trends** **Marilena Drăghici (Bunea)** – Romanian Academy, Romania **Liviu – Gelu Drăghici** – Romanian Academy, Romania
13:00 – 13:10 PAPER #22	**Digital Transformation as an Enabler of Organizational Resilience in a Globalized Economy** **Adriana Grigorescu** – National University of Political Studies and Public Administration, Romania **Marian – Cristian Jarca** – National University of Political Studies and Public Administration, Romania
13:10 – 13:20 PAPER #34	**Generative AI, Entrepreneurial Creativity, and Opportunity Recognition - A Critical Literature Review** **Camelia Schiopu** – Transilvania University of Brașov, Romania
13:20 – 13:30 PAPER #102	**Port Activity Performance in the AI-Driven Digital Economy - Operational Efficiency, Resilience, and Intelligent Decision-Making** **Cristina Lazar** – Ovidius University of Constanța, Romania **Ionel Bostan** – Ștefan cel Mare University of Suceava, Romania
13:30 – 13:40 PAPER #146	**From Word Embeddings to Generative AI: A Conceptual Drift of Bias in Language Model Research** **Alexandra – Elena Drăghicescu** – Bucharest University of Economic Studies, Romania

FRIDAY 6 NOV **10:00 – 14:30**	**Section 3: Challenges of Artificial Intelligence in Business** 27 Papers (10 min each) **https://meet.google.com/tfy-abby-fwt** **Moderators: prof. PhD Marius Surugiu, Romanian Academy, Romania & prof. PhD Hiranya Dissanayake – Wayamba University of Sri Lanka, Sri Lanka**
10:00 – 10:10 PAPER #2	**Generative AI and SME Innovation in Romania - A Composite Digital Readiness Assessment for the Digital Economy** **Samira Abdullayeva** – Azerbaijan State University of Economics (UNEC), Azerbaijan **Khalida Muradova** – Azerbaijan State University of Economics (UNEC), Azerbaijan
10:10 – 10:20 PAPER #3	**The Use of Artificial Intelligence in Non-Metropolitan Provincial Municipalities in Turkey: Institutional Capacity, AI Governance and Sustainability** **Hatice Ay** – Bartın University, Turkey **H. Serhan Calhan** – Akdeniz University, Turkey **Onur Kulac** – Pamukkale University, Turkey
10:20 – 10:30 PAPER #5	**AI Adoption Profiles for Climate Resilience among Students and Recent Graduates in Indian Ocean Islands** **Justin Nathanaël Andrianaivoarimanga** – ISCAM Business School, Madagascar
10:30 – 10:40 PAPER #6	**Beyond AI Adoption - Governing Algorithmic Power for Inclusive Digital Innovation in the Global South** **Jannatul Ferdous** – Comilla University, Bangladesh

10:40 – 10:50 PAPER #7	**Perceived Public-Sector Corruption and Enterprise AI Adoption in the European Union: An Exploratory Country-Level Analysis** **Gunay Panahova** – Azerbaijan State University of Economics (UNEC), Azerbaijan **Fidan Safarova** – Azerbaijan State University of Economics (UNEC), Azerbaijan
10:50 – 11:00 PAPER #10	**When AI Use Outpaces Organisational Readiness: Evidence from Spanish SMEs** **Fernando Enrique Reyes Reina** – Pontifical University of Salamanca, Spain **Sandra Lizzeth Hernández Zelaya** – Pontifical University of Salamanca, Spain **María Elena Rodríguez Benito** – Pontifical University of Salamanca, Spain
11:00 – 11:10 PAPER #11	**Claiming the Human - Two Routes to Value and the Credibility of - Made by Humans - Claims** **Erisa Mançellari** – University of Tirana, Albania
11:10 – 11:20 PAPER #19	**Human and AI Co-Creation - A Systemic Leadership Approach** **Elena P. Antonacopoulou** – American University of Beirut - Mediterraneo, Cyprus **Maryam Kazemi Manesh** – GILAWA Ltd, Cyprus
11:20 – 11:30 PAPER #27	**The Dark Side of Behavioral Design - Moral Disengagement and Designers' Responsibility in the Age of AI** **Behzad Mohammadian** – University of Tehran, Iran
11:30 – 11:40 PAPER #29	**From Pilots to Productivity - An Open-Source Analysis of Artificial Intelligence Integration in Hungarian and European Corporate Workflows.** **Ali Yusifov** – Azerbaijan State University of Economics (UNEC), Azerbaijan
11:40 – 11:50 PAPER #30	**Artificial Intelligence as a Factor in Unlocking the Economic Potential of Small Municipalities in the Republic of Bulgaria** **Maria Dimcheva** – St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria
11:50 – 12:00 PAPER #31	**The Impact of Artificial Intelligence Capabilities on Capital Allocation Decisions in Sri Lankan Commercial Banks** **Kavindu Kanchana** – Wayamba University of Sri Lanka, Sri Lanka **Hiranya Dissanayake** – Wayamba University of Sri Lanka, Sri Lanka **Dilshan Jayathilaka** – Wayamba University of Sri Lanka, Sri Lanka
12:00 – 12:10 PAPER #32	**Responsible AI and Corporate Social Responsibility in Startups** **Mariam Kharatishvili** – The University of Georgia, Georgia
12:10 – 12:20 PAPER #53	**Sentiment as a Catalyst - Causal Effects in Indian AI Stocks** **Nabiha Fatima** – Jamia Millia Islamia, India **Saif Siddiqui** – Jamia Millia Islamia, India
12:20 – 12:30 PAPER #45	**Artificial Intelligence for Energy Infrastructure Resilience - A Framework for Assessment and Setting Management Priorities** **Viktoriia Khaustova** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine **Mykola Kyzym** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine **Nataliia Trushkina** – Research Center for Industrial Problems of Development of NAS of Ukraine, Ukraine

12:30 – 12:40 PAPER #123	**Toward a Theoretical Model of Interdisciplinary Training for AI-Enabled Scholarly Publishing - Integrating Economic, Cybernetic and Editorial Perspectives** **Ganna Kharlamova** – Taras Shevchenko National University of Kyiv, Ukraine
12:40 – 12:50 PAPER #36	**Artificial Intelligence as a Virtual Controller - Data-Driven Performance Management and D2C Expansion in Agri-Food Micro-Enterprises** **Vittorio Stile** – Universitas Mercatorum, Italy **Fabrizio Benelli** – Universitas Mercatorum, Italy **Franco Maciariello** – Universitas Mercatorum, Italy
12:50 – 13:00 PAPER #33	**The Effects of Using Artificial Intelligence in Innovative Enterprises - A Case of Poland** **Jacek Woźniak** – Military University of Technology in Warsaw, Poland
13:00 – 13:10 PAPER #39	**Artificial Intelligence and the Transformation of International Trade - Opportunities, Challenges, and Policy Implications** **İpek İli Erdoğmuş** – Kadir Has University, Turkey
13:10 – 13:20 PAPER #91	**Digitalization of Human Resource Management - Implications for Employee Performance and Organizational Development** **Aygun Abdulova** – Azerbaijan State University of Economics (UNEC), Azerbaijan **Hikmat Abdulov** – Azerbaijan State University of Economics (UNEC), Azerbaijan
13:20 – 13:30 PAPER #154	**Maintaining Contestability When Businesses Change Artificial Intelligence Providers** **Daniele Allega** – Universitas Mercatorum, Italy **Sara El Matouk** – Universitas Mercatorum, Italy
13:30 – 13:40 PAPER #98	**Artificial Intelligence Adoption and Business Model Innovation in SMEs - A Conceptual Framework for Emerging Economies** **Denada Liça** – "Aleksandër Moisiu" University of Durrës, Albania **Silvana Gashi** – "Aleksandër Moisiu" University of Durrës, Albania
13:40 – 13:50 PAPER #42	**Connecting the Fragments - AI and Dispersed Knowledge in SME Decision-Making** **Laura – Ștefania Bogdan** – National University of Political Studies and Public Administration, Romania **Elena – Mădălina Vătămănescu** – National University of Political Studies and Public Administration, Romania **Mădălina – Elena Stratone** – Independent Researcher, India
13:50 – 14:00 PAPER #18	**Reconfiguring Intellectual Capital in the Age of AI - A Management Framework for Human, Structural and Relational Capital in AI-Adopting Organizations** **Mădălina – Elena Stratone** – National University of Political Studies and Public Administration, Romania **Elena – Mădălina Vătămănescu** – National University of Political Studies and Public Administration, Romania **Laura – Ștefania Bogdan** – National University of Political Studies and Public Administration, Romania

14:00 – 14:10 PAPER #21	**The Need for Talent Management in the Aviation Sector - Artificial Intelligence and the Upskilling Imperative in Romania and Western Europe** **Adriana Grigorescu** – National University of Political Studies and Public Administration, Romania **Florin Carlescu** – National University of Political Studies and Public Administration, Romania
14:10 – 14:20 PAPER #24	**The AI Productivity Paradox in Business - Entrepreneurs' Perspectives on Human Judgment and Workplace Relationships** **Pompei Mititean** – National University of Political Studies and Public Administration, Romania **Dumitru – Petrică Becheș** – National University of Political Studies and Public Administration, Romania
14:20 – 14:30 PAPER #35	**Who Remembers the Brand? AI, Brand Memory and the Rise of Real-Time Brand Culture** **Laurențiu Teodor Scîrlat** – Alexandru Ioan Cuza University of Iași, Romania **Tudor Mihai Boncu** – Alexandru Ioan Cuza University of Iași, Romania **Andreia Gabriela Andrei** – Alexandru Ioan Cuza University of Iași, Romania

FRIDAY 6 NOV **10:00 – 14:30**	**Section 4: New Pathways in Knowledge, Education, and Law** **27 Papers (10 min each)** **https://meet.google.com/ebb-wzwk-jno** **Moderators: prof. PhD Dana Volosevici, Petroleum-Gas University of Ploiesti, Romania & PhD Andreea Constantinescu, Romanian Academy, Romania**
10:00 – 10:10 PAPER #114	**New Directions in the Educational System - Innovative Management and Application of Knowledge During Digital Transformation** **Jamila Hasanova** – Azerbaijan State University of Economics (UNEC), Azerbaijan **Kamala Najafova** – Azerbaijan State University of Economics (UNEC), Azerbaijan
10:10 – 10:20 PAPER #115	**Entrepreneurial Universities to Achieve Sustainable Development Goals in the Digital Age** **Iza Gigauri** – The University of Georgia, Georgia **Maria Bartekova** – Bratislava University of Economics and Business, Slovakia
10:20 – 10:30 PAPER #116	**Women in Academia – Digitalization and Successes** **Mariya Velkova** – St. Cyril and St. Methodius University of Veliko Tarnovo, Bulgaria
10:30 – 10:40 PAPER #117	**Household Resilience and Socioeconomic Inequalities in Food Insecurity in Albania - Evidence from LiTS IV** **Olga Konomi** – University of Tirana, Albania **Erion Shehu** – Agricultural University of Tirana, Albania
10:40 – 10:50 PAPER #118	**Six Economies, One Average - Country Differences in Digital Payment Use and the Role of Digital Skills in the Western Balkans** **Gentjan Çera** – Agricultural University of Tirana, Albania **Brunilda Kosta** – University of Tirana, Albania

10:50 – 11:00 PAPER #119	**Banked but Offline - Who Pays Digitally among Account Holders in the Western Balkans -** **Edmond Çera** – Tirana Business University, Albania **Humberto Nuno Rito Ribeiro** – University of Aveiro, Portugal
11:00 – 11:10 PAPER #120	**Socioeconomic Disparities in Household Energy Insecurity in Albania - The Role of Education and Household Resources** **Olga Konomi** – University of Tirana, Albania **Adela Karapici** – University of Tirana, Albania
11:10 – 11:20 PAPER #121	**Digital Leadership and Innovative Teaching Practices in Lower Secondary Education - Opportunities and Challenges in the Albanian Context** **Antigoni Gjyzeli** – Shkolla 9-vjeçare "Kushtrimi i Lirisë", Albania **Silva Aleksi** – Shkolla 9-vjeçare "Kushtrimi i Lirisë", Albania
11:20 – 11:30 PAPER #122	**Beyond Connection - Everyday Digital Skills and Economic Activity among Working-Age Adults in Albania** **Gentjan Çera** – Agricultural University of Tirana, Albania
11:30 – 11:40 PAPER #125	**From digital transformation to human-AI collaboration - the strategic role of HR in governing skills, knowledge and sustainable innovation** **Stefania D'Aprile** – Universitas Mercatorum, Italy
11:40 – 11:50 PAPER #127	**Economic Transformation and Environmental Sustainability: Emerging Challenges and Perspectives** **Bilge Çağatay** – Fenerbahçe University, Turkey
11:50 – 12:00 PAPER #109	**Trade Costs and Export Diversification in the Western Balkans - Bayesian Evidence from 2005–2023** **Fitore Kostanica** – University of Prishtina, Kosovo
12:00 – 12:10 PAPER #132	**Unpaid Care and Women's Labour Supply in Kosovo - Evidence from the Extensive and Intensive Margins** **Rineta Hoxha Thaqi** – University of Prishtina, Kosovo
12:10 – 12:20 PAPER #134	**Impact of Artificial Intelligence-Based Financial Education on Financial Literacy among Graduates in Sri Lanka - The Moderating Effect of Ethical Concerns** **Lakshani Jayashantha** – Wayamba University of Sri Lanka, Sri Lanka **Hiranya Dissanayake** – Wayamba University of Sri Lanka, Sri Lanka **Anuradha Iddagoda** – University of Sri Jayewardenepura, Sri Lanka
12:20 – 12:30 PAPER #135	**Shariah Screening and Sustainable Investment - An Empirical Assessment of ESG Alignment** **Ridha Masoodi** – Jamia Millia Islamia, India **Saif Siddiqui** – Jamia Millia Islamia, India
12:30 – 12:40 PAPER #139	**Rethinking Computer Science Educational Pathways in the AI Era - A Vertical Alignment Model Across EQF 4, EQF 5, and EQF 6 in the Italian System** **Vittorio Stile** – Universitas Mercatorum, Italy

12:40 – 12:50 PAPER #141	**EU's Influence in Shaping the Digital Future of the Candidate Countries - The Case of Albania** **Mimoza Kodhelaj** – University of Tirana, Albania **Gentjan Skara** – Epoka University, Albania
12:50 – 13:00 PAPER #145	**Albania's Path to the Euro: Economic Convergence, Irreversibility Risk, and Comparative Lessons from Croatia and Bulgaria and the United Kingdom** **Ervis Bejko** – "Aleksandër Moisiu" University of Durrës, Albania **Altin Gjini** – "Aleksandër Moisiu" University of Durrës, Albania
13:00 – 13:10 PAPER #158	**The Impact of Digital Technologies on the Efficiency of the Seizure and Realization of Immovable Property in Enforcement Proceedings** **Ursu Viorica** – Technical University of Moldova, Republic of Moldova **Bîrsanu Cristina** – Technical University of Moldova, Republic of Moldova
13:10 – 13:20 PAPER #155	**Artificial Legal Intelligence and the Conditions of Justified Legal Reasoning** **Daniele Allega** – Universitas Mercatorum, Italy
13:20 – 13:30 PAPER #159	**The COVID-19 Pandemic and the Reconfiguration of Criminogenic Risks in the Republic of Moldova** **Ursu Viorica** – Technical University of Moldova, Republic of Moldova **Ivanov Iurie** – Technical University of Moldova, Republic of Moldova **Cuțar Alexandra** – Technical University of Moldova, Republic of Moldova
13:30 – 13:40 PAPER #126	**Proportional Internal Managerial Control for Small Local Public Cultural Institutions - Evidence from Audit Findings and a Simplified Model** **Silviu Ionel Stoica** – Valahia University of Târgoviște, Romania **Valentin Radu** – Valahia University of Târgoviște, Romania **I Wayan Kartana** – University of Warmadewa, Indonesia **I Made Suniastha Amerta** – University of Warmadewa, Indonesia
13:40 – 13:50 PAPER #128	**Leading Schools in the Digital Age - Networks, Knowledge and Organizational Change** **Petrică – Dumitru Becheș** – National University of Political Studies and Public Administration, Romania **Pompei Mititean** – National University of Political Studies and Public Administration, Romania
13:50 – 14:00 PAPER #129	**From Digital Capability to Digital Dependence - Rethinking Institutional Resilience in Higher Education** **Adriana Grigorescu** – National University of Political Studies and Public Administration, Romania **Andreea Paladi Losekamm** – National University of Political Studies and Public Administration, Romania
14:00 – 14:10 PAPER #140	**Brand communication, social media engagement and student loyalty** **Vasilica – Maria Margalina** – "1 Decembrie 1918" University of Alba Iulia, Romania **Silvia Maican** – "1 Decembrie 1918" University of Alba Iulia, Romania **Iulian Dobra** – "1 Decembrie 1918" University of Alba Iulia, Romania

14:10 – 14:20 PAPER #151	**From Administrative Data to Transparent Algorithms: Evaluating Romania's Per-Capita School Funding Formula** **Victor Drugă** – Babeș-Bolyai University, Romania
14:20 – 14:30 PAPER #70	**Closing the Implementation Gap - Project Management as the Missing Link in Romania's Digital Education Policy** **Remus – Bogdan Besnea** – National University of Political Studies and Public Administration, Romania **Ramona Cîrcu** – National University of Political Studies and Public Administration, Romania

FRIDAY 6 NOV **10:00 – 13:40**	**Section 5: Doctoral Forum on Creativity and Innovation in the Digital Economy** Hybrid (*Council room* / Online) · 22 Papers (10 min each) **LINK TBA** **Moderators: Prof. PhD Emil Coman - UConn Health, USA & Teodora Mitu, Romanian Academy, Romania**
10:00 – 10:10 PAPER #71	**Analysing the Students' Intention to Freelance Activities and Their Perceived Contribution to the Digital Economy** **Syed Ali Abbas** – Beaconhouse National University, Pakistan
10:10 – 10:20 PAPER #88	**AI Chatbots Continuance Intention among Generation Z in India's Orange Economy** **Devendra Kumar Dhusia** – Jamia Millia Islamia, India **Sukurulla Shaikh** – Jamia Millia Islamia, India **Manisha Chauhan** – Jamia Millia Islamia, India
10:20 – 10:30 PAPER #166	**The Contribution of Digitally Intensive Sectors to Value Added Growth in European Union Countries: An Assessment from a Digital Economy Perspective** **Serdar Yetişen** – Isparta University of Applied Sciences, Turkey
10:30 – 10:40 PAPER #169	**A Comparative Analysis of Financial Inclusion and Digital Payment Habits in European Union Candidate Countries in the Balkans: An Assessment for the 2021–2024 Period** **Serdar Yetişen** – Isparta University of Applied Sciences, Turkey
10:40 – 10:50 PAPER #86	**Managerial Factors Associated with Generative AI Adoption in Romanian SMEs - An Exploratory Empirical Study** **Antonia Pătrașcu** – Petroleum-Gas University of Ploiești, Romania
10:50 – 11:00 PAPER #72	**From Individual to Organizational Resilience: The Role of Empathetic Leadership** **Olivia Nistor (Costea)** – University of Craiova, Romania
11:00 – 11:10 PAPER #73	**Between "Brown" and "Green": The Stability of the Romanian Banking System from a Climate Perspective** **Aurora Elena Moldoveanu (Cojocariu)** – Romanian Academy, Romania

11:10 – 11:20 PAPER #74	**The Digital Revolution and the Reorganization of Accounting Processes - A Critical Analysis in the Context of Disruptive Technologies** **Florinel Găleţeanu** – Valahia University of Târgoviște, Romania **Beatrice Elena Gore** – Valahia University of Târgoviște, Romania **Carmen Mihaela Bulău** – Valahia University of Târgoviște, Romania **Florin Radu** – Valahia University of Târgoviște, Romania
11:20 – 11:30 PAPER #75	**Bibliometric analysis of internal audit and convergence with international standards** **Melania Mirela Cosma** – Valahia University of Târgoviște, Romania **Beatrice Elena Gore** – Valahia University of Târgoviște, Romania **Valentin Radu** – Valahia University of Târgoviște, Romania
11:30 – 11:40 PAPER #77	**Green Human Resource Management Practices in the Hospitality Sector of the South-West Oltenia Region** **Alexandru – Andrei Popescu** – University of Craiova, Romania
11:40 – 11:50 PAPER #174	**Instant Payments and Associated Fintech Innovations** **Ionuț Horătău** – Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kiriţescu", “Victor Slăvescu” Centre for Financial and Monetary Research, Romania
11:50 – 12:00 PAPER #97	**Climate Shocks and Agricultural Trade Resilience - Adaptation Evidence from the European Union and Romania** **Andreea Leianu** – Romanian Academy, Romania **Alexandra Leianu** – Romanian Academy, Romania
12:00 – 12:10 PAPER #4	**Expanding Financial Inclusion using Alternative Credit Scoring** **Răzvan – Andrei T. Coteț** – Romanian-American University, Romania
12:10 – 12:20 PAPER #13	**Performance Audit in the AI-Driven Digital Economy - From Ex Post Control to Intelligent Assessment of Economy, Efficiency, and Effectiveness** **Ionel Bostan** – Ștefan cel Mare University of Suceava, Romania **Bogdan Narcis Firtescu** – Alexandru Ioan Cuza University of Iași, Romania
12:20 – 12:30 PAPER #41	**Digital Readiness and Circular Outcomes in the European Union - Insights from AI Adoption and Material Use** **Andreea Maria Șopea – Iordache** – Petroleum-Gas University of Ploiești, Romania **Mircea Constantin Duică** – Valahia University of Târgoviște, Romania **Jianu Daniel Mureșan** – Petroleum-Gas University of Ploiești, Romania **Alexandru Andrușevici** – Petroleum-Gas University of Ploiești, Romania **Ioan – Anton Săvulescu** – Petroleum-Gas University of Ploiești, Romania
12:30 – 12:40 PAPER #46	**Powering the Age of Intelligence - Artificial Intelligence Data Centres, Energy Markets, and the Future of Sustainable Finance** **Ioan – Anton Săvulescu** – Petroleum-Gas University of Ploiești, Romania **Alexandru Andrușevici** – Petroleum-Gas University of Ploiești, Romania **Andreea Maria Șopea – Iordache** – Petroleum-Gas University of Ploiești, Romania

12:40 – 12:50 PAPER #80	**Is Romanian Public Sector Recruitment Ready for AI - Evidence from Job Vacancy Announcements** **Cristina Iancu** – Bucharest University of Economic Studies, Romania **Denisa – Maria Iordache** – Bucharest University of Economic Studies, Romania **Simona – Vasilica Oprea** – Bucharest University of Economic Studies, Romania **Adela Bâra** – Bucharest University of Economic Studies, Romania
12:50 – 13:00 PAPER #84	**The Relationship Between Spirituality in the Workplace and the Digital Economy** **Andrada – Melania Oprea** – University of Craiova, Romania
13:00 – 13:10 PAPER #85	**Optimizing HR Processes by Integrating Digital Technologies and Artificial Intelligence** **Andrada – Melania Oprea** – University of Craiova, Romania **Elena Oravetz** – University of Craiova, Romania
13:10 – 13:20 PAPER #87	**The Role of Digital Transformation in ESG Reporting** **Alexandru Andrușevici** – Petroleum-Gas University of Ploiești, Romania **Andreea – Maria Șopea-Iordache** – Petroleum-Gas University of Ploiești, Romania **Ioan – Anton Săvulescu** – Petroleum-Gas University of Ploiești, Romania
13:20 – 13:30 PAPER #89	**Dynamics of Water and Wastewater Service Coverage in Romania Over the Period (2014-2023)** **Ramona Vasilica Guță (Coconetu)** – Constantin Brâncuși University of Târgu Jiu, Romania
13:30 – 13:40 PAPER #157	**Secondary Growth Poles in a Capital-Centred Economy: Ploiești and Functional Urban Development in Romania** **Gabriel – Dorian Glăman** – Constantin Brâncuși University of Târgu Jiu, Romania **Aniela Bălăcescu** – Constantin Brâncuși University of Târgu Jiu, Romania

SET 2 — PARALLEL SESSIONS: PETROLEUM-GAS UNIVERSITY OF PLOIEȘTI (UPG)

FRIDAY 6 NOV **10:00 – 11:00**	**Section 1: Innovative Open Business Models and Platforms (UPG)** 7 Papers (10 min each) https://meet.google.com/eii-drxw-bys **Moderators: Prof. PhD Violeta Sima & prof. PhD Ileana Gheorghe, Petroleum-Gas University of Ploiești, Romania**
10:00 – 10:10 PAPER #106	**Real Estate – Between Investment, Store of Value and Space for Use or Habitation** **Daniela Rodica Iov** – Petroleum-Gas University of Ploiești, Romania **Aurelia Damian** – Petroleum-Gas University of Ploiești, Romania **Loredana Maria Păunescu** – Petroleum-Gas University of Ploiești, Romania
10:10 – 10:20 PAPER #107	**Using Principal Component Analyses in determining the attitude's influence on the use of mobile food applications and food ordering online platforms** **Daniela Uță** – Petroleum-Gas University of Ploiești, Romania **Violeta Sima** – Petroleum-Gas University of Ploiești, Romania **Augustin Mitu** – Petroleum-Gas University of Ploiești, Romania
10:20 – 10:30 PAPER #111	**Beyond the sustainability narrative - Investigating environmental disclosure selectivity and earnings management** **Ionela Munteanu** – Ovidius University of Constanța, Romania **Gabriela Oprea** – Petroleum-Gas University of Ploiești, Romania **Elena Condrea** – Ovidius University of Constanța, Romania
10:30 – 10:40 PAPER #156	**European Union Competition Policy in the Transition towards a Circular Economy: Sustainability, Innovation and Competitiveness** **Amalia – Elena Ioniță** – Petroleum-Gas University of Ploiești, Romania **Mariana Eftimie** – Petroleum-Gas University of Ploiești, Romania
10:40 – 10:50 PAPER #51	**Romania's data in energy and climate reporting - level, utility, improvement** **Madalina Albu** – Petroleum-Gas University of Ploiești, Romania
10:50 – 11:00 PAPER #148	**The role of green accounting in promoting sustainability** **Carmen Veronica Mincă** – Petroleum-Gas University of Ploiești, Romania

FRIDAY 6 NOV **10:00 – 10:50**	**Section 2: Co-Creation, Living Labs, and Innovation Ecosystems (UPG)** 5 Papers (10 min each) **https://meet.google.com/dah-knkj-twy** **Moderators: prof. PhD Cristian Bucur & prof. PhD Aurelia Pătrașcu , Petroleum-Gas University of Ploiești, Romania**
10:00 – 10:10 PAPER #62	**Living Labs as Drivers of Co-Creation and Innovation - New Pathways for Sustainable Digital Transformation** **Andreea – Alice Cristu** – Petroleum-Gas University of Ploiești, Romania

10:10 – 10:20 PAPER #66	**From Potential to Performance - determinants, structural barriers, and innovation prospects in the Romanian economy within the European Context** **Mihaela Otelea** – Petroleum-Gas University of Ploiești, Romania **Catalin Popescu** – Petroleum-Gas University of Ploiești, Romania
10:20 – 10:30 PAPER #60	**Economic Value of Tourist Preference and Hospitality Sector Sustainability - A Comparative Assessment in Greece, Bulgaria, and Turkey (2019–2024)** **Aurelia Damian** – Petroleum-Gas University of Ploiești, Romania **Daniela Rodica Iov** – Petroleum-Gas University of Ploiești, Romania **Boni Mihaela Străoanu** – Petroleum-Gas University of Ploiești, Romania **Dorian Florin Damian** – Petroleum-Gas University of Ploiești, Romania
10:30 – 10:40 PAPER #67	**From Passive Sustainability to Urban Regeneration - A Conceptual Framework for Integrating Circular Business Models into Small and Medium-Sized Urban Ecosystems in Romania** **Radu – Alexandru Simionescu** – Petroleum-Gas University of Ploiești, Romania **Alina – Gabriela Brezoi** – Petroleum-Gas University of Ploiești, Romania **Andreea Vlasceanu** – Petroleum-Gas University of Ploiești, Romania
10:40 – 10:50 PAPER #172	**Unlocking the Innovation Deficit: Do Remittances Substitute or Complement Financial Deepening in Central and Eastern Europe?** **Răzvan Vasile** – Faculty of Statistics, Cybernetics and Economic Informatics, Bucharest University of Economic Studies, Romania
10:50 – 11:00 PAPER #92	**Mechanical and Environmental Performance of ETICS Adhesives with Complete Silica-to-Limestone Sand Replacement and Construction and Demolition Waste** **Argeime López Malest** – George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania **Manuela Rozalia Gabor** – George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania

FRIDAY 6 NOV **10:00 – 11:50**	Section 3: Challenges of Artificial Intelligence in Business (UPG) 11 Papers (10 min each) **https://meet.google.com/nkt-qmpb-pzt** **Moderators: prof. PhD Bogdan Tudorică & prof. PhD Alina Brezoi, Petroleum-Gas University of Ploiești, Romania**
10:00 – 10:10 PAPER #38	**The Impact of Artificial Intelligence Adoption on the Labor Market** **Raluca Podaşcă** – Petroleum-Gas University of Ploiești, Romania
10:10 – 10:20 PAPER #14	**The Technology-Hospitality Dichotomy - Economic, Ethical, and Operational Challenges of AI Integration in Tourism Businesses** **Adrian Ungureanu** – Petroleum-Gas University of Ploiești, Romania **Octavian Badiceanu** – Petroleum-Gas University of Ploiești, Romania

10:20 – 10:30 PAPER #20	**Artificial Intelligence and Digital Transformation - A Bibliomeric and Thematic Analysis of Research Trends** **Aurelia Pătrașcu** – Petroleum-Gas University of Ploiești, Romania **Florentina Alina Toader** – Petroleum-Gas University of Ploiești, Romania **Cristian Bucur** – Petroleum-Gas University of Ploiești, Romania
10:30 – 10:40 PAPER #26	**Artificial Intelligence and the Transformation of Business Models - Managerial Challenges and New Pathways for Competitiveness** **Andreea – Alice Cristu** – Petroleum-Gas University of Ploiești, Romania
10:40 – 10:50 PAPER #8	**Accounting in the Age of Artificial Intelligence - Between Human Expertise and Technological Innovation** **Boni Mihaela Straoanu** – Petroleum-Gas University of Ploiești, Romania **Aurelia Damian** – Petroleum-Gas University of Ploiești, Romania **Marinela Baicu (Popa)** – Valahia University of Târgoviște, Romania **Laurian Toti** – Valahia University of Târgoviște, Romania
10:50 – 11:00 PAPER #44	**AI-assisted management - a conceptual framework for managerial decision making and accounting information** **Gabriela Oprea** – Petroleum-Gas University of Ploiești, Romania **Ionela Munteanu** – Ovidius University of Constanța, Romania
11:00 – 11:10 PAPER #47	**Traditional vs. Modern Audit Techniques Based on Business Intelligence Solutions and Computer-Assisted Audit Techniques (CAAT) - Dilemmas, Opportunities and Risks** **Adriana Monica Tegledi** – Petroleum-Gas University of Ploiești, Romania **George Enescu** – Petroleum-Gas University of Ploiești, Romania
11:10 – 11:20 PAPER #143	**Ethics in Organizational Communication in the Context of Digital Transformation - Building Trust Through Transparency, Privacy, Inclusion, and Responsible Technology Use** **Andreea Vlăsceanu** – Petroleum-Gas University of Ploiești, Romania **Alina Gabriela Brezoi** – Petroleum-Gas University of Ploiești, Romania **Radu – Alexandru Simionescu** – Petroleum-Gas University of Ploiești, Romania
11:20 – 11:30 PAPER #144	**Digital Transformation in Niche Viticulture: Integrating Artificial Intelligence into the Business Models of Premium Wineries in the Dealu Mare Region** **George Enescu** – Petroleum-Gas University of Ploiești, Romania **Adriana Monica Țegledi** – Petroleum-Gas University of Ploiești, Romania
11:30 – 11:40 PAPER #173	**The Multidimensional Obstacles of Enterprise AI Adoption: A Systematic Literature Review of Financial, Technical, Operational, and Ethical Challenges** **Valentina Vasile** – Institute of National Economy, Romanian Academy, Romania **Răzvan Vasile** – Faculty of Statistics, Cybernetics and Economic Informatics, Bucharest University of Economic Studies, Romania **Marius Surugiu** – Institute of National Economy, Romanian Academy, Romania **Raluca Mazilescu** – Institute of National Economy, Romanian Academy, Romania

11:40 – 11:50 PAPER #175	**Issues and trends regarding the AI use in supporting eco-innovation and circular economy** **Andreea Constantinescu** – Institute of National Economy, Romanian Academy, Romania **Simona Frone** – Institute of National Economy, Romanian Academy, Romania **Victor Platon** – Institute of National Economy, Romanian Academy, Romania **Sorina Jurist** – Institute of National Economy, Romanian Academy, Romania

FRIDAY 6 NOV **10:00 – 11:30**	**Section 4: New Pathways in Knowledge, Education, and Law (UPG)** 9 Papers (10 min each) https://meet.google.com/fbc-feyz-tqs **Moderators: prof. PhD Gabriela Oprea & prof. PhD Mariana Eftimie – Petroleum-Gas University of Ploiești, Romania**
10:00 – 10:10 PAPER #131	**Determinants of Food Systems Resilience - A Global Meta-Analysis** **Corina Ene** – Petroleum-Gas University of Ploiești, Romania
10:10 – 10:20 PAPER #133	**From DESI to the Digital Decade (2020–2025) - The Evolution of Romania's Digitalisation Compared with the European Union** **Ana – Maria Teodorescu** – Petroleum-Gas University of Ploiești, Romania **Ileana Dumitru** – Petroleum-Gas University of Ploiești, Romania **Ana Tanasescu** – Petroleum-Gas University of Ploiești, Romania
10:20 – 10:30 PAPER #136	**Integrated Performance Assessment and Strategic Decision-Making in Economic Entities in the Energy Sector** **Cristina Mihaela Haralambie** – Petroleum-Gas University of Ploiești, Romania **George Alin Haralambie** – Petroleum-Gas University of Ploiești, Romania
10:30 – 10:40 PAPER #137	**The Art of Explaining Complex Concepts Without Oversimplifying - A Perspective on Quantitative Disciplines in Economics Education** **Georgiana Popescu** – Petroleum-Gas University of Ploiești, Romania **Ileana Dumitru** – Petroleum-Gas University of Ploiești, Romania **Ana – Maria Teodorescu** – Petroleum-Gas University of Ploiești, Romania
10:40 – 10:50 PAPER #138	**The Right to Be Wrong and the Freedom to Try - About Learning and Reasoning in the Education of Future Economists** **Georgiana Popescu** – Petroleum-Gas University of Ploiești, Romania **Ileana Dumitru** – Petroleum-Gas University of Ploiești, Romania **Ana – Maria Teodorescu** – Petroleum-Gas University of Ploiești, Romania **Erik Popescu** – Petroleum-Gas University of Ploiești, Romania
10:50 – 11:00 PAPER #124	**Generative AI in Romanian Accounting - Accuracy, Reliability and Regulatory Challenges in the Digital Age** **Aurelia Damian** – Petroleum-Gas University of Ploiești, Romania **Dorian Florin Damian** – Petroleum-Gas University of Ploiești, Romania
11:00 – 11:10 PAPER #149	**The Role of Integration and Digitalization in Evaluating Economic Performance in the Context of Sustainable Development** **Cristina Mihaela Haralambie** – Petroleum-Gas University of Ploiești, Romania **George Alin Haralambie** – Petroleum-Gas University of Ploiești, Romania

11:10 – 11:20 PAPER #170	**Analysis of User Satisfaction with Learning Platforms** **Mariana Eftimie** – Petroleum-Gas University of Ploiești, Romania **Amalia – Elena Ioniță** – Petroleum-Gas University of Ploiești, Romania
11:20 – 11:30 PAPER #171	**From Physical Displacement to Virtual Integration: A Cross-Country Econometric Analysis of the Digital Transition's Impact on Labor Migration** **Oana-Cătălina Ion** – National Institute for Economic Research "Costin C. Kirițescu", Doctoral School of Economic Sciences, School of Advanced Studies of the Romanian Academy, Romania