

# **International Conference**

## **Knowledge Economy**

### **- Challenges of the 21<sup>st</sup> Century -**



## **THE FUTURE OF EUROPEAN COMPETITIVENESS**

**PITEȘTI, 22 NOVEMBER 2024**  
**CONSTANTIN BRÂNCOVEANU UNIVERSITY**  
**ONLINE SESSIONS**

## **Conference Committee:**

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- Lecturer Gianina Negrău, Ph.D. – Head of Department, Constantin Brâncoveanu University
- Lecturer Corina Ducu, Ph. D. – Accounting Department
- Florentina Brumă – student

# **CONFERENCE PROGRAMME**

## **ONLINE SESSIONS - will start at 10.00 A.M**

**SECTION 1 - European and regional development strategies and policies**

**&**

**SECTION 4 - Law and public administration**

Meeting ID: 957 0534 0049

Passcode: CONFUCB

**SECTION 2 - Financial and accounting policies and corporate governance in the global context**

Meeting ID: 470 422 0611

Passcode: CONFUCB

**SECTION 3 - Business management and entrepreneurship**

**&**

**SECTION 5 - Marketing and tourism**

Meeting ID: 459 722 4968

Passcode: CONFUCB

**SECTION 6 - Social and educational policies**

**&**

**SECTION 7 - Students' Special Session**

Meeting ID: 928 8412 6967

Passcode: CONFUCB

## CONFERENCE SECTIONS

<b>SECTION 1:</b> European and regional development strategies and policies .....	5
<b>SECTION 2:</b> Financial and accounting policies and corporate governance.....	8
<b>SECTION 3:</b> Business management and entrepreneurship.....	16
<b>SECTION 4:</b> Law and public administration .....	24
<b>SECTION 5:</b> Marketing and tourism .....	27
<b>SECTION 6:</b> Social and educational policies .....	28
<b>SECTION 7:</b> Special Session for Students.....	33

# SECTION 1. EUROPEAN AND REGIONAL DEVELOPMENT STRATEGIES AND POLICIES

## 1. THE IMPACT OF CLIMATE CHANGE ON ECONOMIC GROWTH IN THE CASE OF EUROPEAN UNION MEMBER STATES

**Virgil POPESCU,**

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

**Ramona BIRĂU,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Craiova, România

***Abstract:** The main aim of this research study is to investigate the impact of climate change on economic growth in the case of European Union member states. Extreme weather events affect the economic growth by causing important financial losses. The aggravation of the weather conditions implicitly leads to major financial costs that influence sustainable growth in the European Union. Moreover, the frequency and the intensity of severe weather phenomena are continuously increasing and worsening in recent years. The concept of global warming represents a significant challenge especially in the context of globalization. Extreme temperatures and climate events highlight the important necessity to reduce the carbon emissions (CO<sub>2</sub>).*

## 2. INTEGRATING CIRCULAR ECONOMY STRATEGIES IN LOCAL PUBLIC TRANSPORT: A BUSINESS DEVELOPMENT PERSPECTIVE

**Sorin DUMITRAȘCU,**

"Valahia" University of Târgoviște, România

**Anișoara DUICĂ,**

"Valahia" University of Târgoviște, România

***Abstract:** This paper explores the integration of circular economy principles into local public transport systems and their implications for business development strategies. It provides a comprehensive theoretical framework, defining key concepts and circular business models relevant to public transport. The study examines successful case studies of resource-efficient transport systems and evaluates the potential of circular practices to enhance sustainability in this sector. Methodologically, the research employs both quantitative and qualitative approaches, combining data from surveys and interviews with key stakeholders. The findings offer actionable recommendations for local authorities and companies managing public transport, emphasizing the need for strategic alignment with circular economy principles to foster long-term growth and innovation. This contribution aligns with the themes of regional development and sustainable business management, as highlighted in the call for papers for the Constantin Brâncoveanu University Conference on "The Future of European Competitiveness"*

## 3. THE EUROPEAN CIVIL PROTECTION MECHANISM - IMPLICATIONS FOR ROMANIA IN THE MANAGEMENT OF CRISIS SITUATIONS

**Bogdan-Mihai FRĂȚILĂ,**

"Valahia" University of Târgoviște, România

**Constanța POPESCU,**

"Valahia" University of Târgoviște, România

***Abstract:** Disasters can strike anywhere and at any time. Whether natural or man-made, they can have a considerable human and economic impact, as well as the environment. The European Union Civil Protection Mechanism is an important tool that allows EU member countries, including Romania, to collaborate in the management of natural or human disasters. This mechanism aims to improve prevention, preparation and response to such events, ensuring effective coordination of efforts at European and international level. Any country in the world can call on the EU Civil Protection Mechanism for help when the scale of a disaster exceeds its ability to respond on its own. Good disaster management can save lives, and effective coordination between different response agencies is indispensable to ensure successful disaster preparedness and response. Romania has demonstrated over time that it is an active member of the EU Civil Protection Mechanism, calling on this instrument in times of crisis and contributing, in turn, to supporting other member states in similar situations.*

#### **4. THE RELATIONSHIP BETWEEN LABOUR TAXING AND THE LEVEL OF MIGRATION IN ROMANIA**

**Laura PĂNOIU,**

"Constantin Brâncoveanu" University of Pitești, România

**Alina VOICULEȚ,**

"Constantin Brâncoveanu" University of Pitești, România

**Sorin MANOLE,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** After the moment of Romania's integration in the EU, the population had the possibility of freely travelling to any European state, which generated an increase in the migratory phenomenon. Romanians could get hired anywhere within this one-of-a-kind integrationist group and would benefit from the perks that come with free labour circulation, which is one of the four fundamental freedoms of the EU and also from the elimination of nationality, salary or working conditions-based discrimination. Therefore, the open circulation of people on the territory of the EU helps maintain European citizenship, an objective pursued ever since the introduction of the Treaty of Maastricht. The paper at hand tries to examine the extent to which the income tax for salaries impacts migration in Romania. The evaluation, made using the multiple linear regression estimated using the ordinary least squares (OLS) technique shows a significant impact. Similar models that have a variable dependent on the number of immigrants within the categories of interest (age, gender, environment) and the same dependent variables also highlight the important influence that tax income has on the resulting variable. The different values of the measurement of these influences prove that income tax also influences the structure of migration.*

#### **5. EMAS – THE COMMUNITY ENVIRONMENTAL MANAGEMENT AND AUDIT SYSTEM, TOOL FOR CONTINUOUS IMPROVEMENT OF ENVIRONMENTAL PERFORMANCE**

**Mădălina ALBU,**

Petroleum-Gas University of Ploiești, România

***Abstract:** Monitoring and permanent improvement of environmental performance is a desire of all organizations, regardless of the field of activity. In this sense, the member countries of the European Union agreed on a common environmental management and audit tool - EMAS. Participation in this system is accessible to all economic and industrial entities, including public and private services. Organizations that voluntarily decide to undertake, through their own commitments, the evaluation and reduction of their impact on the environment, will monitor their activity and make reports in the field. All these aspects will be registered in the EMAS national register. By implementing, developing and continuously improving an environmental management system and as a result of applying audit actions, organizations manage to monitor and improve their environmental performance, providing customers with information that reflects their commitment to compliance with legislation in the field. This paper presents the current state of implementation of the concepts promoted by EMAS at the level of organizations in Romania, identifying the possibilities for improving this activity.*

#### **6. SOCIAL ENTREPRENEURSHIP: INNOVATIVE SOLUTIONS FOR CONTEMPORARY SOCIAL PROBLEMS**

**Constanța POPESCU,**

"Valahia" University of Târgoviște, România

**Georgiana - Tatiana BONDAC,**

"Valahia" University of Târgoviște, România

**Postdoctoral researcher, Elena Cristina STROE**

"Valahia" University of Târgoviște, România

***Abstract:** In the face of contemporary social problems, social entrepreneurship becomes an innovative solution with the potential for significant impact, and the perspectives of young generations on this field are essential for its understanding and development. The study investigates students' perceptions and attitudes towards social entrepreneurship, exploring both the challenges and opportunities they identify in applying social impact initiatives. Among the challenges observed by the students are access to necessary resources and knowledge, identifying community needs and maintaining the sustainability of the initiatives. At the same time, students perceive social entrepreneurship as an opportunity to contribute to community well-being, learn essential skills, and build a career with a worthwhile purpose. The analysis of students' opinions is essential for understanding how social entrepreneurship can be encouraged and integrated in education, and the purpose of the article is to*

answer the question: "What are the challenges and opportunities perceived by students in social entrepreneurship and how can it contribute to solving the problems contemporary societies?".

## **7. DEVELOPMENT OF BRAILA MUNICIPALITY -SMART CITY**

**Angelica BRATU,**

"Constantin Brâncoveanu" University, Faculty of Management Marketing in Economic Affairs of Brăila, România

**Abstract:** *In this article, the author will try to present all the measures adopted so far by Braila Municipality in order to implement until 2030 the "Smart City" Program launched by the Ministry of Communications and Information Society. The "Smart City" program implies the optimization of cities through technology. The use of new gadgets and the online environment aims to increase the quality of life of citizens by creating a healthier, more educated, less expensive city, open to new business investments and with citizens actively involved in the process of public administration. The ultimate goal of this project is the full integration of smart technologies in all spheres of activity of a city. Braila - the gateway to Europe, an important economic, medical, educational pole, supported by a modern infrastructure and in continuous modernization and a developed partnership environment, with a sustainable economy developed through innovation, tradition and resource development, attractive to investors, cultural and tourist center, modern and with a democratic multiethnic community has proposed and achieved considerable progress to develop services for its citizens.*

## **8. QUALITY IN EDUCATION. ESSENTIAL FACTORS AND IMPACT ON STUDENT DEVELOPMENT**

**Dorin IANCU,**

"Valahia" University of Târgoviște, România

**Elena Cristina STROE,**

"Valahia" University of Târgoviște, România

**Abstract:** *The quality of education is a fundamental pillar in the formation of young generations, having a profound impact on the academic, personal and professional development of students. In an educational context marked by various challenges — such as adaptation to new technologies, student diversity and individual learning needs — ensuring the quality of education becomes more important than ever. This article explores the factors that contribute to quality education, including teacher competencies, educational resources, teaching and assessment methods, and community and parent involvement. Theoretical insights and examples of good practice are presented that illustrate how quality education can support student progress and achievement. The purpose of this article is to answer the question: "What are the key factors that contribute to the quality of education and how does it influence the harmonious development of students?"*

## **9. IMPLEMENTING SUSTAINABLE DEVELOPMENT IN EMERGING ECONOMIES**

**Alina VOICULEȚ,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Current economic developments are unthinkable without the implementation of the global partnership for sustainable development. Sustainability, as a concept, was based on the idea that human activities are dependent on the environment and resources. Health, social security and economic stability of society are essential in defining the quality of life. Although this crisis has been identified and the responses to solve the unfavorable environmental situation have been outlined, it has been concluded that economic development, including in emerging states, cannot be stopped, but that strategies must be changed so as to respect the ecological limitations in exploitation of the environment and the planet's resources. These conclusions resulted in the adoption of several conventions, related to climate change (reducing methane and carbon dioxide emissions), biological diversity (conserving species) and stopping massive deforestation.*

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

### **1. EVOLUTIONS AND EXPLANATIONS ABOUT POST-PANDEMIC INFLATION**

**Marius GUST,**

„Constantin Brâncoveanu" University of Pitești, România

***Abstract:** The paper aims to (1) review the latest points of view regarding the causes of post-pandemic inflation, (2) analyze the evolution of inflation in some countries and (3) follow the main monetary policy measures taken by the authorities in the field in some states. Concretely, in the last two decades, the money supply link has been secondary or even totally neglected. However, in the last year, a series of theories and models have returned that link the evolutions in terms of inflation to the excess of monetary emission from the pandemic years. The increase in inflation was not quickly accompanied by anti-inflationary measures, the monetary authorities acting late, for fear of continuing the recession or that it would return in countries where economic growth had resumed. The mentioned situations are exemplified with the presentation of developments and analyzes from the Euro Zone, from the United States of America and from some Eastern European states, including Romania.*

### **2. AN EMPIRICAL STUDY ON VOLATILITY SPILLOVERS USING GARCH FAMILY MODELS FOR DEVELOPED STOCK MARKET IN ITALY**

**Ramona BIRĂU,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, România

**Mircea Laurențiu SIMION,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, România

**Gabriela Ana Maria LUPU (FILIP),**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, România

**Ștefan MĂRGĂRITescu,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, România

***Abstract:** The major objective of this research paper is to conduct an empirical study on volatility spillovers using GARCH family models for developed stock market in Italy. The econometric analysis includes models from the GARCH family models and also statistical methods, tools and techniques. The sample period covers a long time period from January 2005 to September 2024, which covers the period of the global financial crisis (GFC) of 2007-2008 but also the pre and post COVID-19 pandemic period.*

### **3. THE IMPACT OF ARTIFICIAL INTELLIGENCE IN THE ACCOUNTING PROFESSION**

**Ruxandra GRIGORESCU,**

"Valahia" University of Târgoviște, România

**Petronela-Alice GRIGORESCU,**

"Valahia" University of Târgoviște, România

***Abstract:** The present article aims to shed more light on the concept of artificial intelligence and on the impact of artificial intelligence on the accounting profession. We will highlight the advantages, disadvantages and what could be brought as a plus to the accounting profession, with the help of artificial intelligence. Also, there are risks, these being the fears of accounting professionals that are often discussed. The subject is quite controversial, because those in the field of artificial intelligence who want to make their mark at the highest level and make their presence felt in all fields, implicitly in that of accounting. Artificial intelligence has pluses and minuses on which one must stop and pay more attention to prevent possible errors.*



#### **4. ACCOUNTING - MAIN SOURCE OF DATA AND INFORMATION IN THE MANAGEMENT OF MULTINATIONAL COMPANIES**

**Claudia Nicoleta GUNI,**  
"Spiru Haret" University, România

***Abstract:** This paper presents the importance of accounting for management, efficient management requires knowledge, an efficient management requires the knowledge, administration and control of the business, attributes that can only be achieved with the help of accounting. For this reason, the central point, the control panel of the economic information system is accounting, representing its basic component, providing users with specific financial accounting information regarding the movement of values as a result of the respective business.*

#### **5. DATA SECURITY IN ACCOUNTING: CHALLENGES AND SOLUTIONS IN THE DIGITAL AGE**

**Beatrice Elena GORE,**  
"Valahia" University of Târgoviște, România  
**Cornelia-Ana SCHITZ,**  
"Valahia" University of Târgoviște, România  
**Ana-Rebeca NEAGU (ION),**  
"Valahia" University of Târgoviște, România  
**Radu FLORIN,**  
"Valahia" University of Târgoviște, România

***Abstract:** Rapid technological evolution and the adoption of digital solutions in accounting have brought benefits in data efficiency and accessibility, but also new challenges related to the security of financial information. In a world where cyber-attacks and insider risks are growing exponentially, protecting accounting data is becoming a key priority for firms and institutions. This study examines the nature and extent of current threats including unauthorized access, malware and ransomware attacks, as well as accidental exposure of data through the use of non-compliant systems and processes. In this context, financial data security is essential to maintain the integrity and confidentiality of sensitive information. The research proposes an integrated approach to security measures, emphasizing the importance of using modern protection technologies such as advanced data encryption, multi-factor authentication and strict role-based access controls. Companies need to implement not only technologies but also clear policies and rigorous security procedures. Ongoing staff training and fostering an organizational culture geared towards data security are equally essential to reduce vulnerabilities. For this research, we used both a methodology based on literature review and case studies to highlight practical examples of implementing security measures in accounting firms. Tools such as advanced encryption, multi-factor authentication and role-based access management are among the most effective solutions identified.*

#### **6. THE NEED FOR INFORMATION – THE SOURCES OF FINANCIAL ACCOUNTING INFORMATION**

**Claudia Nicoleta GUNI,**  
"Spiru Haret" University, România

***Abstract:** This paper presents the importance of the quality of financial-accounting reports emphasized by their users, accounting professionals and standardizing bodies alike. The latter have issued regulations that dedicate special sections to the qualitative benchmarks specific to financial-accounting information, in order to satisfy the superior interest of users. Compared to information released from other sources, financial and accounting information is characterized by advantages in that it presents a high level of credibility, as it is based on relatively homogeneous rules, norms and principles, involves a lower cost than other sources of information and reveals elements of great interest for a heterogeneous group of users. Furthermore, we admit the reality that at the microeconomic level, accounting is the main source of information.*

## 7. GLOBALIZATION AND ITS IMPACT ON FINANCIAL MARKETS

**Ramona BIRĂU,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Romania

**Robert Dorin FILIP,**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Romania

**Nadia Tudora DASCĂLU (CIRJAN),**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Romania

**Roxana-Mihaela NIOATA (CHIREAC),**

University of Craiova, "Eugeniu Carada" Doctoral School of Economic Sciences, Romania

***Abstract:** The main aim of this research paper is to investigate globalization and its impact on financial markets. Globalization actually represents the process of international integration. Moreover, globalization is a complex phenomenon that is characterized by advantages, benefits and opportunities, on the one hand, but on the other hand it generates various disadvantages, deficiencies and challenges. National sovereignty is significantly blurred by the phenomenon of globalization. The globalization of the world economy is an essential aspect in achieving sustainable development. The physical and geographical borders of countries lose their meaning in the context of a globalization that is by definition borderless.*

## 8. THE ROLE OF ACCOUNTING INFORMATION IN PUBLIC FINANCIAL CONTROL AND IN PROMOTING CORPORATE SOCIAL RESPONSIBILITY IN MULTINATIONAL COMPANIES

**Ștefan Alexandru PREDA,**

IOSUD-SDSE "Valahia" University of Târgoviște, România

**Cristina Gabriela VASCIUC (SANDULESCU),**

IOSUD-SDSE "Valahia" University of Târgoviște, România

**Florin RADU,**

IOSUD-SDSE "Valahia" University of Târgoviște, România

***Abstract:** Accounting information is essential in achieving objectives and realizing the main goals of internal control in public institutions, having a significant impact on the transparency, responsibility, and efficiency of public fund management. The main objective of this article is to analyze the role of accounting information within public financial control and in promoting corporate social responsibility (CSR) in multinational companies. The research will aim to identify how accounting information supports financial control processes in the public sector and how it is used to promote CSR in multinational companies, considering its impact on transparency, accountability, and financial performance. The objectives of the article are: analyzing the importance of accounting information in financial control in public institutions and in managing public funds; investigating how accounting information supports CSR in multinational companies; evaluating the impact of accounting information on transparency and accountability in public institutions and multinational companies; identifying best practices in integrating CSR into the financial activities of multinationals through the use of accounting information.*

*The research will be of an applied-descriptive nature, combining theoretical and practical analyses to gain a deeper understanding of the phenomenon being studied.*

## 9. FUNDAMENTAL ACCOUNTING PRINCIPLES IN ASSET VALUATION

**Dorina LUȚĂ,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** Accounting evaluation involves establishing and expressing in monetary units the size of economic resources represented by assets, liabilities, equity, income and expenses, as well as the economic and financial operations that produce changes to them. In accounting theory and practice, several criteria have been outlined regarding the evaluation of asset flows and structures: utility value, market value as a price reference and time. In order to achieve a true picture of the financial position and the performance of economic entities, the assessment in accounting can only be discussed in relation to the fundamental accounting principles. Among these we can remember: the historical cost, the stability of the monetary unit, prudence, the continuity of the activity. The evaluation must start from the utility or real value in order to ensure the preservation of the historical cost and the maintenance of the capital. In the analysis of the accounting principles regarding the evaluation, two convergent principles cannot be missing: the maintenance of the capital and the financing structure. These principles were generated by practice and accepted by accounting theory in order to explain, but also to correct the situation determined by the monetary standard as a unit of measurement in accounting and the historical cost as the basis of evaluation.*

## 10. ROMANIA'S STRATEGIES AND POLICIES FOR SUSTAINABLE DEVELOPMENT OF THE ECONOMY IN THE CONTEXT OF A CHANGING EUROPEAN FUTURE

**Adriana HORAICU,**

"Valahia" University of Târgoviște, România

**Marilena - Roxana ZUCA,**

"Romanian-American" University, Bucharest, România

**Aura-Oana MUSTĂȚEA,**

Doctoral student, Doctoral School of Economics, "Valahia" University of Târgoviște, România

**Laura-Andreea FLOREA,**

Doctoral student, Doctoral School of Economics, "Valahia" University of Târgoviște, România

**Victor MUNTEANU,**

„Valahia” University of Târgoviște, România

**Abstract:** *In the current context, Romania needs the development of a new economic development model by reorienting future technologies and moving towards an economy with lower greenhouse gas emissions. This will require abandoning the sympathies of the political class, looking for solutions from the past and realigning national economic priorities based on the use of clean energy sources, the development of energy infrastructure and the attraction of value chains in order to support green technologies and research and innovation capacities that will create places of well-paid work and will face the challenges of the coming decades. The accelerated economic development of Romania since the 2000s represents a true miracle. Today, Romania's economy is eight times larger compared to the first year after the fall of communism. Along with other Eastern European countries, Romania's economy remains among the most industrialized in Europe, in terms of the weight of the industrial sector in the added value of the entire economy and the number of employees. In the midst of the global relaunch of the interventionist industrial policy, Romania has the prerequisites for economic development to become a true regional engine of growth. Having limited financial and fiscal resources available, they must be carefully distributed to the new green technologies based on the identification of the country's competitive advantages, without falling into the trap of over-subsidizing some inefficient industries. But this can only be achieved through a fundamental change in national objectives. The aim of the authors in this scientific approach is to present a series of strategies and policies suitable for the development of a sustainable economy for the coming years and an empirical analysis of the last years of the Romanian economy vs. the economic prospects of Romania in the future through the development of new industries adapted to current needs generating added value.*

## 11. RESEARCH AND CONTRIBUTIONS ON THE DIGITALIZATION OF PUBLIC UTILITY COMPANIES

**Isabela STANCU (LIȚĂ),**

"Valahia" University of Târgoviște, Romania

**Florin RADU,**

"Valahia" University of Târgoviște, Romania

**Prof. Anda Ileana NECULA**

**Abstract:** *The paper analyzes recent research and contributions regarding the digitalization of public utility companies, highlighting the impact of digital technologies on operational performance, efficiency, and sustainability of these organizations. Utilities such as water, electricity, and gas companies face an increasing need for modernization to address economic and environmental challenges. The study explores trends in the adoption of digital solutions, including the use of IoT sensors, data management platforms, artificial intelligence, and smart grid infrastructure. Through digitalization, utility companies can enhance network monitoring and control, streamline operational processes, reduce costs, and improve customer relationships through personalized services. The paper emphasizes the key challenges of this transformation, including cybersecurity and technological integration, and proposes solutions to ensure a sustainable and efficient digital transition. The conclusions suggest that digitalization represents a major opportunity for public utility companies to adapt their processes to modern requirements and contribute to the sustainable development of the communities they serve.*

## 12. SPECIFIC ASPECTS OF THE MANAGEMENT ACCOUNTING IN AGRICULTURAL HOLDINGS

**Anda Ileana NECULA,**

"Ion Ghica" Economic High School, Târgoviște, România

**Mihai MIEILĂ,**

"Valahia" University of Târgoviște, România

**Roxana Antoaneta GEORGESCU,**

"Ion Ghica" Economic High School, Târgoviște, România

**Ph.D., Daniela PĂTRAȘCU**

"Ion Ghica" Economic High School, Târgoviște, Romania

***Abstract:** The aim of this paper is to examine some specificities with respect to the management accounting in agriculture companies, provided the national and continental regulatory framework in the field. For some cereal crops, which represent an important share of the agricultural production in the temperate area (wheat, barley, and canola), is particular the seeding in the fall and the harvesting in the next year, situation with important theoretical and practical implications. Following the evolution and the production costs conceptual bound, concrete examples of costing calculation are presented and examined, as the deduction of the value of the secondary product, or the equivalence indices procedures, as well their integration on the standard cost accounting, pointing out the value added of the accounting management information for strategic decisions. The conclusions point out the need to improve the management accounting specific to agricultural holdings in order to respond both to the requirements for efficiency and sustainable development.*

## 13. ENTERPRISE COMPETITIVENESS BETWEEN PROFIT TAXATION AND MICROENTERPRISE INCOME TAXATION

**Sorin GRIGORESCU,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** Profit tax is a direct tax collected by the tax administration from the entities that are obliged by the tax code to pay this tax. These entities obliged to pay profit tax, at the current rate of 16%, are designated by the fiscal code if certain conditions are met related to the value of the turnover or the size of the social capital.*

*The question is whether these size criteria of the entities, related to the previously achieved sales, and which place certain entities in the category of entities paying profit tax or paying tax on the income of micro-enterprises, violate competitiveness and free competition. Specifically, an entity that pays profit tax (16%) is advantaged or disadvantaged compared to another entity that pays tax on microenterprise income (1% or 3%).*

*Recently, there is pressure from the European Union to significantly reduce the number of entities paying microenterprise income tax in the next period by reducing the entry threshold. At first glance, it seems like a fiscal measure intended to increase fiscal revenues, but we ask ourselves, "Does this measure to reduce the threshold for classifying as a micro-enterprise not have in mind a uniformity from the point of view of competitiveness by ensuring the same fiscal treatment for a wider range of competitors?"*

## 14. STRENGTHENING EUROPEAN COMPETITIVENESS: OPTIMIZING INTERNAL CONTROL MECHANISMS IN PUBLIC CULTURAL INSTITUTIONS

**Silviu-Ionel STOICA,**

"Valahia" University of Târgoviște, România

**Isabela STANCU (LIȚĂ),**

"Valahia" University of Târgoviște, România

**Valentin RADU,**

"Valahia" University of Târgoviște, România

***Abstract:** Rapid technological innovation and globalization have increased challenges for European economies. This paper emphasizes the importance of strong internal control systems in public cultural institutions for ensuring financial accountability and operational effectiveness, which are crucial for sustained growth and innovation. The study explores how efficient internal controls can enhance cultural institutions' performance by improving resource allocation, transparency, and regulatory compliance. It identifies best practices for implementing these systems to protect assets and support strategic decision-making aligned with European competitiveness goals. Using a mixed-methods approach that combines quantitative case study analysis and qualitative interviews with industry experts, the research highlights*

*the vital connection between robust internal controls and cultural institutions' ability to adapt to economic challenges. Investing in effective control systems allows these organizations to improve service delivery, manage financial constraints, and contribute to a more competitive European environment. The findings underscore the significance of cultural institutions as essential components of the European economy, which policymakers must recognize. By creating conditions that enhance governance and accountability, Europe can protect its cultural heritage while boosting its global competitiveness. This paper aims to provide stakeholders with practical recommendations for enhancing the impact and resilience of public cultural institutions in line with European competitiveness objectives.*

## **15. THE FISCAL POLICIES AND TAXATION IN THE EUROPEAN UNION AFTER 2020**

**Gica CULIȚĂ,**

"Constantin Brâncoveanu" University of Pitești, România

**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. After years of stagnation, the EU economy accelerated in the first quarter of 2024 accompanied by a continued deceleration of inflation and strong labour markets. Stronger consumption will likely be a key driver for the economic expansion in 2024-2025. However, two ongoing wars in our neighborhood and increasing geopolitical tensions generate uncertainty and need for increased expenditures on defense, while the fiscal position of many Member States remains problematic. In the short-term, budgets remain burdened by the legacy of the COVID-19 pandemic and the energy crisis. 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 four years, as well as perspectives based on the Taxation Trends in the EU.*

## **16. VALUATION OF FINANCIAL-ACCOUNTING INFORMATION FOR INCREASE OF FINANCIAL PERFORMANCE IN ORGANIZATIONS**

**Cristina Gabriela VASCIUC (SANDULESCU),**

IOSUD-SDSE "Valahia" University of Târgoviște, România,

**Ștefan Alexandru PREDA,**

IOSUD-SDSE "Valahia" University of Târgoviște, România,

**Florin RADU,**

"Valahia" University of Târgoviște, România

**Abstract:** *Maintaining an optimal level of performance is an essential condition for the sustainable development of any organization. Achieving this goal requires a consistent flow of high-quality information that reflects the performance of the business, provides clarity on the direction and reasons for its evolution, and enables control over how performance can be improved. This process requires the existence of a robust information system and a well-structured managerial control system. The purpose of this article is to analyze how financial-accounting information can contribute to improving the financial performance of organizations. Emphasis will be placed on identifying the ways in which correctly collected and interpreted financial data can support strategic and operational decision-making, in order to increase the efficiency and financial sustainability of companies. The objectives of the article are: to identify the role of financial-accounting information and to explore the impact of capitalizing on financial-accounting information on financial performance. A detailed literature review will be conducted, including academic articles, books, financial reports and relevant case studies, to understand the principles, tools and impact of leveraging financial-accounting information on financial performance. Concrete examples of organizations that have applied advanced techniques for processing and leveraging financial-accounting data to improve financial performance will be presented. These case studies will be selected from various business sectors and will illustrate both the success and the challenges encountered in implementing such solutions.*

## **17. EXTENDED POSSIBILITIES FOR ANALYSIS AND FINANCIAL MANAGEMENT THROUGH THE DIGITIZATION OF FISCAL DECLARATIONS**

**Bogdan DRAGULIN,**

"Valahia" University of Târgoviște, România

**Abstract:** *The intense activity of implementing digital solutions by ANAF, especially the SAF-T fiscal reporting standard, has created new possibilities in the field of financial-accounting analysis, financial management, decision-making possibilities for management, with the aim of a more efficient business administration and extended possibilities*

of representation and graphic illustration of the economic situation of the entities. The use of the XML reporting file within computer applications made with advanced technologies can contribute to the realization of detailed economic analyzes and to the optimization of performance and economic efficiency indicators for entities. This paper present an innovative software solution for the management of fiscal data, specifically addressing the SAF-T requirements and offering a series of tools for importing, modifying and managing of fiscal declarations. We will discuss the development process, key technical features and potential impact on financial management practices in Romania.

## **18. ANALYSIS OF THE CORRELATION BETWEEN PUBLIC DEBT AND PUBLIC SPENDING. CASE STUDY: ROMANIA**

**Sebastian ENE,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** The present paper aims to analyze the way in which the public debt of Romania has evolved. What are the causes and effects, but especially the way in which the public expenses were supported by the public debt. The analysis highlights the direct correlation between the increase in public expenditures and the public debt. Romania being among the countries that finance their expenses to a large extent from loans.

## **19. THEORETICAL ASPECTS CONCERNING FISCAL BURDEN**

**Florina POPA,**

Romanian Academy, Institute of National Economy, București, România

**Abstract:** The paper goes through theoretical aspects related to the fiscal burden, highlighted in terms of theorists' opinion who focused on elements regarding: definition, determining factors, measurement. Thus, there were signalized studies that highlighted factors that exert their influence (positive or negative) on the fiscal burden; studies that analyzed the impact of the tax burden, on macroeconomic indicators or tested the causality relation between the analyzed indicators and tax burden. The present material also expounds a series of indicators of measurement the fiscal burden. The paper ends with conclusions that summarize the core of the ideas retained from the study carried out, regarding: fiscal burden, factors that influence it and indicators that underlies its measurement. The methodology used was the study of specialized literature, synthesizing and processing the retained ideas, in terms of author's own interpretation and the final conception of the entire material, based on the topic addressed.

## **20. THE IMPORTANCE OF INTANGIBLE ASSETS IN THE ORGANIZATIONAL DEVELOPMENT STRATEGY**

**Alina Iuliana TĂBÎRCĂ,**

"Valahia" University of Târgoviște, România

**Valentin RADU**

"Valahia" University of Târgoviște, România

**Abstract:** This paper explores the vital role of non-physical assets in promoting organizational growth and sustainability. Intangible assets - such as organizational knowledge, brand reputation, intellectual property, and corporate culture - are often undervalued despite their significant contributions to establishing a competitive market advantage. The study examines the impact of these assets on organizational performance, highlighting their influence on innovation, customer satisfaction, and employee engagement. Through a mixed-methods approach that encompasses both qualitative and quantitative analyses, the research underscores the correlation between effective management of intangible assets and enhanced financial outcomes, talent retention, and organizational agility in dynamic market environments.

## **21. THE DIGITAL TRANSFORMATION OF ECONOMIC ENTITIES IN ROMANIA**

**Lidia MUSAT (CIOBOTA),**

**Cătălin CIOBOTA,**

**Mihaela PANAIT (ION)**

**Abstract:** This study analyzes Romania's performance in the EU's Digital Economy and Society Index (DESI), highlighting the country's persistent position at the bottom of the ranking from 2015 to 2022 and the low growth rate of this index. The main objective of the research is to identify the factors that contributed to Romania's stagnation in the digitalization process and to propose solutions for an effective digital reform. The methodology is based on data provided by the European Commission and Eurostat, analyzing the evolution of the DESI score in the context of other EU Member States. The results indicate that Romania has registered a significantly lower increase in the DESI index compared to the EU average, which suggests the need for fundamental reform. The originality of this study lies in the

comparative approach to Romania's digital evolution compared to other states and the identification of specific factors that led to the poor performance in this area. The study also highlights the importance of implementing appropriate policies to accelerate the digitalization process.

## **SECTION 3. BUSINESS MANAGEMENT AND ENTREPRENEURSHIP**

### **1. MANAGING GENERATIONAL EXPECTATIONS: THE PSYCHOLOGICAL CONTRACT**

**Anișoara MELNIC,**

"Valahia" University of Târgoviște, România

***Abstract:** The article presents an analysis of the conceptualization of the term psychological contract addressed in the specialized literature. In addition, the dimensions, ways of evolution of the psychological contract and the impact of its violation are exposed. Particular attention is paid to the generational perspective on the psychological contract. Deep understanding of the content of the psychological contract plays an important role in reducing uncertainty and creating a basis for realistically predictable behavior of the parties in the future, helping the employee and the organization to achieve their goals.*

### **2. ECONOMIC WELL-BEING, JOB SATISFACTION AND JOB PERFORMANCE IN THE WORKPLACE**

**Crenguța-Ileana SINISI,**

National University of Science and Technology Politehnica Bucharest - Pitești University  
Center

**Alina-Ștefania STROE,**

"Valahia" University of Târgoviște, România

***Abstract:** This paper strives to analyze the way in which these three factors interact: economic well-being, job satisfaction, and job performance on an organizational level. Scientifically speaking, economic well-being targets the human ability to request goods and services in accordance with personal needs. It does not only revolve around one's „income”, but also implies far more complex variables according to current research. Job satisfaction obtained from the workplace is seen as one of the most complex variables in terms of organization. It combines numerous circumstances and facets of employees and has a decisive impact on work productivity. Job performance, on the other hand, is analyzed from two points of view: organizational and individual. It regards results of a behavioral nature that attest to a person's positive attitudes towards work and the organization to which they belong, equally considering a set of professional objectives and ways of achieving those objectives. Therefore, with the help of this study, we aim to review the academic literature regarding these three variables: economic well-being, job satisfaction, and job performance in the workplace, as well as to investigate how they interact and generate a variety of outcomes.*

### **3. THE RESISTANCE STRATEGIES OF SMALL COMPANIES AND MICRO-ENTREPRENEURS, TO THE COMPETITION OF LARGE AND "ONLINE" STORES**

**Florin IORDANOAIA,**

"Education and Staff Training" Association, Mangalia, Romania

***Abstract:** Due to the fact that large and “online” stores have begun to obtain increasing market shares in the “en-details” sales category, small traders have begun to feel this competition, to perceive it as “unfair” and even to take steps to have the political factor adopt certain legislative measures, so that they can be protected or even favored. Can this situation be considered a “real problem” for the national economy or is it a false problem, given the principles of the free market economy, the freedom to establish commercial companies in any legal field of activity? Following the situations and developments of some commercial companies, some stores, warehouses, markets and stalls, from several localities, I observed, questioned and recorded several opinions coming from their administrators. At the end of the paper I developed a series of resistance and development strategies for small companies and micro-enterprises.*

#### **4. PSYCHOLOGICAL WELL-BEING AND ALTRUISM AT THE ORGANIZATIONAL LEVEL**

**Crenguța-Ileana SINISI,**

National University of Science and Technology Politehnica Bucharest -Pitești University Center

**Alina-Ștefania STROE,**

"Valahia" University of Târgoviște, România

***Abstract:** This paper strives to take into account the existing academic literature regarding the two concepts that are being reviewed: psychological well-being and altruism at an organizational level. General well-being, expressed in terms of gratitude, satisfaction, low levels of stress (physical, mental, and emotional), and superior quality of life, receives a different understanding from a psychological standpoint and reveals a new, distinctive, and well-researched side globally. The benefits of the state of well-being, encompassing a wide selection of manifestations, are varied in the context of day-to-day life, but are even more pronounced when discussing professional life. At the opposite pole, altruism is viewed as a supreme social value that encompasses behaviors and actions aimed at improving the well-being of those around us and promoting attitudes that can foster social interests, general well-being, positivity in every conceivable manner, and the capacity to overcome personal ego and look past the self-centered „me”. From a scientific standpoint, as well as from a humanistic perspective, psychological well-being and altruism work together to create a healthy, prosperous society that is inclusive, fair, and centered around the human being, where the effort must be constant and unyielding in order to achieve lasting results.*

#### **5. LEVEL OF SATISFACTION OF TEACHERS WITH THE WORKPLACE**

**Cristina TANISLAV,**

"Ion Ghica" Economic High School, Târgoviște, România

**Diana MOISEVICI-ȘERB,**

"Ion Ghica" Economic High School, Târgoviște, România

**Anda NECULA,**

"Ion Ghica" Economic High School, Târgoviște, România

***Abstract:** A significant part of a person's life is dedicated to work, and job satisfaction is a crucial indicator. Job satisfaction is multidimensional, whether we are talking about job satisfaction or salary, job security, opportunities for promotion, recognition and appreciation, decision-making power and influence. Teachers are the most important resources in a school. They represent fundamental elements of any change (for example, educational reforms). Thus, teachers who have a high level of job satisfaction allocate their: time, energy and efforts to work, and the result will be high school performance. The article presents from a theoretical-practical point of view the satisfaction of teaching staff with the workplace (motivation, work climate, professional relations), and in this sense an opinion survey was applied to teaching staff from Dâmbovița county. The most important conclusions drawn from the study outline the fact that a satisfied teacher (salary, bonuses, relations with colleagues) will also have adequate results.*

#### **6. SWOTT ANALYSIS, METHOD OF IDENTIFYING THE TREND INFLUENCES ON THE BUSINESS**

**Mădălina ALBU,**

Petroleum-Gas University of Ploiești, România

***Abstract:** Defining a business strategy or establishing the parameters in which a project will be put into practice, represent important stages in the development of an idea and the establishment of actions through which it will be realized. The SWOT analysis, a well-established strategic tool, is based on the identification of strengths and opportunities as positive aspects from the internal environment, respectively from the external environment, and on the establishment of critical aspects from the internal and external environment, weaknesses and threats. The purpose of this analysis, emphasized by the specialized literature and confirmed by practice, is to maximize what the organization has as strengths and what the environment offers it as opportunities. Also an important aspect is that of establishing decisions by which critical aspects are reduced or eliminated. However, recently, due to the frequent and important changes that appear in customers' tastes, in the way in which they relate to everyday economic activity, aspects with great influence on business, but which cannot be framed, have been identified very precise in the classic version of the analysis. That's why specialists in the field come to propose an*



improved version, which also takes into account market trends, SWOTT analysis. The present work tries to test the usefulness of this new method by carrying out an applied case study.

## 7. WORLD ECONOMIC FORECAST TO 2025

**Lucian IVAN,**

Associate Professor at "Vasile Goldiș" West University of Arad"

**Cornel Ștefan STANILA,**

Administrator, Atlant Grup SRL

**Abstract:** Global economic activity proved highly resilient during the disinflationary period 2022-2023. Employment and income growth remained relatively steady, as favorable supply and demand developments supported the major economies, despite rising central bank interest rates aimed at restoring price stability. As inflation converges towards target levels and central banks move towards an easing policy stance, a tightening of fiscal policies aimed at reducing the high level of public debt, with higher taxes and lower public spending, is expected to affect overall economic growth. The pace of expansion is also expected to remain subdued by historical standards, reflecting factors including the longer-term consequences of the COVID-19 pandemic, Russia's invasion of Ukraine, weak productivity growth and rising geo-economic fragmentation. The economic outlook has been realized through a statistical approach of the indicators provided by the International Monetary Fund by extrapolating them through linear regression until 2029, using credible and reliable sources of information from specialized economic publications, through an innovative proprietary approach.

## 8. DEFINING THE SOCIAL ECONOMY

**Constantin-Daniel VĂDUVA,**

Independent Researcher

**Abstract:** The concept of the social economy has emerged as a significant area of study within economic theory, providing a unique framework for understanding economic activity driven by social objectives rather than profit maximization. This paper aims to clarify the definition of the social economy by examining its fundamental principles, including solidarity, democratic governance, and the reinvestment of surplus for community benefit. Through a review of relevant literature and case studies, we analyze the impact of social economy organizations, such as cooperatives, mutual societies, and social enterprises, on both local and global scales. The findings suggest that the social economy plays a critical role in fostering inclusive growth, reducing inequality, and promoting sustainable development. This paper contributes to the theoretical and practical understanding of the social economy by offering a comprehensive definition that captures its distinct attributes, positioning it as a transformative force within the broader economic landscape.

## 9. EMPOWERING THE ENTREPRENEURIAL COMPETENCES IN THE EDUCATIONAL MANAGERIAL PROCESS

**Antoaneta Roxana GEORGESCU,**

"Ion Ghica" High School of Târgoviște, România

**Anda Ileana NECULA,**

"Ion Ghica" High School of Târgoviște, România

**Abstract:** Entrepreneurial skills are essential for economic development. This article highlights how education needs to align with real-world needs, especially during the current economic crisis. This makes teachers an essential factor for the transition to the labor market. The research examines how an entrepreneurial culture can be integrated within educational organizations by focusing on training human resources. A survey conducted among teaching staff in the Dambovită pre-university education system (including theoretical, technological, and vocational high schools) provided data on the significance of entrepreneurial competencies in educational management. The findings underscore the value of entrepreneurial skills in enhancing the educational managerial process, offering insights into how such competencies could benefit organizational culture and effectiveness in educational settings.

## 10. APPLYING AGILE MANAGEMENT IN PUBLIC PROJECTS

**Adrian-Eugen DINU,**

"Valahia" University from Târgoviște, România

**Abstract:** Traditional project management relies on a disciplined, sequential approach with clearly defined phases in the project lifecycle. In this method, tasks need to be planned in advance, and revisiting a completed phase is rarely allowed. This approach is advantageous because it clarifies development steps and requirements, but it faces limitations: projects do not always follow a fixed sequence, and clients often struggle to specify all

requirements from the start. This model is often called “waterfall” and assumes predictability in carrying out activities. On the other hand, software development has shown the limits of this model in achieving predictable results. To address these challenges, Agile methodologies propose a flexible, iterative alternative focused on frequent deliveries and adjusting requirements even in advanced stages of a project. This methodology emphasizes client satisfaction and adaptability to changing requirements. The study analyzes Agile principles compared to traditional methods, highlighting both the challenges and opportunities of integrating Agile into established project management practices. The basic objective of this work is to help project teams stay focused and initiate timely actions to prevent any delay with a negative impact on a public projects.

## **11. SOCIAL ECONOMY IN EUROPEAN UNION: AN OVERVIEW**

**Constantin-Daniel VĂDUVA,**  
Independent Researcher

**Abstract:** Social economy in Europe represents a crucial sector for social cohesion and economic inclusion, encompassing organizations such as cooperatives, social enterprises, and NGOs. This article provides an overview of social economy across European Union member states, analyzing contributions to economic development and inequality reduction. It examines differences in regulation, funding, and institutional recognition of the sector, highlighting specific challenges faced by social economy organizations. The study also identifies emerging trends in policies and best practices, emphasizing recent initiatives at European level to support sector growth. Conclusions suggest the importance of a coordinated European strategy to harness social economy’s potential in promoting sustainable and inclusive development.

## **12. CHANEL: THE WOMAN, THE BUSINESS**

**Sorin-George TOMA,**  
University of Bucharest, România

**Abstract:** One of the leading women of the past century, Gabrielle ‘Coco’ Chanel was born in a French poor family in the beginnings of the 1880s. After her mother died in her childhood, she spent almost a decade in a convent where she learned to sew. Coco Chanel started to work early in her life as a seamstress and a café singer. In the 1920s, she became a successful fashion designer and highly influenced the evolution of the Parisian haute couture for a long period of time. The purpose of the study is to present Coco Chanel in her both hypostases: the woman and the businesswoman. In this respect, the author employed a qualitative research method, based on an extensive literature review. The findings of the paper show that despite the difficult times she encountered during the first period of her life, Coco Chanel succeeded in becoming an independent and successful woman. Moreover, she created and expanded one of most famous and long-lasting couture houses in the world.

## **13. DEFINING BUSINESS PROCESS REENGINEERING**

**Sorin-George TOMA,**  
University of Bucharest, România

**Abstract:** Since its emergence, the topic of business process reengineering has represented a subject of interest for both theoreticians and businessmen all over the world. During the time, the concept of business process reengineering has been implemented not only in big businesses, such as multinational and transnational corporations, but also in small enterprises. The aims of the paper are to better understand the term of business process reengineering and to emphasize some of its main features. To such ends, the author used a qualitative research method, based on a comprehensive literature review. The results show that, in spite of the fact there is no commonly accepted definition of this term, it aims at achieving significant improvements in business performance for any type of company. Also, they demonstrate that in a business environment highly characterized by rapid changes companies have to seek new ways of organizing tasks, people and systems to face a tougher competition.

## **14. THE SYNERGY BETWEEN OPTIMIZING THE FISCAL RESULT AND INCREASING PROFITABILITY, AN INTEGRATED APPROACH FOR BUSINESS SUCCESS**

**Elena TOADER (VASILE),**  
"Valahia" University of Targoviste, România  
**Valerica TATARANU (SOARE),**  
"Valahia" University of Targoviste, România

**Abstract:** The scope of the study is to explore the connection between optimizing fiscal results and profit margin enhancement in business organizations. Business management and entrepreneurship are two fundamental pillars of the modern economy, each playing a significant role in the growth and development of organizations. Business management focuses on operations management, financial oversight, and human resources. Entrepreneurship is the process of creating, developing, and managing a new business venture in order to generate profit. It involves risk-taking, the creation of new ventures, and the leverage of resources in order to deliver value in the marketplace. Entrepreneurs drive economic development by introducing new products and services, disrupting industries, and fostering competition. An appropriate understanding and implementation of managerial accounting and accountancy strategies, such as cost control and financial analysis, will drive the entrepreneur to the business's success. While the main focus is profitability growth and the enhancement of the margin, the entrepreneur should focus on the fiscal optimization of the general result to obtain the best result with low costs.

## **15. BENEFITS OF INTRODUCING ACCOUNTING DOCUMENTS THROUGH ARTIFICIAL INTELLIGENCE IN ECONOMIC ENTITIES**

**Anda Ileana NECULA,  
Suzana Camelia ILIE,  
Roxana GEORGESCU,  
Diana MOISEVICI-ȘERB,**

"Ion Ghica" Economic High School, Târgoviște, România

**Abstract:** By integrating artificial intelligence into accounting processes, companies can benefit from greater efficiency, cost reduction and an overall improvement in the accuracy and security of their financial operations. AI algorithms can analyze and process data with much greater accuracy than a human, minimizing the risk of human errors in accounting documents. This is crucial for maintaining financial integrity and avoiding legal issues. The challenges and prospects for the use of artificial intelligence (AI) in the field of accounting documents are many and are constantly evolving as technology advances and becomes more integrated into processes financial and accounting. While the use of AI in accounting documents presents significant challenges, particularly in terms of data quality, security and changing regulations, the opportunities are immense. Process automation, error and fraud reduction, predictive analytics and workflow optimization are just some of the benefits that can transform the way organizations manage accounting and finance. If approached correctly, these challenges can be overcome and AI can become an essential tool in the digital evolution of finance. AI can help increase transparency by creating clearer and more detailed financial reports that are easier to understand and verify for tax authorities or investors. In addition, AI can help companies more easily comply with international financial reporting standards.

## **16. THE DETERMINING FACTORS OF THE SUCCESS OF A LEARNING MANAGEMENT SYSTEM (LMS)**

**Isabela STANCU (LIȚĂ),  
"Valahia" University of Târgoviște, România  
Ștefan Daniel ȘCHIOPU,  
Ovidiu Vasile NIȚESCU**

**Abstract:** In the context of modern digital education, Learning Management Systems (LMS) have become an essential tool for delivering and managing educational processes. This article explores the determining factors of an LMS's success, identifying the key elements that influence their implementation and effectiveness in the educational environment. The first part analyzes the technological, pedagogical, organizational, and user-related factors that play a crucial role in the optimal functioning of an LMS, such as interoperability, accessibility, ease of use, and institutional support. The article then addresses current trends and future challenges that could reshape the LMS landscape. Among these trends are the integration of artificial intelligence, personalized learning through data analytics, and the use of emerging technologies such as augmented and virtual reality. It also discusses challenges related to data security, privacy protection, and the need to meet the diverse needs of various user groups. In conclusion, the article emphasizes the importance of an adaptable design for LMS systems and a flexible educational framework capable of responding to the ever-changing demands of digital education, anticipating the changes and innovations that will shape the future of education.

## **17. PROPERTY BETWEEN ECONOMIC RELATIONS AND LEGAL REPORTS**

**Elena Florentina POPESCU,  
"Academia Română" SCOSAAR, București, România**

**Abstract:** Property is a topic of current interest for both society as a whole and for each individual, as it fundamentally defines the existence and evolution of human society. This paper aims to analyse the concept of property from the perspective of economic and legal relations. The paper will also present and analyse the specific elements of the notion of property regarding its evolution, respectively private property, as it is the one that generates added value both at the individual and collective level of society.

## **18. FROM DATA TO DECISIONS: THE CORRELATION BETWEEN FINANCIAL-ACCOUNTING INFORMATION QUALITY AND STRATEGIC PERFORMANCE**

**Sorina-Geanina STANESCU,**

"Valahia" University of Târgoviște, România

**Adriana Mădălina BUCUR (COSCONEL),**

"Valahia" University of Târgoviște, România

**Maria-Magdalena FLOREA (APOSTOLACHE FLOREA),**

"Valahia" University of Târgoviște, România

**George STANESCU,**

"Valahia" University of Târgoviște, România

**Abstract:** This study aims to analyze the impact of financial accounting information on the decision-making process, with a particular focus on the usefulness of this information in developing business strategies. In a business environment characterized by dynamism and complexity, quality financial accounting information becomes an essential resource for managers, providing them with the necessary foundation for optimizing the decision-making process. This study employs a quantitative research methodology, using correlational analysis to evaluate the relationship between the quality of accounting information and organizational decision-making performance. Data is collected through questionnaires administered to managers and financial experts in public administration. The statistical analysis highlights how specific characteristics of accounting information—such as relevance, reliability, comparability, and verifiability—affect the success of strategic decisions. Preliminary findings reveal significant correlations between the quality of accounting information and decision-making efficiency, suggesting that business strategies grounded in rigorous accounting data yield superior performance.

## **19. SMALL AND MEDIUM-SIZED ENTERPRISES AND ENTREPRENEURSHIP DEVELOPMENT, IN THE PRESENT CONTEXT**

**Iuliana CIOCHINĂ**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** Accounting for 99% of businesses in the European Union, two thirds of private sector jobs and making a significant contribution to local economies, SMEs are a cornerstone of the EU-27 economy. The COVID-19 pandemic caused a major economic shock, triggering one of the most severe global economic crises of the contemporary era, causing major changes in the world of entrepreneurship and small and medium-sized businesses, even leading to the closure of some businesses that were not prepared to cope with a shock of such magnitude and duration. There have been changes in sales volumes and firms, faced with unprecedented economic uncertainty and turmoil, have downsized. At this juncture, there is a need to improve the competitiveness of SMEs by increasing access to finance, access to markets and encouraging entrepreneurship. Recognizing that SMEs are key to "Europe's green and digital transitions" and to its long-term prosperity, the European Commission has taken a number of initiatives on entrepreneurship to help SMEs cope with the current economic context, to ensure sustainable development, increased competitiveness and the full exploitation of their economic potential. The OECD is also working to develop policies to strengthen the resilience of SMEs and entrepreneurs

## **20. THE CONTRIBUTION OF ENTREPRENEURSHIP IN THE DEVELOPMENT OF THE EUROPEAN BUSINESS ENVIRONMENT**

**Liliana - Victoria GHERMAN**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** The European economic market is characterized by intense competition with challenges that require innovative solutions and decisions. Aspects such as taxes, profit, inflation, recession, unemployment, productivity, digitalization, have a major impact on decisions and strategic actions in the development of the business environment. Entrepreneurship represents one of the main sources of market transformation and economic development in Europe. Digitalization of the entrepreneurial world represents a solution to economic instability, but also to bring in new customers and increase employee productivity in all European countries.

## **21. ORGANIZATIONAL COMMUNICATION IN TIMES OF CHANGE: FROM RESISTANCE TO ACCEPTANCE**

**Iuliana TALMACIU,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** This article aims to explore the crucial role of communication in the success of any organizational change process. Effective communication is essential for mitigating resistance to change by clarifying the benefits and demonstrating how the change meets the needs and aspirations of employees. To achieve this objective, the article relies on a review of specialized literature, investigating the importance of communication in managing organizational change and identifying effective communication channels and tools to reduce resistance to change. Studies demonstrate a positive correlation between effective communication and the success of organizational change initiatives. By reducing uncertainty, increasing transparency, and strengthening trust between employees and management, communication facilitates a smooth transition and rapid adaptation to change.*

## **22. ANALYSIS OF CORPORATE SOCIAL RESPONSIBILITY MODELS AND THEIR APPLICABILITY**

**Cristina GĂNESCU,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** This paper presents the most important theoretical models of corporate social responsibility, such as: Eduard Freeman's stakeholder model, Donna Wood's corporate performance model, total responsibility management formulated by Waddock and Graves, corporate opportunity model of David Grayson and Adrian Hodges, and the quadripartite model of corporate social responsibility created by Archie Carroll. In the specialized literature, some empirical studies highlight differences regarding how the social responsibility of the enterprise is perceived and appreciated in different contexts. Despite some contrary assessments, it is considered that the quadripartite model of corporate social responsibility created by Archie Carroll remains the most durable and cited model in the specialized literature, being a simple, logical, and easy-to-understand model.*

## **23. MACHINE LEARNING VS ARTIFICIAL INTELLIGENCE**

**Carmen RĂDUȚ,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** The current work aims to address two topics: Machine Learning (ML) and Artificial Intelligence (AI). These are two related but distinct fields of computer science that focus on developing systems capable of performing tasks that would traditionally require human intelligence. AI refers to the development of computer systems that can perform tasks that normally require human intelligence. These tasks include speech recognition, language translation, strategy games, learning, reasoning and more (AI can be divided into: Narrow AI, oriented towards a specific goal; General AI (AGI), a theoretical ideal in which an artificial intelligence has general cognitive capabilities similar to human). ML is a sub-branch of AI that focuses on developing algorithms and models that allow systems to learn from data and improve their performance over time without being explicitly programmed. At its core, machine learning relies on finding patterns and relationships in large data sets, which it then uses to make predictions and decisions. Thus, ML is a method by which an AI system can be developed. The two fields continue to advance, contributing to the creation of increasingly sophisticated and useful applications and systems in various fields. Machine Learning is considered a subset of Artificial Intelligence. While AI represents the broader concept of creating intelligent machines capable of simulating human intelligence, ML provides the specific methods and techniques by which these machines learn and improve their performance. Artificial Intelligence and Machine Learning are complementary technologies that are rapidly transforming various industries and aspects of everyday life. Understanding their differences and interdependence is essential to harnessing their potential in developing innovative and effective solutions.*

## **24. ETHICS AND ARTIFICIAL INTELLIGENCE**

**Carmen RĂDUȚ,**

"Constantin Brâncoveanu" University of Pitești, România

***Abstract:** Ethics and Artificial Intelligence (AI) is a critical area, given the growing impact of these technologies on everyday life, work and society as a whole. As AI becomes more sophisticated, complex moral and social challenges arise related to accountability, privacy, transparency, fairness, and the impact on employment and the economy. The main Ethical Issues related to Artificial Intelligence are: Data Privacy and Security (AI can manage*

and analyze large volumes of personal data, from financial and medical information to online browsing data. This raises questions related to: How and where is the data stored and used? Who has access to this data? How can users control the use of their data?); Transparency and explainability (Decisions made by AI systems are often difficult to explain, especially with complex models such as deep neural networks. This lack of transparency can lead to: lack of confidence in AI decisions or difficulties in identifying and correcting errors in the system); . Responsibility and Accountability of AI Decisions (If an AI system makes a wrong decision that causes harm, the ethical question becomes: who is responsible? ); Impact on the Labor Market (Automation through AI can replace many jobs, especially those involving repetitive tasks or data processing, leading to: Loss of jobs for many employees; Increasing polarization in work, where high-paying jobs become more few and more specialized). This paper addresses the Fundamental Ethical Principles for AI, and they refer to its essential purpose, namely: Benefit of humanity: AI must be developed to improve people's lives, supporting the common good and protecting human dignity; Fairness and justice: AI systems must be fair and avoid discrimination and inequalities; Transparency: AI algorithms and decisions should be explainable and transparent so that people can understand and trust them Privacy and data protection: AI must respect users' right to privacy and have their personal data treated with care and responsibility; Security: AI technologies must be designed and monitored so that they do not create undue risks to human safety. Ethics in artificial intelligence is not only a technical issue, but also a moral, economic and social issue. To integrate these technologies responsibly, we must be mindful of the impact on individuals and society, and prioritize respect for human rights and values.

## **25. THE INFLUENCE OF LEADERSHIP ON THE RESULTS IN THE PRE-UNIVERSITY EDUCATION SYSTEM END THE POTENTIAL OF PARTICIPATORY MANAGEMENT IN MILITARY INSTITUTIONS/SYSTEMS**

**Mihaela Florentina BOBOESCU PATICA,**  
"Valahia" University of Târgoviște, România  
**Alexandru-Constantin TUȚĂ,**  
"Valahia" University of Târgoviște, România

**Abstract:** The leadership is the piece of resistance of any organization. Its role is to maintain and actively participate to the improvement organizational performance. The essay is based on various specialized studies, which embodies the idea that, the leadership style adopted by the leader, directly influences success and development, both among the organization and among the employees. The purpose of this essay is to highlight the impact of leadership styles on organizational performance, how they manage achieving the objectives of the organization in terms of the pawns coordinated by the employees. At the same time, the essay is meant to discover the most beneficial leadership style for current enterprises in the labor market. The focus was mainly on leadership styles, on the skills needed for a successful leader and stood out the close connection between how an organization is run and its results. The conclusion obtained is based on the cause-effect relationship between leadership and its success, exclaiming that the leadership style and effectiveness of the leader play an extremely important role in the success of organizational performance.

## **26. METHODS AND TECHNIQUES FOR IMPROVING COMMUNICATION IN PUBLIC INSTITUTIONS**

**Laura-Luminița MIHALACHE (SORESCU),**  
"Valahia" University of Târgoviște, România  
**Mihai MIEILĂ,**  
"Valahia" University of Târgoviște, România  
**Liviu Constantin DAFINA,**  
"Valahia" University of Târgoviște, România  
**Camelia Suzana ILIE,**

“Ion Ghica” Economic High School, Târgoviște, România

**Abstract:** Communication represents a valuable tool for achieving high performance within an organization. In public institutions, communication specialists represent a part of the strategic advisors of the top management. The paper tries to highlight the ways of interfering the managerial and interpersonal communication, in the institutional framework, as a way to support the achievement of the organizational mission. In this respect, there are examined the linkages between the communication process, on the one side, and the institution's activities, its decisional system, including the receiving of the feedback, on the other side. The conclusions highlight the ways in which the communication, as a function of the modern management, can contribute to adequacy of the

institution informational system, as well in the external context, particularly through the use of modern technology means.

## **SECTION 4. LAW AND PUBLIC ADMINISTRATION**

### **1. LEGAL IMPLICATIONS OF THE DOUBLE QUALITY STANDARD OF PRODUCTS AND SERVICES IN THE EUROPEAN UNION**

**Gheorghe BONCIU,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *In this article, the author analyzes the legal implications of the double standard of quality of products and services in the European Union, so that competitive relations are carried out in a framework of legitimacy, loyalty, fluency and the market operates under normal conditions, with distortions being prevented. Traders have the right, under EU law and single market principles, to differentiate their products according to the sales markets, but it is forbidden to deceive consumers by presenting a different product as identical as long as there are no legitimate and objective reasons for such of difference. The minimum harmonization creates the conditions for raising the level of protection for consumers, by the member states; but it does not automatically lead to better protection. The CJEU decided that member states can extend the protection granted to consumers by European law, provided that the national measures are compatible with the Treaty, maintaining the necessary balance between access to justice and the prevention of possible abuses. In such an environment, the practices of the double standard of quality of products and services in the sphere of trade and production are to be repressed and consumers must be protected by judicial and extrajudicial means.*

### **2. CONSIDERATIONS ON THE IMPORTANCE OF THE EUROPEAN COURT OF HUMAN RIGHTS**

**Raluca LIXANDRU,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *The observance of human rights is a concern for almost every state in the world. The European continent is noticeable through more advanced human rights regulations. We must admit, however, that for some groups of the population this problem remains an unknown, abstract, theoretical or partially understood subject, the significance of these rights for the evolution of the state as well as for the life of the citizens not being sufficiently acknowledged. The Court's mission is to ensure the compliance with the provisions of the European Convention on Human Rights and the additional protocols by the signatory states.*

### **3. THE ROLE AND LEGISLATION OF DIGITAL TECHNOLOGIES IN PUBLIC ADMINISTRATION**

**Adriana Mădălina BUCUR (COSCONEL),**

"Valahia" University of Târgoviște, România

**Sorina-Geanina STĂNESCU,**

"Valahia" University of Târgoviște, România

**Abstract:** *Since the collapse of 2008, and then the economic repercussions of the COVID-19 pandemic, tensions stemming from the Russian-Ukrainian conflict, and now the impact of inflation and structural changes in the economy, it is clear that public administrations in Europe have had to adjust quite quickly. This study explores the role of transparency and digital technologies in enhancing the quality of public administrative processes, ensure compliance with EU regulations and at the same time respond to local needs. Using qualitative research combined with quantitative research, investigate the process of access to information requests and improving decision-making. Also, investigate digital accessibility and measures taken to facilitate citizens' access to public services and electronic services. The study demonstrates how technological solutions can ensure the traceability and responsibility of administrative processes, increasing the confidence of citizens and decreasing corruption as an additional result also the secure exchange of data between public and private institutions, reducing bureaucracy. This research compares how digital technologies influences innovative solutions in digitization and transparency in public administration in Romania versus Estonia, which is a relatively unexplored area in current academic literature.*

#### 4. PAYMENT NOT DUE

Nicolae GRĂDINARU

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** According to art. 1341 of the Civil Code enshrines the principle according to which "He who pays without owing has the right to restitution." Therefore, the payment of the unpaid thing means the execution by a person of an obligation to which he was not bound and which he did without the intention of paying the debt of another. In such a case, the one who made the unpaid payment is called solvency again the one who received it is called the accipients. By making an unpaid payment, a legal relationship is born under which the creditor becomes the oblige of what has been paid, and the accipients becomes the debtor of the same obligation substantiates the legal fact of the payment of the unpaid work is found in art. 1341 of the Civil Code, the one who pays without owing has the right to restitution.

#### 5. REFLECTIONS ON THE LIMITS AND RESTRICTIONS OF THE EXERCISE OF THE RIGHT OF PRIVATE PROPERTY

Ana-Maria VASILE,

"Constantin Brâncoveanu", University of Pitești, România

**Abstract:** The general principles regarding the limits of the exercise of property rights are included in the provisions of art. 556 C. Civil which states that ownership can be exercised within the material limits of the object, according to legal regulations. Also, the same article mentions that the law can restrict the right of ownership and allows its limitation according to the owner's will, with the exceptions established by the law. Restrictions on property rights can be material or legal in nature. The limitations of the right to property are imposed by civil legislation and aim to establish limits on the exercise of this right. Regardless of their character, restrictions on ownership do not cancel it. Even if it is an absolute right, opposable erga omnes, the right to property is exercised within social relations that take into account both individual and general interests. Property, in whatever form it may be, also expresses the concept of public office. The right to property requires compliance with obligations related to the protection of the environment and the provision of good neighborliness, as well as compliance with other obligations that, according to law or custom, fall to the owner.

#### 6. CONSIDERATIONS ON THE TRANSPOSITION OF THE EU MINIMUM WAGE DIRECTIVE IN THE MEMBER STATES

Iuliana CEBUC,

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** The EU's concern for the well-being of its citizens based on full employment, social progress and justice, adequate working conditions, decent wages, gender equality, and protection of vulnerable categories of workers, led to the adoption of the EU Minimum Wage Directive. Member States have until November 2024 to transpose the Directive into national law and, at the time of drafting, the required legislative changes and other actions have been assessed and prepared in many States. This article seeks to analyse the stage of transposition measures in the EU-27, based on the information published by the competent authorities, and the steps that have been taken for the establishment of a legal framework ensuring a fair minimum wage for all workers in the European Union.

#### 7. SOME ASPECTS REGARDING THE FORMAL SOURCES OF ROMANIAN CIVIL LAW

Daniel-Ștefan PARASCHIV,

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** In addition to the material sources, within Romanian civil law, there are also formal sources, as specific means of civil norms, namely the law, usages and general principles of law, although there are also some opinions according to which the last category (among those listed) would not constitute a real component of them. Regarding the law - the main formal source of civil law, we can observe that, in civil matters, it includes both internal normative acts, such as constitutional norms, organic laws, ordinary laws, Government ordinances and decisions, orders, instructions and regulations of the heads of central state administration bodies or normative acts established by local public administration authorities, as well as regulations adopted at international level, respectively, on the one hand, by Romania together with other states, such as treaties, conventions, pacts, agreements or other such international instruments, but only to the extent of their ratification by the bodies of our



country, empowered in this regard, or, on the other hand, by the institutions of the European Union, which apply directly to the social relations covered by our civil law. Usages, the second formal source of Romanian civil law, consist, according to the Civil Code, of customs or traditions and professional usages.

## 8. UNJUST ENRICHMENT

**Nicolae GRĂDINARU**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Unjust enrichment, also known as unjust enrichment, is a lawful legal fact, by which a person's patrimony is unjustifiably increased, on account of the corresponding reduction of another person's patrimony, and from which the obligation is born, for the one who unjustifiably increased his patrimony, to return to the one whose patrimony has thus decreased, the part that represents the increase without just cause of his patrimony.*

## 9. PUBLICITY OF RIGHT, ACTS AND LEGAL FACTS

**Ana-Maria VASILE,**

"Constantin Brâncoveanu", University of Pitești, România

**Abstract:** *According to the Civil Code, the rights, acts and facts related to persons, their assets and other legal relations are made public in the situations provided by law. Advertising can be done through the land register, the Electronic Archive of Real Movable Securities, the trade register and other methods provided by law.*

*Publicity, in the technical-legal sense, means all the ways in which, according to the law and to protect certain public or private interests, the legal rights and obligations or the actions arising from them become known to the public. The purpose of advertising is to inform interested third parties about legal situations, but it can also be used to obtain or maintain legal situations that are in the process of formation or consolidation. Advertising can take different forms, depending on what is being promoted and the specific circumstances of that situation, actions or facts published.*

## SECTION 5. MARKETING AND TOURISM

### 1. INTERNATIONAL PENSION MARKET – A DESCRIPTIVE STUDY

**Elena ENACHE,**

"Constantin Brâncoveanu" University of Pitești, România

**Sorin ENACHE,**

"Danubius" University of Galați, România

**Cristian MOROZAN,**

"Constantin Brâncoveanu" University of Pitești, Romania

**Abstract.** *In recent decades, the number of citizens benefiting from pensions is growing at a faster rate than the active population, which puts a huge pressure on public finances and pension funds. Also, the population aging process takes place at different speeds from country to country, the impact of demographic changes on the age structure and population size being overwhelming.*

*The public pension system pays "benefits" defined by a formula that takes into account the employee's earnings, as well as the years worked, being financed by contributions on a "Pay-As-You-Go" basis, which means that the sums currently collected as contributions are used to pay the pensions.*

*This system has functioned for a long time and is the most common, but it puts more and more pressure on the system and society. That is why its reformation is being discussed, a real social revolution, also based on the idea that the "benefits" mentioned above will know a continuous decrease in the world.*

### 2. EFFECTS OF CULTURAL VITALITY ON INCREASING THE QUALITY OF MUSEUM SERVICES

**Diana Elena ȘTEFĂNESCU,**

"Valahia" University of Târgoviște, România

**Abstract.** *Cultural vitality is evidence of creating, disseminating, validating and supporting the art of leadership as a dimension of social life in everyday activity. Cultural vitality is based on three dimensions: participation, opportunities and support. The level of cultural participation is significant in cultural vitality, marked by the degree of participation of society, of members of the interest group. Promoting the concept of creative culture, a symbol of culture that expresses local identity, that is attractive to the community, but also to those outside it who are attracted to visit, is open to diversity and represents the art of beauty. Opportunities involve placing beneficiaries at the center of cultural vitality and developing appropriate cultural infrastructure as well as specialized human capital, together with a dynamic entrepreneurial zone to facilitate quality cultural products and services. The support must come from the local authorities, by allocating financial resources in favor of culture, art. Through this scientific approach, it is proposed to promote the increase in the quality of services in the cultural field by identifying and increasing the three dimensions of cultural vitality, which will have as a final result, the achievement of organizational objectives.*

### 3. NEW BUSINESS MODELS IN THE HOSPITALITY INDUSTRIES – DIGITIZED NETWORKS

**Iuliana PARVU,**

"Spiru Haret" University of Bucharest, România

**Cristina CIAMI,**

"Spiru Haret" University of Bucharest, România

**Abstract.** *AIRBNB has introduced one of the most fascinating innovations of the last decade to the tourism and hospitality sectors. By using a peer-to-peer digital platform, Airbnb has expanded short-term accommodation options in an unprecedented way, attracting the attention and reaction of both the hotel industry and local authorities and regulators. But more than that, Airbnb's business needs to be understood and analyzed as an exponent of new models of value creation in the current and future economy. Understanding how Airbnb manages to successfully interconnect strategic decisions with its operations adds theoretical and practical value to management. The present work presents the most important characteristics of the Airbnb business model, approaching it as an example of good practices in the field of business carried out in the context of the digitalized economy.*

## SECTION 6: SOCIAL AND EDUCATIONAL POLICIES

### 1. THE RELATIONSHIP BETWEEN THE STUDENTS ENROLLED – BACHELOR STUDIES AND EMPLOYMENT IN ROMANIA

**Mihaela SAVU,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** The paper aims to present the relationship between the students enrolled – bachelor studies and employment at the level of our country for a period of 11 years (2013 - 2023). The Kendall coefficient, one of the non-parametric methods for establishing the link between statistical variables, will allow us to observe the relationship between the two indicators. The values recorded the students enrolled – bachelor studies and employment are official data, provided by the National Institute of Statistics. The result obtained after calculating the Kendall coefficient demonstrates that there is a link between these indicators, it is reverse and of low intensity.

### 2. LANGUAGE DIVERSITY AND BUSINESS DEVELOPMENT: UNLOCKING GLOBAL POTENTIAL

**Camelia Andreea RIZEA,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** In today's globalized world, language diversity has evolved from being a cultural asset to a critical business tool. As companies expand across borders, their success hinges not only on product quality but also on their ability to communicate and connect effectively with diverse audiences. Embracing language diversity in business can provide companies with unique opportunities for growth, enhance customer satisfaction, and foster innovation within multicultural teams. Understanding and leveraging this diversity is no longer optional; it is a strategic imperative for companies aiming to succeed in international markets. Moreover, language diversity is increasingly seen as part of corporate social responsibility (CSR). Companies committed to respecting local cultures and languages are often viewed more favorably, which enhances their public image and attracts socially conscious consumers. Ultimately, prioritizing language diversity can be part of a broader CSR strategy that demonstrates a company's commitment to inclusion and respect for different cultural backgrounds.

### 3. THE IMPACT OF GLOBALIZATION ON INCOME INEQUALITY

**Camelia Andreea RIZEA,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** Globalization has become a defining feature of the modern world, affecting almost every aspect of the global economy, from trade and technology to culture and labour markets. While it has led to increased economic growth, expanded access to markets, and the dissemination of ideas, globalization's impact on income inequality remains a complex and debated topic. In theory, globalization can provide equal opportunities for growth, offering developing nations access to advanced technologies, markets, and capital that were previously unavailable. Moreover, the integration of global markets can stimulate competition, encourage innovation, and create job opportunities, all of which can improve living standards and reduce income disparities. Some specialists argue that globalization exacerbates income inequality, while others contend that it can contribute to reducing disparities. This article explores the multifaceted relationship between globalization and income inequality, examining both the positive and negative consequences for different economies and social groups.

### 4. ORGANIZING UNIVERSITY EDUCATION IN ACCORDANCE WITH THE NEEDS AND EXPECTATIONS OF STUDENTS

**Iuliana PARVU,**

"Spiru Haret" University of Bucharest, România

**Cristina CIAMI,**

"Spiru Haret", University of Bucharest, România

**Abstract:** The digital transformation leads to major economic and social changes such as: the disappearance of certain jobs and the appearance of new ones, the need for retraining and specific training for the new professions required on the labor market, the use of new work tools, maintaining those jobs that require unique human skills that artificial intelligence and machines cannot replicate, such as: creativity, abstract thinking or complex communication. In this sense, a Eurostat report concluded "In the coming years, it is expected that there will be

*an increased demand for people with high qualifications and relevant education needed to manage more flexible and complex jobs". Universities must therefore adapt their curricula to the current expectations of the labor market and students. This paper presents the results of some studies regarding the types of skills and abilities needed by graduates of economic and law studies to be able to integrate into the labor market of the new economy.*

## **5. THE RELATIONSHIP BETWEEN TEACHING METHODS AND THE FORMATION OF STUDENTS' ENTREPRENEURIAL SKILLS**

**Laura PĂNOIU,**

"Constantin Brâncoveanu" University of Pitești, România

**Adriana PĂUNESCU,**

Bucharest University of Economic Studies, România

**Abstract:** *This work stemmed from the researchers' desire to find the most suitable solutions to prepare students for an extremely dynamic, globalized and competitive labor market. The cultivation of entrepreneurial skills entails the meticulous training and nurturing of young individuals to swiftly adapt, demonstrate mobility, and deliver added value, irrespective of whether they assume roles as employees or entrepreneurs within the labour market in the future. The lack of vision among employees or entrepreneurs, an aversion to taking risks, diminished creativity, or a reduced capacity for innovation could be avoided on numerous occasions if the education system ensures the development of entrepreneurial skills. Following these considerations, the purpose of the present research aimed at identifying teaching strategies that support the development and flourishing of entrepreneurial skills amongst students. The study's results confirmed that choosing the most appropriate teaching strategies leads to increased entrepreneurial skills*

## **6. THE ROLE OF CHATGPT IN CREATING PERSONALIZED LEARNING EXPERIENCES**

**Delia TESELIOS**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Ever since its emergence in late 2022, ChatGPT has captured the public's attention, generating speculation and debate regarding the way it might have the power to revolutionize the world. The scale and impact of this advanced chatbot is due to the improvement, with each new version released, of natural language processing, thus making machine learning more efficient. This paper provides an overview of the main features of the current versions of ChatGPT and how these features can enhance and personalize the learning experience, making it more interactive and student-centered. In conclusion, a number of advantages and disadvantages of using ChatGPT in teaching and learning are presented, bearing in mind that the teacher's work must be supplemented and not replaced by AI.*

## **7. WAYS IN WHICH HISTORY AND SOCIAL CONTEXTS CAN CHANGE THE COURSE OF TRANSLATION**

**Georgiana MÎNDRECI,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Each novel, each masterpiece in literature will have a diverse and unique reception on the readership depending on who is reading it, when and where as well. Aspects related to the social, political, economic, scientific, and technological fields are equally important in this respect since they influence an author's literary creations, at least to a certain extent. A good example in point would be to analyze a highly popular novel, at least in the pop culture, and to see if its translation in a very different culture, with a highly opposing political context, suffers any alterations in terms of readership reception and impact. For this purpose, J.D. Salinger's novel, "The Catcher in the Rye" seems a perfect choice given the time of its publication in the USA, in the 1950s, and the time of its first translation into Romanian, in the 1960s – that of the communist regime. This article is trying to point out that such differences can have a significant impact on a translation and its evolution.*

## **8. THE IMPACT OF THE ECONOMIC BOOM IN POST-WAR AMERICA AS REFLECTED IN LITERATURE**

**Georgiana MÎNDRECI,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Apparently, there would be little connection between the economic, social, political or cultural contexts of any given country and literature, but at a closer look it can be argued that quite the opposite is to be considered.*

To highlight this idea it would be interesting to analyse a successful literary novel within the context and time of its creation and further observe the diverse external influences as reflected in it. The novel chosen for discussion is that of J. D. Salinger, "The Catcher in the Rye," and the period is that of the 1950s since it is the time of its publication. That particular period was one of great changes and developments in the USA, at all levels: social, political, economic, scientific, and technological. The appearance and development of television had great impacts on people and their leisure habits and family life; it was the beginning of the entertainment industry which was to have huge effects on the entire world in the second half of the 20th century. It was a decade of transition, of new beginnings, of prosperity, developments and changes (both positive and negative) which affected not only the entire American nation but also had effects sooner or later in the entire world. Without knowing and understanding this period from the American history we cannot claim to understand the literary masterpieces written during this decade, J. D. Salinger's novel included, and that is the focus of this article.

## **9. INTRINSIC MOTIVATION AND ITS IMPACT ON PERFORMANCE IN THE EDUCATIONAL SYSTEM**

**Irma FERENCZ,**

"Valahia" University of Târgoviște, România

**Strătilă-Sorin DORIN,**

"Dunărea de Jos" University of Galați, România

**Abstract:** The purpose of this article is to highlight the role, characteristics and methods of cultivating intrinsic motivation in educational institutions. In today's result- and performance-oriented society, it is important to study the factors that influence and determine the achievement of expected results. In line with the literature, we will consider intrinsic motivation as the inner determination of the individual that exists and persists beyond the desire for financial and material rewards, beyond the fear of punishment. This factor leads to personal and professional development, continuous learning and those behaviours that have a positive impact on the whole educational process. We will show that there is a relationship between the intrinsic motivation of teachers and the results obtained by the educational institution, and we will present methods of cultivating motivation.

## **10. THE NEED TO MEASURE PEDAGOGICAL VOCATION IN THE CHOICE OF TEACHING CAREER AND IN THE EVALUATION OF TEACHERS.**

**Strătilă-Sorin DORIN,**

"Dunărea de Jos" University of Galați, România

**Irma FERENCZ,**

"Valahia" University of Târgoviște, România

**Abstract:** The aim of this paper is to help to reflect on the importance that pedagogical vocation should have in the choice of teaching career and in the evaluation of teachers, as a specific tool in performance management in education and vocational training organizations. The study attempts to define the concept of teaching vocation in the view of specialists from different geographical areas and emphasizes the role of teaching vocation in the professionalization of teaching in the current socio-economic conditions, where, due to the high demands on teachers and low social prestige, young people do not choose to link their career with the teaching vocation. Teachers are at the intersection of two competence regimes: pedagogical and to specialist. Currently, performance standards and ways of evaluating teachers in different education systems focus mainly on contextual outcomes and specialist competences, while for pedagogical competences there is no effective set of tools to measure pedagogical vocation.

## **11. SOME RECENT DEVELOPMENTS OF THE BORROWING AND SAVING BEHAVIORS OF THE ROMANIAN HOUSEHOLDS AT REGIONAL LEVEL**

**Marioara IORDAN,**

Institute for Economic Forecasting, Romanian Academy, Bucharest, România

**Mihaela Nona CHILIAN,**

Institute for Economic Forecasting, Romanian Academy, Bucharest, România

**Abstract:** Households play a significant part in the generation of income and wealth of any economy, so that their financial behavior (especially saving and borrowing, but also investing, consumption, etc.) is a key element of the national accounts of any country. Despite the relatively short experience with the use of modern financial services, both the borrowing and the saving behavior of the Romanian households evolved and matured over the first two decades of the 21st century. However, possible lack of knowledge and experience to manage finances responsibly

(financial inclusion) had partly determined rapid the increase in the debt of Romanian households before the global financial crisis and the subsequent increase in the nonperforming loans during and after the crisis, and might still impact debts, savings and investments in the years to come.

Considering such issues, the paper presents an analysis of the relatively recent saving and borrowing behaviors of the Romanian households, at national, regional and county level. The findings reveal high territorial variability, but also territorial concentration of households' loans and savings, periods of worsening of financial conditions of households in most of the counties, diverging trends of propensity to save money in more "traditional" and longer-term ways, and of use of shorter-time saving instruments.

## 12. STUDENT VIEWS ON ARTIFICIAL INTELLIGENCE

**Gianina NEGRĂU,**

"Constantin Brâncoveanu" University of Pitești, România

**Camelia VECHIU,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *The intersection of Artificial Intelligence and education is reshaping education by transforming teaching and learning processes for the benefit of both students and teachers. In the future, AI related skills will be essential for the labor market. Therefore, students need to understand how AI works, develop the necessary skills to use it, and how it can be used responsibly and ethically. By applying the questionnaire, we wanted to find out and understand the way in which master's degree students report to AI. We were interested in finding out if and how students use AI, and what they think about its application in education and work and life. We were also interested in finding out what are the most common use situations, the most used tools, the reasons why they use it, the impact on personal education, as well as what is their opinion regarding the ethical aspects of using Ai in education.*

## 13. THE IMPORTANCE OF CONTINUING PROFESSIONAL TRAINING PROGRAMS IN THE DEVELOPMENT OF TEACHERS' SKILLS

**Camelia VECHIU,**

"Constantin Brâncoveanu" University of Pitești, România

**Gianina NEGRĂU,**

"Constantin Brâncoveanu" University of Pitești, România

**Abstract:** *Teachers' professionalization and career development are closely related to their professional skills. The professionalization of teaching staff is a priority objective of education in Romania, and the improvement of the quality of teaching and learning is particularly important, the teacher being the guarantor of quality education. In today's society, the roles of the teacher are integrated in a dynamic process, which leads to changes in the content of classic roles and the emergence of new roles: instructor, organizer and facilitator of learning, counselor, curriculum designer, skills assessor, school director, researcher. The development of continuous training programs, including through the implementation of a new system for monitoring results and training needs, evaluating the impact and rewarding teachers, is a priority in education. At the same time, the development of existing skills and the acquisition of new skills by teaching staff will benefit both personal development and the school institution. The preoccupation of teaching staff to complete training courses in order to perfect professional and transversal skills contributes to reaching the standards imposed by the exercise of the profession, but also to the personalization of the teaching act at the level of a student or group of students.*

## SECTION 7: STUDENTS' SPECIAL SESSIONS

### 1. THE IMPACT OF AI ON THE BUSINESS LANDSCAPE

**Patrick EVA,**

**Diana MOISEVICI-ȘERB,**

"Ion Ghica" Economic High School, Târgoviște, România

**Cristina TANISLAV**

"Ion Ghica" Economic High School, Târgoviște, România

***Abstract:** It is unquestionable that the advent of AI has caused profound changes; tasks that just a few years ago were time consuming can now be accomplished in mere moments (translation of large texts, spell checking, sorting through large datasets, responding to simple queries, etc.). Consequently, AI has altered the way many businesses operate. Throughout the course of this paper information relating to AI's impact on business and the economy at large will be put forward. This paper aims to provide a grounded overview of the potential effects of AI on: marketing and advertising, resource allocation and overall productivity.*

### 2. STRESS MANAGEMENT AT WORK

**Mihai Valentin ZAHARIA,**

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***Abstract:** Stress is a complex process that occurs when individuals are faced with external demands and pressures, called stressors. Stressors are events or situations that cause a physiological and psychological response in the body. Occupational stress is a major problem in many professions, but shooting range nurses face unique stressors. This study aimed to identify the main sources of stress and propose effective solutions for its management. In the work, we have identified the main sources of stress and the ways of managing them for medical assistants who carry out their activity in a work environment with a high degree of danger, a shooting range. Likewise, we identified the ways in which stress can be managed by employees and employers.*

### 3. FINANCIAL IQ IN ROMANIA: LEVEL, CHALLENGES, AND PERSPECTIVES

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***Abstract:** Financial IQ represents the ability to understand and manage financial resources, being essential for individual well-being and national economic stability. In Romania, the low level of financial literacy highlights the urgent need for financial education accessible to all age groups and social levels. This article analyzes the main challenges and opportunities of financial IQ in Romania and proposes measures to improve it, focusing on the importance of financial education adapted to socio-economic realities.*

### 4. THE RECRUITMENT AND SELECTION PROCESS WITHIN THE PAYMENTS AND INTERVENTION AGENCY FOR AGRICULTURE (A.P.I.A)

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***Abstract:** The recruitment and selection of human resources reflects the need of economic entities to hire staff and to identify applicants capable of meeting the requirements of the positions put out for competition as efficiently as possible. The recruitment and selection process of the staff within the Agency for Payments and Intervention for Agriculture (A.P.I.A.), emphasizing the main stages and structure of the competition. The organization of recruitment and selection involves establishing the eligibility criteria and publishing the job advertisements. The recruitment and selection competition includes several essential stages: an additional test, adapted to the specifics of the position; the written test, intended for the evaluation of theoretical knowledge; and the interview, which tests the candidates' personal skills and communication skills. Each test has a clear scoring system, and the results*

are communicated according to an established calendar. At the end of the process, the list of results is publicly displayed, allowing candidates to know the grades obtained and to file appeals, if necessary. The process is thus structured to ensure transparency and objectivity in the selection of qualified personnel for A.P.I.A.

## **5. THE QUALITY OF EDUCATION – A RESULT OF CONTINUOUS PROFESSIONAL DEVELOPMENT OF TEACHERS**

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**Abstract:** *The quality of education is the set of characteristics of a study program and its provider through which the expectations of the beneficiaries, as well as the quality standards, are met. Ensuring quality requires consideration of the planning and actual achievement of the expected learning outcomes, monitoring of the results, and both internal and external evaluation of these outcomes. The quality of education is ensured by all those involved in the process – teachers, students, parents, school management, county school inspectorates, and the Romanian Agency for Quality Assurance in Pre-university Education (ARACIP), which plays the role of externally evaluating the quality of education. The professional development of teachers represents an activity with pedagogical and social content designed, implemented, and developed within the education system, with a managerial function for the continuous regulation and self-regulation of the educational process at all of its reference levels (functional, structural, operational). The objectives of teacher professional development activities can be defined both at a general and a specific level, and are expressed in terms of continuous professional development, a domain in which there is a certain consensus within the education systems of developed countries.*

## **6. THE TRANSFORMATION OF RURAL COMMUNITIES THROUGH URBAN RURAL RELOCATION - MARKETING STRATEGIES AND SUSTAINABLE DEVELOPMENT**

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**Abstract:** *The trend of relocation from cities to rural areas has become increasingly common in Europe and Romania in recent years. This is driven by a number of economic, social and environmental factors that encourage individuals and families to escape urban congestion and stress and adopt healthier lifestyles in harmony with nature. Migration from cities to rural areas has increased significantly in recent years, especially in the context of the COVID-19 pandemic, amplifying the desire for space and security, according to a Eurostat report. This move has far-reaching implications for the development of rural communities and can play an important role in achieving the EU's Sustainable Development Goals (SDGs). In this article, we explore the impact of rural-urban relocation, marketing strategies for promoting rural life and aligning these efforts with the EU's Sustainable Development Goals.*