



Universitatea Națională
de Știință și Tehnologie
POLITEHNICA BUCUREȘTI

11th INTERNATIONAL CONFERENCE OF MANAGEMENT AND INDUSTRIAL ENGINEERING (ICMIE)



CONFERENCE PROGRAM

November 16th – 17th, 2023

“Towards Increased Business Resilience: Facing Digital Opportunities and Challenges”

National University of Science and Technology POLITEHNICA Bucharest, Romania

Conference Program



- 01** Welcome to ICMIE 2023
- 02** Conference Opening
- 03** Conference Program
- 04** Conference Key Speakers



Welcome to ICMIE 2023

We are thrilled to welcome you to the International Conference on Management and Industrial Engineering in the Era 2023, bearing the profound theme: "Towards Increased Business Resilience: Facing Digital Opportunities and Challenges."

In the dynamic landscape of today's global economy, this conference serves as a beacon guiding us through the intricacies of digital transformation, ensuring that businesses across the world remain adaptable, innovative, and resilient. With a focus on seizing opportunities while confronting the challenges of our interconnected world, this year's conference promises to be a vibrant platform for sharing knowledge, experiences, and strategies. Together, we will embark on an intellectual journey of discovery, innovation, and collaboration, ensuring that your experience at the International Conference on Management and Industrial Engineering in the Era 2023 is not only productive but also inspiring.

Welcome to ICMIE 2023 where knowledge converges, and innovation thrives.



Conference Program

Day 1, November 16th 2023

Time	Plenary session	Room	Speakers
9:30 – 10:00	Registration	Senate Hall	
10:00 – 10:15	Opening ceremony	Senate Hall	<ul style="list-style-type: none">• Mihnea Costoiu – Rector UNSTPB• Corina Ionela Dumitrescu – Dean FAIMA
10:15 - 12:00	Plenary sessions (Keynote speakers)	Senate Hall	<ul style="list-style-type: none">• <i>Dinu Bumbăcea</i>, Country Managing Partner of PricewaterhouseCoopers, Romania (PwC),• <i>Vincent Cassar</i>, Professor at University of Malta, Malta,• <i>Diana Antonova</i>, Head of the University Scientific Research Complex, University of Ruse, Angel Kanchev,• <i>Răzvan Bolborici</i>, Head of Technology _VOIS Romania Centre @ Vodafone Group Cloud & Infrastructure Services, Romania,
12:00 – 12:30	Coffee break	Senate Hall	
12:30 – 14:30	Plenary sessions (Keynote speakers)	Senate Hall	<ul style="list-style-type: none">• Corneliu Bodea, CEO Adrem and President of the Romanian Energy Centre „Adrem, from idea to performance”• Radu Crăciun, President of the Management Board at BCR Pensions Romania• Alexandra Smedoiu, President of CFA Romania• Maria Enache, Director Software Support Oracle, “Facing risk aversion towards digital transformation. Is AI taking “our jobs”?”• Sergiu Neguț, Professor at the Bucharest School of Business Management and Co-founder Fintech OS• Maximilian Lackner, Professor at the University of Applied Sciences Technikum Wien, Austria “Innovation management” (online)• Florian LIBOCOR - Chief Economist, BRD Groupe Societe Generale• Luminița CHIVU - Director, National Institute of Economic Research
14:30	Lunch buffet	Senate Hall	
19:00	Gala dinner (optional)	Restaurant Excalibur	



Conference Program

Day 2, November 17th 2023

Time	Plenary session Day 2	Room	Speakers
9:00 – 11:00	Parallel sessions	Library Building, 2 nd floor Rooms 2.1, 2.2, 2.3	
11:00 – 11:30	Coffee break	Library Building, 2 nd floor	
11:30 - 13:00	Parallel sessions	Library Building, 2 nd floor Rooms 2.1, 2.2, 2.3	
13:00 – 13:30	Plenary sessions (Keynote speakers)	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none"> • Gabriel Stănescu, Director executive, Vector International SRL, <i>“Creating value in the Digital Circular Economy - Data driven decision & digital transformation”</i>
13:30 – 14:00	Plenary sessions (Keynote speakers)	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none"> • Gerhard Reismüller, Managing Director of BC Consulting GmbH in Austria, <i>“Digitalization of Crisis Management”</i>
14:00 – 14:40	Discussion panel	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none"> • <i>Mr. Frederic Josue</i>, Founder of 18M Strategy Consulting Brand Communication & New Technologies, Lecturer at IEP Paris & Sorbonne, France • <i>Mr. Julien Cloarec</i>, Professor des Universites/Full Professor, iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan, France
14:30	Closing conference	Library Building, 2 nd floor Room 2.1	
15:00	Lunch	Library Building, 2 nd floor	

Day 3, November 18th 2023

Time	Destination	Pickup point
10:00 - 18:00	Cultural tour to Sinaia – visiting the Peles Castles. (optional, extra fee)	Library Building – at the entrance



Meet the Key Speakers



Prof. Sergiu Neguț
Co-founder Fintech OS

He is the first Endeavor Romania Entrepreneur, is one of the leading entrepreneurial figures in the local and regional ecosystem, as well as a natural connector, with an honest desire to bring people together to build greater things. "If you want to go fast, go alone, if you want to go far, go together," is one of the quotes that stuck with him.



Prof. Vincent Cassar
Head of Department
of Management,
University of Malta

Professor Vincent Cassar BA(Hons), MSc(Wales), PhD(Lond), CPsychol(UK), CSci(UK), AFBPsS is Chartered with the British Psychological Society (Organizational Psychology), a Chartered Scientist with the British Science Council and a Fellow of the Centre for Evidence-Based Management.



Dinu Bumbăcea
Country Managing Partner
PwC

Dinu is the Country Managing Partner of PwC Romania, where he leads a team of over 800 professionals, including 22 Partners, across three lines of services – Assurance, Tax and Legal Consulting, Management Consulting and Deals. He is also Advisory Leader of PwC Romania and has over 28 years of experience in professional services, of which 21 years as a Partner. He is a member of the Association of Chartered Certified Accountants (ACCA UK) and of the Chamber of Financial Auditors of Romania (CAFR).



Meet the Key Speakers



Alexandra Smedoiu
President of CFA Romania

Her professional experience includes a wide array of projects from tax reviews and tax audits to assistance with mergers and acquisitions and tax controls. Alexandra is a member of the Romanian Chamber of Tax Consultants, a member of the Association of Chartered Certified Accountants (ACCA) from the United Kingdom, a member of the Chartered Institute of Taxation from the United Kingdom (ADIT), and a member of the Chartered Financial Analyst Institute CFA. Alexandra is also vice-president of CFA Romania, the Romanian association of chartered financial analysts CFA.



Corneliu Bodea
President of REC Romania

President of the Romanian Energy Centre organization (REC), member of Romanian National Committee board of the World Energy Council and Vice-President of The Romanian Association of Exporters (AREX). Actively involved in the Romanian energy sector and strong believer in continuous communication with relevant institutions within the European Union.

Acknowledged creator of a progressive business environment, focus on social involvement, industry developer, agile negotiator, and mediator.



Prof. Diana Antonova
DcS

Deputy Rector for Research (2016-2023). Head of the University Research Complex since 2021. Editor-in-Chief of the web-based magazine "Entrepreneurship & Innovation" (since 2010) Member of the editorial board of the journal "Anale Universitatii E. Murgu, Studii Economice, Fascicula II, Romania (from 2011) and at the magazine "Industrial Management", Technical University of Sofia, Bulgaria (from 2016). Her research interests are in the field of innovation management, creative industries and communication policy, social entrepreneurship, and marketing management.



Meet the Key Speakers



Gerhard Reismüller

Director of BC Consulting GmbH

Founder and Managing Director of BC Consulting GmbH in Austria and involved in business continuity management for more than 25 years. As a consultant for business continuity management and consulting for emergency and crisis management, he managed many BCM projects for financial service providers, energy suppliers and infrastructure companies, both in the national and international environment (Germany, Luxembourg, Switzerland, Russia, CEE). Lecturer on Business Continuity Management at the Danube University Krems and in the OE-RISK program at the University of Vienna.



Prof. Julien Cloarec

Université Jean Moulin Lyon

Julien Cloarec is Full Professor of Quantitative Marketing at iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan. As an internationally recognized expert in Artificial Intelligence, he is dedicated to studying the possibility of deploying this technology without compromising the privacy of its users. He collaborates with various organizations, whether they are regulatory bodies, professional associations, or academic institutions, to raise awareness about this issue. His work has been published in numerous journals such as the Journal of Business Research, Psychology & Marketing, Technovation, Technological Forecasting and Social Change, International Journal of Human Resource Management and Systèmes d'Information et Management.



Mr. Frederic Josue

Founder of 18M Strategy Consulting

Frederic Josué founded 18M, a corporate strategy consulting firm, having as main clients Ferrero, BNP Paribas, Orange, as well as companies in the cultural industries. He is specialized in brand communication and emerging technologies. Frederic assists his clients in prioritizing their activation investments by selecting the best themes and harmonizing their actions across different channels and target demographics. The 18M supports clients' business development, especially through the use of technology to enhance the consumer experience. Additionally, Frederic is an expert in storytelling, capable of writing and overseeing the creation of production bibles for audiovisual series.



Meet the Key Speakers



Maria Enache
Oracle, Romania

Director, Software Support for Oracle Romania, with more than 17 years of experience in IT/Telecom/Retail business – with main area of expertise in customer relationship management and service delivery, contracts and programs management, leading technical support centers with teams deployed at EMEA level. Owns several certifications and internationally recognized licenses – PMP/Black Belt LSS/ITIL/Cloud Computing and an executive MBA from Sheffield University.



PD DI Dr. Maximilian Lackner
Vienna FH Technikum

Dr. Maximilian Lackner completed his habilitation in 2009. From 2004 to 2011, he worked in the polymer industry in Austria and China in several senior leadership positions. In 2011, Dr. Lackner founded a company for antimicrobial polymers. In 2013, Dr. Lackner founded another company active in bioplastics trading, development, and consulting. He has founded five companies. His expertise spans process engineering, chemical engineering, bioplastics (PHA, PHB) and fermentation technology.



Radu Crăciun
President of the
Management Board at BCR
Pensions

Radu Crăciun has over 24 years' experience in financial markets, an area in which he held executive and non-executive positions such as Senior Consultant in Roland Berger Strategy Consultants. He holds an MSc in Aircraft Engineering, an MSc in Organizational Development and an EMBA. He was awarded INSEAD's Certificate in Corporate Governance and is an Associate Professor for the MBA programmes offered by ASEBUSS.



Răzvan Bolborici
Head of the Technology
_VOIS Romania

Head of the Technology _VOIS Romania, a technology hub of over 1,500 professionals. This company is a global, purpose driven TechCo, constantly driving innovation, testing new ideas, spreading fresh thinking, and improving processes. Established in 2006, the company has evolved into a global, multi-functional organization, a Centre of Excellence for Intelligent Solutions focused on adding value and delivering business outcomes for Vodafone.

DETAILED PROGRAM

Day 1. THURSDAY, November 16th, 2023
UNSTPB Senate Hall, Rectorat Building

Time	Plenary Session
9:30	Registration (UNSTPB Senate Hall)
10:00 – 10:15	Mihnea Cosmin Costoiu – Rector UNSTPB
	Corina Ionela Dumitrescu – Dean of FAIMA
10:15 – 12:00	Dinu Bumbăcea, Country Managing Partner of PricewaterhouseCoopers, Romania (PwC)
	Vincent Cassar, Professor at University of Malta, Malta
	Diana Antonova, Head of the University Scientific Research Complex, University of Ruse, Angel Kanchev, Bulgaria „To avoid water conflict between nations and social groups, is it not time to recognize water as a public good?”
	Răzvan Bolborici, Head of Technology _VOIS Romania Centre @ Vodafone Group Cloud & Infrastructure Services, Romania.
12:00 – 12:30	Coffee break
12:30 – 14:30	Corneliu Bodea, CEO Adrem and President of the Romanian Energy Centre „Adrem, from idea to performance”
	Alexandra Smedoiu, President of CFA
	Maria Enache, Director Software Support Oracle, “Facing risk aversion towards digital transformation. Is AI taking “our jobs”?”
	Sergiu Neguț, Professor at the Bucharest School of Business Management and Co-founder Fintech OS
	Maximilian Lackner, Professor at the University of Applied Sciences Technikum Wien, Austria “Innovation management”
	Florian LIBOCOR - Chief Economist, BRD Groupe Societe Generale
	Luminița CHIVU - Director, National Institute of Economic Research (NIER)
14:30	Lunch Buffet
19:00	Gala Dinner - “Excalibur” Restaurant (optional)

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Timeframe for presentations	Section 1: ENTREPRENEURSHIP AND INNOVATION (Room 2.2) Chairs: Alexandra IOANID
9:00 – 11:00	9:00 – 09:10	ILIESCU , D., ȚIGĂNOAIA, B. D. . . , & IOANID, A. The innovation – technology – performance triad in the streaming service industry.: An exploratory study.
	9:10 – 09:20	ALEXE, C. – G. . , ALEXE, C. – M. . , & NEDELICU, A. .-. S. . . GAMIFICATION IN RECRUITMENT AND STAFF SELECTION PROCESSES FROM THE PERSPECTIVE OF ENGINEERING STUDENTS AND GRADUATES.
	9:20 – 09:30	AMARFII-RAILEAN, N. . BENCHMARK STUDY ON OPTIMAL STRATEGIES FOR FOSTERING STEAM SKILLS IN ENTREPRENEURIAL EDUCATION.
	9:30 – 09:40	MILITARU, A. M. G. . , KURT, A. . , & FLEACĂ, B. . ROMANIAN TECHNICAL UNIVERSITIES: A VIEW OF THE INNOVATION SYSTEM THROUGH ERASMUS+ PROGRAMME.
	9:40 – 09:50	MĂRGĂRIT, A. I. . THE CURRENT STATE OF RESEARCH ON THE DEVELOPMENT OF ENTREPRENEURSHIP IN METROPOLITAN AREAS.
	9:50 – 10:00	MĂRGĂRIT, A. I. . , & STOICA, A. M. . ENTREPRENEURIAL ORIENTATION AND LOCAL OPPORTUNITY IN THE RURAL PART OF THE METROPOLITAN BUCHAREST-ILFOV AREA.
	10:00 – 10:10	COVAȘ , L. . , & SOLCAN , A. . The orientation of entrepreneurship education towards the principles of sustainable development.
	10:10 – 10:20	ZAYOUD, M. . , OUEIDA, S. . , AWAD, P. . , & IONESCU, S. . IMPACT OF CHATGPT ON EDUCATION: CHALLENGES AND OPPORTUNITIES.
	10:20 – 10:30	ROȘCA-SADURSCHI, L. . , TODOS, I. . , & CECLU, L. . INNOVATIVE EDUCATION - IMPACT AND BENEFITS ON REGIONAL DEVELOPMENT.
	10:30 – 10:40	STĂNCIULESCU, G. D. A CRITICAL VIEW ON DEFINING THE CONCEPT OF FAMILY BUSINESS IN ROMANIAN, EUROPEAN AND INTERNATIONAL CONTEXT.
10:40 – 10:50	MOICEANU, G., POPESCU, M. A. M., BARBU, A. . , & MOICEANU, A. D. . GREEN ENTREPRENEURSHIP AMONG STUDENTS	
11:00-11:30	COFFEE BREAK	

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Timeframe for presentations	Section 2: TECHNOLOGY AND COMPETITIVENESS (Room 2.1) Chairs: Claudiu PURDESCU
9:00 – 11:00	9:00 – 09:10	ILIESCU , D., ȚIGĂNOAIA, B. D. . . , & IOANID, A. . Netflix’s secret path to the top: Analyzing the triad innovation – technology – performance.
	9:10 – 09:20	GRIGORESCU (PÎRVU) , F. A. . The use of new educational technologies for preparing students in engineering: An innovative perspective on entrepreneurship and competitiveness.
	9:20 – 09:30	ION (POPA), R.-G. . , ANDREI, G., & ARMĂȘELU, Ștefania-M. . STUDY ON THE USE OF DIGITAL PLATFORMS.
	9:30 – 09:40	ION (POPA), R.-G., ANDREI, G. . , & ARMĂȘELU, Ștefania-M. . STUDY ON THE CREATION OF SOME DIGITAL PLATFORMS.
	9:40 – 09:50	PARTENE, G. .- C. . , SIMION, D., IONESCU, S., NICOLAE, F. . , & COTORCEA, A. . ANALYSIS OF MARITIME CONTAINER TRAFFIC IN THE PORTS OF THE BLACK SEA BASIN .
	9:50 – 10:00	BARBU, A. . , MOICEANU, G. . , SIMION, C. . , CATANĂ, Ștefan . , & KESHTA, J. . Behind the Screens: Developers’ Insights on Enhancing Public Services through Digitization.
	10:00 – 10:10	ALEXE, C. – M. . , & ALEXE, C. – G. . ARTIFICIAL INTELLIGENCE BETWEEN CONTROVERSIES AND REGULATIONS
	10:10 – 10:20	ANDREI , N. . , & SCARLAT , C. . AN OVERVIEW OF AI AND GEOSPATIAL DATA TOWARDS IMPROVED STRATEGIC DECISIONS AND AUTOMATED BUSINESS DECISION PROCESS.
	10:20 – 10:30	CATANĂ, Ștefan-A. . , & BARBU, A. . THE UNITED STATES OF AMERICA’S MOST VALUABLE BRANDS IN THE PERIOD 2021-2023.
	10:30 – 10:40	PURDESCU, C. A. . THE QUANTIFICATION OF THE TIME SAVED BY THE PROFESSORS THROUGH THE INTRODUCTION OF THE ELECTRONIC EVALUATION.
10:40 – 10:50	TIME, A., IONESCU, S. & PACHECO, D., Incorporating technical and business perspectives of logistics in the E-commerce environment: Systematic literature review, current tendencies, and avenues of inquiry	
11:00-11:30	Coffee Break	

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Timeframe for presentations	Section 4: DEVELOPMENT STRATEGIES AND ENVIRONMENT (Room 2.3) Chairs: Bogdan FLEACA
9:00 – 11:00	9:00 – 09:10	LASCU, C.-E. . THE RECOVERY AND RESILIENCE FACILITY: INVESTMENTS IN THE ENERGY SECTOR.
	9:10 – 09:20	POPOVICI, E.-C. ., CERNIAN, A., VULPE, A. ., BOICESCU, L., & SUCIU Jr., G. . TOWARDS AN INTEGRATED MODULAR SOLUTION FOR MONITORING AND ECOLOGICAL ACTIONS IN DANUBE DELTA.
	9:20 – 09:30	BOANȚĂ, L.-F. ., MARIN, A. ., ZAPCIU, M. ., & RÂNEA, B.-G. . COMMERCIAL READINESS INDEX FOR LITTAR® ASPHALT CONCRETE .
	9:30 – 09:40	IVANOV, V. HISTORICAL DEVELOPMENT OF THE MODELS FOR CROSS-BORDER INSOLVENCY REGULATION IN EUROPE.
	09:40 – 09:50	PALADE , D. ., & IOANID , A. . HYDROGEN AS A POTENTIAL ACCELERATOR OF EUROPEAN UNION DECARBONIZATION.
	09:50 – 10:00	PALADE , D. ., & IOANID , A. ACHIEVING RENEWABLE ENERGY TARGETS IN THE CONTEXT OF THE REPowerEU PLAN.
	10:00 – 10:10	ANDREI , N. ., & IOANID , A. . POTENTIAL USE OF ARTIFICIAL INTELLIGENCE AND GEOSPATIAL ANALYSIS IN ENVIRONMENTAL MONITORING: Air quality in a large city.
	10:10 – 10:20	TUDOR, P. ., & PUȘCAȘU, S. .-V. . MANAGEMENT OF A PHOTOVOLTAIC PARK.
	10:20 – 10:30	TODOROVA, A., & ANTONOVA, D. ASPECTS OF THE ECONOMIC AND SOCIAL EFFICIENCY OF CORPORATE SOCIAL RESPONSIBILITY IN BULGARIA
	10:30 – 10:40	ANTONOVA, D. & TODOROVA, A. . COMPLEX NATURE OF THE EFFICIENCY OF SOCIAL INVESTMENTS IN BULGARIA
10:40 – 10:50	GHITA, V., IORGA, D., DUTULESCU, A., DASCALU, M. & MILITARU, G. . “LEMON” PERCEPTIONS: A COMPARATIVE ANALYSIS OF SECOND-HAND CARS’ PRICES IN ROMANIA AND GERMANY	
11:00-11:30	Coffee Break	

DETAILED PROGRAM

Time	Timeframe for presentations	Section 2: TECHNOLOGY AND COMPETITIVENESS (Room 2.1) Chairs: Dan DUMITRIU
11:30-13:00	11:30 - 11:40	STĂNCIULESCU, G. D. . THE ROMANIAN BOOK PUBLISHING INDUSTRY: AN IT-CONNECTED INDUSTRY.
	11:40 - 11:50	POPESCU, M. A. M., BARBU, A., COSTEA-MARCU, . I.-C., & MOICEANU , G. THE CURRENT STATE OF PUBLIC SERVICES DIGITALIZATION: A CASE STUDY OF ROMANIA.
	11:50 – 12:00	NEGOIȚĂ, . D. O., & POPESCU, M. A. M. THE USE OF ARTIFICIAL INTELLIGENCE IN EDUCATION.
	12:00 – 12:10	TONKOVA, E. . MAKING THE CASE FOR PRICE AUTOMATION IN TRADITIONAL RETAIL OUTLETS.
	12:10 – 12:20	FALE, M. ., RUPNIK, B. ., & KRAMBERGER, T. . HYBRID MODEL FOR MODELLING TRANSPORTATION CHOICES.
	12:20 – 12:30	ALEXANDRESCU, B. A. ., & DESELCU, D. C. . ANALYSIS OF INDUSTRIAL RELOCATION IN ROMANIAN COMPANIES.
	12:30 – 12:40	STANCIU, D.-M. ., & MILITARU, G. . DIGITAL TOOLS FOR THE RESILIENCE OF THE HEALTHCARE SECTOR DURING THE COVID-19 PANDEMIC: OVERVIEW
	12:40 – 12:50	ANCU, A.-E., & BARBU, A. . IDENTIFICATION OF CRITICAL FACTORS FOR IMPROVING THE SECURITY OF TELECOMMUNICATION SYSTEMS
	12:50 – 13:00	CHIRIȚĂ, R.A.M., UNGUREANU, C.E., SBÎRCEA, I.A., CIOBĂNESCU, S.A. & FLEACĂ, B. . THEORETICAL RESEARCH ON THE IMPORTANCE OF FACTORS INFLUENCING EMPLOYEE PERFORMANCE IN THE ORGANIZATIONAL MANAGEMENT SYSTEM

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Timeframe for presentations	Section 3: PEOPLE, ORGANIZATIONS AND CHANGE MANAGEMENT (Room 2.2) Chairs: Mirona Ana Maria POPESCU
11:30-13:00	11:30 - 11:40	UNGUREANU, C. -. E. . . , SBÎRCEA , I.-A. . , CHIRIȚĂ, R. A. M. . , & FLEACĂ, B. . THEORETICAL FINDINGS ON INTERNATIONAL STANDARD ADAPTATIONS IN ORGANISATIONAL MANAGEMENT SYSTEMS.
	11:40 - 11:50	UNGUREANU , C. -. E. . , CHIRIȚĂ , R. A. M., SBÎRCEA, I.-A. . , & FLEACĂ, E. . INSIGHTS INTO THE MANAGER PERSONA'S ROLE IN MODERN ORGANISATIONS.
	11:50 – 12:00	POLLIFRONI, M. . , MILITARU, G. . , IOANA, A. . , & POLLIFRONI, R. . PUBLIC ACCOUNTING AND PUBLIC MANAGEMENT: LOOKING FOR LINKING DRIVERS BETWEEN THE TWO ACADEMIC DISCIPLINES
	12:00 – 12:10	CIOBĂNESCU , Ștefan A. . , UNGUREANU , C. -. E. . , CHIRIȚĂ, R. A. M. . , & SBÎRCEA, I.-A. . . CORONAVIRUS 2 - SEVERE ACUTE RESPIRATORY SYNDROME (SARS-COV-2) – THE CRISIS THAT DETERMINED THE PRISON ADMINISTRATION SYSTEM TO REALLY STEP TOWARDS DIGITALIZATION.
	12:10 – 12:20	DOROFTEI, L.-A. . , SIMION, P.-C. . , & PÎSLARU, A. M. . OPPORTUNITY STUDY ON INCREASING THE NUMBER OF PROSUMERS IN ROMANIA.
	12:20 – 12:30	BARBU, A. . , POPESCU, M. A.-M. . , COSTEA-MARCU, I.-C. . , MILITARU, G. . , & DESELCICU, C. . An analysis of the personal and professional experiences of the employees of a software development company regarding the digitization of public services.
	12:30 – 12:40	CHIRIȚĂ, R. A. M. . , UNGUREANU, C. -. E. . , SBÎRCEA, I.-A., CIOBĂNESCU, S. A. . , & MIHAI, P. . THEORETICAL RESEARCH ON THE IMPORTANCE OF HUMAN RESOURCE PERFORMANCE EVALUATION IN ORGANIZATIONAL MANAGEMENT SYSTEM.
	12:40 – 12:50	TUDOR, P. . LEADERSHIP IN TIMES OF CRISIS - WHAT DOES IT MEAN TO BE AN EMPATHETIC LEADER IN THE CRUCIAL MOMENTS OF THE COMPANY? – A REVIEW
	12:50 – 13:00	POPESCU, . M. A. M., SIMION, . P. C., & PUFLEANU, . I. EMPLOYEE RETENTION IN ROMANIA. : A CASE STUDY OF ROMANIAN IT COMPANIES.
	13:00 – 13:10	PETREA, G. & PUIU, R. . , STUDENTS' AND HIGH SCHOOL STUDENTS' PREFERENCES IN CHOOSING A UNIVERSITY: A SOCIOLOGICAL ANALYSIS

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Timeframe for presentations	Section 4: DEVELOPMENT STRATEGIES AND ENVIRONMENT (Room 2.3) Chairs: Dana Corina DESELNICU
11:30-13:00	11:30 – 11:40	SCARLAT, C. . MANAGEMENT ANTE MANAGEMENT: EARLY WORSHIP SETTLEMENTS AND URBAN PLANNING.
	11:40 – 11:50	BERNS, D., SUN, P. ., & GHEORGHE, A. V. . MODELING WEALTH DISTRIBUTION IN A SOCIETY.
	11:50 – 12:00	SCARLAT, D. C. . POST-PANDEMIC BUSINESS EFFECTS AS EVOLUTION OF STRATEGIC THINKING: STRATEGIC NETWORKING AND DIGITAL ACCELERATION.
	12:00 – 12:10	MOICEANU, G. ., JURUBIȚĂ, G. G. ., NEGOIȚĂ, O. D. ., & SIMION, C. P. . COVID-19 AND ECONOMIC DEVELOPMENT – A BIBLIOMETRIC ANALYSIS.
	12:10 – 12:20	COICIU, I. . IMPLEMENTATION OF AN OPERATIONAL EXCELLENCE MANAGEMENT SYSTEM MODEL IN AN INSURANCE COMPANY.
	12:20 – 12:30	SCARLAT, D. C. . CHANGES IN BUSINESS ORGANIZATIONS: TRANSFORMATION OF WORK SETTINGS AND HABITS AS POST-PANDEMIC EFFECTS .
	12:30 – 12:40	SÂRBU BĂRAR, D.-A. . PROPOSED PRACTICES AND APPROACHES FOR ADDRESSING SOURCES OF CONFLICT IN CROSS-CULTURAL AND CROSS-FUNCTIONAL IT PROJECTS.
	12:40 – 12:50	SÂRBU BĂRAR, D.-A. . HOW DOES PROJECT MANAGEMENT METHODOLOGY FIT IN WHEN WORKING WITH CROSS-CULTURAL AND CROSS-DISCIPLINARY SOFTWARE DEVELOPMENT PROJECT TEAMS?.
	12:50 – 13:00	DOBRE, E. L. ., JURUBIȚĂ, G. G. ., MOICEANU, G. ., & CROITORU, I. M. . DISINFORMATION DURING THE COVID-19 PANDEMIC.

DETAILED PROGRAM

Day 2. FRIDAY, November 17th, 2023
UNSTPB Library Building

Time	Plenary session Day 2	Room	Speakers
13:00 – 13:30	Plenary sessions (Keynote speakers)	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none">• Gabriel Stănescu, Director executive, Vector International SRL, “Creating value in the Digital Circular Economy - Data driven decision & digital transformation”
13:30 – 14:00	Plenary sessions (Keynote speakers)	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none">• Gerhard Reismüller, Managing Director of BC Consulting GmbH in Austria, “Digitalization of Crisis Management”
14:00 – 14:40	Discussion panel	Library Building, 2 nd floor Room 2.1	<ul style="list-style-type: none">• Mr. Frederic Josue, Founder of 18M Strategy Consulting Brand Communication & New Technologies, Lecturer at IEP Paris & Sorbonne, France• Mr. Julien Cloarec, Professor des Universites/Full Professor, iaelyon School of Management, Université Jean Moulin Lyon 3, Magellan, France
14:30	Closing conference	Library Building, 2 nd floor Room 2.1	
15:00	Lunch	Library Building, 2 nd floor	

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