



Ștefan cel Mare
University
of Suceava

Faculty of Economics
and
Public Administration

Programme

**The 16th Economic International
Conference**

**NEW CHALLENGES AND OPPORTUNITIES FOR
THE ECONOMY 4.0**

“Ștefan cel Mare” University of Suceava

May 7th- 8th, 2020



SCIENTIFIC COMMITTEE

Mirela ACELEANU, Academy of Economic Studies, Bucharest, Romania
Angela ALBU, "Ștefan cel Mare" University of Suceava, Romania
Stefano AZZALI, University of Studies in Parma, Italy
Heike BÄHRE, Fachhochschule des Mittelstands (FHM), University of Applied Sciences, Berlin, Germany
Ruslan BILOSKURSKYY, Yuriy Fedkovych Chernivtsi National University, Ukraine
Kemal BİRDİR University of Mersin, Turkey
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Larisa BUGĂIAN, Technical University of Moldova, Republic of Moldova
Rafael CILOCI, Technical University of Moldova, Republic of Moldova
Carmen CHAȘOVȘCHI, "Ștefan cel Mare" University of Suceava, Romania
Veronica GROSU, "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
Marian JALENCU, State University of Chișinău, Republic of Moldova
Miika KAJANUS, Savonia University of Applied Sciences, Iisalmi, Finland
Pantelis KYRMIZOGLOU, Alexander Technological Institute of Thessaloniki, Greece
Mariana LUPAN, "Ștefan cel Mare" University of Suceava, Romania
Cristian MOROSAN, University of Huston, USA
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
George ONOFREI, Letterkenny Institute of Technology, Ireland
Luigia PETTI, Università Degli Studi G.d Annuzio Chieti Pescara, Italy
Davide PETTENELLA, University of Padova, Italy
Florina PINZARU, National University of Political Studies and Public Administration, Bucharest, Romania
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
Petru SANDU, Elizabethtown College, Pennsylvania, USA
Elena STANCANELLI, Paris School of Economics France
Pavel STANCIU, "Ștefan cel Mare" University of Suceava, Romania
Doru TILIUȚE, "Ștefan cel Mare" University of Suceava, Romania
Aniko Noemi TURI, Catholic Institute, Faculty of Business Studies, Slovenia
Diego VARELA PEDREIRA, University of A Coruna, Spain
Răzvan VIORESCU, "Ștefan cel Mare" University of Suceava, Romania

ORGANIZATIONAL COMMITTEE

Iulian CONDRATOV, "Ștefan cel Mare" University of Suceava, Romania
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 7th

USV Google Meet Room

16:30-17:00

Registration and Opening conference

17:00–19:00

Plenary Session

Moderators:

Carmen NASTASE, “Ștefan cel Mare” University of Suceava, Romania

Ștefan SFICHI, “Ștefan cel Mare” University of Suceava, Romania

KEYNOTE SPEAKERS

MANAGEMENT IN THE DIGITAL ERA: CHALLENGES AND OPPORTUNITIES

Prof. dr. **Florina PINZARU**

*National University of Political Studies and Public Administration,
Faculty of Management, Bucharest, Romania*

The concept of the digital economy is not new, however, in the past couple of years it captured the attention of academics, researchers, and professionals, since the digitization process, once specific just to the IT&C sector, started to dramatically re-frame the entire economy as we know it. The digital revolution shapes the business environment as we know it: we see companies make use of the AI platforms such as the IBM’s Watson for diagnosing cancer, or of the automotive robotics; we see companies use data in order to predict their customer’s needs or understand their behavior; we see new business models emerging or new products or services. The business environment is changing, and all these new technologies help companies navigate the intricate consumer and employees’ expectations.

Florina Pinzaru’s speech on the specificity of management in the digital era will cover aspects such as: the profile of the digital consumers and the impact on business strategies; the rise of the Millennials and of the Generation Z at work; the challenges of the sharing economy; how to manage in a world where business models change rapidly under the influence of the digital transformation.

**DIGITAL MARKETING AND THE NEW-NORMAL BUSINESS:
OPPORTUNITIES AND CHALLENGES**

Dr. **Cristian MOROȘAN**

*Associate Professor of Information Technology and Innovation
Conrad N. Hilton College of Hotel & Restaurant Management
University of Houston*

Digital marketing has always evolved as a critical business function, especially in the wake of major global events. It evolved to help businesses to adapt, survive, and thrive. Therefore, visionary new-normal businesses will have to rely on revised digital marketing

strategies and tools to address the current global and local challenges. Challenges such as changing consumers' attitudes, decreasing discretionary incomes, a fluid workforce, an increasing reliance on automation and data, and daunting security challenges put businesses and consumers in a radically new environment. Yet, digital marketing could offer opportunities to both businesses and consumers. Specifically, using artificial intelligence to uncover new market segments, the reconstruction of products, services, and rewards programs in the digital space, or the emergence of new distribution models could address many uncertainties. Against this backdrop, Cristian's presentation extends an open invitation to a broad discussion of the role of digital marketing in the new-normal business.

CORONA CASE. CHALLENGES AND OPPORTUNITIES FOR ECONOMY 4.0 IN SUCEAVA REGION

Miika KAJANUS

RDI-liaison

Savonia University of Applied Sciences, Finland

Tuomo ESKELINEN

RDI-liaison

Savonia University of Applied Sciences, Finland

Jyri WUORISALO

RDI-liaison

Savonia University of Applied Sciences, Finland

This presentation gives the recent results from the workshop organized earlier during this week. The workshop participants were representing the most affected areas, for example in tourism and areas, that have been reoriented and work very well and then other interest groups like NGO, Administrative, Chamber of Commerce and researchers. The aim of the workshop was to discuss and deliberate the corona case challenges and opportunities for economy 4.0 in Suceava Region. The Prospective Rapid Impact Assessment method with Into-tool and portfolio analysis were utilized. In this presentation, the main findings of the workshop will be presented and discussed.



May 8th

10:00–13:00

USV Online session Google Meet

Moderators:

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

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

INNOVATION EMBRACES TRADITION – THE TECHNOLOGY IMPACT ON INTERPRETATION OF CULTURAL HERITAGE

Heike BÄHRE

University of Applied Sciences/Fachhochschule des Mittelstands (FHM), Germany

Giovanni BUONO

Universita LUMSA and Co-Founder Fundsfy, Italy

Valerie Isabel ELSS

University of Applied Sciences/Fachhochschule des Mittelstands (FHM), Germany

EVOLUTION OF CORPORATE GOVERNANCE IN AUTOMOTIVE INDUSTRY. STUDY CASE DAIMLER AG

Aurel Constantin LUPU

"1 Decembrie 1918" University of Alba Iulia, Romania

A PROPOSAL FOR HYBRID AGILE APPROACH DURING PROCUREMENT PROCESS OF SMART CITY SOLUTIONS

Procopie Florin GUSUL

"Ștefan cel Mare" University of Suceava, Romania

Alina Ramona BUTNARIU

"Ștefan cel Mare" University of Suceava, Romania

THE ECONOMIC EFFECTS OF SOCIAL MEDIA IN ONLINE SALES

Andreea NISTOR

"Ștefan cel Mare" University of Suceava, Romania

THE TRANSITION FROM INDUSTRY 4.0 TO INDUSTRY 5.0. THE 4CS OF GLOBAL ECONOMIC CHANGE

Alexandra-Veronica CLIM (UNGUREANU)

"Ștefan cel Mare" University of Suceava, Romania

CONTEMPORARY INFLUENCE ON THE BUILT CULTURAL HERITAGE. CASE STUDY APPLIED IN THE VILLAGES OF MUREȘ COUNTY

Andreea Oana ENACHE

The Institute of National Economy, Bucharest, Romania

**ENTREPRENEURSHIP EDUCATION: A TOOL FOR REDUCING UNEMPLOYMENT AMONGST
YOUTH. GOOD PRACTICES IN EU COUNTRIES**

Ancuta LUCACI

"Ștefan cel Mare" University of Suceava, Romania

Mihaela SARAFESCU

"Ștefan cel Mare" University of Suceava, Romania

COVID-19 FAKE NEWS ANALYSIS FROM A SOCIAL MEDIA PERSPECTIVE

Ștefan SFICHI

"Ștefan cel Mare" University of Suceava, Romania, FSEAP

Alexandru LAVRIC

"Ștefan cel Mare" University of Suceava, Romania, Romania, FIESC

15:00–18:00

USV parallel session

ACCOUNTING-FINANCES

Moderators:

Florin BOGHEAN, "Ștefan cel Mare" University of Suceava, Romania

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

**VAT COMPLIANCE AND VAT EFFICIENCY: CASE STUDY ON EUROPEAN EMERGING
ECONOMIES**

Maria Alexandra POPA

"1 Decembrie 1918" University of Alba Iulia, Romania

INTEGRATED REPORTING - A DIACRONIC APPROACH

Cristina Gabriela COSMULESE

"Ștefan cel Mare" University of Suceava, Romania

**DETECTING THE RISK OF MANIPULATION OF FINANCIAL STATEMENTS FOR COMPANIES
ON THE BUCHAREST STOCK EXCHANGE APPLYING THE BENEISH MODEL**

Mihaela Maria MIHALCEA

"1 Decembrie 1918" University of Alba Iulia, Romania

**ADAPTING THE TEACHING METHODS IN ACCOUNTING TO CHANGES GENERATED BY THE
IMPACT OF TECHNOLOGY IN THIS FIELD**

Delia Corina MIHALTAN

"1 Decembrie 1918" University of Alba Iulia, Romania

PERFORMANCE ANALYSIS IN AGRICULTURE USING DATA ENVELOPMENT ANALYSIS

Sorina Simona BUMBESCU

"1 Decembrie 1918" University of Alba Iulia, Romania

**PERFORMANCE MEASUREMENT USING PERFORMANCE INDICATORS WITHIN THE
COMPANY**

Ioana Cristina CIRCA (BUZDUGA)

"1 Decembrie 1918" University of Alba Iulia, Romania

AN ANALYSIS OF INVESTMENT DECISIONS IN AGRICULTURE BUSINESSES

Ioana Anca MOLDOVAN (TONEA)

"1 Decembrie 1918" University of Alba Iulia, Romania

Ioana BELEIU

"Babes-Bolyai" University, Cluj-Napoca, Romania

MODELS OF SUPREME AUDIT - OVERSIGHT AND INSIGHT

Ioana DORIN

Postdoctoral Researcher, University "1 Decembrie 1918" of Alba Iulia, Romania

CONSIDERATIONS REGARDING THE ASSESSMENT AND MEASUREMENT OF FINANCIAL PERFORMANCE

Izabela Diana HADA

"1 Decembrie 1918" University of Alba Iulia, Romania

ANALYSIS OF THE LEVEL OF INTEGRATED REPORTING OF INFORMATION BY COMPANIES IN THE PHARMACEUTICAL INDUSTRY

Luciana Simona PASCU MIHAILA

"1 Decembrie 1918" University of Alba Iulia, Romania

Oana Raluca IVAN

"1 Decembrie 1918" University of Alba Iulia, Romania

ASSESSMENT OF RISKS OF MONEY LAUNDERING AND TERRORIST FINANCING AND INFLUENCE ON FINANCIAL AUDIT OPINION

Maria GROSU

Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iasi, Romania

Camelia Cătălina MIHALCIUC

"Ștefan cel Mare" University of Suceava, Romania, Faculty of Economics and Public Administration

THE ROLE OF QUALITY IN ACHIEVING PERFORMANCE AT THE SCHOOL LEVEL

Daniela VITAN

"1 Decembrie 1918" University of Alba Iulia, Romania

THE EFFECTS OF IFRS APPLICATION ON CREDIT INSTITUTIONS IN ROMANIA

Andreea ANTON

"Ștefan cel Mare" University of Suceava, Romania

THE EVOLUTION OF THE LIMITATION OF THE APPLICATION OF THE ACCOUNTS FUNCTION BY ROMANIAN COMPANIES

Lucia MOROȘAN-DĂNILĂ

"Ștefan cel Mare" University of Suceava, Romania

Claudia-Elena GRIGORAȘ-ICHIM

"Ștefan cel Mare" University of Suceava, Romania

THE NEED TO STANDARDIZE THE ECONOMIC-FINANCIAL COMMUNICATION OF COMPANIES

Marius Sorin CIUBOTARIU

"Ștefan cel Mare" University of Suceava, Romania

INSURANCE AND SOCIAL ASSISTANCE EXPENDITURE FROM LOCAL BUDGETS

Cristinel ICHIM

"Ștefan cel Mare" University of Suceava, Romania

ECONOMY, TRADE, SERVICES

Moderators:

Mariana LUPAN, "Ștefan cel Mare" University of Suceava, Romania

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

THE DYNAMICS OF INVESTMENTS ALLOCATED FOR THE PRESERVATION OF ROMANIAN CULTURAL HERITAGE

Mariana LUPAN

"Ștefan cel Mare" University of Suceava, Romania

Gabriela PRELIPCEAN

"Ștefan cel Mare" University of Suceava, Romania

EUROPEAN STRUCTURAL FUNDS AND RENTABILITY

Andrei-Alexandru MOROȘAN

"Ștefan cel Mare" University of Suceava, Romania

THE IMPACT OF THE 1929-1933 ECONOMIC CRISIS ON THE ROMANIAN CONSTABULARY

Ioan VALENTIN

"Ștefan cel Mare" University of Suceava, Romania

THE REGIME OF CONTRIBUTIONS AND MATERIAL AND FINANCIAL OBLIGATIONS OF THE JEWS DURING THE ANTONESCU REGIME (1940-1944)

Emanuel BALAN

"Ștefan cel Mare" University of Suceava, Romania

THE CONSUMPTION DECISION IN RURAL TOURISM AND MODELS OF RURAL CONSUMPTION

Andreea STROE

Institute of National Economy, Romanian Academy, Bucharest, Romania

THE DECLINE OF STOCK MARKETS IN THE CONTEXT OF THE PANDEMIC

Angela Nicoleta COZORICI

"Ștefan cel Mare" University of Suceava, Romania

ORGANIZATIONAL CHANGE AND RESISTENCE TO CHANGE WITHIN COMPANIES

Loredana COMĂNESCU

University of Valahia, Romania

THE DYNAMICS OF INFLATION IN THE CONTEXT OF THE ECONOMIC CRISIS

Ioana Manuela MINDRICAN

Academy of Economic Studies, Bucharest, Romania

VALENCIES OF THE UNIVERSITY OF ENTREPRENEURIALITY IN THE MATRIX OF SUSTAINABLE ECONOMY: CHALLENGES AND OPPORTUNITIES

Daniela Mihaela NEAMȚU

"Ștefan cel Mare" University of Suceava, Romania

TWO YEARS OF GDPR IN ROMANIA

Doru TILIUȚE

"Ștefan cel Mare" University of Suceava, Romania

**EUROPEAN FUNDS ADJUVANT OF SUSTAINABLE DEVELOPMENT OF
ENTREPRENEURSHIP**

Irina Geanina HARJA

"Ștefan cel Mare" University of Suceava, Romania

AWARENESS LEVEL OF IFRS AMONG MANAGERS IN ROMANIA

Irina Diana IORDACHE

"1 Decembrie 1918" University of Alba Iulia, Romania

ECONOMIC MEASURES TO COMBAT INEQUALITIES IN THE 21ST CENTURY

Diana Georgiana BUCATAR

"Ștefan cel Mare" University of Suceava, Romania

**THE INTERWAR COMMERCIAL HIGH SCHOOLS FROM BOTOȘANI COUNTY AND THEIR
ROLE IN DEVELOPING THE ENTREPRENEURSHIP SPIRIT**

Cristian Vasile MIRON

"Ștefan cel Mare" University of Suceava, Romania

EFFICIENCY VS EFFECTIVENESS IN ROMANIAN PUBLIC INSTITUTIONS

Alina Iuliana TABIRCA

"1 Decembrie 1918" University of Alba Iulia, Romania

Valentin RADU

Valahia University of Targoviste

**INTEGRATED REPORTING - A NEW MANAGEMENT TOOL IN ANALYZING THE
PERFORMANCE OF A COMPANY**

Maria Simona TANASA (BRINZARU)

"Ștefan cel Mare" University of Suceava, Romania

**PERFORMANCE ANALYSIS OF A PRODUCTION ACTIVITY IN THE FIELD OF ELECTRICAL
LIGHTING EQUIPMENT**

Mihaela Hint ȘTEFAN

"1 Decembrie 1918" University of Alba Iulia, Romania

**THE NEED TO IMPROVE PERFORMANCE INDICATORS USED IN THE GLOBAL EVALUATION
OF THE COMPANY**

Cristina IACOBAN

"Ștefan cel Mare" University of Suceava, Romania

Svetlana MIHAILA

Academy of Economic Studies of Moldova

**PERCEPTION OF THE REPRESENTATIVES OF THE PUBLIC ADMINISTRATION ON THE
DEVELOPMENT OF RURAL TOURISM IN THE MOUNTAIN AREA OF SUCEAVA COUNTY**

Liliana Daniela DIACON

"Ștefan cel Mare" University of Suceava, Romania

Luminița Mirela LĂZĂRESCU

"Ștefan cel Mare" University of Suceava, Romania

Lidia Maria APOPEI

"Ștefan cel Mare" University of Suceava, Romania

**TRENDS OF EVOLUTION OF CLIMATE ELEMENTS IN COTNARI LOCAL AGROGEOGRAPHIC
SUSTAINABILITY**

Lidia Maria APOPEI

"Ștefan cel Mare" University of Suceava, Romania

Alin PRISECARU

"Ștefan cel Mare" University of Suceava, Romania

Liliana Daniela DIACON

"Ștefan cel Mare" University of Suceava

SHADOW ECONOMY - BIBLIOMETRIC MAPPING

Cristina TIMOFTE (COCA)

"Ștefan cel Mare" University of Suceava, Romania

Dan-Andrei COCA

"Ștefan cel Mare" University of Suceava, Romania

BANKING DEPOSITS OF POPULATION. CHARACTERISTICS IN ROMANIA

Gheorghe MOROȘAN

"Ștefan cel Mare" University of Suceava, Romania, FSEAP

STATEMENT OF CASH FLOWS FOR SMALL AND MEDIUM-SIZED ENTERPRISES IN ROMANIA

Cristina-Valeria LASLO

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INTEGRATING RISK MANAGEMENT INTO DECISION MAKING

Florin BOGHEAN

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ROMANIA'S ABILITY TO ATTRACT FOREIGN TOURISTS: EVOLUTION AT REGIONAL LEVEL

Adrian-Liviu SCUTARIU

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THE NEW GLOBAL ECONOMIC CRISIS AND ECONOMIC MEASURES ADOPTED

Iulia BALAN

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REGIONAL COMMERCIAL BLOCKS AND ECONOMIC INTEGRATION

Claudia Mihaela ENACHI

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SOCIAL ENTREPRENEURSHIP VS. SOCIAL ENTERPRISE

Eugenia Gabriela LEUCIUC

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Ștefanită ȘUȘU

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A COMPARATIVE ANALYSIS OF THE HOUSING AFFORDABILITY IN ROMANIA AND THE EUROPEAN UNION FROM THE PERSPECTIVE OF THE HOUSING COSTS

Luminita Mirela LAZARESCU

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Liliana Daniela DIACON

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THE IMPORTANCE OF COMPETITIVENESS IN THE SERVICES SECTOR

Cristian Mihai ENACHI

"Ștefan cel Mare" University of Suceava

STRENGTHENING SOCIAL INITIATIVES FOR RURAL COMMUNITY BUSINESSES (RCBS) DEVELOPMENT IN AND AFTER COVID-19 PANDEMIC IN EUROPE

Ancuta LUCACI

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THE DYNAMICS OF NEW ENTERPRISES IN ROMANIA IN THE LAST DECADE

Mihaela STATE

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Carmen BOGHEAN

"Ștefan cel Mare" University of Suceava, Romania

**EDUCATION EFFICIENCY, FACTOR OF SUSTAINABLE DEVELOPMENT. AN ANALYSIS IN
MACRO 4 DEVELOPMENT REGION OF ROMANIA**

Rodica Manuela GOGONEA

Academy of Economic Studies, Bucharest, Romania

Marian ZAHARIA

Petroleum-Gas University, Ploiești, Romania

Aniela BALACESCU

Constantin Brancusi University, Tg. Jiu, Romania

**THE MOUNTAIN FOOD LABEL - AN OPPORTUNITY TO ENHANCE THE LOCAL
DEVELOPMENT FOR ROMANIAN RURAL AREAS**

Angela ALBU

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**THE IMPACT OF THE EUROPEAN FUNDS OVER HUMAN RESOURCE FROM ROMANIAN
PRE-UNIVERSITY SCHOOLING**

Luminita Claudia CORBU

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Cristian Valentin HAPENCIUC

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Angelica Nicoleta COZORICI

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**THE IMPORTANCE OF THE CIRCULAR ECONOMY IN THE CONDITIONS OF THE GLOBAL
PANDEMIC COVID 19**

Iulius TURCAN

Technical University of Moldova

Maria GHEORGHITA

Technical University of Moldova

Rafael CILOCI

Technical University of Moldova

DEGLOBALIZATION AND FACTORS OF SUSTAINABLE DEVELOPMENT

Paula MUNTEANU

Romanian Academy, Romania

Laurențiu CIORNEI

Romanian Academy, Romania

Liviu-Valentin VLĂDUCU

Romanian Academy, Romania

Getuța DAVID

Romanian Academy, Romania

**THE IMPACT OF STRUCTURAL FUNDS ON REGIONAL DEVELOPMENT IN THE EUROPEAN
CONTEXT**

Mihai POPESCU

"Ștefan cel Mare" University of Suceava, Romania

**AN ANALYSIS OF THE MANAGEMENT OF A PUBLIC INVESTMENT PROJECT AND
IMPORTANCE FOR THE LOCAL DEVELOPMENT**

Carmen Eugenia NASTASE

"Ștefan cel Mare" University of Suceava, Romania

Liliana CHIHAIA (SAVA)

"Ștefan cel Mare" University of Suceava, Romania

A COMPARISON OF DEVELOPMENTS IN VIRTUAL REALITY AROUND THE GLOBE

Carsten DOMANN

Fachhochschule des Mittelstands, Berlin

Ian O'DONOVAN

Fachhochschule des Mittelstands, Berlin

HERITAGE AND REGIONAL DEVELOPMENT. NEW CHALLENGES AND OPPORTUNITIES

Moderators:

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

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

LABOUR FORCE PARTICIPATION IN THE RURAL AREAS OF ROMANIA

Carmen BOGHEAN

"Ștefan cel Mare" University of Suceava, Romania

Mihaela STATE

"Ștefan cel Mare" University of Suceava, Romania

THE NEED FOR CHANGE AND SHAPING THE POST-COVID BUSINESS ENVIRONMENT IN ROMANIA

Lucia MOROȘAN-DĂNILĂ

"Ștefan cel Mare" University of Suceava, Romania

Otilia-Maria BORDEIANU

"Ștefan cel Mare" University of Suceava, Romania

ANALYSIS OF THE POTENTIAL OF ENTREPRENEURSHIP DEVELOPMENT FOR CAPITALIZATION/VALORIZATION OF CULTURAL HERITAGE

Valentina VASILE

The Institute of National Economy, Bucharest, Romania

Cristina BOBOC

The Institute of National Economy, Bucharest, Romania

Andreea STROE

The Institute of National Economy, Bucharest, Romania

Andreea Oana ENACHE

The Institute of National Economy, Bucharest, Romania

Marius SURUGIU

The Institute of National Economy, Bucharest, Romania

Raluca MAZILESCU

The Institute of National Economy, Bucharest, Romania

Anca CRISTEA

The Institute of National Economy, Bucharest, Romania

LOW TOUCH ECONOMY AND SOCIAL ECONOMY IN RURAL HERITAGE RICH COMMUNITIES IMPACTED BY COVID-19 CRISIS

Anamaria BUCACIUC

"Ștefan cel Mare" University of Suceava, Romania

ADAPTED TECHNIQUES FOR PROTECTING TRADITIONAL BUILDINGS

Ionut DOHOTARIU

*"G.M. Cantacuzino" Architecture Faculty, part of "Gheorghe Asachi" Technical University of Iași,
Romania*

Andrei PURCARU

*"G.M. Cantacuzino" Architecture Faculty, part of "Gheorghe Asachi" Technical University of Iași,
Romania*

DIGITAL PATRIMONY OF HISTORICAL SUBCULTURES FROM BUKOVINA

Carol Alexandru MOHR

The Bucovina Institute, Romanian Academy, Romania

GOING AGILE IN DESTINATION MANAGEMENT. A NEW PATHWAY?

Carmen CHAȘOVȘCHI

"Ștefan cel Mare" University of Suceava, Romania

**HERITAGE WITHOUT HEIRS OR WHEN THE SOUL OF THE HOUSES TAKES THE PATH OF
MIGRATION. A REFLECTION ON THE ABANDONED HOUSES OF BUKOVINA**

Paul Panfil IVAN

"Ștefan cel Mare" University of Suceava, Romania

MANAGEMENT AND BUSINESS ADMINISTRATION

Moderators:

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

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

**SUPPORTING THE SUSTAINABLE DEVELOPMENT OF COMPANIES THROUGH THE USE OF
SOCIAL RESPONSIBILITY PRACTICES IN INTERNATIONAL AFFAIRS**

Camelia Cătălina MIHALCIUC

"Ștefan cel Mare" University of Suceava, Romania

Maria GROSU

"Alexandru Ioan Cuza" University of Iași, Romania

Anișoara Niculina APETRI

"Ștefan cel Mare" University of Suceava

AN ANALYSIS OF ROMANIAN ENTREPRENEURS' PERSONALITY TRAITS

Geanina BRÂNZĂ

"Ștefan cel Mare" University of Suceava

Alexandru ANICHITI

"Ștefan cel Mare" University of Suceava, Romania

**COMPARATIVE CONCERNS REGARDING THE ORGANIZATION OF THE ADMINISTRATIVE
SYSTEMS IN NEW ZEALAND AND SOUTH AFRICA**

Petronela SCUTARIU

"Ștefan cel Mare" University of Suceava, Romania, Faculty of Law and Administrative Sciences

Liviu Otniel FEDUR

*Protovate LLC, Hickory, North Carolina, USA, Livtech Soft SRL, Suceava, „Ștefan cel Mare" University
of Suceava, Romania, Faculty of Law and Administration Sciences, Suceava*

**EDUCATIONAL RESILIENCE OF PUPILS AND THE ROLE OF THE SCHOOL COUNSELOR IN
ITS DEVELOPMENT**

Liliana PETER

University Valahia Targoviste, Romania

Angela Luminița Moldovan

University Valahia Targoviste, Romania

SOCIAL RESPONSIBILITY WHILE PANDEMIC

Angela Luminita MOLDOVAN

University Valahia Targoviste, Romania

Liliana PETER

University Valahia Targoviste, Romania

**REFLECTIONS ON THE RIGHT OF APPRECIATION OF THE FISCAL AUTHORITY WITH AN
IMPACT ON YOUNG ENTREPRENEURS**

Daniela HUDELUCU

PhD student, "Ștefan cel Mare" University of Suceava, Romania, FSEAP

**THE STATE'S ROLE IN SUPPORTING ENTREPRENEURSHIP IN THE CONDITIONS OF THE
GLOBAL ECONOMIC CRISIS**

Rina TURCAN

Technical University of Moldova

**ECONOMIC VISIONS AND BUSINESS MODELS IN LINE WITH THE SUSTAINABILITY OF
COMPANIES**

Cornelia CRUCERESCU

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