



Ștefan cel Mare
University
of Suceava

Faculty of Economics,
Administration and Business



The Association of Economics
Faculties of Romania



Institute of
Financial Studies

Programme

The 19th Economic International Conference

*Challenges and Opportunities for a Sustainable
Development*

“Ștefan cel Mare” University of Suceava

May 4th- 5th, 2023

SCIENTIFIC COMMITTEE

Mirela ACELEANU, Academy of Economic Studies, Bucharest, Romania
Angela ALBU, „Ștefan cel Mare” University of Suceava, Romania
Paolo ANDREI, University of Studies in Parma, Italy
Anișoara APETREI, „Ștefan cel Mare” University of Suceava, Romania
Stefano AZZALI, University of Studies in Parma, Italy
Heike BAHRE, Fachhochschule des Mittelstands (FHM), University of Applied Sciences, Berlin, Germany
Zié BALLO, Félix Houphouët Boigny University, Abidjan, Ivory Coast
Ionel BOSTAN, „Alexandru Ioan Cuza” University of Iași, Romania
Aurel BURCIU, „Ștefan cel Mare” University of Suceava, Romania
Carmen CHAȘOVȘCHI, „Ștefan cel Mare” University of Suceava, Romania
Rafael CILOCI, Technical University of Moldova, Chișinău, R. Moldova
Iulian CONDRAȚOV, „Ștefan cel Mare” University of Suceava, Romania
Rodica CRUDU, Academy of Economic Studies of Moldova, Chișinău, R. Moldova
Daniela FIROIU, Romanian-American University, Romania
Lilia GRIGOROI, Academy of Economic Studies of Moldova, Chișinău, R. Moldova
Veronica GROȘU, „Ștefan cel Mare” University of Suceava, Romania
Cristian Valentin HAPENCIUC, „Ștefan cel Mare” University of Suceava, Romania
Elena HLACIUC, „Ștefan cel Mare” University of Suceava, Romania
Miika KAJANUS, Savonia University of Applied Sciences, Iisalmi, Finland
Salif KONE, Félix Houphouët Boigny University, Abidjan, Ivory Coast
Liliana LAZARI, Academy of Economic Studies of Moldova, Chișinău, R. Moldova
Mariana LUPAN, „Ștefan cel Mare” University of Suceava, Romania
Cristina MAXIM, University of West London, UK
Svetlana MIHAILA, Academy of Economic Studies of Moldova, Chișinău, R. Moldova
Daniela MOISA, L'Université du Québec à Rimouski, Canada
Carmen NASTASE, „Ștefan cel Mare” University of Suceava, Romania
Alexandru NEDELEA, „Ștefan cel Mare” University of Suceava, Romania
Isabel NOVO-CORTI, University of A Coruna, Spain
Luigia PETTI, Università Degli Studi G.d Annuzio Chieti Pescara, Italy
Ion POHOAȚĂ, „Alexandru Ioan Cuza” University of Iași, Romania
Ionuț POPA, Academy of Economic Studies, Bucharest, Romania
Gabriela PRELIPCEAN, „Ștefan cel Mare” University of Suceava, Romania
Elena STANCANELLI, Paris School of Economics, France
Petru SANDU, Elizabethtown College, Pennsylvania, USA
Adrian Liviu SCUTARIU, „Ștefan cel Mare” University of Suceava, Romania
Pavel STANCIU, „Ștefan cel Mare” University of Suceava, Romania
Marian SOCOLIUC, „Ștefan cel Mare” University of Suceava, Romania
Doru TILIUȚE, „Ștefan cel Mare” University of Suceava, Romania
Aurelia TOMȘA, Academy of Economic Studies of Moldova, Chișinău, R. Moldova
Aniko Noemi TURI, Catholic Institute, Faculty of Business Studies, Slovenia
Gabriela ȚIGU, Academy of Economic Studies, București, Romania
Diego VARELA PEDREIRA, University of A Coruna, Spain
Răzvan VIORESCU, „Ștefan cel Mare” University of Suceava, Romania
Marian ZAHARIA, ADER (Association for Democracy, Education, Respect), Târgu Jiu, Romania

ORGANIZATIONAL COMMITTEE

Oana NESTERIUC, Ștefan cel Mare University of Suceava, Romania
Adrian Liviu SCUTARIU, Ștefan cel Mare University of Suceava, Romania
Ștefan SFICHI, Ștefan cel Mare University of Suceava, Romania

May 4th

09:30-10:00

Registration

Ștefan cel Mare University of Suceava, Building E, Aula

10:00-12:30

Plenary Session

ONSITE - Ștefan cel Mare University of Suceava, Building E, Aula

ONLINE -  **Google Meet** [Click here to join!](#)

WELCOME SPEECH

Valentin POPA, Rector, „Ștefan cel Mare” University of Suceava, Romania

Gabriela PRELIPCEAN, Vicerector, „Ștefan cel Mare” University of Suceava,
Romania

Carmen NASTASE, Dean - Faculty of Economics, Administration and Business,
„Ștefan cel Mare” University of Suceava, Romania

Daniel APOSTOL, Communication Manager - Financial Supervisory Authority,
Romania

Valentin IONESCU, President - Institute of Financial Studies, Romania

KEYNOTE SPEAKERS:



Gabriela ȚIGU

*Dean of the Faculty of Business and
Tourism*
Bucharest University of Economic
Studies, Romania



Doina IACOBAN

State Secretary
Ministry of Investment and European
Projects, Romania



Luigia PETTI

Professor
University `G. d`Annunzio` Chieti -
Pescara, Italy

11:00-12:30

Student Session

ONSITE - Ștefan cel Mare University of Suceava, Building E, Room 005

Moderators:

Anișoara APETRI, “Ștefan cel Mare” University of Suceava, Romania

Mihai POPESCU, “Ștefan cel Mare” University of Suceava, Romania

KEYNOTE SPEAKERS:

Marian SIMINICĂ, Executive Director- Institute of Financial Studies,
Romania

Cătălin CÂMPEANU, Deputy Director - Institute of Financial Studies,
Romania

Roxana BĂLUȚĂ, The National Association of Insurance and Reinsurance
Companies in Romania

Lucian ISAC, General Director, EstInvest, Romania

12:30-13:30

Lunch

Ștefan cel Mare University of Suceava, Building E, Students Club Room

14:00-16:00

Session: The role of financial education for sustainability ensuring

ONSITE - Ștefan cel Mare University of Suceava, Building E, Senate Room

Moderator:

Paul PAȘCU, “Ștefan cel Mare” University of Suceava, Romania

KEYNOTE SPEAKERS:

Daniel APOSTOL, Communication Manager - Financial Supervisory
Authority, Romania

Marian SIMINICĂ, Executive Manager - Institute of Financial Studies,
Romania

Cătălin CÂMPEANU, Deputy Director - Institute of Financial Studies,
Romania

Roxana BĂLUȚĂ, The National Association of Insurance and Reinsurance Companies in Romania

Lucian ISAC, General Director, EstInvest, Romania

Carmen NASTASE, Dean - Faculty of Economics, Administration and Business, „Ștefan cel Mare” University of Suceava, Romania

Petru CRĂCIUN, General School Inspector - Suceava County School Inspectorate, Romania

Gabriel MATEI, General School Inspector - Suceava County School Inspectorate, Romania

Ioan-Cezar ANUȚEI, School Inspector - Suceava County School Inspectorate, Romania

15:00-17:00

Session: Entrepreneurship

ONSITE - Ștefan cel Mare University of Suceava, Building E, Aula

Moderators:

Gabriela PRELIPCEAN „Ștefan cel Mare” University of Suceava, Romania

Mariana LUPAN, „Ștefan cel Mare” University of Suceava, Romania

KEYNOTE SPEAKERS:

Valentin POPA, Rector, „Ștefan cel Mare” University of Suceava, Romania

Florin JIANU, President of the National Council of Small and Medium-Sized Private Enterprises in Romania

Doina IACOBAN, State Secretary - Ministry of Investment and European Projects, Romania

Gabriela PRELIPCEAN, Vicerector, „Ștefan cel Mare” University of Suceava, Romania

Andreea DRUȚĂ, CEO Lapterra

Liliana AGHIORGHICESEI, Vice-President of the National Council of Small and Medium-Sized Private Enterprises in Romania

Răzvan UNGURAȘU, CEO RaisisSoftware

Nicoleta VATLAVEC, Manager Corporate GROUPAMA

13:30-17:30

Plenary Session

ONSITE - Ștefan cel Mare University of Suceava, Building H, Room 001

ONLINE -  Google Meet [Click here to join!](#)

Moderators:

Angela ALBU, "Ștefan cel Mare" University of Suceava, Romania

Liviu SCUTARIU, "Ștefan cel Mare" University of Suceava, Romania

KEYNOTE SPEAKERS:



Thel Augusto MONTEIRO

Professor
Pontifical Catholic University of
Campinas, Brazil



Professor **Smaranda Adina COSMA**

Babeș-Bolyai University, Cluj-Napoca,
Romania



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**DEVELOPMENT TRENDS OF LOGISTICS SERVICES IN THE TOURISM SECTOR OF AJARA
REGION**

Ketevan GOLETIANI

Batumi Navigation Teaching University, Georgia

**THEORETICAL AND METHODOLOGICAL APPROACHES TO THE STUDY OF THE LABOR
MARKET**

Alina IONASCU

West University of Timisoara, Romania

**EXTERNAL PUBLIC AUDIT, AN IMPORTANT PILLAR IN THE GOOD FINANCIAL
MANAGEMENT OF PUBLIC BUDGETS AS WELL AS IN COMBATING FRAUD IN THE PUBLIC
SECTOR**

Brăneț Diana Sabina ULICI

West University of Timisoara, Romania

**COMPARATIVE STUDY ON THE 6D (HOFSTED) MODEL OF PROMOTING WOMEN IN
EXECUTIVE POSITIONS IN WESTERN SOCIETIES: EUROPEAN MNCS VS AMERICAN MNCS**

Iulia BURLAC

*Ștefan cel Mare University of Suceava, Romania
University of Santiago de Compostela, Spain, Romania*

**THE ROLE OF MNCS IN SUSTAINABLE DEVELOPMENT: A DYNAMIC AND SUSTAINABLE
VIEW ON BALANCING PROFITS AND PLANET**

Denisa Alexandra CHIFAN

Ștefan cel Mare University of Suceava, Romania

Beatrice Ionela IPSALAT

Ștefan cel Mare University of Suceava, Romania

**ORGANIZATIONAL STRESS MANAGEMENT IN AIRLINES IN CONTEMPORARY TURBULENT
TIMES**

Pintilei Corina MADALINA

Ștefan cel Mare University of Suceava, Romania

13:30-17:30

Parallel Sessions

Track 1: ACCOUNTING-FINANCES

ONSITE - Ștefan cel Mare University of Suceava, Building E, Room 233
ONLINE - <http://conferinta.feaa.usv.ro/>

Moderators:

Veronica GROSU, "Ștefan cel Mare" University of Suceava, Romania
Elena HLACIUC, "Ștefan cel Mare" University of Suceava, Romania

PREMISES FOR IMPROVING QUALITY MANAGEMENT WITHIN AUDIT ENTITIES

Liliana IONESCU FELEAGA
Academy of Economic Studies of București, Romania
Galina BADICU
Academy of Economic Studies of Moldova, Republic of Moldova
Veronica GROSU
Ștefan cel Mare University of Suceava, Romania

THE QUALITY OF INTEGRATED REPORTING FROM A THEORETICAL PERSPECTIVE

Veronica GROSU
Ștefan cel Mare University of Suceava, Romania
Svetlana MIHAILA
Academy of Economic Studies of Moldova, Romania
Carolina COJOCARU (BĂRBIERU)
Academy of Economic Studies of Moldova, Republic of Moldova

MITP PERFORMANCE – AN EXPERIENCE IN IT ECOSYSTEM PROMOTION AND DEVELOPMENT

Marian SOCOLIUC
Ștefan cel Mare University of Suceava, Romania
Galina BADICU
Academy of Economic Studies of Moldova, Republic of Moldova
Victor COJOCARU
Academy of Economic Studies of Moldova, Republic of Moldova

APPROACHES TO TOURISM IN THE REPUBLIC OF MOLDOVA AND ESTIMATION OF THE ECONOMIC VALUE OF ENVIRONMENTAL RESOURCES IN NATURE-BASED TOURISM

Oxana COSTEȚCHI-JUȘCA
Univeritatea de Stat din Moldova, Republic of Moldova

ACCOUNTING TREATMENT OF INCOME TAX ACCORDING TO IFRS

Liliana LAZARI
Academy of Economic Studies of Moldova, Republic of Moldova
Veronica GROSU
Ștefan cel Mare University of Suceava, Romania
Roman VIERU
Academy of Economic Studies of Moldova, Republic of Moldova

**BARRIERS IN THE DIGITALISATION OF MANAGEMENT ACCOUNTING PROCESSES: A
STRUCTURED LITERATURE REVIEW**

Sînziana-Maria RÎNDAȘU

1 Decembrie 1918 University, 510009 Alba Iulia, Romania

Bucharest University of Economic Studies, Romania

Ioan Dan TOPOR

1 Decembrie 1918 University, 510009 Alba Iulia, Romania

Liliana IONESCU-FELEAGĂ

Bucharest University of Economic Studies, Romania

Bogdan-Ștefan IONESCU

Bucharest University of Economic Studies, Romania

**RADIOGRAPHY OF THE INTERNAL PUBLIC AUDIT FUNCTION IMPLEMENTATION IN
ROMANIAN PUBLIC ENTITIES**

Constantin STRAPUC

Ștefan cel Mare University of Suceava, Romania

THE IMPACT OF SMES IN ROMANIAN INDUSTRY DEVELOPMENT

Marina COBAN

Academy of Economic Studies of Moldova, Republic of Moldova

Marius Sorin CIUBOTARIU

Ștefan cel Mare University of Suceava, Romania

**PERSPECTIVES AND OPPORTUNITIES ON THE LABOR MARKET IN THE REPUBLIC OF
MOLDOVA**

Oxana BARBANEAGRA

Academy of Economic Studies of Moldova, Republic of Moldova

Marian SOCOLIUC

Ștefan cel Mare University of Suceava, Romania

Elena HLACIUC

Ștefan cel Mare University, Suceava, Romania

**CONTEMPORARY DIRECTIONS ON HOW CONSUMERS INTERACT WITH FINANCIAL-
BANKING SERVICES**

Larisa MISTREAN

Academy of Economic Studies of Moldova, Republic of Moldova

CHANGE IN MANAGEMENT AND INFLUENCE ON THE INCOME THROUGH PROVISIONS

Camelia Cătălina MIHALCIUC

Ștefan cel Mare University of Suceava, Romania

Maria GROSU

„Alexandru Ioan Cuza” University of Iasi, Romania, Romania

APPROACHES TO INDIRECT TAX HARMONIZATION AT EU LEVEL

Irina Stefana CIBOTARIU

Ștefan cel Mare University of Suceava, Romania

A BRIEF INCURSION INTO THE FACTORS INFLUENCING THE ADOPTION BEHAVIOR OF DIGITAL TOOLS BY ACCOUNTING PROFESSIONALS

Cristina Gabriela COSMULESE

Ștefan cel Mare University of Suceava, Romania

OPTIMISATION OF ESTABLISHING REVENUES OF LOCAL BUDGETS

Cristinel ICHIM

Ștefan cel Mare University of Suceava, Romania

ANALYSIS OF INVESTMENT FINANCING INSTRUMENTS IN THE CONTEXT OF THE TRANSITION TO THE CIRCULAR ECONOMY

Anisoara Niculina APETRI

Ștefan cel Mare University of Suceava, Romania

EXPLOITING PROFESSIONAL KNOWLEDGE AND SKILLS IN STIMULATING ENTREPRENEURSHIP AMONG YOUNG GRADUATES OF HIGHER EDUCATION

Simona-Maria BRINZARU

Ștefan cel Mare University of Suceava, Romania

Veronica GROSU

Ștefan cel Mare University of Suceava, Romania

Sorinel-Toderaș SIRETEAN

Ștefan cel Mare University of Suceava, Romania

LANDMARKS AND INFLUENCES IN THE EVOLUTION OF THE EVOLUTION OF THE BANKING SYSTEM

Ana-Maria BORES

Ștefan cel Mare University of Suceava, Romania

THE MAGNITUDE OF THE EFFECT OF THE PHENOMENON OF TAX EVASION ON GDP AT THE EU LEVEL

Elena HLACIUC

Ștefan cel Mare University of Suceava, Romania

Track 2: ECONOMY, TRADE, SERVICES

ONSITE - Ștefan cel Mare University of Suceava, Building E, Room E005

ONLINE - <http://conferinta.feaa.usv.ro/>

Moderators:

Carmen NASTASE, "Ștefan cel Mare" University of Suceava, Romania

Gabriela PRELIPCEAN, "Ștefan cel Mare" University of Suceava, Romania

WOULD IT BE APPROPRIATE TO CONSTRUCT A GENERAL THEORY OF INTERNATIONAL DIPLOMATIC TRADE NEGOTIATIONS?

Salif KONE

Université Félix Houphouët-Boigny/ UFR Sciences économiques et Gestion, Ivory Coast

ECONOMIC RATIONALE AND SOCIAL CAPITAL IN THE RURAL BRAZILIAN AMAZON

Larissa Steiner CHERMONT

Federal University of Pará, Brazil

SUSTAINABLE DEVELOPMENT POLICY OF GEORGIAN REGIONS: ANALYSIS OF CURRENT REALITY

Badri GECHBAIA

Batumi Shota Rustaveli State University, Georgia

Merab DIASAMIDZE

Batumi Shota Rustaveli State University, Georgia

INFLUENCE OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF TOURISM ON THE FORMATION OF MARKETING STRATEGIES OF TOURIST COMPANIES

Inga KRUPENNA

Yuriy Fedkovych Chernivtsi National University, Ukraine

THE IMPACT OF SMES IN ROMANIAN INDUSTRY DEVELOPMENT

Marina COBAN

Academy of Economic Studies of Moldova, Republic of Moldova

THE EFFECTS OF THE THE NEW GLOBAL ORDER ON FDI FLOWS

Mariana LUPAN,

Ștefan cel Mare University of Suceava, Romania

THE ADVANCEMENT TO THE CIRCULAR ECONOMY. WHERE WE ARE AND WHAT WE CAN DO AT LOCAL/REGIONAL LEVEL

Angela ALBU

Universitatea Ștefan cel Mare, Suceava, Romania

THE CONCENTRATION AND DENSITY OF TOURIST TRAFFIC BEFORE AND AFTER THE PANDEMIC IN ROMANIA, AT THE COUNTY LEVEL

Rodica Manuela GOGONEA

Academy of Economic Studies, Bucharest, Romania

Marian ZAHARIA

Petroleum-Gas University, Ploiești, Romania

THE IMPORTANCE OF FINANCING THE HEALTH SECTOR. ROMANIA IN THE EUROPEAN CONTEXT

Felicia Catalina RACOARE (APETROI)

University of Seville, Spain

PUBLIC – PRIVATE PARTNERSHIP AS A BRIDGE BETWEEN SOCIETY'S NEEDS AND THE SUSTAINABLE DEVELOPMENT GOALS ACHIEVEMENT

Iuliana PETROVAN (MARANDA)

Ștefan cel Mare University of Suceava, Romania

ROLE OF THE CROSS-BORDER PROGRAMMES IN CRISIS – USE OF INSTITUTIONAL ANALYSIS FOR SCANNING THE ROMANIAN-UKRAINIAN BORDER

Marcela SLUSARCIUC

Babes Bolyai University, Cluj Napoca

Ștefan cel Mare University of Suceava, Romania

DIGITAL ECONOMY THROUGH THE DIGITAL TRANSFORMATION OF BUSINESS - AN EU PERSPECTIVE

Mihai POPESCU

Ștefan cel Mare University of Suceava, Romania

THE IMPACT OF ENERGY EFFICIENCY ON CORPORATE PERFORMANCE OF LISTED COMPANIES IN EU

Ion FRECAUTAN

Ștefan cel Mare University of Suceava, Romania

THE INFLUENCE OF REMITTANCES ON THE FUNCTIONALITY OF THE NATIONAL ECONOMY IN THE CONTEXT OF INCREASED INTERNATIONAL MIGRATION

Paul Panfil IVAN

Ștefan cel Mare University of Suceava, Romania

SHOULD CRYPTOASSETS BE REGARDED AS SECURITIES? IMPLICATIONS AND FINDINGS.

Radu BORES

Ștefan cel Mare University of Suceava, Romania

Ana-Maria BORES

Universitatea Ștefan cel Mare - Suceava, Romania

THE EVOLUTION OF COMPANIES' SHARES FROM THE ENERGY SECTOR IN THE CONTEXT OF THE EVENTS IN UKRAINE. OMV PETROM STUDY.

Angela-Nicoleta COZORICI
Ștefan cel Mare University of Suceava, Romania

THE ENVIRONMENT - BETWEEN PROTECTION AND DECISION

Gabriela-Liliana CIOBAN
Ștefan cel Mare University of Suceava, Romania

TOURISM AND SUSTAINABLE REGIONAL DEVELOPMENT: LINKS AND FACTS

Adrian-Liviu SCUTARIU
Ștefan cel Mare University of Suceava, Romania

ROMANIAN TOURISM IN THE EUROPEAN CONTEXT. TRENDS AND CHALLENGES

Ruxandra BEJINARU
Ștefan cel Mare University of Suceava, Romania
Daniela Mihaela NEAMTU
Ștefan cel Mare University of Suceava, Romania
Iulian Alexandru CONDRATOV
Ștefan cel Mare University of Suceava, Romania
Pavel STANCIU
Ștefan cel Mare University of Suceava, Romania
Valentin Cristian HAPENCIUC
Ștefan cel Mare University of Suceava, Romania

GLOBAL PERSPECTIVES OF CIRCULAR ECONOMY APPROACHED LOCALLY

Cristina HAPENCIUC
Technical College "Samuil Isopescu" Suceava, Romania

THE ROLE OF CLUSTERS IN SUSTAINABLE ENTREPRENEURIAL DEVELOPMENT. A REVIEW OF THE IMPACT OF CLUSTERS IN THE NORTH-EASTERN REGION OF ROMANIA

Iulia BALAN
Ștefan cel Mare University of Suceava, Romania

INFLUENTIAL DRIVERS OF THE ENTREPRENEURIAL ENVIRONMENT IN ROMANIA. A CASE STUDY OF THE NORTH-EASTERN REGION

Gabriela PRELIPCEAN
Ștefan cel Mare University of Suceava, Romania
Iulia BALAN
Ștefan cel Mare University of Suceava, Romania
Alexandra UNGUREANU
Ștefan cel Mare University of Suceava, Romania

ENTREPRENEURSHIP AS A RESULT OF THE EMERGENCE OF NON-ECONOMIC THEORIES. A REVIEW OF SOCIOLOGICAL, PSYCHOLOGICAL, AND POLITICAL IMPLICATIONS IN DEFINING THE ENTREPRENEURIAL ECOSYSTEM

Alexandra UNGUREANU



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Ștefan cel Mare University of Suceava, Romania

IMPLICATIONS OF FINANCIAL LITERACY ON YOUTH EMPLOYMENT IN ROMANIA

Ancuta LUCACI

Ștefan cel Mare University of Suceava, Romania

RESHAPING THE FASHION AND TEXTILE INDUSTRY THROUGH A CIRCULAR ECONOMY APPROACH

Daniela AVASILOAEI (MUSCAL)

Ștefan cel Mare University of Suceava, RO

Track 3: MANAGEMENT AND BUSINESS ADMINISTRATION

ONSITE - Ștefan cel Mare University of Suceava, Building E, Room E119

ONLINE - <http://conferinta.feaa.usv.ro/>

Moderators:

Valentin HAPENCIUC, "Ștefan cel Mare" University of Suceava, Romania

Aurel BURCIU, "Ștefan cel Mare" University of Suceava, Romania

FEMALE ENTREPRENEURS IN MOROCCO: THE SELF STORY BEHIND THE RESILIENT ACTIONS

Mounia EL FAROUKI

Ecole supérieure de Technologie, Morocco

Zakaria AITTALEB

Ecole supérieure de Technologie, Morocco

Hind BERRADA

Ecole supérieure de Technologie, Morocco

Sarah NAJID

Ecole supérieure de Technologie, Morocco

FACTORS OF DEVELOPMENT OF NORTHERN SMART CITIES IN THE CONCEPT OF SUSTAINABLE DEVELOPMENT

Iryna BUDNIKEVYCH

Yuriy Fedkovich Chernivtsi National University, Ukraine

Daniil BASTRAKOV

Yuriy Fedkovich Chernivtsi National University, Ukraine

SUCCESSFUL PRACTICE OF IMPLEMENTING THE CONCEPT OF INTERACTION MARKETING IN THE PROCESSES OF ENSURING SUSTAINABLE DEVELOPMENT OF THE LIMBURG REGION.

Nadiia Vasilovna ROMANIUK

Yuriy Fedkovich Chernivtsi National University, Ukraine

USING THE TRIPLE SPIRAL MODEL TO ENSURE DYNAMIC SUSTAINABLE DEVELOPMENT OF THE NATIONAL ECONOMY

Iryna ZRYBNEIVA

Yuriy Fedkovich Chernivtsi National University, Ukraine

ASSESSMENT OF FINANCIAL EQUILIBRIUM OF CONSTRUCTION ENTERPRISES IN THE REPUBLIC OF MOLDOVA BASED ON THE RATIO OF FINANCIAL AND NON-FINANCIAL ASSETS

Alina STRATILA

Technical University of Moldova, Republic of Moldova

Rina TURCAN

Technical University of Moldova, Republic of Moldova



Ștefan cel Mare
University
of Suceava

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THE ROLE OF AUTOMATING DIGITAL PROCESSES IN ORGANIZATIONS FOR EFFICIENT AND SUSTAINABLE MANAGEMENT

Mihai TIMUS

Ștefan cel Mare University of Suceava, Romania

THE ROLE AND IMPORTANCE OF STRATEGIC THINKING IN THE EVOLUTION OF KEIRETSU GROUPS

Nicolae Florin PRUNĂU

Ștefan cel Mare University of Suceava, Romania

STUDY ON THE IDENTIFICATION OF THE CULTURAL PROFILE THROUGH THE PRISM OF THE INDIVIDUALISM - COLLECTIVISM DIMENSION AT THE LEVEL OF A LOCAL PUBLIC INSTITUTION

Petronela SCUTARIU

Ștefan cel Mare University of Suceava, Romania

Sebastian Georgian STOLERU

Ștefan cel Mare University of Suceava, Romania

RELIGIOUS BELIEFS AND YOUNG CONSUMERS: PERCEPTIONS AND BEHAVIORS

Horatiu Vasile BORZA

Babeș-Bolyai University, Cluj-Napoca, Romania

Madalina VALEANU

'Iuliu Hațieganu' University of Medicine and Pharmacy, Cluj-Napoca, Romania

Smaranda Adina COSMA

Babeș-Bolyai University, Cluj-Napoca, Romania

MAPPING CONTEMPORARY TRENDS AND ISSUES IN THE ROMANIAN PUBLIC ADMINISTRATION SYSTEM

Bianca Roxana SALAGEANU (ȘOLDAN)

The National School of Political Science and Public Administration, Bucharest, Romania

TRANSFORMATION OF UNIVERSITIES TOWARDS SUSTAINABLE DEVELOPMENT. ONE STEP FORWARD: THE CASE OF ILCA PROJECT

Lucia MOROSAN-DANILA

Ștefan cel Mare University of Suceava, Romania

Otilia-Maria BORDEIANU

Ștefan cel Mare University of Suceava, Romania

Carmen-Eugenia NASTASE

Ștefan cel Mare University of Suceava, Romania

B2C MARKET SEGMENTATION: A SYSTEMATIC LITERATURE REVIEW

Anghel Tudorel COZMA

Babeș-Bolyai University, Cluj-Napoca, Romania

EMOTIONAL LEADERSHIP IN MODERN ORGANIZATIONS

Camelia BAESU

Ștefan cel Mare University of Suceava, Romania



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of Suceava

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**MANAGING CONSUMER LOYALTY: ADVANTAGES, CHALLENGES AND RISKS IN
MARKETING**

Katya FEN

Yuriy Fedkovych Chernivtsi National University, Ukraine

**FINANCIAL SUSTAINABILITY IN BUSINESS FROM VISION TO IMPLEMENTATION - GOOD
PRACTICES IN ROMANIAN COMPANIES**

Mihaela BIRSAN

Ștefan cel Mare University of Suceava, Romania

**CRISIS AS AN OPPORTUNITY OF ACCELERATED DEVELOPMENT FOR THE BUSINESS
ENTITIES**

Giorgi KATAMADZE

Batumi Shota Rustaveli State University, Georgia

Natela TSIKLASHVILI

Batumi Shota Rustaveli State University, Georgia

**THE INTERPLAY BETWEEN ACADEMIC ENTREPRENEUR CHARACTERISTICS AND
TECHNOLOGY TRANSFER THROUGH UNIVERSITY SPIN-OFFS**

Otilia CRAMARIUC

Ștefan cel Mare University of Suceava, Romania

Carmen-Eugenia NASTASE

Ștefan cel Mare University of Suceava, Romania

Track 4: STATISTICS-ECONOMIC INFORMATICS AND MATHEMATICS

ONSITE - Ștefan cel Mare University of Suceava, Building A, Room A036

ONLINE - <http://conferinta.feaa.usv.ro/>

Moderators:

Doru Eugen TILIUȚE, "Ștefan cel Mare" University of Suceava, Romania

Iulian CONDRATOV, "Ștefan cel Mare" University of Suceava, Romania

LAPLACE TRANSFORMATION ON HESTON-LIKE PDES FOR PRICING OF FINANCIAL DERIVATIVES

Tiberiu SOCACIU

Ștefan cel Mare University of Suceava, Romania

QUALITY OF SERVICE MONITORING IN ELECTRICAL DISTRIBUTION NETWORKS

Doru TILIUȚE

Universitatea Ștefan cel Mare, Suceava, Romania

THE IMPACT OF COVID-19 PANDEMICS AND OF THE WAR IN UKRAINE ON THE EVALUATION INDICATORS FOR COMPANIES LISTED ON THE STOCK EXCHANGE

Ștefăniță ȘUȘU

Ștefan cel Mare University of Suceava, Romania

SOFTWARE TOOL FOR USING KULLBACK-LEIBLER DIVERGENCE AS A MEANS OF VERIFYING AUTHORSHIP.

Tiberiu SOCACIU

Ștefan cel Mare University of Suceava, Romania

PERFORMANCE ANALYSIS OF PHARMACEUTICAL COMPANIES DURING THE PANDEMIC CRISIS

Lucia MOROSAN-DANILA

Ștefan cel Mare University of Suceava, Romania

Claudia-Elena GRIGORAS-ICHIM

Ștefan cel Mare University of Suceava, Romania

Elena HARASEMCIUC

Ștefan cel Mare University of Suceava, Romania

STATISTICAL ANALYSIS OF SOME INDICATORS OF SUSTAINABLE DEVELOPMENT IN REGIONAL PROFILE IN ROMANIA

Elisabeta R. ROȘCA

Ștefan cel Mare University of Suceava, Romania



Ștefan cel Mare
University
of Suceava

Faculty of Economics,
Administration and Business



The Association of Economics
Faculties of Romania



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Financial Studies

**CREATING THE GENERAL CONVERGENCE INDEX (GCI) AND USING IT TO RANK
CONVERGENCE POTENTIAL IN THE EU**

Otilia Georgiana FLOROIU

Ștefan cel Mare University of Suceava, Romania

**STATISTICAL APPROACH OF THE SUSTAINABLE DEVELOPMENT OF TOURISM IN SUCEAVA
DISTRICT**

Elisabeta R. ROȘCA

Ștefan cel Mare University of Suceava, Romania

16:00-17:30

*Track 5: ENHANCED TOURISM EXPERIENCE THROUGH HERITAGE
AND COMMUNITY ENGAGEMENT*

ONSITE - Ștefan cel Mare University of Suceava, Building H, Room 001

ONLINE - <http://conferinta.feaa.usv.ro/>

Moderators:

Carmen CHAȘOVSCI, "Ștefan cel Mare" University of Suceava, Romania

Pavel STANCIU, "Ștefan cel Mare" University of Suceava, Romania

SUSTAINABLE DEVELOPMENT OF EXISTING BUKOVINA HOUSES

Sabina MARHAO

University of Applied Sciences, Augsburg, Germany

**COLLABORATIVE RESEARCH AND RESEARCH-ACTION IN THE FIELD OF CULTURAL
HERITAGE: THE CASE OF CACICA, SUCEAVA**

Daniela MOISA

Université du Québec à Rimouski (UQAR, Canada)

HOMO BUCOVINENSIS - A FORMER MODEL OF SOCIAL IDENTITY

Carol Alexandru MOHR

Institutul Bucovina al Academiei Române, Rădăuți, Romania

HERITAGE PRESERVATION AND COMMUNITY ENGAGEMENT IN BUCOVINA

Carmen CHAȘOVSCI

Universitatea Ștefan cel Mare, Suceava, Romania

PREMISES FOR THE DEVELOPMENT OF TIMISOARA AS EUROPEAN CAPITAL

Simion GIURCĂ

Universitatea Ștefan cel Mare, Suceava, Romania

INTERVENTIONS IN PROTECTED HISTORICAL AREAS

Liliana CAZACU

Universitatea de Arhitectură Ion Mincu, București, Romania

**EQUESTRIAN TOURISM – MODEL OF DIVERSIFICATION AND SUSTAINABLE
DEVELOPEMENT OF ROMANIAN TOURISM**

Mihaela SARAFESCU

Ștefan cel Mare University of Suceava, Romania

Emilian CANIȘAG

Ion Ionescu de la Brad University of Life Sciences Iasi, Romania



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**CHANGES IN THE BEHAVIOUR OF TOURISTS AFTER THE COVID-19 PANDEMIC. A
CREDINGREEN RESEARCH**

Angela ALBU

Universitatea Ștefan cel Mare, Suceava, Romania

Mihaela STATE

Universitatea Ștefan cel Mare, Suceava, Romania

Carmen Emilia CHASOVSKI

Universitatea Ștefan cel Mare, Suceava, Romania

18:30

Dinner – Bucovina Restaurant

May 5th

09:00

Study trip
Suceava County