

International Conference

Knowledge Economy
- Challenges of the 21st Century -



**Europe under multiple crises.
The challenges ahead**

**PITESTI, 24 November 2022
Constantin Brancoveanu University**

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Senate Chairman, Constantin Brâncoveanu University
- Scientific Researcher I. Marioara Iordan, Ph.D. – Deputy Director, Institute for Economic Forecasting
- Scientific Researcher I. Mihaela - Nona Chilian – Institute for Economic Forecasting
- Professor Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Professor Iuliana Ciochină, Ph. D. – Vice Rector, Constantin Brâncoveanu University
- Professor Alexandra Albuquerque, Ph.D. – Head of the International Office, ISCAP
- Associate Professor Sebastian Ene, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Associate Professor Cristina Șerbănică, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Associate Professor Nicolae Grădinaru, Ph.D. – Head of Law Department, Constantin Brâncoveanu University
- Associate Professor Cristina Gănescu, Ph.D. – Dean, Constantin Brâncoveanu University
- Associate Professor Mihaela Asandei, Ph.D. – Dean, Constantin Brâncoveanu University
- Associate Professor Laura Pănoiu, Ph.D. – Dean, Constantin Brâncoveanu University
- Associate Professor Camelia Vechiu, Ph. D. – Dean, Constantin Brâncoveanu University
- Associate Professor Florin Dima, Ph. D. – Head Accounting Department, Constantin Brâncoveanu University
- Lecturer Ion Stoica, Ph.D. – Dean, Constantin Brâncoveanu University
- Lecturer Andreea Gangone, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Lecturer Gianina Negrău, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Lecturer Iuliana Talmaciu, Ph.D. – Head International Relationship Department, Constantin Brâncoveanu University
- Lecturer Corina Ducu, Ph. D. – Accounting Department
- Lecture Alina Popescu, Ph.D. – Constantin Brâncoveanu University

Conference program

ONLINE SESSIONS - will start at 10.00 A.M

SECTION A - Regional development strategies and policies

Meeting ID: 986 6031 4993

Passcode: 981941

SECTION B - Financial and accounting policies and corporate governance in the global context

Meeting ID: 981 2361 0634

Passcode: 840795

SECTION C - European law and public policies + The digital Age. The cryptocurrency market: economic and legal implications

Meeting ID: 942 2527 4333

Passcode: 802840

SECTION D1 - Strategic management and entrepreneurship

Papers 1 to 17

Meeting ID: 981 8605 5716

Passcode: 277945

SECTION D2 - Strategic management and entrepreneurship

Papers 18 to 34

Meeting ID: 980 4855 9507

Passcode: 164265

SECTION E - Marketing and tourism

Meeting ID: 965 4832 0198

Passcode: 685201

SECTION F - Social and educational policies

Meeting ID: 947 2074 0192

Passcode: 696897

Notice : papers presentations time - seven minutes

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Preface

Constantin Brâncoveanu University of Pitesti has long been one of the prestigious universities of our country actively involved in fundamental and applied research activities that address topical issues emerging at local, regional, national or international level. The 10th edition of the International Conference “Knowledge Economy – Challenges of the 21st Century” eloquently confirms the special attention paid to the pressing issues that the world – and Europe implicitly - faces nowadays.

The Covid pandemic slowed down, but it is not over, neither in Europe or in other parts of the globe. Apart from Covid 19, it seems that the world is facing multiple overlapping crises that reshape the development trends. The war in Ukraine and the energy crises are hitting countries that were already stressed. Energy insecurity remains a major threat despite recent attention to alternative energy sources. Inflation hits record high and the EU economy is sliding into recession. All these crises are interlinked and need coordinated responses. The topic of our International Conference - *Europe under multiple crises. The challenges ahead* – invites original contributions, debates and scientific reflections on current economic, social and environmental vulnerabilities, impacts and windows of opportunity.

Vice - Rector,

Associate Professor Sebastian ENE, Ph.D.

SECTION 1. REGIONAL DEVELOPMENT STRATEGIES AND POLICIES

1. NATIONAL RECOVERY AND RESILIENCE PLAN - OPPORTUNITIES AND CHALLENGES

**Daniela ANTONESCU,
Ioana Cristina FLORESCU,
Institute of National Economy**

***Abstract:** The health crisis caused by COVID-19, together with previous crises, has shown that sustainable and resilient economies alongside strong financial and social protection systems have helped Member States to react more effectively and efficiently to shocks and recover faster. At the same time, resilience can lead to negative effects of shock propagation between Member States, affecting the process of convergence and cohesion in the European Union. Falling expenditure on education, culture, healthcare can also affect the rapid recovery of economies. At the same time, investment and reforms can help build resilience and lead, in the medium and long term, to bringing back inequalities of all kinds. In the context of the health crisis, an innovative instrument – the Recovery and Resilience Mechanism – has been proposed and promoted at EU level to support recovery and resilience in regions and Member States, with the stated aim of providing financial support in order to accelerate sustainable reforms and related public investment. Although new in nature, this mechanism builds on the experience gained by Member States from using other instruments and programs launched and funded by the EU but this plan also comes with several opportunities and challenges that will be discussed in this article.*

2. REGIONAL APPROACHES TO THE AGEING OF THE POPULATION

**Florian GURAMULTĂ NIER,
"C.C. Kiritescu", Romanian Academy**

***Abstract:** The phenomenon of population aging has become internationally and regionally a current one and which is of great importance because it concerns the evolution of the population throughout the world over an important period. As a result of some research, studies and analyses, it has been revealed that the world's population is facing an aging process that is to take place over a long period of time.*

The evolution of the share of the elderly population will show a long-term upward trend especially in countries where the birth rate is higher than the replacement rate. It is important to note that the ageing phenomenon we are experiencing can be analyzed from the perspective of the population included in the three main categories or groups of the population, namely the young, adult and elderly population.

A new concept has therefore been developed to ensure intergenerational convergence, namely active ageing, which implies that solidarity between generations must be seen as a result of active ageing, which is an essential opportunity for maintaining solidarity between generations.

3. REGIONAL DEVELOPMENT STRATEGIES AND THE GROWTH OF THE RENEWABLE ENERGY SECTOR: AN APPLICATION OF SWOT METHODOLOGY

**Anca Florentina VATAMANU,
Elena CIGU,**

Alexandru Ioan Cuza University of Iasi, Romania

***Abstract:** The current development strategies are oriented towards the development of the green economy, in which the energy sector plays an important role. In this sense, including at the regional level, development strategies are being built that primarily support the growth of the renewable energy sector. Thus, strengthening the economic environment of regions in society should lead directly to economic growth. Given that sustainable energy technology innovation and consolidated public mechanisms are instruments capable of removing financing barriers and supporting clean energy sector growth. Increasing the consumption of renewable energy is a major priority where both companies and public authorities are involved. This paper focuses on regional development strategies and renewable energy consumption in the European countries. Firstly, the paper will present sustainability of regional development strategies and renewable energy consumption from the perspective of the literature. The second objective, based on SWOT methodology, is to analyse the internal and the external environment of the renewable energy sector of European countries with the help of SWOT methodology to explore such factors that are key drivers of or impediments to the adoption of renewable energy strategies at both the micro- and macro-levels.*

4. EVALUATION OF THE CONTRIBUTION OF QUALITY EDUCATION TO THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS

**Radu RUSU,
Camelia OPREAN-STAN,**

Lucian Blaga University of Sibiu, Romania

Abstract: *The foundations of today's society include globalization, information, communication technologies, knowledge-based economy, innovation and science. As a result, future development will be determined by the capacity of individuals to acquire the technologies of the 21st century and to innovate and improve upon what currently exists. This article explores the influence of various indicators related to the quality of education on the Sustainable Development Goals (SDGs) in EU Member States. This study's findings reveal the dynamics and the relationship between the selected indicators. Metrics such as mean years of schooling, lifelong learning, the rate of school dropouts and the number of new Ph.D. graduates demonstrate the significance of quality education to the achievement of the sustainable development goals. This article includes additional factors, such as the Human Development Index and R&D investment, to provide a broader picture of how education positively influences the SDGs Index. According to the findings, development through education is a concept whose materialization consists of the intersection between investments in education and research and the participation of young talent in the national labor market.*

5. THE TRANSFORMATIVE ROLE OF RESEARCH, DEVELOPMENT AND INNOVATION IN ADDRESSING TECHNOLOGICAL, ECONOMIC AND SOCIAL CHALLENGES AT THE REGIONAL LEVEL IN ROMANIA

**Adela Simona POPESCU (Vlășceanu),
SCOSAAR**

Abstract: *In recent years, Europe and the whole world have faced and continue to face multiple challenges simultaneously: improving economic stability, increasing competitiveness, creating more and better jobs in a sustainable way. In such a context, research and innovation (R&I) is crucial to provide solutions to the current and future challenges. If Europe plays a prominent role in the global research and innovation landscape, there are significant internal disparities between and within the Member States in terms of research and innovation performance. As is known, Romania has not achieved its national objective regarding public research and development expenditure (1% of GDP), assumed both at the European and national level, through the 2014-2020 National Strategy for R&D. Also, the position at the European level in the innovation landscape has been that of a modest innovator for years, with no improvement trends. In this context, the paper highlights and briefly analyzes the gaps between Romania's regions in terms of RD&I. The results show that they remain at a significant level, but the efforts and actions taken at the regional level are important and have started to reveal some visible positive effects.*

6. COMPARATIVE ANALYSIS OF NATIONAL PLANS OF RECOVERY AND RESILIENCE IN EU MEMBER STATES

**Daniela ANTONESCU,
Ioana Cristina FLORESCU**
Institute of National Economy

Abstract: *The National Recovery and Resilience Plan (NRRP) of the Member States aims to ensure an optimal balance between national and EU priorities, in the context of recovery after the COVID-19 crisis. In the international literature, several attempts can be found in order to establish a set of indicators for measuring the NRRPs targets, with difficulties in assessing the implementation arising from the diversity of the determinants of this plan. The conceptual approach to resilience by researchers in various fields of the social sciences has varied. Therefore, the need of a further research regarding this topic has arisen and will be treated in this article with respect to the differences of this plan amongst the Member States.*

7. THE ROLE OF TRADE IN PROMOTING SUSTAINABLE DEVELOPMENT - THE CASE OF THE EUROPEAN UNION

Corneliu-George IACOB,

University of Economic Studies, Bucharest, Romania

Abstract: *Adopted in 2015 by the United Nations General Assembly, the 2030 Agenda for Sustainable Development has been hailed as "a defining moment for humanity and the planet", a "victory for multilateralism" and a "blueprint for a better future". The Agenda contains the Sustainable Development Goals (SDGs), which set targets to be achieved by 2030 in 17 areas, including poverty, health, education and the environment. The 2030 Agenda recognizes that trade is an engine of economic growth for all and a means of reducing poverty and contributing to the sustainable development of countries. Eradicating poverty is high on the 2030 Agenda as the first Sustainable Development Goal, and trade continues to be a key factor in progressing towards this goal. Trade and the World Trade Organization have contributed greatly to the unprecedented economic development of the past 15 years. The purpose of this article is to highlight how trade contributes to the achievement of the main objectives of sustainable development, from the perspective of the European Union, highlighting the main directions of action of the European Union in this regard.*

8. SMART SPECIALIZATION FOR SUSTAINABLE DEVELOPMENT GOALS AND FOR THE TWIN TRANSITION. CHALLENGES AND OPPORTUNITIES

Ovidiu PUIU

Cristina ȘERBĂNICĂ

Constantin Brancoveanu University, Pitesti, Romania

Abstract: *For the 2021-2027 programming period, the EU Cohesion Policy has set the ambition to promote innovative and smart economic transformation and regional digital connectivity for a more competitive and smarter Europe (Policy Objective 1). In this context, the national and regional smart specialization strategies (S3) - which were initially created to set priorities that build competitive advantages and match research and innovation strengths to business needs – are now expected to take a step forward, in line with EU's priorities. The new generation of smart specialization strategies (S4) should support transformation towards the Sustainable Development Goals (SDGs), the European Green Deal and the Digital Agenda for Europe. Within this frame of reference, the goal of this paper is to investigate to what extent the priorities of the recently adopted Romanian national and regional smart specialization strategies are aligned with the SDGs and with the objectives of the green and digital transitions (the "twin transition"). The results of our study question the opportunities, but also the challenges stemming from the directionality towards sustainability transitions.*

9. SMALL AND MEDIUM SIZE ENTERPRISES - ROMANIAN'S CHANCE TO GET OUT OF A NEVERENDING CRISIS

Diana LARISA ȚÂMPU

Artifex University of Bucharest, Romania

Abstract: *It seems that the last 2 years were one of the hardest. But it looks like the next ones will be harder. In these days of hard work, uncertainty and crisis it's good to remember the following words from Albert Einstein: "Let's not pretend that things will change if we keep doing the same things. A crisis can be a real blessing to any person, to any nation. For all crises bring progress. There's no challenge without a crisis. It's in the crisis where we can show the very best in us." The main purpose of this study is to present the role that the small and medium size enterprises have in Romanian's economy. The study employed basic measures of descriptive statistics about the regional and local startup ecosystem, the birth rate and death rate of business as well as the obstacles identified by Romanian entrepreneurs in starting a business. The study is structured in 5 sections: the impact of entrepreneurship, the regional and local startup ecosystem, the profile of new entrepreneurs, the regional and local startup ecosystem.*

10. FROM THROWAWAY TO TREASURE: CREATING VALUE IN THE CIRCULAR ECONOMY

Andreea ADAM (WEISNER)

"West University of Timisoara", Doctoral School of Economics and Business Administration

Abstract: *The circular economy is an alternative process of dealing with the traditional linear economy. On the other hand, a linear economy is a way to dispose of resources once they are used. The basis of the principle of circular motion is reuse, repair, recycling, and ensuring resources are kept as long as possible. Over recent years the concept of circular economy has received a variety of traction as an approach to move away from the*

traditional linear economy, which is considered unsustainable in the long term. In addition, the circular to linear economy transition is challenging; additional study is to determine the best way to transition from one philosophy to another.

This paper will explore the concept of circular economy concept as well as identify challenges associated with the linear to circular economy transition. Other research questions will be aimed at the research, which include; how can a business effectively change from a linear monetary system to a circular one, with more money circulating in a given time frame? In conclusion, we observe that the transition from a linear to a circular economy is challenging, and further study is needed to determine the best approach for the success of this transition.

11. THE EFFECTS OF PANDEMIC CRISIS CAUSED BY THE COVID-19 REGARDING HUMAN RESOURCES

Adriana Monica ȚEGLEDI,
Petroleum and Gas University of Ploiesti, Romania,
Post-graduate, „Valahia” University of Targoviste
Boni Mihaela STRĂOANU,
Petroleum and Gas University of Ploiesti
George ENESCU,
Petroleum and Gas University of Ploiesti

Abstract: *The effects of the SARS-COV 2 Pandemic on the labor market have been devastating, to say the least, generating a general destabilization of the business environment and raising the number of unemployed people. The total or partial lockdown of some economic activities, the social distancing, the quarantine, the flight and circulation restrictions have all been factors which have affected all activity domains, but also all members of society.*

Romania, along with every other member states of the EU, will have to adopt the most adequate measures regarding the economic relaunch and the support for people who have been affected by the pandemic.

12. INTEGRATED LOGISTICS IN THE DEVELOPMENT OF THE CONSTANTA PORT

Florin IORDANOAI,
Association "Education and Staff Training", Mangalia, Romania
Gheorghe BATRINCA,
Maritime University, Constanta, Romania

Abstract: *In the last 32 years, the port of Constanta has evolved in leaps and bounds, without a coherent development strategy, being permanently subject to political influence, which did not have clear development and performance objectives, in the medium term or long. The port operators have developed their own development and investment strategies, depending on their objectives in different terms, usually in the short and medium term. In this paper, an analysis of the current situation of the Port of Constanta, of the strategies and projects that are underway or to be launched in the next period is carried out. Apart from these, other management strategies are analyzed and presented, based on the logistics integrated in the port operation activity.*

13. ECONOMIC THINKING IN ROMANIA AND ITS ADAPTATION TO HISTORICAL STAGES (1848 – 1914)

Ion Gr. IONESCU,
Oana BOCĂNETE,
"Tomis" University from Constanta Romania

Abstract: *In the present study, we set out to analyze an aspect that deserves to be put into practice, with priority, and which does not seem to be in the interest of those entitled to answer for it. It is about the flexibility to adapt economic aspects to the realities of the moment, i.e. to anticipate, intuit, foresee what the course of the economy would be, even if only a little before the occurrence of risky and unfortunate moments (crises), in order to counteract, diminishing or eliminating the negative effects that give all the economic parameters, back, lowers the economic rate becomes the nucleus that produces all that is worse. Although in Romania there is a specialized institution for various economic-financial forecasts, and not only that, called the Institute of Economic Forecasting, but also the National Strategy and Forecasting Commission which is organized and functions as a specialized body of the central public administration, with legal personality, let's be honest, as noted, Romania has been caught, regularly and without exception, on the wrong foot.*

So, we raise an alarm signal, for the urgent need for specialized forecasting and exceptional organization, from an institutional and administrative point of view, in order to recover from everything that is not efficient, at the present time.

14. AGRARIAN TRANSFORMATION AND THE EVOLUTION OF AGRICULTURAL PRODUCTION FROM ROMANIA (1864 – 1921)

**Ion Gr. IONESCU,
Lia Maria ANUȚA,**

"Tomis" University from Constanta Romania

Abstract: *The purpose of this study is to carry out a comparative analysis, along with the fundamental leap made by Romania, along with the transition of the economy to the phase of capitalism. From the study we will be able to observe, the ascending line, in particular, the accumulations, in the agricultural field, because the country was one in which the population existed and lived, predominantly, in the rural environment, and the basis of the development of the economy was due to the exploitation of the land, in particular, extensive. We stopped at a few milestones that we analyzed carefully, with reference to: the effects of the agrarian reform of 1864, the structure of the agrarian population, the structure of agrarian property, the structure of agrarian property, production relations - agricultural leases and tenancy, the increase in agricultural areas, grain culture, animal husbandry, endowment of the land cultivation sector (agricultural inventory), Development of commercial agriculture, production relations, all this, in the conditions when the natural, economic, social, political conditions were taking place at moderate, but progressive parameters. At the same time, we are also analyzing the situation when Romanian agriculture was in a period of crisis, because the facts were unfolding differently and other, more energetic, but effective measures were needed to adapt to the new conditions. Everything is exemplified by statistical data of the historical moments we refer to, inspired by credible documents.*

15. MARKETS EVOLUTION AND COMMERCIAL CONSOLIDATION OF ROMANIA (1878 – 1914)

**Daniela CORNOIU,
University of Craiova Romania
Monica BORANDĂ,**

Student, Ovidius University of Constanta

Abstract: *We proposed to develop the subject related to the evolution of markets and commercial consolidation in Romania, at a time when almost everything was at the beginning and the national economy was in greater need of fundamental support measures, and we are not referring to the national market, even if they still met a series of pre-capitalist elements that were assimilated quite quickly. The role played by the emergence of a national market, compatible with Romanian interests, at the macro-economic level, allowed the development of production and trade and allowed the growth of the pace, in almost all sectors of the national economy. There is a greater centralization of commercial capital, a fact attested by the appearance of joint stock companies. The first company of this kind was founded in 1894. On the eve of the First World War, there were 60 such companies with a capital of about 43.4 million lei; of these, 42 were established after 1910.*

16. IMPERFECTIONS IN THE FREE MARKET ECONOMY

**Cristiana MATEI
Adrian Ducu MATEI,**

"Athenaeum University of Bucharest, Romania"

Abstract: *This paper is dedicated to the issue of rights and freedoms, so necessary in the market economy, especially since there are some themes of reflection but also debates that push towards a paralysis of thought. Among them we mention the intervention of the state, which according to some socialist works of political economy referred to a wise intervention. In this paper we will try to identify some confusions that can arise most of the time when trying to prove the unjudgmented intervention of the state. We appeal to a famous, frequently quoted dictum that "The government is the better the less it governs" although we do not believe that this is the correct description of the functions of good governance. We believe that political power has a special role to play in doing all the things for which it has been credited by the citizens of a country and for which it is necessary. Political power has the role of protecting the citizens of a country against violent attacks, marked by corruption and fraud by some, and must defend the country from foreign enemies.*

17. NEW DIMENSIONS OF ECONOMIC TRANSFORMATION – A EUROPEAN PERSPECTIVE

Corneliu-George IACOB,

University of Economic Studies, Bucharest, Romania

Emilia IORDACHE,

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *The 2020 Competitiveness Report published by the World Economic Forum brings up the notion of economic transformation of economies. The report identifies the main emerging priorities for countries to achieve economic transformation: moving towards full integration of social, environmental and institutional objectives into their economic systems over the next five years (approximately). At the same time, it is also trying to measure the degree of readiness of the countries to achieve such a transformation. The purpose of this endeavor is multifold: first, it maps priority areas against available data points in an effort to better define the actions and/or policies needed to "build better economies" that are productive, sustainable and inclusive; second, it provides a snapshot of the current situation in each country, assessing the extent to which countries today are on track to transform their economies, and third, it highlights where the main data gaps lie in policy evaluation and current national performance. In the light of these considerations, the purpose of this article is to highlight the European perspective on these new dimensions of economic transformation, on the inclusion of sustainable development objectives in the economic architecture of the European Union.*

18. REGIONALIZATION AND REGIONALISM IN THE EUROPEAN AREA

Florența CREȚU

Abstract: *Carrying out an analysis of the phenomenon of regional affirmation that manifests itself in Europe leads us, at the institutional level, to a double dialogue, vertical and horizontal. The first corresponds to the relations that the regions develop or try to develop with the European institutions, the European Union or the Council of Europe, and the second arises from the importance that the regions give to the direct relation*

19. QUALITY OF PUBLIC COMMUNICATION – A KEY ISSUE FOR CITIZENS' LEVEL OF TRUST; FOCUS ON THE ROMANIAN CENTRAL PUBLIC INSTITUTIONS

Alexandra SIMA

Ph.D. Student, „Valahia” University of Târgoviște, Romania

Mihaela, GEORGESCU (MUȘETOIU)

Ph.D. Student, „Valahia” University of Târgoviște, Romania

Andrei Marcel MANOLE

Ph.D. Student, „Valahia” University of Târgoviște, Romania

Florina FLOROIU (MIHAI)

Ph.D. Student, „Valahia” University of Târgoviște, Romania

Abstract: *Whilst the expression 'public service' commonly refers to public bodies, based on the legal principles, it can also be referred to as "services rendered to the public". Therefore, fostering the relationship of trust between services and citizens, as users of public services – involves thinking very finely about attracting audience and interactions between users and politicians through the public communication, regardless of the employed channel.*

The low use of open data and information in public actions only is reflected, among other consequences, in reduced level of citizens' trust with regard to the Romanian public institutions, and an unclear vision in terms of an urgent improvement of the situation. In order to change the architecture of public interest data, the central institutions must rebuild the citizens' choices environment, as basics for their learning to trust the institutions.

SECTION 2. FINANCIAL AND ACCOUNTING POLICIES AND CORPORATE GOVERNANCE IN THE GLOBAL CONTEXT

1. ANALYSIS OF DEVELOPMENTS IN THE FIELD OF DIGITALIZATION OF BANKING SERVICES IN ROMANIA

PhD. Professor Marius GUST
"Constantin Brâncoveanu" University

***Abstract:** Humanity is in the midst of a digital revolution, and the financial economy and the banking sector are among the pioneers of this field, and additionally claiming a good share of the innovative elements. The term that summarizes the new technologies in the financial environment is that of FinTech (Financial Technology). It is considered that the financial services that can fall within the scope of financial technological innovations are: a) lending services, attraction of deposits and attraction of capital, b) services and means of payment; c) investment and investment management services and d) other financial activities. In Romania, in recent years, there has been significant progress in the implementation of digital financial services, located especially in the field of payments (cards, electronic payments, payment instruments with remote access), an obvious tendency to reduce the use of cash and a timid penetration of new technologies in the field of lending. These changes can be attributed to the financial education of the population, the entry into the active life of young people and their behavior and slightly amplified by the pandemic crisis.*

2. TENDENCIES IN PUBLIC AUDIT. IMPACT ON PUBLIC MANAGEMENT AND CITIZENS' LIVES

PhD. Teodora Nicoleta LAZĂR (PLEȘA)
Valahia University of Târgoviște, Romania

PhD. Constanța POPESCU
Valahia University of Târgoviște, Romania

Dr. Iliodor Tiberiu PLEȘA

***Abstract:** This paper aims to analyze the main tendencies in the external public audit activity carried out by the supreme audit institutions, in the light of the latest developments at the international level, from a post-pandemic perspective.*

The article also examines new approaches in external public audit, which could have a positive impact on both the supreme audit institutions, from the perspective of their specific activity, and on the management of the public sector, having a direct influence on the lives of citizens.

3. THE ROLE OF CLOUD ACCOUNTING IN ECONOMIC DEVELOPMENT OF EMERGING COUNTRIES

Raluca Andreea STOICA
Valahia University of Targoviste, Romania

***Abstract:** The way we work, learn, communicate, buy, and sell items is changing as a result of digitalization and the inventive use of digital technologies. Cloud computing is an emerging digital technology that is growing rapidly. It is an internet-based computing model which shares computer resources instead of having local servers. Has been reported that usage of cloud computing in the accounting domain reduces IT management overall costs and allows large scale consolidation and optimal use of software and hardware*

resources. It also has the potential to make large-scale resources available to small business which will not be able to afford these otherwise.

The opportunities provided by Cloud Computing to developing countries are: on-demand access to data and computing resources that can enhance productivity and improve service delivery in both private and public sectors of emerging economies.

4. THE COHERENCE OF IASB REQUIREMENTS REGARDING THE QUALITY OF FINANCIAL INFORMATION WITH THE NEEDS OF FINANCIAL ANALYSIS

Claudia Nicoleta GUNI

Spiru Haret University

Abstract: *In this article we will present the need for quality financial information in a globalized economy. In the context of the international accounting harmonization phenomenon, the quality of financial and accounting information has improved considerably. The abundance of information allows organizations to increase their informational competitiveness parameters in relation to domestic and international competitors. Also, the characteristics of financial information will be presented from the perspective of the needs of financial analysis, because in order for the information to be useful in the managerial process, it must meet a number of main qualitative characteristics.*

5. THE ROLE OF ECONOMIC MANAGEMENT IN ECONOMIC RECOVERY AND ENSURING THE DEVELOPMENT OF ENTITIES

Dorina LUȚĂ

"Constantin Brâncoveanu" University

Abstract: *In a period marked by special events, a pandemic followed by the Russian-Ukrainian war, a significant slowdown in economic growth at the level of the European Union can be observed, and in a pessimistic scenario we can even talk about an economic recession. Its effect is felt differently by economic entities depending on their size and the field of activity in which they operate. Businesses face ever-increasing inflation, which brings with it increased prices of raw materials, energy and fuel, increased costs related to staff salaries. In this context they must put effort into each sale, pay attention to details, impose strict cost control and a focus on access to financing. Economic management has an important role in economic recovery and ensuring the development of entities that must quickly adapt to the conditions of the environment in which they operate. The business environment has become more risky, in these conditions the need for current information at the right time is accentuated. Market demand is unpredictable in many sectors, so flexibility is essential; establishing the need for financing and analyzing all forms of financing; competition; maintaining the staff with the necessary skills, are some essential aspects aimed at the correct management of economic recovery and growth presented in this article.*

6. THE REFLECTION IN THE DASHBOARD OF THE RESULTS OF PROCESSING THE INFORMATION PROVIDED BY THE FINANCIAL – ACCOUNTING INFORMATION SYSTEM

Claudia Nicoleta Guni

Spiru Haret University

Abstract: *Starting from the idea that the improvement of managerial decisions coincides with the assumption of risks attached to the activities they coordinate, by using the Dashboard managers can base their decisions in order to adopt them, ensuring a coherent and complete management of the company they are in charge of. The dashboard is supplied with information provided by SIFC, and the results presented are directly influenced by the fundamental qualitative characteristics of the information used.*

Taking into account the current economic context, it is necessary to reduce the resistance to change both of the organization itself and of its management

7. CORPORATE GOVERNANCE – IMPLEMENTATION AT THE LEVEL OF BRAILA CITY HALL

Angelica BRATU

"Constantin Brancoveanu" University of Braila, Romania

Abstract: With the appearance of GEO no. 109/2011, of Law no. 111/2016, of HGR no. 722/2016 and the Guide of the Ministry of Public Finance regarding the full management of state participation in the economy and the unified application by public authorities of GEO no. 109/2011 at the level of Brăila Municipality, HCLM no. 190/23.04.2021 regarding the approval of the organization regulation and selection committee's operations by the administrative boards' members of the public enterprises under the authority of the Municipality of Brăila. This article will deal with the procedure for each public enterprise with proposals for improvement that will contribute to the efficiency of governance on each individual element.

8. EXTERNAL DEBT AND PUBLIC DEBT OF EU COUNTRIES

Cătălin DRĂGOI,

CCFM Victor Slavescu, Bucuresti

Abstract: The appearance of the SARS cov 2 virus and its rapid worldwide spread triggered a medical crisis followed by an economic crisis in all the states of the world, including European countries. In order to be able to face the medical crisis, to be able to support the companies but also the disadvantaged social categories affected, the governments had to borrow money to face the growing expenses. The paper aims to study how public debt and external debt have evolved in the countries of the European Union in the years following the outbreak of the pandemic.

9. MACHINE LEARNING (ML) ADAPTATIONS FOR THE FINANCIAL DIGITAL MARKETS

Andrei-Dragos POPESCU

University of Craiova, Romania

Abstract: Modeling and predicting the evolution of financial markets has become an essential research domain for scientists, researchers and practitioners in the field of economics or finance. Many optimization models have previously looked into the idea of using Genetic Algorithms to forecast the momentum of financial markets' prices.

Genetic algorithms (GAs) are problem-solving techniques that replicate the evolution process in nature. Unlike artificial neural networks (ANNs), which are designed to mimic brain neurons, these algorithms rely on natural selection to find the optimum solution to a problem.

As a result, GAs are frequently employed as optimizers, adjusting parameters to reduce or maximize some feedback metric, which may subsequently be used alone or as part of an ANN. Therefore, alternative methods have been proposed for solving such problems, most of them being recently based on artificial intelligence techniques, more specifically machine learning methods. In this context, this article proposes a Genetic Programming Modeling with a Symbolic Regression model for the major dominating crypto assets, in order to analyze the results with in and out of sample data.

We will be assessing Machine Learning (ML) adaptations to back-test, analyze and evolve trading strategies within the field of crypto assets.

10. INTERNAL AUDIT AND ALBANIAN SMEs

Doriana PANO

Albanian University, Albania

Valbona CINAJ

Albanian University, Albania

Artur RIBAJ

University of Tirana, Albania

Abstract: *Small and medium-sized enterprises have long been recognized as engines of economic growth and development. The impact of small and medium enterprises even in the global economy are very important for increasing employment and reducing poverty.*

Studies have shown that majority of SMEs die prematurely, before reaching their goals due to poor management resulting from inadequate, weak, uncertain accounting and financial information, as well as the lack of regular auditing and risk management. The purpose of this research is to assess the impact of internal audit at Albanian SMEs. The sample for the study consists of 110 entrepreneurs and 80 managers. Primary data for the study were collected by a combination of survey questionnaire and semi-structured interviews.

Findings from the study highlight the lack of standard audit system and financial records has been a major obstacle to statutory audit of many SMEs, and by extension negatively affects their performance as they find it difficult to convince stakeholders (creditors, suppliers, tax authorities, etc.), that there was regular supervision by an independent auditor for their business activities. The finding further revealed that this can be eliminated through the adoption of a sound audit system that complies with the Auditing Standards. It has therefore been recommended that SMEs should be encouraged to embrace internal auditing.

11. THE IMPORTANCE OF MONEY LAUNDERING RISK ASSESSMENT AS PART OF ACCOUNTING OPERATIONS

Alina Gabriela MARES

Valahia University, Târgoviște, România

Raluca Andreea STOICA

Valahia University, Târgoviște, România

Abstract: *The purpose of this paper is to present the importance of having an international Anti-Money Laundering policy in place inside the business offering financial services.*

Money laundering represent an easy way used by criminals and terrorists to keep themselves away from the authorities attention and in the same time, have control of their assets. So, the first part of this paper, will outline the threats that can be encountered by businesses operating into the 'regulated sector'. These firms are always at risk of providing services without knowing what is behind of a certain company's activities and that's why suitable procedures are required.

The second part of the paper will concentrate on elements of money laundering prevention and international Anti-Money Laundering programs. It is very important for the firms and individuals to understand the Anti-Money Laundering legislation, as this will help to identify, report and prevent money laundering activities. The multi-faceted process of globalization has created new opportunities for international economic crimes. Criminals use a wide variety of methods to control and conceal the proceeds of their crimes, so anyone involved in these types of operations is committing a money laundering offence. So, the employees in high-risks industries need to identify unusual activities that can be associate with laundered money.

12. THE IMPORTANCE OF MANAGEMENT ACCOUNTING WITHIN AN ENTITY

Florin Constantin DIMA

Corina Maria DUCU

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *Management accounting, also called cost calculation or managerial accounting, has as its general objective the identification of the cost both per activity and per unit of product, work or service provided, at the level of an entity.*

The importance of this accounting at the entity level derives from the need to identify costs and cost bearers; the development of cost calculation methods, in order to ensure the operability of the necessary information, decision-making and cost control; the organization of the cost calculation in accordance with the specifics of the technological process, the specifics of the production organization and the budget.

13. INSURANCES STRUCTURE DEVELOPMENT PERSPECTIVES

Adriana NĂSTASE (DUMITRACHE)

Romanian Academy, Doctoral Department: Economic, Social and Legal Sciences

Abstract: *The insurance sector is an important part of the EU's financial sector. Insurance represents a key sector of the European economy, whose influence is felt both in the protection against risks in the economic and social field of the member countries, in the role of stimulator of the idea of saving in the medium and long term, and as a provider of funds for financial markets. The research method used in this work is the investigation of statistical sources, regarding the structure of insurance at the European level, as well as in Romania, in the last five years. The results signal that the globalization of financial services continues to mark the entire evolution of the insurance and reinsurance field, and also another important aspect refers to the sudden revaluation of risk premiums that can lead to a decrease in the value of insurers investment portfolios.*

14. FOREIGN DIRECT INVESTMENTS – FLOWS WORLD-WIDE

Liviu-Catalin ANDREI

"National School of Political and administrative studies ", SNSPA, Bucharest, Romania

Dalina-Maria ANDREI

Institute of Economic Forecasting, Romanian Academy

Abstract: *This paper below is continuing once more on our studies about international directly invested capital. This latest approach of ours still aims to detect such specific flows across the world as resulting from data provided by the UNCTAD's specific statistics for the 1990-2015 interval the way that equations, in general, are supposed to be solved once their unknowns are found. This case still is one of „a single equation with several unknowns”. And here the previous methods, as well as descriptions, will bear some adjustments in the below lines, despite the model that remains the same as in our previous papers, and some of our previous conclusions will here come to adjust, as well. But first of all it is our theory on FDI requiring its assertion, together with its specific model – i.e. another kind of model.*

15. EFFICIENCY AND INEFFICIENCY OF STOCK MARKETS

Florescu ION

University of Craiova, Doctoral School of Economic Sciences, Craiova, Romania

Mircea Laurentiu SIMION

University of Craiova, Doctoral School of Economic Sciences, Craiova, Romania

Abstract: *The main aim of this research paper is to examine both the concepts of efficiency and inefficiency of stock markets. According to Eugene Fama (1991) the concept of market efficiency represents “a continuum”. The stock market is very important in the context of a sustainable economy. Moreover, the*

efficient market hypothesis (EMH) assumes that all investors perceive all available information in exactly the same way and behave rationally. Obviously, there are more or less efficient stock markets compared to others. One of the causes of market inefficiencies is informational asymmetries.

16. E-BUSINESS IN THE DIGITAL ECONOMY

Ninulescu Petre Valeriu

Faculty of Economics and Business Administration, University of Craiova, Romania

Robert Dorin Filip

University of Craiova, Doctoral School of Economic Sciences, Craiova, Romania

Abstract: *E-business or electronic business represents an organization that highlights the full potential of information technology. The e-business environment is characterized by certain specific characteristics such as, for example, fairly easy access for companies and firms. On the other hand, e-commerce represents an essential component of e-business. Considering the extremely fast changing dynamics of the global economy, online business can represent a viable solution for consumers and other key actors on the market.*

17. GREEN ACCOUNTING - A MODERN GLOBAL TREND

Alis Elena PETRICICĂ

Doctoral School of Accounting, Bucharest University of Economics Studies, Romania

Abstract: *Numerous studies presented by financial experts outline aspects that target the interest of countries around the world for environmental accounting, sustainable business, and environmental involvement. Green accounting aims to support the development of enterprises through different accounting approaches and procedures.*

The literature review highlights that the sustainable accounting addresses topics of global interest such as: the expansion of corporate social responsibility, the modernization of the manufacturing processes that have a significant impact on the environment deterioration, the elaboration of new green products that are manufactured through the implementation of the 3R Policy (Reduction-Recycling-Reuse) or projects that can support new or reinvented businesses under the eco-friendly style. Some human activities lead to the degradation of the environment, to the exhaustion of certain natural resources, perhaps even to the construction of massive pollution scenarios that can affect the planet in an irreversible way, such as the current phenomenon of the abnormal climate and the shift of seasons.

This paper aims to present a literature review regarding the efforts made by different nations to develop green accounting processes. The growth of these procedures also considers the disclosure of various new information, which have not been presented until now on the financial statements.

18. CORPORATE GOVERNANCE ON SUSTAINABILITY IN THE EU

Getuța DAVID (ROȘOGA-DAVID)

School of Advanced Studies of the Romanian Academy (SCOSAAR), Romanian Academy

Abstract: *As part of the European Union's transition to a climate-neutral and green economy in line with the European Green Deal, the directions of action considered are related to the improvement of corporate governance practices to better integrate risk management and mitigation processes of human rights and environmental risks and impacts, including those stemming from value chains, into corporate strategies; the avoidance of fragmentation of due diligence requirements in the single market and creation of legal certainty for businesses and stakeholders as regards expected behaviour and liability; the increment of corporate accountability for adverse impacts, and insurance of the coherence for companies regarding obligations under existing and proposed EU initiatives on responsible business conduct.*

This paper analyses the measures proposed at the EU level in order to achieve sustainability objectives by focusing on the business processes of the companies.

19. RCA INSURANCE IN CURRENT CONTEXT

Maria-Elena GHEORDUNESCU

Universitatea Constantin Brancoveanu din Pitesti, Romania

Abstract: *Rca insurance is the most well-known type of insurance in Romania.*

The social role of liability insurance is to allow people injured in an accident to be compensated without having to wait for compensation from the wrongdoer or, in the worst case, until the wrongdoer is discovered. The civil liability insurance mainly covers damages as a result of an accident caused by the insured himself, for which he owes, according to the legislation in force, the due compensation to the injured third parties. In this context, all natural and legal persons who own a motor vehicle registered on the territory of Romania, have the obligation to take out a car civil liability insurance, for cases of civil liability, which result in damages caused by vehicle accidents.

The present paper aims to present the situation of car civil liability insurance - RCA in the context of the insurance market in post-pandemic Romania. Based on the quantitative method, but also the qualitative one, the present paper is an exploratory research, especially by highlighting some relevant information from the insurance field.

20. ACCOUNTING PRINCIPLES: OBLIGATION OR NECESSITY?

Sorin GRIGORESCU

"Constantin Brâncoveanu" University

Abstract: *The year 2022 is marked by very high inflation due to major problems due to the war between Russia and Ukraine as well as energy problems. For an investor, in this context, the following problems arise: the supply of material resources at the lowest possible prices, the valorization of products and services at the most competitive prices, maintaining the technical production capacity, etc.*

The concept of maintaining physical capital involves keeping the same production capacity throughout the financial year. There is the problem of replacing tangible immobilizations, generating future economic benefits, with more efficient, state-of-the-art machines and equipment. Due to inflation, the purchase of new equipment becomes difficult for any investor.

Accounting can help investors and businesses by increasing self-financing capacity through depreciation. Depreciation is calculated for fixed assets at the historical value, which results from the purchase documents. In the case of high inflation, this depreciation becomes smaller and smaller and does not help investors in terms of upgrading.

Under these conditions, I propose the adaptation of accounting to the present realities through the possibility of valuing the assets during the inventory at the market value, which is obviously higher and goes against the principle of prudence. By changing this principle and allowing an overvaluation of assets, especially depreciable ones, the depreciable value would also implicitly increase the self-financing capacity. In this way, the premises are created for an acceleration of progress and the re-technologicalization of enterprises.

21. THE USE OF ERP SYSTEMS IN THE CONTEXT OF THE COVID-19 PANDEMIC

Laura - Eugenia - Lavinia BARNA

Bucharest University of Economic Studies, Bucharest, Romania

Abstract: *The evolution of ERP systems in the last decade has allowed a series of facilities for users of financial - accounting information from the stage of data processing to the stage of their analysis, thus helping to substantiate the decisions taken by the company's management. The current article aims to analyze the benefits offered by ERP systems to users of financial-accounting information in the context of the COVID-19 pandemic.*

The research method used was based on a quantitative research, analyzing the main benefits of ERP systems in the context of the COVID-19 pandemic.

Among the results obtained by the author were the increase in the degree of automation of the daily tasks performed by the users of financial-accounting information, as well as the reduction of the inefficient consumption of resources.

22. A NEW APPROACH WITHIN THE ACCOUNTING PROFESSION. SUSTAINABILITY

Mihaela-Raluca BOHARU (MIRCEA)

Leliana Diana BOLCU

"Valahia" University of Târgoviște, Romania

Abstract: *In the new context where environmental, social and governmental issues require solutions, it is time for the accounting profession to also address sustainability issues. It is thus necessary to move from traditional accounting to an integrated reporting that offers financial and non-financial services. All this presupposes the acquisition of specific skills on the part of the accounting professional. The path from a traditional accounting to the methods specific to the new current, requires time and resources. The help received for this purpose comes from the professional bodies, through qualification programs for the members, because they will play a very important role in the development of sustainability reports with a high degree of quality. This new approach anticipates the transformation of the accounting profession, it is necessary to understand that something new is happening and we need to get involved by setting trends.*

23. MANAGEMENT STRATEGIES, KEY TO DIGITAL TRANSFORMATION

Casiana DARIE

Academia de Studii Economice București, România

Abstract: *Macroeconomic events affect in multiple ways and companies should be aware of those challenges that came across. Broken supply chains continue to be a problem, labor disruption increase this year and affects organization internally, the pandemic also pushed digital economy at a faster rate than before.*

ERP implementation came across with some challenges in 2022, prediction and trends for 2023 and beyond seems to keep those.

The key for organization is to understand why interferences happen and deploying KPIs throughout the journey as well as post-project to keep everything on track from start to finish. The end goal is to ensure that the implementation is on time and budget and minimizes operational disruption and maximizes potential business value.

Qualitative and quantitative findings present in this paper are fairly consistent among companies of comparable size and complexity. It is important for companies to know about how to maximize business value and get the full ROI.

This paper aims to present a few examples of things that might drive revenue enhancements and what is the prediction for 2023 and beyond.

24. CONSIDERATIONS REGARDING THE EMERGENCE OF THE TWO TYPES OF CRISIS - THE FINANCIAL CRISIS OF 2008, THE PANDEMIC CRISIS - COVID-19

Florina POPA

Romanian Academy, Institute of National Economy, Bucharest, Romania

Abstract: *The specialized literature has a rich area of studies regarding the financial crisis of 2008 and the pandemic - COVID-19 – the comparative elements with reference to the form of manifestation and their consequences, also, being significant,*

The financial crisis of 2008 originates in the large financial centers of developed countries, the situation of the financial markets deteriorating strongly, since September 2008, along with the bankruptcy of the American Investment Bank Lehman Brothers. There have been a series of imbalances that propagated, over

time, also in the economies of developing countries, with different forms of manifestation, given the specific character of each country and category of population.

Compared to the crisis of 2008, the current pandemic crisis has its origin in a health crisis with the consequence of economic repercussions, whose propagation occurred suddenly, with negative effects worldwide. This form of crisis generated by the spread of the Coronavirus had negative effects that affected the activities of many sectors: the health system, the chain of purchases and sales, the restriction of production or the temporary suspension of the activity of some industrial branches, the sector of Small and Medium Enterprises and other fields: trade, tourism, transports. This experienced a wide, rapid propagation, with a radical impact on the economy, stopping the activities of some economic operators, shortly, becoming a global phenomenon, with an impact on the world's economies.

The financial crisis that began in 2008 manifested itself through the disruption of the financial system and real estate markets in the USA, having a relatively slow propagation, globally, compared to the COVID-19 pandemic. In the pandemic crisis, differently from the global crisis, the policies, measures and strategies applied, in economic terms, aimed, among other things, at limiting the bankruptcy of companies, reducing losses and unemployment, and were also accompanied by health aspects.

The constraints that appeared in the financial crisis of 2008 were the consequence of the deterioration of the financial system, a situation different from the crisis caused by the COVID-19 pandemic, whose determinant factor was the spread of the coronavirus, having consequences in health, economic and social plan. The present study tries to present some aspects noted by the specialized scientific literature, regarding the origins and consequences caused by the two types of crisis, as well as the aspects that differentiate them but also similarities. Also, some opinions have been reported according to which the effects caused by the pandemic crisis, at the level of economies, are less severe than those of the global financial crisis and induce a lower risk of recession emergence, compared to those caused by the global financial crisis. There are also opinions that consider that the current crisis has severe effects on the world's economies.

The conclusions drawn note that although there were similarities in the reaction of the world's governments to the current crisis, it can be stated that the measures applied to save their economies consisted of a set of more extensive initiatives, interventions and resources than those applied in the crisis of 2008, these being motivated by the high degree of propagation of the current crisis. The research methodology used consists in documentation from the specialized scientific literature, summarizing and processing through own interpretation of the ideas and ensuring the coherence of the ideas in an original formulation.

25. THE IMPACT OF THE ENERGY CRISIS ON BUDGET EXPENDITURES. THE CASE OF ROMANIA

Sebastian ENE

Constantin Brancoveanu University

Abstract: *The current energy crisis, highlights the interdependence at the European level between national economies and energy production capacities. At the same time, dependence on Russian gas shows how vulnerable Europe is from an energy point of view. This article aims is to analyze the budgetary impact generated by this energy crisis, what future measures should be taken and how Romania can become energy independent. As a research method, it is used documentation, quantitative and qualitative analysis, deduction and extrapolation.*

26. ASPECTS OF QUALITY MANAGEMENT IN BANKING SERVICES

**Roxana-Mihaela IONIȚĂ,
Daniela Simona NENCIU,
Andra – Diana MORAR,**
Tomis University of Constanta,

***Abstract:** Given the current economic conditions, the role and importance of banks is quite essential for any individual, whether private or judicial. Banks are currently offering a wide array of products and services that permanently develop, diversify and improve, their market being increasingly more difficult to know, assess and anticipate. In the conditions of the market economy, a bank product or service is offered to clients at the same time by various credit institutions which are thus practically in competition with each other. Hence the importance that should be given to the quality of banking services, and a good assessment way can be achieved by means of complaints received from clients.*

27. POSSIBILITIES TO PREVENT AND COMBAT TAX EVASION

**Daniela POPA,
Georgeta – Margareta DOBRESCU**
Universitatea Tomis din Constanta

***Abstract:** In the current tax evasion is a major phenomenon, with real implications and alarming economic and social life. The causes behind this are numerous, among them:*

- Size excessive tax burden;
 - Lack of education of the taxpayer on the one hand and overzealous fiscal organs prone to exaggeration, on the other hand;
 - A faulty legislation that allows them to circumvent the failure to pay taxes.
- Measures to combat tax evasion must act in the areas of legislative, administrative and educational. The legislative drafting tax legislation seeks appropriate, clear, concise, stable and consistent. It is also necessary to eliminate or withdrawal of exemptions, reductions and deductions that give rise to multiple interpretations. In terms of administrative measures aimed at creating a comprehensive and operational information system, ensuring adequate administrative structures and instruments effectively combating tax evasion and training specialists with morality and professionalism required of shapes and sizes evasion.*

SECTION 3. EUROPEAN LAW AND PUBLIC POLICIES

1. ADMINISTRATION OF EVIDENCE BY LAWYERS OR LEGAL ADVICERS

Nicolae GRĂDINARU

Constantin Brâncoveanu University of Pitești

Abstract: At the first court term at which the parties have been legally summoned, the parties, present in person or represented, may agree that the lawyers who assist and represent them administer the evidence in question.

Consent for the administration of evidence will be given by the parties, personally or through a special power of attorney, in front of the court, taking note of this in the conclusion, or by a document drawn up in front of the lawyer, who is obliged to certify the consent and the signature of the party which he assists or represents. If there are several parties assisted by the same lawyer, consent will be given by each of them separately.

At the same time, each party is obliged to declare that for the respective procedure it chooses its domicile with the lawyer who represents it.

2. SECURING EVIDENCE IN CIVIL PROCEEDINGS

Nicolae GRĂDINARU

Constantin Brâncoveanu University of Pitești

Abstract: Securing the evidence is that contentious procedure in which the interested party can request to ascertain and preserve, as a matter of urgency, the evidence that he intends to use in the trial, if there is a danger that they will disappear or if it would be difficult to administer future.

Anyone who is interested in urgently ascertaining the testimony of a person, the opinion of an expert, the condition of goods, movable or immovable or obtaining the recognition of a document, a fact or a right, if there is a danger that the evidence will disappear or be difficult to administer in the future, he will be able to request, both before and during the trial, the administration of these evidences.

3. NON-DISCRIMINATION ISSUES BETWEEN MEN AND WOMEN IN THE MATTER OF CHILD CARE LEAVE

Isabela STANCEA

Constantin Brâncoveanu University of Pitești

Abstract: To give men and women with caring responsibilities a better chance of staying in work, every worker should be entitled to five working days' career's leave a year. Member States may decide that such leave may be taken in periods of one or more working days, on a case-by-case basis. To take account of different national systems, Member States should be able to allocate career leave using a reference period other than one year depending on the person who needs care or support or on a case-by-case basis. A continued increase in care needs due to an aging population is expected, and a corresponding increase in the prevalence of age-related impairments is expected. Member States should take into account increasing care needs when developing their care policies, including career leave.

4. LEGAL ASPECTS REGARDING THE TRANSPARENCY AND PREDICTABILITY OF WORKING CONDITIONS IN THE EUROPEAN UNION

Isabela STANCEA

Constantin Brâncoveanu University of Pitești

Abstract: In the current economic-social context, minimum information requirements regarding the essential aspects of the employment relationship and working conditions should be established, at the level of the Union and then of the member states, which should apply to all workers, for to guarantee that all workers in the Union benefit from an adequate degree of transparency and predictability in terms of their working conditions, while at the same time maintaining reasonable flexibility of atypical forms of work, thus preserving the benefits them for workers and employers. Therefore, in the current dynamics, it is necessary to update the labor legislation in our country, which aims to improve working conditions by promoting more transparent and predictable forms of work, while ensuring the adaptability of the labor market.

5. FRAUD ON THE LAW REGARDING THE RIGHT TO FREE MOVEMENT AND RESIDENCE IN THE TERRITORY OF THE MEMBER STATES FOR CITIZENS OF THE UNION AND THEIR FAMILY MEMBERS REFLECTED IN THE JURISDICTION OF THE CJEU

Gheorghe BONCIU

Constantin Brancoveanu University of Pitesti

Abstract: In this article, the author analyzes the fraud and the abuse of the law regarding the free movement of people as reflected in the jurisprudence of the CJEU. The right to free movement of persons is an essential element of European citizenship, assuming that EU citizens can move freely between member states to live, work, study or retire in another state. The essence of the right to free movement is to eliminate discrimination between workers from different countries and to offer equal opportunities to all citizens of the European Union. Although this concept has many benefits, it also had a negative impact, as cases of fraud or abuse of rights have been reported. The author defines the notions of fraud on the law and abuse of law with regard to the free movement of persons considering the regulations of EU law and the constant jurisprudence of the CJEU. Also, the solutions pronounced by the CJEU in the case study analyzed with regard to the free movement of persons in order to establish uniform practices by the member states of the European Union are also taken into account.

6. SOME CONSIDERATIONS ON THE GENERAL GROUNDS FOR NON-PUNISHMENT IN THE ROMANIAN CRIMINAL CODE

Raluca-Viorica LIXANDRU

Constantin Brancoveanu University of Pitesti

Abstract: Attempt is the form of crime in the execution phase which is between the beginning of the execution of the action which constitutes the material element of the objective side and the production of the socially dangerous result.

It is an imperfect form of the deed (because it was not completed by consummation), reflecting a mismatch between the subjective side (the intention to commit a consummated deed) and the objective side, that is, what was actually accomplished.

7. THE ABILITY TO CONTRACT – AN ESSENTIAL CONDITION IN EVERY LIFE

Ana-Maria VASILE

Constantin Brancoveanu University of Pitesti

Abstract: The contract is one of the most common forms of the legal act today. Practically, the contract represents a fundamental legal institution of the law that was and continues to be the main source of obligations, through which the circulation of goods, the provision of services and, in general, the satisfaction of the material and spiritual needs of people are achieved.

In the traditional conception of contractual liability, it is closely related to the idea underlying the principle of the binding force of the contract. Since the contract has the force of a law in the relations between the parties, it is considered that the pendant of this principle is that each party must be responsible for the possible non-compliance with its "law", therefore for the violation of the "private norm" that the contract generates.

The conclusion of the contract implies not only the realization of the agreement of will but also the valid formation of this agreement in terms of the capacity of the parties, the content of the will and the validity of the object.

8. EVOLUTION OF TELEWORK IN THE E.U BEFORE AND AFTER THE COVID-19 PANDEMIC

Dalina-Maria ANDREI

Institute of Economic Forecasting, Romanian Academy, Bucharest

Abstract: Concepts, history, similarities and non-similarities between remote and classical work will there below be found to be approached through statistical analyses in the EU member countries. Eurostat, the official EU statistics, through its department called Labour Force Survey (LFS), was used especially for data of previous years and decades in Europe, but for the last 2021-2022 interval results of scale survey conducted by the European Foundation for the Improvement of Working and Living Conditions (Eurofound) were rather decisive. This latter was a live survey made by Eurofound and called Living, Working and COVID-19 series. Its aim was responding to the newly arisen difficulty on the search of that common denominator, as conceptual and legal, for all EU member States in the respect of remote work. This survey research was enough helpful to this paper in

understanding the impact of work organization and its specific measures taken during pandemic on all activities, production, productivity and especially on employees in the EU.

9. TAXATION AND THE FISCAL POLICIES UNDER THE IMPACT OF THE COVID-19 PANDEMIC IN THE EUROPEAN UNION

Gica Gherghina CULIȚĂ

Constantin Brâncoveanu University of Pitești

Abstract: *Challenges of the COVID-19 pandemic drastically impacted the public budget of the European Union. Public expenditures rose due to the necessary equipment for the critical state of the health care systems. From the usual masks and complex machines, like the ventilated respiratory assistants, to the vaccines, all implied financial resources were above the planned budget.*

At the same time, Covid-19 has resulted in unprecedented disruption to the mechanic industry of most countries, regardless of their size or stage of development. In particular, the main sectors of economy were blocked and that meant a reduction of public revenue. This forced the countries to find new ways to balance the public budgets.

The global economy is still facing slow growth, high global uncertainty caused by the Russian-Ukrainian war, rising prices of energy and high level of inflation. This paper presents the situation from the past two years, as well as perspectives based on the Taxation Trends in the EU.

10. THE SUPREMACY OF EUROPEAN UNION LAW

Iuliana CEBUC

Constantin Brâncoveanu University of Pitești

Abstract: *The relationship between the law of the European Union (EU) and the national law of the Member States is governed by the principle of supremacy. Based on this principle, European law prevails over any conflicting domestic provisions. National administrative authorities of the Member States are obliged to disapply conflicting national laws, regardless of whether these entered into force before or after the EU provision. This article seeks to analyze the evolution of the principle of supremacy, as reflected by the case-law of the Court of Justice of the European Union and of the Constitutional Court of Romania.*

11. THE USAGE OF DIGITAL ENGLISH

Camelia RIZEA

Constantin Brancoveanu University of Pitesti

Abstract: *In recent years the importance of Digital English has constantly increased as digital technologies have led to wide changes in our society and the trend was strongly reinforced by the current Coronavirus pandemic that strongly influenced the transformation of the vocabulary in the digital area. The usage of digital terms is expected to grow into the foreseeable future as most companies and specialists are actively seeking to harness them. Not only scientific and technical specialists inevitably need digital terminology, but also specialized translators and interpreters, technical writers, teachers of language for specific purposes and also language planning specialists need to get familiarized with this type of terminology. This paper is meant to analyze the reasons for the emergence of Digital English, the relevance and importance of the process of studying and using digital terminology. Based on the scientific research of experts in the field of economics and linguistics, the author's intention is to highlight the concept of the digital term in English, its essence and features.*

12. REVISITING MODERN WRITERS IN THE DIGITAL ERA

Georgiana MÎNDRECI

Constantin Brâncoveanu University of Pitești

Abstract: *The richness and the depth of digital resources nowadays is not only unimaginably (if compared to, let's say, merely fifty years back into the past) and utterly dependable on, but also highly misleading if not carefully verified and double-checked against all already known and accepted references among critics. But once this step is cautiously and academically dealt with and checked on any researcher's list, the digital abundance of information can open (virtual) door after (virtual) door, can hasten the research process dramatically and lead to new discoveries and paths. This article tries to identify how the digital era can help find new meanings and connections between a modern writer's life and his literary career by taking the example of a very influential 20th century American writer: J. D. Salinger.*

13. CAN RE-TRANSLATION HELP GAIN NEW INSIGHTS ON A TEXT?

Georgiana MÎNDRECI

Constantin Brâncoveanu University of Pitești

Abstract: Translation has long been the object of research for numerous researchers, critics, theoreticians, academics and, of course, translators themselves. The numerous theories, trends, lines and schools of research do not represent the topic of this short paper, but the very act of translating, and, more precisely, the re-translating of a text. What are the gains of doing such work? Can it be applied to literary texts only or is there a wider range when it comes to re-translating a text? Upon little reflection of these questions, a natural answer would be that if the translation is well done, what use would there be for another one? Yet, upon more careful and detailed reflection, furthermore, upon analyzing and comparing such cases, the answer changes dramatically. Thus, this article tries to identify how the re-translation of a text can bring back to life overlooked meanings, details, connections, interpretations and, most importantly, new insights on a text and even on the author.

14. RESOLUTION OF THE CONTEST FORMULATED ABOVE TAX ADMINISTRATIVE ACT

Drd. Av. Florentin Gabriel Nanu,

The University of Bucharest,

Abstract: Appealing administrative-tax acts is a taxpayer's right. It is the administrative appeal procedure provided by the Code of Fiscal Procedure against the debt claim, as well as against other tax administrative acts.

The object of the appeal may be the amounts and measures established and registered by the tax authority in the claim title or in the taxed administrative tax act.

The right to appeal is only for those who feel harmed by their rights.

The appeal shall be made in writing and shall be submitted to the fiscal or customs administrative body to which the taxpayer belongs.

SECTION 4. STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. CORRECT RISK MANAGEMENT - THE KEY TO THE SUCCESS OF A PROJECT

Adrian-Eugen DINU,

PhD. Valahia University of Targoviste

***Abstract:** Today, global borders are rapidly diffusing and one cannot operate in isolation. Rapid changes caused by disruptive technologies have also contributed to the risks. The dynamic environment full of uncertainty in the global economy has forced us to look beyond conventional methods to stay in control and prevent risks from negatively impacting projects. We all need to accept that today's business activities are no longer mutually exclusive, but interconnected and interdependent. Above all, the activities and tasks we perform are associated with greater risks than ever before. The work is based on observations and discussions with project managers and other interested parties in the area of public administration that has ongoing investment projects. The paper tries to highlight the risks associated with projects and aims to help the Project Management Team to relate to these factors, generate greater awareness and increase their success rate. To promote a better understanding by correlating with the risks associated with construction projects, the paper is based on the major risks encountered while implementing a project. The basic objective of this work is to help project teams stay focused and initiate timely corrective actions to prevent negative impact on the project.*

2. QUALITY ASSESSMENT OF URBAN PASSENGER TRANSPORT SERVICES

Iuliana PARVU,

"Spiru Haret" University of Bucharest, Romania

***Abstract:** Passenger transport is the foundation of a strong and prosperous economy and properly oriented investments in this field have an obvious impact on economic development. Within the cities, citizens can move either using public transport or their own transport. However, the excessive use of individual means of transport generates a series of negative effects such as: traffic congestion, increased pollution, noise levels etc., aspects that affect the quality of life. That is why it is important to increase the level of attractiveness of public transport which can be done by offering quality services. This paper presents a series of factors that define the quality of public transport services, their measurement indicators, as well as quality assessment methods*

3. STUDY ON THE BEHAVIOUR OF MANAGERS WITHIN THE BORDER POLICE AND THE IMPACT OF THE MEASURES TAKEN TO LIMIT THE SPREAD OF COVID 19

Sergiu Leontin ŞANTA,

"Valahia" University of Târgovişte, Romania

***Abstract:** Following my own experience, I consider that the topic of motivating employees in the public domain is a controversial one, through the prism of the existing prejudices, myths and stereotypes regarding the activity of people holding public positions. From the perspective of the people holding public management positions, who are faced with the limitations and rigors imposed by the legislation in the field, having a limited range of action, the smooth running of the activity and the creation of a pleasant working environment between employees, relying only on the skills and personal experience, motivation is quite difficult. This article started from the following questions: what behaviours were used by the managers within the structures of the Romanian Border Police during the pandemic so that the level of motivation to remain the same? How effective were the measures adopted to limit the spread of the Sars-Cov-2 virus, from the perspective of the staff observed and surveyed? To find out the answer, we undertook a quantitative research on a sample of the Border Police personnel. As an objective, we want to highlight the fact that the behaviour of the managers was a prerequisite for carrying out the daily activity in motivational conditions.*

4. CASE STUDY ON THE FACTORS THAT MOTIVATE PERFORMANCE AND REDUCE PANDEMIC EFFECTS

Vlad Nicolae GOVOR,

"Valahia" University of Târgoviște, Romania

***Abstract:** Motivation is fundamental for the correct and efficient functioning of an organization, therefore its role manifests at several organizational levels. A high degree of the employees' motivation contributes to the creation of a pleasant working environment, good collaboration within the institution and to the creation of an attractive image of the institution. Therefore, in the context of the pandemic created by the Sars-Cov-2 virus, we asked ourselves the questions: Which of the factors motivating performance were the most active during the pandemic? What was the impact of the changes brought by the crisis on the employees' motivation? What is the quality of the protective measures taken and the provision of individual equipment? Do the employees feel safe in terms of the material endowment with protective equipment necessary to carry out the activity? Are they sufficiently well informed about the risks of the workplace? In our approach, we undertook a quantitative research on a sample of the Border Police employees, with the aim of highlighting the reality regarding the well-being of the employees, of the professional growth and development, social and professional relations, personal professional performances and organizational performances, but also on the general motivation level of the employees.*

5. ENTREPRENEURSHIP IN CRISIS, DEVELOPING YOUR OWN BUSINESS WITH 100% NATURAL FRUIT JUICE

Denisa MARICA (SOPÎRLĂ),

"Lucian Blaga" University of Sibiu, Romania

***Abstract:** In a life of crisis the best solution is to give birth or develop a profitable business. Through this work I want to draw attention to the importance of developing your own business with your own or local products during the crisis. Since they own an apple and pear orchard, they want to develop a business in this field. First of all I want to develop a production line of 100% natural apple juice. And in the future, I have to develop a business with jams/sweets. I'm looking to get a high quality juice with as much nutritional value as possible. Unfortunately, the demand for valorization of apples in Romania is very low. Due to the seasonal ripening of apples, there is an imbalance between production and fresh consumption of these fruits. This led me to direct some of the production to processing in the form of apple juice. There are many fruit-growing areas in my area (Voinești, Dâmbovița, Romania) but many apple growers have secured another existing source. Interest in apple culture declined, orchards began to stop producing, grow old and disappear.*

6. THE IMPACT OF COACHING ON MANAGERIAL BEHAVIOR

Florinel CÎMPEANU,

Ph.D. Cristina Gabriela VASCIUC (SÂNDULESCU),

Universitatea Valahia din Târgoviște, România

***Abstract:** The article focuses on the impact of coaching on the managerial position, to see how it helped managers find solutions to professional situations such as lack of performance, interpersonal conflicts, reorganizations, restructurings, mergers, layoffs, etc. I debated the issue by focusing on the behavior of managers, which is related to their interpersonal skills. Coaching is the alliance between the coach and his clients in a process that stimulates reflection and creativity to maximize their personal and professional potential. The concept of managerial behavior was approached, defined as the manifestation of a mental state of the manager that influences the functionality of the performance of managerial activities: leadership, delegation, sense of responsibility, personal efficiency, interpersonal communication, self-reflection, self-control, learning and evolution. Managers play many important roles in an organization's ecosystem. Beyond relaying information between management and individual teams, managers serve as the most important driver of employee engagement and motivation. The approach focuses on helping employees develop their own critical thinking skills through learning. With a coaching mindset, the organization will see growth and innovation. People who are encouraged to identify solutions rather than follow orders will feel a greater sense of pride in their work.*

7. UNIVERSITY ENTREPRENEURIAL EDUCATION MODEL IN THE ENTREPRENEURIAL ECOSYSTEM

Mihaela DIACONU,
Amalia DUTU,

University of Pitesti, Romania

Abstract: Starting from the theory of the entrepreneurial ecosystem, the work highlights an education model by integrating innovation and entrepreneurial education in the process of continuous improvement of the educational action in the university. The proposed entrepreneurial education model is the result of the integrated valorization of the opportunity offered by European funding for the development of educational products that meet the current learning needs of the academic community. It is a thought-out, developed and validated model and highlights a special type of thinking that can revolutionize the field of education by developing positive changes, in the context in which learning can be approached from a behavioral and personal development perspective. In this way, it is created in the field of higher education an ecosystem that allows the development of the entrepreneurial spirit and the entrepreneurial skills considered by the European institutions among the 8 key skills necessary to ensure lifelong learning and personal development. University entrepreneurship can be developed, as we have demonstrated both from the perspective of cultivating the entrepreneurial spirit of teaching staff and students, a component of personal development, and from the perspective of educating through entrepreneurship, highlighting the creativity of young people and the practical experience of partner economic agents and transmitted through entrepreneurial counseling, support in the realization of business plans and through the creation of innovative products in simulated enterprises.

8. OPEN INNOVATION AND EXPERIENTIAL LEARNING IN MODERN UNIVERSITY

Mihaela DIACONU,
Amalia DUTU,

Adrian Grigore IORDACHESCU,

University of Pitesti, Romania

Abstract: Open innovation is based on a multitude of mechanisms that we also find in the university space, namely knowledge, skills, experiential learning that become operational at the individual, company and society level. Exploring the challenges faced by the modern university in the development of the entrepreneurial ecosystem, through the study of the practices of the University of Pitesti, we highlighted the incremental nature of the development of the innovative and entrepreneurial student ecosystem. The development of the experiential learning activity through the simulated company represents an important step in cultivating the innovative spirit and the entrepreneurial ecosystem in the university. The case study presented in the paper illustrates how the entrepreneurial education of students can be combined with the innovative entrepreneurial spirit in an innovative and collaborative ecosystem.

9. RECONCILING COMPETITION AND STATE AID TO SUPPORT SOCIAL ENTREPRENEURSHIP AND SOCIAL ECONOMY

Maria NICULESCU,

University Professor, European Institute for Entrepreneurial Development, Bucharest,
Romania

Abstract: Phrases such as "social economy", "social entrepreneurship", "social inclusion" or "social integration" have relatively recently penetrated in the academic, public administration and civil society vocabulary of European countries. In the search for solutions to the end of recurrent crises, the social economy model was put back on the agenda in all the countries of the European Union, which have adopted public policies and strategies to support it. Despite the globalization of the phrase "social economy", its meaning and definition are far from consensual. Each country, even each interested party, has its own perception, even if the values and principles of the social economy are generally recognized and accepted. The

communication aims to answer a main research question: how to reconcile market forces and state intervention to boost social entrepreneurship and the social economy? The answer to this question is preceded by the presentation of the perception of the social economy and social entrepreneurship in Romania. The research methodology is based in particular on documentary research, content analysis, secondary analysis, and comparative analysis of sources of law from EU countries and quantitative research.

10. INTEGRATION OF GRADUATES ON THE LABOR MARKET, OBJECTIVE OF QUALITY MANAGEMENT IN UNIVERSITIES

Mădălina ALBU,

Petroleum-Gas University of Ploiești, Romania

Abstract: *Quality expresses the set of characteristics of a service that allow it to meet the needs, both explicitly and implicitly. The identification of the future students, based on the quality criteria imposed by each university, the completion of an ample qualitative educational process and finally having graduates who meet the quality requirements, represents for all universities, objectives of quality management. By fulfilling them, it should be possible to correlate the educational offer with the requirements of the labor market. In order to reduce or even avoid the difficulties in identifying and occupying a job in the graduated field, it is necessary a collaboration of all the interested parties, in order to identify solutions. For this, it is considered appropriate to maintain a close link between universities and the business environment, holding regular meetings, public consultations, in order to identify existing problems and solutions for the future. This paper represents a plea in favor of integrating the optimization of the insertion of graduates on the labor market among the major, strategic objectives of quality management in universities.*

11. QUALITY AUDIT AS THE FOUNDATION OF THE ORGANIZATION'S STRATEGY

Mădălina ALBU,

Petroleum-Gas University of Ploiești, Romania

Abstract: *Quality management of quality assurance services involves giving a sustained interest to the overall improvement of the quality perceived by customers, offering consumers the guarantee of superior satisfaction. The provision of services in the field of quality audit and certification requires the permanent updating of the activities carried out through the quality management system, improving, developing and innovating the services offered to business customers. The continuous improvement of the quality management system highlights an effective management of the resources owned by the enterprise, measuring, analyzing and constantly improving the quality characteristics attached to the products and services intended for customers. Aiming at maintaining the trust of clients regarding the ability to identify, prevent and treat any possible non-conformities of the activities carried out at the level of an organization, the performance of a quality audit has the role of generating the premises for defining, substantiating and putting into practice the future strategy. The policy in the field of quality management implemented by all organizations aims to increase the prestige acquired by them and maintain notoriety by building an image that reflects excellence, seriousness and competence in the activity carried out. This paper presents theoretical and practical aspects that justify the opportunity of using the results of quality audits in substantiating the organizations' strategies.*

12. CURRENT CHALLENGES IN THE FIELD OF PUBLIC ORDER AND SAFETY

Bianca Cristina VOICULESCU (PROCOPIU),

Universitatea „Constantin Brâncoveanu” din Pitești, Romania

Abstract: Leaders in the public order and safety organisations are facing with challenges that have become part of daily routine. These organisations rely on solid principles, such as lawfulness, trust, predictability, proximity, transparency, non-discrimination and last, but not least, responsibility, which plays a key role in the criminal justice system. To ensure optimal management of the public order system, a leader must rely on suitable recruitment, selection and employment in order to enhance the organisation's efficiency in line with the EU requirements, in a complex field of the Ministry of Administration and of Interior. Leaders in the public order and safety organisations are now facing many challenges. Some of these challenges include: increase in criminal activities, staff, low budgets, legal and political factors, terrorism, conflict and power, communication and ethics and moral problems.

13. THE IMPORTANCE OF CHANGE IN PROJECT MANAGEMENT

Adrian-Eugen DINU,

University Valahia of Targoviste, Romania

Abstract: The terms "change, transformation, evolution" are used a lot today. Change management methodologies, developed within organizations, have limits. Implementing change management requires an understanding of the environment and context. This is why it is necessary to address the concept of organizational change, the different types of change and the styles of change management that can be associated with them. The organization is not static, but is a dynamic whole that evolves with its environment and that represents a collective whose properties are different from the sum of individual characteristics. Therefore, the organization must deal with "static/dynamic", "internal/external" and "individual/collective" tensions. These tensions place the organization in a spiral of change, which means that every action can be a form of transformation. To better understand the dynamic and transformative logic, it seems important to describe the organization. It is also important that all structures of the company feel concerned about this transformation, because a structure is not limited to fulfilling its task, but takes part in other cross-cutting processes with other structures.

14. DATA MANAGEMENT ON CURRENT DARK WEB ACTIVITY AND CYBERCRIME PREVENTION

Cosmin Sandu BĂDELE,

Universitatea "Valahia" din Târgoviște, Romania

Lucian IVAN,

Bucharest University of Economic Studies, Romania

Irena (APĂDĂVOAICEI) APOLZAN,

Bucharest University of Economic Studies, Romania

Abstract: Cyber attackers are constantly updating their tactics, techniques and procedures used to launch increasingly complex attacks that can cause image, financial or even strategic damage to victims. Communication and interaction between members of the international hacking community allows them to stay abreast of the latest developments in the field and implement their cyber attack plans. Cybercrime forums are the ideal environment for cyber actors, as they can interact anonymously, offer malware applications, tools, discovered vulnerabilities for sale, or recruit other members to organize and run large cyber campaigns. The marketing of malware applications at the level of cybercrime forums is an advantage for the cyber actors who are part of that community, as it allows them to purchase ready-made applications, saving them the effort of developing others from scratch. At the same time, the constant marketing of some malware applications to cyber actors with advanced capabilities and knowledge also leads to the development of new variants of the same application, more efficient and adapted to the latest security updates.

15. SUSTAINABLE COMPETITIVENESS - A STRATEGIC MANAGEMENT SHIFT OF BUSINESSES

Carolina ȚÎMBALARI,

„Lucian Blaga” University of Sibiu, Romania

The management of the modern organization is focused on overviews of the long-term economic performance it produces in a market-driven environment. Many businesses have succeeded in balancing profitability with sustainability by incorporating sustainability into their long-term strategic approaches: "How we act today, we will see the result in the future". They have done this by being aware of the effects that business sustainability has on organizational processes and performance. According to empirical data, an organization can benefit from a competitive edge by balancing its relationship with the environment, particularly from the perspectives of economic efficiency, social equality, and environmental strategy. The link is complicated, though, and this study adds an overview of how these businesses apply their strategies in the quest for sustainable competitiveness. This study is a systematic review of the business sustainability literature and presents the world's most sustainable firms based on an examination of the annual rankings of the most sustainable corporations for the years 2020–2022 provided by Corporate Knights' rating. In conclusion, this paper will advance the area of management by encouraging managers and business owners to pay attention to aspects influencing organizational sustainability that go beyond the numbers in financial analysis.

16. COMMUNICATION IN PUBLIC ADMINISTRATION IN THE COVID-19 PANDEMIC. MEASURES, ADVANTAGES AND CHALLENGES

Cătălin IORDACHE,

Valahia University of Targoviste, Romania

Abstract: *It's already common knowledge that public administration is very resistant to changes. The bureaucracy is very complex and complicated, a sensitive subject, especially in the context of digitalization. Communication and transparency of public institutions are fundamental elements for spreading the change we all want in public administration. In the age of technology, communication seems to be much easier for public institutions. Citizens' access to the necessary information is much easier, by accessing official websites or by e-mail. The pandemic has limited people's access to interaction with public institutions, which has increased the need to use online communication through the use of digital tools. Thus, the process of digitalization and the process of modernization of the public administration were hastened. This has given rise to new types of social behaviors that have produced negative effects in terms of the use of digital tools by public entities. One of these behaviors is communication through social networks. One of the disadvantages of digital communication, ie in the online environment, mostly through social networks, is misinformation. Misinformation spreads quickly online, especially on social media platforms. Misinformation in a pandemic can have serious consequences: it can lead to ignoring official health advice and risky behavior, or it can have a negative impact on our democratic institutions and societies, as well as on the economic and financial situation.*

17. CONSIDERATIONS REGARDING THE ENTREPRENEURIAL PROFILE OF GENERATION Z

Geanina BRÎNZĂ (DONISĂ),

„Ștefan cel Mare” University of Suceava, Romania

The image of the individual that sums up personality traits that determine business concerns is seen as an entrepreneurial profile. The presentation of the entrepreneurial profile is based on the analyzes of personality traits, their portrait is reflected in the results of the analysis, and the results of such studies offer the possibility of generating policies that stimulate the development of business activities. Business activities offer the possibility of increasing the quality of life of the individual at the state level. The present study was carried out with the aim of deepening the knowledge of the entrepreneurial profile of young people who are part of generation Z. The research was carried out on the basis of a descriptive analysis through a qualitative method through the research tool the in-depth interview. The present research follows the opinion of specialists, teachers or trainers, regarding the entrepreneurial profile

of young people who are part of generation Z. The approach regarding the study is considered to be relevant because it aims as a final result to outline some work directions that lead to the construction of activities for the training of entrepreneurial skills, activities that determine intentions towards the development of a business.

18. WORK COMMITMENT IN TIMES OF CRISIS: HUMAN RESOURCE MANAGEMENT PRACTICES IN ORGANIZATIONS

**Cristina Gabriela VASCIUC (SĂNDULESCU),
Bogdan ȘTEFĂNESCU,**

Valahia University of Târgoviște, Romania

Abstract: *This article ponders on the impact of management practices throughout the COVID-19 crisis on the work engagement within organizations. Our study thus makes it possible to strengthen, on the one hand, the existing literature on work commitment, through qualitative methods, and, on the other hand, research focused on employee engagement within organizations. For this, we chose to carry out a qualitative survey within two organizations: a reception center for asylum seekers and a multinational organization. To analyze these data, we used the theoretical framework of work engagement developed by Saks (2006). Our analysis allowed us, first of all, to observe how organizations managed the employees during the COVID-19 pandemic, which led to the modification of two main management practices, namely the organization of work and the management of skills. Second, we realized that these two management practices were closely related to three precursors of work engagement (Saks, 2006): work characteristics, organizational and managerial support, and reward. Finally, we could observe that these three precursors had a relationship of mutual influence with the two mentioned management practices and that they also had an impact on work commitment.*

19. THE IMPACT OF CHANGE ON SCHOOL ORGANIZATION

**Elena PÎRVAN (OPRESCU),
Georgiana - Tatiana BONDAC,**

Valahia University of Târgoviște, Romania

Abstract: *The pandemic has caused an unprecedented shift to the online environment in most areas of life, and education was no exception. Since students all over the world have had to stay at home, the use of digital alternatives to classroom teaching has increased, thus determining a continuous improvement of teaching staff for a high-performance instructional-educational act. Therefore, the purpose of the article is to find an answer to the question "Is the change caused by the Pandemic in education, from the point of view of technology and digitization, advantageous?".*

20. ECONOMIC FORECASTS FOR 2023 AGAINST THE BACKGROUND OF THE CURRENT GEOPOLITICAL CONTEXT

Lucian IVAN,

PhD, Bucharest University of Economic Studies, Romania

Cosmin Sandu BADELE,

PhD Student, "Valahia" University of Targoviste, Romania

Irena (ARADAVOAICEI) APOLZAN,

PhD Student, Bucharest University of Economic Studies, Romania

Abstract: *The military conflict in Ukraine has led to significant political, economic and social changes worldwide. The year 2023 will be characterised by a global recession, with direct effects on the unfavourable development of economic indicators worldwide. The continuation of the conflict in Ukraine, including in 2023, will have negative repercussions on international economic relations and global political polarisation will influence economic indicators and the world economy in general. In terms of the global economic downturn, this will directly affect the economy and the population and resilient measures are needed to overcome this economic crisis. From a social point of view, the main group that will be affected is the low and middle income population who will suffer the most, in the context of galloping inflation and rising prices for utilities, fuel and commodities, especially food. In order to emerge quickly from the crisis, pro-active measures are needed based on identifying the best*

solutions to reduce inflation and measures to protect the vulnerable population by granting economic and fiscal incentives.

21. COLLECTIVE INTELLIGENCE IN ORGANIZATIONAL DECISION PROCESSES

**Diana DUMITRACHE,
Andrei MATICIUC,
Delia POPESCU,**

"Valahia" University of Targoviste, Romania

Abstract: *The impact that collective intelligence has on the decision-making process can significantly influence the ability of an organization to respond to changes that occur in the internal or external environment of the organization so that its activity is not affected. The recognition and augmentation of collective intelligence favors decision-making processes both by obtaining competitive advantages and by appreciating and motivating human resources, thus creating stability and continuity in the organizational development process.*

22. CRISIS MANAGEMENT - MODELS AND THEORIES

Irena (ARĂDĂVOAICEI) APOLZAN,

Ph.D. Student, Bucharest University of Economic Studies, Romania

Cosmin Sandu BĂDELE,

PhD Student, "Valahia" University of Targoviste, Romania

Lucian IVAN, PhD,

Bucharest University of Economic Studies, Romania

Abstract: *In today's fast-paced society, in a globalised world it is almost inevitable that organisations will not be involved in some crisis scenario. In recent decades, crisis management professionals have had to adapt to global trends and challenges. Increasingly, we are facing crises caused by climate change and the effects of hybrid threats. Their management requires the involvement and coordination of actors and institutions (public and private) responsible for managing these events. Thus, planning and monitoring activities, as well as resilience, become the key words to prevent the various risks and threats, as well as to mitigate the impact of crises. Starting from the definition of crisis and crisis management, the paper aims to identify reference models and theories applicable to crisis management. Although the two terms are often used interchangeably, a theory of crisis management is clearly different from a model of crisis management, as models seek to represent the structure or application of crisis management, while theories are more abstract concepts. Our research led to the conclusion that the impact of crises on society can be mitigated with a well-defined and situation-specific crisis management plan. Preparing for crisis situations helps the organization to manage more quickly or even prevent a crisis from occurring.*

23. ANALYSIS OF THE DEGREE OF MOTIVATION OF HUMAN RESOURCES, FOUNDATION IN DEVELOPING HUMAN RESOURCES STRATEGY

**Cosmin Gabriel DINCĂ,
Alexandru COSAC,**

"Valahia" University of Targoviste, Romania

Abstract: *Penitentiaries cannot choose their inmates, but they can choose their staff. It is essential that staff are carefully selected and properly supported, as prison work is demanding, involves working with men and women who are deprived of their liberty, many of whom are likely to have mental disorders and many with reduced educational and social skills. Ensuring human resources suitable for the activity in such an environment, which fulfill the mission of the institution, cannot be done in a random way. The institution's objectives can only be achieved if there is a coherent human resources strategy, based on the premise that a quality and correctly valued staff can be the solution for the performance and efficiency of the system penitentiary. The mission of human resources is the fulfillment of duties and missions, as well as the transformation of the penitentiary administration into a performing public service, through the development of activities in the field of human resources management.*

24. INTEGRITY RISK MANAGEMENT IN PUBLIC INSTITUTIONS

Cecilia MĂNTEȘCU (TÎLVAN),
Alexandru Ionuț TÎLVAN
"Valahia" University Târgoviște, Romania

Abstract: Risk management is a good practice taken over from the private sector and adopted at the level of several states of the European Union, representing a component basic in the activity carried out by public institutions. Risk management represents an extensive process of identification, analysis and response to the possible risks of a public entity, which through a scientific approach, uses all material, financial and human resources to achieve the objectives, aimed at reducing exposure the losses. Thus, internal control is directly associated with risk management, because, through the measures taken, it is possible to ensure, reasonably, a functional framework that allows the public institution to achieve its objectives set in the context necessary to carry out the activity. Fundamentally, the mission of governments and public institutions is to serve the public interest. Citizens' expectations of civil servants are respectable requirements for fulfilling their duties in an honest, fair and impartial manner.

25. CHALLENGES RELATED TO SECURING THE NECESSARY FUNDS FOR FINANCING RD&I IN ROMANIA AND THE INVOLVEMENT OF THE BUSINESS ENVIRONMENT

Lavinia-Florența PUIU,
SCOSAAR

Abstract: Research and development intensity targets are one of the main pillars of the EU's research and innovation policy agenda, where the majority of research and development effort comes from the private sector. However, private R&D investment in the EU has remained low as compared to other advanced economies, a poor performance that signals a relatively weak capacity to translate knowledge into market-making innovations. Private sector investment must be accompanied by national investment in research and innovation, and the market and regulatory framework must create the right conditions for R&D activities to develop and have the desired positive spillover and drive effects across economies. In the case of Romania, which already recorded an intensity of research and development in the public sector far below the EU average, there have been budget cuts in this field in recent years, rather than building research and innovation capacities through more investments. Also, Romania registers one of the lowest shares of innovative enterprises. In this context, the paper briefly presents the main issues related to improving the financing of RD&I activities, both from the public and private sectors, as well as regarding the cooperation between institutions in the field of research-development and/or tertiary education and the business environment with the purpose of developing and streamlining the national RD&I system.

26. VALUES OF AUDITING COMPANY AFTER COVID-19 PANDEMIC

Gabriela CIURARIU,
"Gh. Asachi" University of Iași, Romania

Abstract: The COVID-19 pandemic has fundamentally changed business management, with companies having to manage increased levels of economic instability and quickly implement the necessary procedures for working remotely, current conditions requiring the rigorous planning of a new post-pandemic work environment strategy. The ever-higher uncertainty brings managers to the challenge of relaunching the company's activity on a new trajectory of sustainable growth (forecasting future results being difficult as companies encounter difficulties in fulfilling contractual obligations, which generates more and more many commercial disputes, in the identification of alternative supply strategies, difficulties regarding financing, liquidity and sustainability of the business). Including the audit activity was subjected in this context to some challenges related, first of all, to the assessment of the ability of different companies to continue the activity and in what parameters, a matter of maximum interest for external users of the information contained in the financial statements of the companies (shareholders, banks, regulatory authorities). At the same time, the audit team will have to make efforts to implement

new procedures and controls to address the new risks arising during the COVID-19 pandemic and identify timely corrective measures.

27. EXPLORATORY STUDY ON SOCIAL RESPONSIBILITY MANAGEMENT MODELS. CASES OF ORGANIZATIONS FROM ABITIBI-TÉMISCAMINGUE, QUEBEC, CANADA

**Marie-Pier CÔTÉ,
Doina MUREȘANU,**

Université du Québec en Abitibi-Témiscamingue, Québec, Canada

Abstract: This paper presents the preliminary results of a larger research project, which focuses on the study of the link between the organizational social responsibility (SR) models, and the employee organizational identification process. Using an exploratory qualitative methodology by case study, we first proposed to identify organizational SR models, using an original research model, which we called "integrative model". It was built following an exhaustive literature review on theoretical models that deal with the subject of the organizational social responsibility (i.e., those of Carroll, Pasquero and ISO26000). The partial research results allowed us to identify an organizational SR management model that we called "Ethical and "good citizen" model". In this model, we were able to observe firstly that the participating organization demonstrated the desire to honor its status as a public institution and demonstrated consistency in its actions of social responsibility. Thus, it put respect for laws and rules at the forefront, in addition to paying particular attention to ethics. It also provided responsible human resources management and paid particular attention to its involvement in the surrounding community. The economic results were important, but only as a means to achieve its mission and not as an end in itself.

28. MANAGERIAL EFFICIENCY IN PRE-UNIVERSITY EDUCATION

Carmen IONIȚĂ (VIȘOIU)

Abstract: In academic literature, efficiency and effectiveness indicators are used to highlight the way the proposed and assumed goals are fulfilled in different fields of activity, including education. In general, scientists make a distinction between the two indicators, effectiveness and efficiency. They consider that effectiveness must lead to obtain a certain result, without taking into account the resources involved, while efficiency means obtaining a convenient effect for the organization, if the human, material and financial resources are used at their best level. The purpose of this paper is to identify the ways to increase managerial efficiency in Romanian pre-university education, the main condition for the development and improvement of the educational system in our country.

29. COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES VIA HUMAN RESOURCES

**Professor Iuliana CIOCHINĂ,
Professor Alexandrina ȘÎRBU,
Associate Professor Laura PĂNOIU,**

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: Small and medium-sized enterprises operate in an extremely dynamic, highly competitive business environment, which creates the need to adopt strategies aimed at innovation, increasing their market share or at least maintaining it constantly and/or entering other markets. They open up opportunities for increasing employment, are flexible, promote diversification of economic activities, can easily adapt to market changes, support sustainable development and contribute to increasing the competitiveness of the economy. This is why the development of small and medium-sized enterprises is an important objective for any modern economy. Competitiveness and the success of an enterprise require entrepreneurs to embrace, to cultivate a culture of innovation. Human resources are the driving force of innovation, they play a significant role in its stimulation. Through innovation and knowledge transfer, team spirit increases. The aim of this paper is to highlight the role of human resource as a competitive tool that ensures that the enterprise develops into to a successful business on the market.

30. CHANGING COMMUNICATION IN PUBLIC ADMINISTRATION DURING COVID-19 PANDEMIA

Cătălin IORDACHE,

Valahia University of Targoviste, Doctoral School

Abstract: In the age of technology, the process of communication seems to be much easier to achieve for public institutions. Citizens have access to the necessary information more quickly, by accessing official websites or by e-mail. Communication in public administration falls under the same theories and practices of communication as any other type of organization, although the public environment involves different actors involved in the communication process. The pandemic has limited people's interaction with public institutions, which has increased the need to use online communication through the use of digital tools. Thus, the process of digitization and the process of modernization of public administration were accelerated. When there are restrictions and economic and social activities become more digital, citizens and businesses rely on the internet and connectivity. Thanks to the digital infrastructure, we can continue to learn, socialize and work. Observance of the managerial communication process in public institutions can lead to the improvement of the services provided, to the increase of their quality, to the increase of the efficiency and effectiveness of the civil servants, as well as to the improvement of the image of the public administration. Also, managerial communication increases the degree of transparency in an institution, thus solving the problems in the citizen-civil servant-politician relationship, determining a better understanding of the decision-making process. However, the communication process during the pandemic encountered many obstacles, especially in the digital environment.

31. ANALYSIS OF THE DEGREE OF MOTIVATION OF HUMAN RESOURCES, FOUNDATION IN DEVELOPING HUMAN RESOURCES STRATEGY

Cosmin Gabriel DINCĂ,

"Valahia" University of Targoviște, România

Abstract: Penitentiaries cannot choose their inmates, but they can choose their staff. It is essential that staff are carefully selected and properly supported, as prison work is demanding, involves working with men and women who are deprived of their liberty, many of whom are likely to have mental disorders and many with reduced educational and social skills. Ensuring human resources suitable for the activity in such an environment, which fulfill the mission of the institution, cannot be done in a random way. The institution's objectives can only be achieved if there is a coherent human resources strategy, based on the premise that a quality and correctly valued staff can be the solution for the performance and efficiency of the system penitentiary. The mission of human resources is the fulfillment of duties and missions, as well as the transformation of the penitentiary administration into a performing public service, through the development of activities in the field of human resources management.

32. THE DIGITAL AGE. THE CRYPTOCURRENCY MARKET -ECONOMIC AND LEGAL IMPLICATIONS

Teodor-Ștefan ȚUPU,

Software Quality Assurance at MindGeek

Carmen RĂDUȚ

Constantin Brancoveanu University of Pitesti, Romania

Abstract: As we know, the "crypto" phenomenon took off about 5-7 years ago, being a new but controversial topic at the same time. Fascinating is the system by which an intellectual property such as cryptocurrencies, because there is no tangible object, has become one of the pillars of giant transactions worldwide. As great is the novelty and digital innovation through which these transactions are made in the order of seconds just a click away, the more controversial the topic has become. The controversy lies in the fact that, "something" that can be represented by a byte, at a theoretical level, can reach from tiny amounts, such as \$1, to amounts with 5-6 zeros, and vice versa. But, another part of the controversy is also created by the fact that, at a theoretical level, the authorities face a total lack of control over this phenomenon, which leads to the following saying "The rich get richer and the poor get poorer" ("The rich get richer and the poor get poorer"). The purpose of the presentation is to offer

a personal point of view on this phenomenon, going lightly into the technical area behind a simple transaction. We will also touch on some points regarding the existing economic and legal implication, but also measures in force or that should be debated in the future to ensure fairness and protection of users involved in the crypto phenomenon. Throughout the presentation we will touch on the following topics: What is a cryptocurrency; What is "blockchain" technology; Cryptocurrency trading, explained in simple steps; The factors that influence the price, having as a point of reference the current situation in the world; Risks involved in transfers between users; Legal and economic implications behind crypto transfers

33. THE ROAD TO A SECURE DIGITAL ENVIRONMENT

Carmen RĂDUȚ,

Constantin Brâncoveanu University of Pitești, Romania

Abstract: *As IT technology evolves, a number of sectors of socio-economic life experience important transformations, as a result of the dependence on digital technologies, exposing the economy and society to cyber threats. Digitization is the epochal phenomenon that offers immense opportunities to society, as a result of the solutions proposed for many of the challenges facing Europe. The increase in the number of devices connected to the Internet causes more numerous and more sophisticated actions in the area of cyber attacks and computer crime. Thus, it is necessary to build a strong system regarding cyber security, a system that will allow access to an open and safe cyber space where people's trust in digital tools and services prevails. The current work addresses issues related to cyber security strategies and the road to a safer digital environment.*

34. THE RELATIONSHIP BETWEEN CULTURAL VALUES AND LEADERSHIP STYLE

Cristina GĂNESCU,

Constantin Brâncoveanu University of Pitești, Romania

Abstract: *The present paper aims to create a matrix of the relationships between leadership styles and cultural values. For this, the specialized literature was studied and the different typologies of leadership styles were identified, as well as the paired cultural dimensions, according to Geert Hofstede's cultural model. For the present study we retained two of the leadership styles, transformational leadership and charismatic leadership, and two of Geert Hofstede's paired dimensions: masculinity-femininity and low power distance-high power distance. The results of the research highlight the fact that charismatic leadership is preferred in societies characterized by femininity and showing little distance from power, and transformational leadership corresponds, rather, to organizations characterized by masculinity and great distance from power.*

35. APPLYING TRANSFORMATIONAL LEADERSHIP IN EDUCATIONAL MANAGEMENT

Mihaela GEORGESCU (MUȘETOIU)

Florina FLOROIU (MIHAI)

Mihaela Violeta ANGELESCU (DEMIRCI)

Alin Adrian DINCĂ

"Valahia" University of Targoviște, România

Abstract: *Transformational leadership is the style that creates positive and high-value changes within the organizational. The characteristics of a transformational leader consist in the energy, enthusiasm, passion they put into everything they do. They are concerned by both the work process and the employees, supporting their success. Transformational leaders are also concerned by the development of motivation, enthusiasm and performance of their team.*

Therefore, the transformational leaders contribute to the transformation of their employees, in the sense that the latter become better and more effective in their work. In order to be able to direct the others towards of a change, and to have the certitude that is correctly perceived by the own followers, above all, the manager must strengthen his leadership position. And for this, a manager must develop his own

leadership style. Self-awareness may represent a starting point in building of a leadership position; in this sense, the manager must be also aware about the own values. In this demarche, the managers should improve own communication skills, authenticity and the ability to listen without being defensive. This leadership has nothing to do with budgeting or strategic planning knowledge, but emotional intelligence.

36. MANAGEMENT OF THE ORGANIZATIONAL IMAGE: A METHOD FOR ORGANIZATIONAL IMAGE CONFIGURATION

Ion BADEA,

”Valahia” University of Targoviște, România

Abstract: *One of the most important concerns for organizational communication managers is the management of the organizational image created by its diverse publics. Based on this image consumers make their choices, when they have needs to fulfil and the public develops goodwill or reluctance toward the organization, considered as a social entity. It is even based on this image that the public will establish contact or pursue transactions with the organization, or not. How can one know, in the most approximate way, how its diverse publics see the organization? How can the most convenient image be built to reflect the real organizational mission and its best efforts to accomplish these goals? This paper reports the development of a research method to evaluate the image an organization forms in the eyes of a given public. The intention was to develop an easily applicable method which could be used as a permanent tool to evaluate organizational communication actions towards the generation of the best possible image.*

Acknowledgement: This work is supported by project POCU 153770, entitled " Accessibility of advanced research for sustainable economic development - ACADEMIKA", co-financed by the European Social Fund under the Human Capital Operational Program 2014-2020

SECTION 5. MARKETING AND TOURISM

1. SOCIETY'S PERCEPTION ON THE ROLE OF PROTECTED AREAS IN THE DEVELOPMENT OF SUSTAINABLE TOURISM - THE CASE OF ALBANIA

Dr. Blerita AVDIA,
LOGOS University College, Tirana
Asesa ALLKA,

Studente in the LOGOS University College, Tirana

Abstract. Albania has a natural and cultural potential that gives it opportunities for social and economic development. Sustainable tourism is a goal of the Albanian economy and the development of new tourist products. Protected Areas, due to the values they carry, create opportunities for the development of natural or cultural tourism. The focus of the paper is to identify citizens' perception of the role of protected areas in the development of sustainable tourism. What are the categories of protected areas in Albania? What is the relationship between Protected Areas and Tourism? How is society's perception of the role of protected areas in the development of sustainable tourism? These questions and others will be answered during the realization of the topic. The methodology used in the paper will be in function of the topic as: research in libraries and online libraries, analysis, online questionnaire, comparative, statistical, graphic, etc.

At the end of the paper we will have findings like:

- Categorization of Protected Areas in Albania according to IUCN
- The role of protected areas in the development of tourism
- The positive perception of society on the role of Protected Areas in the development of sustainable tourism in Albania

The paper will close with the relevant conclusions and recommendations.

2. THERE IS MARKETING WITH A FLOWER

Elena ENACHE,
"Constantin Brancoveanu" University of Pitesti, Romania
Cristian MOROZAN,

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract. It is well known that the states of the world have the coat of arms, the flag, a dedicated day and the national anthem as symbols and elements of national identity. But, less known is that they are joined by a floral emblem, more precisely the national flower or state flower, adopted by law. The choice of that flower is motivated by specific geographical, cultural, economic and social characteristics. Well-known are the tulip, as a symbol of the Netherlands and Turkey, or the rose as a symbol of the USA and the lotus flower for India. Recently, our country also declared the peony as its national flower.

3. THE EFFECT OF WEB MARKETING IN SME-S OF ALBANIA AFTER PANDEMIA

Kola BLERIM,
Department of Marketing, Faculty of Business,
University "A. Moisiu", Durrës, Albania
Gjermizi JEHONA,

Department of Finance, Faculty of Economics,
LOGOS University, Tirane, Albania

Abstract. This article deals with contribution of web marketing to overall SMEs' effectiveness and hypothesizes that web marketing has an impact on SMEs' effectiveness. An analysis of the data in the sample of the Albanian SME-s is used to address the research question regarding the relationship between two concepts. This research will confirm the positive or negative relationship between dependent variable web marketing and the independent variable SMEs' effectiveness. This article also deals with one of the problems for web marketing practice – its value, or more specifically, the contribution of web marketing to overall SME effectiveness. Some SMEs invest significant expenditure in web marketing. Often web marketing professionals want to prove how

much value web marketing has to an organization, for example how much web marketing increases profits, contribute to market share, and support customer satisfaction. This article attempts to examine the effect of web marketing on SMEs' effectiveness in Albania. So the research question is: "Can web marketing have an impact and improve SMEs' effectiveness in Albania?" Research into measures of web marketing and SMEs' effectiveness and their relationship reflects this important issue. In this article, we question the possibility of linking web marketing activities to overall SME' effectiveness.

4. THE ROMANIAN TOURISM INDUSTRY - AFTER THE ECONOMIC AND SOCIAL IMPACT OF COVID 19

Mihai Gabriel CRISTIAN,

"Lucian Blaga" University of Sibiu, Romania

Abstract. The tourism industry is one of the largest in the world. The third-largest export sector (after fuels and chemicals), according to the World Tourism Organization (2022), constituted -7% of global trade in 2019. The sustainability of tourism has been threatened by a number of issues over time, including mass tourism, overpopulation in tourist areas, external control, and harm to local populations. However, the Covid-19 pandemic has recently had a particularly negative influence on the tourism industry, affecting global economies, livelihoods, public services, and opportunities. In this study, the repercussions of the COVID-19 pandemic on Romania's economy as a whole from 2019 to 2022 are to be examined. In the first seven months of the year, Romanian tourism climbed by 25%, according to Forbes Romania. The tourism sector has been severely impacted by the SARS-CoV-2 (COVID-19) viral epidemic. The information used in our study was gathered from the UNWTO, Eurostat, and Worldometer. It includes the percentage change in the number of nights spent in tourist accommodations, the total number of COVID cases, and the percentage change in GDP per capita compared to the prior year (PC GDP). Finally, we highlighted a number of initiatives and recommendations to ensure the resilience of the tourism sector and social sustainability based on the research findings and exploratory research from the literature.

5. THE EVOLUTION OF CULTURAL TOURISM: CONCEPT, SEGMENTATION AND DEVELOPMENT OF NEW IDENTITIES

Mariana BĂLAN,

Institute for Economic Forecasting – NIER, Romanian Academy

Abstract. In the last decades of the 21st century, world tourism has diversified its forms of international manifestation, trying to capitalize on the most valuable cultural objectives of a country's cultural heritage. There are countless interactions and combinations between tourism and culture based on the relationship between the cultural objective and the motivation of the tourist according to which several aspects can be analyzed. Tourism, in general, be it cultural, is the way in which a country becomes known in the world, and through which other people can see the natural resources, the tourist potential and the riches of that country. The paper presents a brief analysis of the evolution of cultural tourism and how existing concepts, paradigms and practices related to this type of tourism have evolved and changed over time. The analyzes show that the concept of cultural tourism is gradually transformed and modernized over the years, going through phases of segmentation, creation of new market niches and development of new identities. Also, the regions with cultural tourist potential in Romania are presented, as well as the activities that can increase and help the development of this type of tourism in our country.

6. ADAPTING THE CURRICUM IN TOURISM AT THE LEVEL OF THE EUROPEAN UNION STATES

Alexandra-Gabriela BURLACU,

State University of Physical Education and Sport, Chisinau, Republic of Moldova

Abstract. Tourism, one of the most remarkable areas of our time, a sphere of activity with a high dynamism and inexhaustible source of satisfaction for tourists, an area generating income and jobs. The study of tourism will always entail a multitude of conceptual challenges, which can be addressed from perspectives such as mobility, experiential and economic. The knowledge of tourism presents a continuous change, especially when we talk about the efforts to define tourism not only as an interdisciplinary field of research, but also as a vocational discipline within high school education, an aspect that constantly presents the need for change, to adapt the curriculum to the new trends in the field of tourism. The interdisciplinarity of tourism, as a field of study, may represent a weakness in the construction of theory. The topics published in tourism studies show that they predominate through applied and business-oriented research, through marketing and economic topics. From a geographical perspective, major areas of research include sustainability and environmental issues, first and

foremost, but also studies about destination, community and place. What we propose in this study is an analysis of the education system in the field of tourism at the level of the European Union states, a deepening of the contents of the curricula in this field. This study aims to analyze the needs of updating the curriculum to the current needs in the field of tourism.

7. THE SYMBIOTIC RELATIONSHIP BETWEEN TOURISM EDUCATION AND THE TOURISM INDUSTRY

Alexandra-Gabriela BURLACU,

State University of Physical Education and Sport, Chisinau, Republic of Moldova

Abstract. *The relationship between tourism education and the tourism industry has changed over time. In previous decades, there has been less emphasis on how people travel to their own country or to another country for leisure purposes than today. However, not all countries are equally interested in these topics at present, one of the reasons being the differences in culture between nations. Tourism education is a field that has seen rapid growth and expansion in recent years. While the tourism industry is booming, tourism education is also transformed by new perspectives on how to teach students about tourism. This work explores the relationship between tourism education and the tourism industry. Tourism is one of the largest sources of employment in many countries. Its industry plays an important role in economic development, as it generates income and spreads wealth in all communities.*

Tourism education is a fast-growing field. It is important to understand the relationship between tourism education and the tourism industry, as well as the effects of the modernization of tourism programs. The modernized curriculum will be more relevant to the life and career of students, but it will also provide a better understanding of how tourism fits around the world.

8. ANALYSIS OF THE MARKETING ENVIRONMENT IN A MEDICAL CENTER

Daniel BOLDUREANU,

„Grigore T. Popa“ University of Medicine and Pharmacy Iasi

Gabriela BOLDUREANU,

”Alexandru Ioan Cuza” University of Iasi

Abstract. *The current world crisis is an incentive for the intensification of marketing activities for many companies. The analysis of the marketing environment represents the study of factors and forces, the relationships between them and their potential effect on the company. The article presents the particularities of the marketing environment within a medical center that provides medical recovery services. The elements of the marketing microenvironment analyzed are: the company, the suppliers, the clients, the intermediaries, the competition and stakeholders but also those of the marketing macroenvironment: the demographic environment, the economic environment, the political-legislative environment, the natural environment, the technological environment and the socio-cultural environment.*

9. ANALYSIS OF THE MARKETING MIX IN A MEDICAL CENTER

Daniel BOLDUREANU,

"Gr. T. Popa" University of Medicine and Pharmacy Iasi

Gabriela BOLDUREANU,

”Alexandru Ioan Cuza” University of Iasi

Mihalea MIHAI, "Gr. T. Popa" University of Medicine and Pharmacy Iasi

Abstract. *The international Covid 19 pandemic has fundamentally changed the activity of all businesses. In this context, the importance of health industry and medical centers that offer post-Covid medical recovery services has increased. The article analyzes the marketing mix in a medical center. The components of the marketing mix are extensively analyzed: the product mix, the price mix, the distribution mix and the promotion mix. Finally, a series of recommendations are offered to improve the activity within these medical centers.*

10. DEVELOPMENT STRATEGIES FOR MARKETED TOURISM PRODUCTS ON THE ROMANIAN COAST

**Daniela Simona NENCIU,
Roxana – Mihaela IONIȚĂ,
Cristian PIECU,**

Tomis University of Constanta,

***Abstract:** The strategy of developing the coastal tourism product is a way forward for companies in this area, especially in view of the significant increase in tourist traffic in the region. In recent years, the travel motivations of tourists visiting the Romanian coast have diversified and their demands regarding the quality and composition of tourist packages have increased. As a result, the offer of tourism operators must be as attractive as possible by exploiting resources that have not been exploited so far. Thus, the historical vestiges of Dobrogea could be exploited by including themed excursions in tourist packages. As night-time leisure, which is accessed by young people, represents an important source of tourism revenue for the area, daytime leisure services should also be diversified so that water sports can also be a motivation for tourists aged between 18 and 35. In terms of summer recreation, the area lacks or has insufficient sports grounds and playgrounds for children. This area is also accessed by families with children and unfortunately, apart from the helimarine, children have no other leisure time solutions. By diversifying tourist products, the Romanian coast can become an attractive destination on both the national and international tourist market.*

SECTION 6: SOCIAL AND EDUCATIONAL POLICIES

1. STOCHASTIC PROCESSES IN MACHINE LEARNING

Delia TESELIOS

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: Stochastic processes are key tools in machine learning due to the fact that a series of machine learning algorithms use randomness in the learning and optimization stages, thus obtaining results that cannot be obtained by deterministic methods.

For example, the stochastic gradient descending algorithm is an iterative algorithm that seeks to optimize the objective function by randomly selecting, at each iteration, a single observation from the data set and changing the weights corresponding to it and the objective function until the minimum desired is obtained. The study contained in this paper presents the mathematics behind this algorithm. The Excel spreadsheet program was used to perform the calculations.

2. QUALITY MANAGEMENT IN ONLINE EDUCATION

Iuliana PARVU

Cristina CIAMI

"Spiru Haret", University of Bucharest, Romania

Abstract: This paper addresses the main challenges that the management of higher education institutions must consider to ensure the quality of online educational processes. The paper highlights the place of online education in the context of distance education and argues the need to discuss online education as a permanent way of carrying out teaching activities in universities and not as a state of exception. The paper proposes for discussion five categories of factors considered by the authors as influencing the qualitative level of the online teaching-learning processes. Also, the paper expresses the fact that the theoretical and practical approaches related to the evaluation of the quality of education carried out through information and communication technology are still at the stage of validation to identify the most appropriate and relevant indicators for expressing the quality of online education.

3. ECONOMIC APPROACHES REGARDING ROMANIAN CRAFTSMAN'S GUILDS AT THE BEGINNING OF THE 20TH CENTURY

Camelia Manuela DIACONU

"Ștefan cel Mare Suceava" University, Romania

Abstract: The guild represents one of the many forms of association that formed a society, whose coagulation criterion was the profession. These forms of association originated from the administrative organs, being emanations of a class in the process of formation, attracting to its ranks the merchant craftsmen class. The production and sale of goods by guilds, in other words industrial and commercial aspects, were completely intertwined with the sphere of services rendered to the population. The purpose of organizing craft guilds was to establish new functions required by the society of that period, fulfilling both economic, social, political-military and religious roles. Through the guild was carried out the perpetuation of the profession, the defense of professional, economic and social interests. It also had an educational function of learning a craft, which ensured economic stability to the functioning of the guild by acting as a well-determined social organism.

4. ENGLISH FOR SPECIFIC PURPOSES AND ECONOMICS STUDENTS

Marsela HARIZAJ

The University College "LOGOS", Tiranë, Albania

Abstract: Globalization and economic developments of different countries have brought changes to the way people or enterprises behave and respond towards development. Teaching foreign languages for specific purposes in the context of economic developments has gained prominence in different study programmes.

Countries within or out the European Union have business relationships. Simple examples of this are the Chambers of Commerce of different countries in different states. In the Albanian context, English as ESP is important for various professions. In the context of students of economics: Business management, Tourism Management and Finance and Accounting, English as a foreign language should be taught and learned as English for professional and vocational learning. English used in international business, provide learners with the essential skills to ensure successful communication and negotiation.

Thanks to the latest developments in the field of language teaching methodology, English teachers can choose a variety of textbooks for English for Specific Purposes. Learning new vocabulary, key concepts in economics

environment, help learners to learn better and to use their knowledge in practice. In this paper are presented from theory to practice, the importance of teaching and learning ESP of economics students, strategies and techniques to a variety of interactive activities used in English class.

5. SCHOOL ORGANIZATIONS IN THE PANDEMIC CRISIS COVID-19. CHALLENGES AND OPPORTUNITIES

Nicusor DIACONU

Melania-Andreea DIACONU

„Valahia” University of Targoviste, Romania

Abstract: *The spread of infection with the SARS-CoV-2 virus at the beginning of 2020 led the governments of the European states to take drastic measures to limit mobility by instituting quarantine and isolation measures, and in state institutions, including educational ones, physical presence was excluded, including in Romania.*

The continuation of the activities, implicitly the didactic ones, had to be carried out through online activities, a situation in which School Effectiveness becomes a difficult concept to measure, because it is related to different criteria, defined according to the specifics of each school unit, the results of the students and the added value by the school institution. The uncertainty in which each school organization evolved did not only have a negative impact on the quality of the educational act, but had much more complex implications and, certainly, echoes in the medium and long term.

At the moment, over the echo of the pandemic crisis, the energy crisis and the threat of an imminent economic crisis overlap. The present work aims to highlight the importance of quality assurance in European (and implicitly Romanian) pre-university education, in crisis situations.

6. URBAN EDUCATION VERSUS RURAL EDUCATION IN ROMANIA

Irina-Denisa MUNTEANU

Faculty of Cybernetics, Statistics and Informatics, Bucharest Academy of Economic Studies

Abstract: *Studying educational inequalities represents a popular topic especially in developing countries. Unfortunately, Romania is divided into two distinct parts when it comes to education at the urban and rural levels. However, the minimal level of school education which does not lead to a drop in the chances of integration into society is always changing. In the past century it changed from primary to lower secondary and then to higher secondary. Romania has low rates of secondary participation as compared to most European countries. Recently the urban-rural divide started to decrease, but it still exists. This study is designed to obtain an updated perspective on the differences between Romanian county towns from the point of view of secondary level graduates and economic development. The results confirm previous studies and affirm the presence of inequalities between the two environments. This study may represent a new signal for public education authorities.*

7. THE EDUCATIONAL PROCESS UNDER THE IMPACT OF THE COVID-19 PANDEMIC

Suzana ILIE

Ștefania LĂZĂRESCU

Diana MOISEVICI-ȘERB

Colegiul Economic „ Ion Ghica”, Târgoviște, România

Abstract: *The Covid 19 pandemic remains a sad episode in people's lives, but also in the history of nations. Its effects were felt both in the business environment, as well as in the educational one. The significant number of cases of illness, including the deaths generated by it, have made the representatives of the state institutions to develop a series of laws designed to protect the citizens, one of them regarding the circulation. All these have lead to work adaptation, underlying the development of the instructional-educational process through several platforms*

8. SOCIAL POLICY MEASURES SUPPORTING FAMILIES WITHIN MEMBER STATES OF THE EUROPEAN UNION

Simona Maria STANESCU

Research Institute for Quality of Life, Romanian Academy

Mariana BĂLAN

Institute of Economic Forecasting

Mirela NEMTANU

Romanian American University

***Abstract:** The current international context could be characterized by the world-wide expansion of the globalization process, the rapid development of technology, interstate migration and the new forms of international cooperation extending the traditional national state. Both the promotion and support of a healthy lifestyle among a large percentage of the population and the advancement of medicine both in terms of disease prevention (i. g. development of vaccines) and effective treatment have led to a trend of increasing life expectancy in most states of the world. Another demographic trend in recent decades is the increasingly dramatic decline in births which concern not only policymakers but also ordinary middle age citizens preoccupied about who is going to pay their pensions when they will be retired. Within this context, the paper prospects what are the measures to support families in the member states of the European Union. In other words, the paper overviews provision of family benefits within EU member states. From the methodological point of view, MISSOC data bases were used including data updated on 1st of July 2020.*

9. ANALYSIS OF THE COMPETITIVENESS OF LABOUR MARKET IN THE REPUBLIC OF MOLDOVA

Galina SAVELIEVA

Svetlana ZAHAROV

Center for Demographic Research, National Institute for Economic Research,
Republic of Moldova

***Abstract:** Actuality of research the particularities of labour force market and its interrelation with processes taking place in economy, demography and social sphere increases. Globalization of the world economy and growing integration processes in Europe, population decline, ageing and migration of working-age population, as well as transition of the Republic of Moldova to market economy have aggravated existing problems and added new ones in the context of labour market competitiveness, both at internal and external levels. The process of transformation and adaptation to changes both in the economy and in its derivative segment or labour market are lengthy and have specific particularities and difficulties. This paper presents the research results of the impact of the principal factors the demographic and socio-economic nature that influence the sustainability of labour market development and its competitiveness. In particular, it evaluates the impact of demographic factors on the labour force reproduction and the increase in the demographic dependency on the working age population, as well as the impact of factors of socio-economic nature, motivation for labour activity, increase in economic activity and employment. Low wages and an imperfect legislative and normative framework in labour relations created the preconditions for search and developing illegal (informal) employment, providing additional opportunities of job placement with flexible working regime and receive higher incomes. The research is based on statistical data and calculated secondary indicators using the population of usual residence. The suggestions for improving the situation on labour market and increasing its competitiveness were elaborated on the basis of the obtained results.*

10. IMPACT OF DIGITALIZATION ON THE NEW COMPETENCES FOR ACCESS TO THE LABOR MARKET – POINT OF VIEW FOR VOCATIONAL AND TECHNICAL EDUCATION

Maria Cristina ȘERB (TANISLAV)

Economic College Ion Ghica, Targoviste, Romania

***Abstract:** Digitalization opens up a new field in recruitment and workforce composition. Cooperation between internal and external staff, staff in mixed teams and additional providers of highly qualified service for specific activities is already a reality today. Digital competence in vocational and technical education, which includes digital knowledge, attitudes and skills, has become a key competence in vocational education in most developed countries. Currently, Romania is one of the least digitalized countries in the European space, especially in professional and technical education. The present research presents the most important results regarding the*

impact of digitalization on the new skills in professional and technical education, necessary for access to the labor market in Dâmbovița county, the performance been analyzed simultaneously with the results obtained at the organizational level. The data were obtained by applying a questionnaire to a representative sample of teachers from professional and technical education in Dambovița county. They served to create an overview of training in professional and technical education, background on the current labor market integration.

11. CRISES AS OPPORTUNITIES. THE ROLE OF VOCATIONAL EDUCATION IN SUPPORTING ECONOMIC DEVELOPMENT

**Liliana DONATH
Monica BOLDEA**

West University of Timisoara, Romania

Abstract: Vocational training can be traced back hundreds of years, strongly correlated with economic development. As multiple crises affect the Romanian economy the article looks at the pivotal role of vocational education in resuming durable growth. Its origins are rooted in the Middle Ages, reaching a peak in the eighteenth and nineteenth centuries. Once established, the guilds started training the apprentices, thus opening the way towards vocational education. The importance attached to vocational education is related to the significance given to the welfare status, with deep historical and cultural roots. Currently, Germany, Austria and Switzerland are examples of best practices in the field of vocational training by promoting effective programs that link education to practical activity. It can easily be shown that vocational training has a long history, strongly correlated with economic development, and the countries promoting this type of educational system are constant proof of this. The historical experience of this type of education shows that vocational education encourages the flexibility of the curriculum under the requirements of modern industries, cooperation and reciprocity between individuals and contributes to the formation of social capital based on a set of shared norms and values.

12. THE COVID-19 PANDEMIC AND EDUCATIONAL SYSTEM

**Cristina ACHIM
Mihaela TOMA**

Diana MOISEVICI-ȘERB

Colegiul Economic „ Ion Ghica” Târgoviște, România

Abstract: The pandemic caused the most disturbing modification of the educational system in history. For this reason, we thought about choosing this topic about school in pandemic because it is a pretty popular subject amongst not only students but parents and teachers also.

In the first part we discussed school, education and its role and how school went during the pandemic. We finished with a survey addressed to the students of class 12th H, who replied to questions about online school.

13. CONSUMER BEHAVIOR ÎN THE COVID 19

**Nicușor Alexandru RADU
Ștefania LĂZĂRESCU**

Diana MOISEVICI-ȘERB

Colegiul Economic „ Ion Ghica” din Târgoviște, Romania

Abstract: The COVID-19 outbreak changed dramatically and altered the attitudes, intentions and purchasing patterns of consume.

As a result of the COVID-19 crisis, many changes took place in consumer behavior related to products, channels, and motivations. These changes proved to be more related to consumers' perceptions of the crisis than to its practical effects.

14. THE LINK BETWEEN ABANDON RATE IN PRIMARY AND SECONDARY EDUCATION AND REAL GDP GROWTH RATE IN ROMANIA

Mihaela SAVU

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: The paper aims to present the link between abandon rate in primary and secondary education and real GDP growth rate. Using correlation and regression, two statistical methods for highlighting the link between variables, we analyze the existing relationship between abandon rate in primary and secondary education and real GDP growth rate at the level of the Romanian economy, over a period of 11 years (2010 – 2020). The analysis of the two indicators is carried out with the help of the Excel spreadsheet program, Data Analysis. The results provided by Excel after entering the values recorded by abandon rate in primary and

secondary education and real GDP growth rate demonstrate that there is a positive relationship between these indicators.

15. THE INFLUENCE OF DIGITAL TECHNOLOGY ON SOCIAL DEVELOPMENT

Edith Mihaela DOBRESCU

Institute for World Economy of the Romanian Academy

Abstract: *The fulfillment of the 2030 agenda depends more and more on how digital technology is implemented. The Covid-19 Pandemia has increased addiction to digital networks and, implicitly, the use of technology in actions to achieve strange goals.*

The United Nations highlight in the last reports that digital technologies have advanced faster than any innovation in human history and that reaches about 50 % of the world and, in that way had develops the world in just two decades and had transform societies. By improving connectivity, financial inclusion, access to trade and public services, technology can be the element that unites nations. The communities on the way to development must synchronize this reality that changes with their plans, projects and priorities.

The paper aims to present the global influence of digital technology on the future of work, data communication network, social networks, as they are presented in the analyzes of the last reports of the United Nations.

16. THE NEED FOR EDUCATION FOR SUSTAINABLE DEVELOPMENT IN ROMANIA

Alina VOICULEȚ

Sorin MANOLE

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Abstract: *Sustainable development is a new paradigm, specific to the 21st century, which must be a priority to all states, regardless of their level of development. Romania, as a member state of the UN and the EU, has taken important steps in assimilating the concept of sustainable development, by creating a Department of Sustainable Development and adopting a Strategy for Sustainable Development, by involving national and local authorities in various projects aimed at implementing sustainability in the Romanian economy and society.*

In the university environment, sustainable development subjects are studied, both in bachelor's and master's programs, at some faculties, mainly those with an economic profile, and not only.

However, within pre-university education, with the exception of extracurricular activities or those within the "School Otherwise" program, of some isolated situations which aim at the participation of some schools in various projects related to sustainability, we cannot speak of remarkable achievements.

Through this approach, we aim to highlight the fact that students, as future adults, need to master certain concepts of sustainability in order to be able to identify them in everyday life, because without a sustained effort, there is the possibility of irreparable damage of living conditions and quality of life.

17. ENTREPRENEURSHIP - FROM LEARNING TO PRACTICE

Laura PĂNOIU

Iuliana CIOCHINĂ

Alexandrina SÎRBU

"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *Perfecting and diversifying business techniques, opening economy towards investors, clients and suppliers from different backgrounds, improving the mobility of human resources, the need to consolidate financial resources in order to develop businesses, the Covid 19 health crisis are some of the challenges that today's entrepreneurs have to overcome. A dynamic and globalized world generates the need for entrepreneurial education starting from pre-university studies to university studies.*

Such an approach implies a curriculum where the main focus would be providing and developing entrepreneurial skills.

The paper at hand aims to argue for the need for entrepreneurial education, but at the same time propose a few methods that could help stimulate entrepreneurial creativity on a curricular level.

18. MENTORING IN TEACHING CAREER

Camelia VECHIU

Gianina NEGRĂU

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Abstract:

Mentoring as a relationship and process should be understood in the broadest sense of the concept – as support for continuous professional training, throughout the career. One of the mandatory prerequisites of mentoring is the existence of a permanent collaboration between the mentor and the mentee. The rethinking of the concept of mentoring, from the perspective of its implementation, is viewed at the European level with optimism, for at least two reasons: on the one hand, it represents the guarantee of the professionalization of the teaching career, on the other hand, it proposes profound changes regarding the relationship: mentor - teacher - student. The need to maintain mentoring at all levels and forms of education through school is urgent at the current moment in Romanian education, due to the low attractiveness of the career in education and the tendency of young teachers to abandon their profession for various reasons. Therefore, the role of mentoring is to ensure a multidisciplinary training and the appropriate integration of teaching staff in the education system.

SECTION 7: THE DIGITAL AGE. THE CRYPTOCURRENCY MARKET: ECONOMIC AND LEGAL IMPLICATIONS

1. THE CONTRIBUTION OF ARTIFICIAL INTELLIGENCE TO FUTURE ACCOUNTING

Andreea Cristina SAVU

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Leliana DIANA (BOLCU)

„Valahia University” of Targoviste, Romania

Cristina Gabriela VASCIUC (SĂNDULESCU)

„Valahia University” of Targoviste, Romania

Raluca Mihaela BOHARU (MIRCEA)

„Valahia University” of Targoviste, Romania

Abstract: *The repetitive and automated nature of many tasks in accounting requires a change and adaptation of the tools that artificial intelligence gives us, for example, machine learning models of data can significantly reduce fraud, improve trust, increase accuracy and efficiency.*

There is no doubt that artificial intelligence and automation will revolutionize the way we work. But how will this affect one of the world's oldest professions? Accounting is a profession that requires years of training and practice. It is easy to believe that the field of accounting is immune to major transformations, yet we are at a fundamental turning point. The repetitive and automated nature of many accounting tasks suggests it's time for change.

The objective of the article is to determine whether machine learning models applied to data can reduce fraud, improve trust and increase compliance.

The juxtaposition of artificial intelligence technology and the field of accounting places the profession at the center of an exciting new era. This creates the potential to do more with the limited resources we have, administrative tasks are automated, accountants can use their time and energy for creativity, analysis and interpretation of accounting data that will bring real value to the economic entity.

2. THE CRYPTOCURRENCY MARKET IN ROMANIA

Vasile BOGĂȚEANU

„Ion Ghica” Economic College of Târgoviște, Romania

Diana MOISEVICI-ȘERB

„Ion Ghica” Economic College of Târgoviște, Romania

Abstract: *I chose this theme because it is one of the most recent and important events that can greatly change the business environment and society. Cryptocurrencies are a new beginning for the business environment, facilitating transactions and payment methods, making a much higher and more secure profit and the organization is much easier to execute.*

As for society, they offer many people the opportunity to benefit from a good profit, make their lives easier and introduce them to the digital world. Cryptocurrency miners who help develop and popularize digital currency in exchange for their work earn an income."

3. REGULATIONS AND PERSPECTIVES ON THE IMPACT OF CRYPTOCURRENCIES ON FINANCIAL MARKETS

Laura-Andreea IAMANDACHE (FLOREA)

„Valahia University” of Targoviste, Romania

Abstract: *Cryptocurrencies have recently become a trend for the financial sector, becoming a global phenomenon. The purpose of the article is to conduct a comparative study of the regulations and perspectives on the circulation of cryptocurrencies and determine the problems that hinder its proper circulation. Cryptocurrency is considered to be the latest mechanism in the development of international monetary and financial relations. This gives the opportunity to implement new rules that can promote macroeconomic stability. Its role in advancing macroeconomic equilibrium is dealt with in the light of monetary theory.*

4. CONSIDERATIONS ON THE LEGAL REGIME OF CRYPTO-ASSETS AND SERVICE PROVIDERS IN THE CRYPTO-ASSETS MARKET

– Elements of comparative law –

Alina POPESCU,

„Constantin Brancoveanu” University of Pitesti, Romania

Abstract: *The crypto-asset market is considered a volatile market, subject to security, legality and tax risks, and customers must be aware of these risks before investing in such a market. At the same time, the market of crypto-assets is not regulated, therefore it does not provide protection to participants.*

The great volatility of the market translates into sudden changes in the prices of these assets, under the influence of external factors (such as the expression of opinions of influential persons, the involvement of market companies in legal or fiscal issues, etc.)

The issue of regulating the legal status of crypto-assets is being raised more and more often, precisely to reduce the associated risks, and there are approaches for and against this Regulation; a question arises regarding how much the market needs to be regulated, so that regulation is not excessive.

The study aims to analyze the current legal status of the crypto-assets market and its prospects, internationally."

5. "END TO END" SOLUTIONS. ERROR-FREE REPORTING IN THE ACCOUNTING PROFESSION

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Andreea - Cristina SAVU

„Valahia University” of Targoviste, Romania

Anca Daniela SENCHEA (FLOREA)

„Valahia University” of Targoviste, Romania

Abstract: *The objective of this article is to show the importance and efficiency of using "End to End" solutions in the accounting profession in an economy based on globalization and digitalization.*

A new challenge in the accounting profession is to collect and report data as correctly as possible to financial institutions through the tools made available by it.

With the apportionment of the SAF-T audit standard (Declaration 406), the question of collecting data as efficiently and correctly as possible from the IT systems of the companies that serve them in the smooth running of their daily activities was also raised.

A solution that comes to the aid of entrepreneurs for a connection with the accounting professional is to use "End to End" IT solutions.

End-to-End describes the process of running a system or service from start to finish, typically providing a fully functional solution without having to purchase anything from a third party. It often refers to a vendor that can implement a project from start to finish and provide everything needed to create a viable solution.

End-to-End solutions also follow the philosophy of removing as many layers or intermediate steps as possible to help optimize enterprise performance and efficiency. This includes minimizing the number of parties involved throughout the project lifecycle and minimizing disruption from start to finish. It is most commonly used in the field of information technology (IT).

6. ANALYSIS OF THE PARTICIPATION RATE IN DIGITAL SKILLS DEVELOPMENT COURSES

Adriana NĂSTASE (DUMITRACHE)

Romanian Academy, Doctoral Department: Economic, Social and Legal Sciences, Romania

Alina BIDIREANU

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Ioana-Raluca GOLDBACH

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Livia PUSCOIU,

„Ion Ghica” Economic College of Târgoviște, Romania

Abstract: *A strong digital economy, based on human resources with digital skills, is vital for European innovation, growth, jobs and competitiveness. The development of digital technologies has a massive impact on the labor market and on the type of skills needed in the economy and in the society, both now and in the future. In*

this work it was used the statistical method: grouping data on equal ranges of variation, to analyze the participation rate of human resources in the development or improvement of ICT skills, courses offered by employers, a comparative study at the level of Romania and the EU in the period 2015-2020. The results show low progress at the level of our country regarding the training courses in the digital field offered by employers.

7. THE BANKING SYSTEM'S APPROACH TOWARDS DIGITIZATION, DIGITALIZATION AND DIGITAL TRANSFORMATION

Daria Maria SITEA

„Lucian Blaga” University of Sibiu, Romania

Abstract: *Nowadays, banks are increasingly turning their attention to the enhancement of efficiency, by reducing costs and flexibility, driven by the uncertain external conditions. Digitization and digitalization are two concepts that are often used interchangeably in the scientific literature, but which have different significance. Although both terms refer to digital progress, they express different stages of it. On one hand, digital transformation embraces the integration of technology in all areas of a bank, resulting in a fundamental change in the way the economic entity is organized. This stage is different for each bank, as it is characterized by personalization. However, digital transformation involves the integration of digital processes to achieve automation, modernization and speed. Thus, this research paper seeks to analyze the conceptual differences between the stages of the entire digital progress. In order to have a broader view, a quantitative analysis of the research papers published on this topic will be exposed on this topic.*