

International Conference

Knowledge Economy

- Challenges of the 21st Century -



EUROPE UNDER PRESSURE

PITESTI, 23 November 2023

Constantin Brancoveanu University

ONLINE SESSIONS

Conference moderators:

- Professor Ovidiu Puiu, Ph.D. – Senate Chairman, Constantin Brâncoveanu University
- Scientific Researcher I- Marioara Iordan, Ph.D. – Deputy Director, Institute for Economic Forecasting
- Scientific Researcher I - Mihaela-Nona Chilian, Institute for Economic Forecasting
- Professor Marius Gust, Ph.D. – Vice Rector, Constantin Brâncoveanu University
- Professor Iuliana Ciochina, Ph. D. – Vice Rector, Constantin Brancoveanu University
- Professor Alexandra Albuquerque Ph.D. – Head of the International Office, ISCAP
- Associate Professor Sebastian Ene, Ph.D. – Rector, Constantin Brâncoveanu University
- Associate Professor Cristina Șerbănică, Ph.D. – Vice Dean, Constantin Brâncoveanu University
- Associate Professor Nicolae Gradinaru, Ph.D. – Head of Law Departament, Constantin Brâncoveanu University
- Associate Professor Cristina Ganescu , Ph.D. - Dean, Constantin Brâncoveanu University
- Associate Professor Mihaela Asandei , Ph.D. - Dean, Constantin Brâncoveanu University
- Associate Professor Laura Panoiu , Ph.D. - Dean, Constantin Brâncoveanu University
- Associate Professor Camelia Vechiu Ph. D. Dean, Constantin Brancoveanu University
- Associate Professor Florin Dima Ph. D. –Head Accounting Departament
- Lecturer Ion Stoica Ph.D. – Dean, Constantin Brâncoveanu University
- Lecturer Andreea Gangone Ph.D. – Vice Dean Constantin Brâncoveanu University
- Lecturer Geanina Negrau Ph.D. - Vice Dean Constantin Brancoveanu University
- Lecturer Iuliana Talmaciu Ph. D. Head International Relationship
- Lecturer Geanina Negrau Ph.D. – Vice Dean Constantin Brâncoveanu University
- Lecturer Corina Ducu Ph. D. – Accounting Departament
- Lecturer Georgiana Mindreci Ph.D. – Constantin Brancoveanu University

Conference program

ONLINE SESSIONS - will start at 10.00 A.M

SECTION A - Regional development strategies and policies + European law and public policies

Meeting ID: 951 3051 1071

Passcode: 605578

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

Meeting ID: 992 4737 1621

Passcode: 017151

SECTION C - Strategic management and entrepreneurship

Meeting ID: 910 0922 2848

Passcode: 303550

SECTION D - Marketing and tourism + Social and educational policies

Meeting ID: 974 9846 7143

Passcode: 562669

SECTION D – Special section for students(s (bachelor and master)

Meeting ID: 974 9846 7143

Passcode: 562669

Notice : papers presentations time - seven minutes

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Preface

Constantin Brancoveanu University of Pitesti is consistent regarding its activity on research, analysis and solution-finding to the local, regional, national and international problems. The eleventh edition of the conference: International Conference “Knowledge Economy – Challenges of the 21st Century” puts forward a very topical subject: Europe under Pressure.

Europe has indeed been under pressure for some time. The economic pressure of the last 3-4 years generated by the general increase in prices, the fall in the standard of living, the Covid period, the war in Ukraine, more recently the war in Gaza, the growing divergences between the USA and China, are all issues that put pressure on the European space and beyond.

We all have a duty to identify solutions to alleviate all these problems that put pressure on the whole world. The fundamental desideratum we must strive for is the de-tensioning of the military, bilateral and multilateral relations between the major powers. All the other problems are easier to solve when armed conflicts and strained relations are defused worldwide.

Rector,

PhD Associate Professor, Sebastian ENE

SECTION 1. REGIONAL DEVELOPMENT STRATEGIES AND POLICIES

1. RESILIENCE - ENTREPRENEURSHIP - RDI: EMPIRICAL ANALYSIS WITH REFERENCE TO ROMANIAN NUTS 2 REGIONS

Daniela ANTONESCU

Ioana Cristina FLORESCU

Institute of National Economy, Romanian Academy

***Abstract:** Although the pandemic has forced many companies to reduce their R&D investment in the budget, precisely those firms that implemented innovative solutions before the pandemic crisis have proven to be more resilient. In the EU-27, R&D expenditure was, on average, 2.32% of GDP, an increase of approximately +0.1% compared to 2019. Romania allocates resources below the European average, occupying the last place in the ranking (0.47%). Analyzing the investment sources, most of the CDI investments were made by the business environment. The scientific paper proposes a regional analysis of R&D expenditures made by the private sector. The methodology is based on the OLS model, which aims to estimate the impact of two independent variables (gross domestic R&D expenditure in the business environment and the salary level) on a dependent variable (number of employees in the business environment), using existing data at the regional level for the period 2010-2020. The results of the analysis highlighted the direct relationship of the indicators between the three variables related to the business environment at the level of the regions of Romania in the period 2010-2020 and the strong influence of the independent variables on the number of employees in the business environment, the model showing a conclusive picture of this field.*

2. WORLD CHANGES IN COMMERCIAL RELATIONS AS A RESULT OF NEW GEOPOLITICAL REALITIES

Edith Mihaela DOBRESCU,

Institute for World Economy of the Romanian Academy

***Abstract:** The Covid-19 Pandemia has regional and globally affected all the countries, the economy and their society as a whole, testing the resilience of health systems, economic and social structures and models. In the dynamic maze of the global economy, a pillar that has a significant influence is represented by foreign direct investments (FDI). ISD plays an essential role in modeling the economic landscape of nations, stimulating growth, innovation and cross-border integration. Also, the Ukraine War, the decoupling of commercial interdependence between the United States and China and the consequences of Brexit have played a significant role in modeling bilateral trade trends during this period. The work aims to present the global influence of the Covid-19 pandemic and the new geopolitical realities on the global and regional economy, of commercial and social relations as they are captured in the analyzes of the last reports of UNCTAD, World Bank, and the IMF.*

3. ELASTICITY OF NATIONAL SOVEREIGNTY

Sebastian ENE,

Constantin Brancoveanu University, Pitești, Romania

***Abstract:** This article aims to analyze how nation states approach the question of sovereignty. National sovereignty is the attribute of each country, and the article examines economic, political, social and decision-making sovereignty. There are situations where the executive and legislative power of a country, in order to benefit from certain investments, capital flows, agreements, partially gives up attributes of sovereignty.*

4. THE EU'S OPEN STRATEGIC AUTONOMY – DEVELOPMENTS AND IMPLICATIONS FOR THE FUTURE

Corneliu-George IACOB,

University of Economic Studies, Doctoral School: Economics and International Business,
Bucharest, Romania

Emilia IORDACHE,

Constantin Brâncoveanu University, Pitești,

Faculty of Marketing Management in Economic Affairs Râmnicu Vâlcea, Romania

Abstract: *The current geopolitical system is based, first of all, on ensuring control over territories that are of either economic importance, especially regarding access to raw material resources and outlets, or strategic, controlling access to certain regions considered important by the geopolitical vector involved. In the context of an economic and military environment marked by deep interdependencies, the concept of open strategic autonomy, although initially focused on security and defense issues, has expanded to encompass a wide range of fields and policies: geopolitics, economics (critical raw materials and supply chains), legal (regulation and standards), technology, environment, social and governance. Open strategic autonomy is the strengthening of the European Union's position to manage existing interdependencies in accordance with its interests and values; it is a means by which the European Union can achieve its long-term objectives. The purpose of this article is to highlight the European perspective on these new dimensions of regional and global geopolitics, highlighting the long-term implications for the European Union.*

5. STRATEGIC MANAGEMENT FOR SUSTAINABLE DEVELOPMENT IN ROMANIA

Constantin Ionut-Constantin

Valahia University of Târgoviște, Romania,

Abstract : *In the current Romanian scene, strategic management constitutes an essential approach in establishing and achieving organizational objectives, as it adapts to the dynamics of the business environment. In the framework of sustainable development, this process acquires a strategic dimension, oriented towards social responsibility and equilibrium of economic, social and environmental factors.*

Strategies aimed at ensuring that sustainable development involve embracing sustainable practices, reduction of carbon footprint, use of resources efficiently and promoting social equity.

Societal objectives seek to alleviate poverty, further promote social inclusion, contribute to environmental preservation, and stimulate overall prosperity. Strategic management therefore contributes to the achievement of these goals through the identification and implementation of initiatives with a positive impact on both the community and the environment.

From the perspective of influencing Romania's economic future by means of management plans and actions, integration of sustainable development principles into the decision-making processes becomes all the more important. Cooperation of the public and private sectors, development of sustainable infrastructure, promotion of technological innovation and provision of an enabling business environment are all key elements. Through the implementation of responsible and more sustainability-oriented strategies, it is possible to ensure sustainable economic growth, thereby contributing to the long-term welfare of society.

6. MANAGEMENT STRATEGIES AND POLICIES ADOPTED FOR THE EU 2030 AGENDA REGARDING SUSTAINABLE DEVELOPMENT

Gica CULIȚĂ

“Constantin Brâncoveanu” University of Pitești, Romania

Abstract : *The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. The 2030 Agenda sets out a vision for sustainable development grounded in international human rights standards, putting equality and non-discrimination at the centre of its efforts and encompassing not only economic and social rights but also civil, political, and cultural rights. A specific goal that we will focus in this paper is related to ensure sustainable consumption and production patterns (goal 12). Because our planet is running out of resources, but populations are continuing to grow. If the global population reaches 9.8 billion by 2050, the equivalent of almost three planets will be required to provide the natural resources needed to sustain current lifestyles. We need to change our consumption habits, and shifting our energy supplies to more sustainable ones are one of the main changes we must make if we are going to reduce our consumption levels. In this paper we will analyze the impact on the management of companies in terms of adapting to the 2030 agenda and the strategies and policies that can be used in this regard.*

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

1. ECONOMIC GROWTH AND DIGITIZATION IN THE CONTEXT OF GLOBALIZATION

Ramona BIRAU

University Constantin Brancusi

Petre Valeriu NINULESCU

University of Craiova, Romania

Robert Dorin FILIP

University of Craiova, Doctoral School of Economic Sciences

Gabriela Ana Maria LUPU (FILIP)

University of Craiova, Doctoral School of Economic Sciences

***Abstract:** The acceleration of digitization and technological progress influence economic growth. The phenomenon of globalization is characterized by providing many benefits and opportunities, but also many challenges. Cultural factors such as ethnicity and race have obvious implications for the behavior of financial investors. One of the most important challenges is to capitalize on the opportunities of globalization and reduce its negative impact. The benefits of economic globalization are multiple, both for developing (emerging) countries, but also for the case of developed countries. Export growth, more available jobs, high foreign investment, cheap labor force, easy access to know-how, technology and information are just a few of the complex implications of globalization.*

2. AN EMPIRICAL ANALYSIS REGARDING VOLATILITY SPILLOVERS AND FINANCIAL CONTAGION USING GARCH MODELS FOR TURKISH STOCK MARKET

Ramona BIRAU

University Constantin Brancusi

Ion FLORESCU

University of Craiova, Doctoral School of Economic Sciences

Mircea Laurentiu SIMION

University of Craiova, Doctoral School of Economic Sciences

Gabriela Ana Maria LUPU (FILIP)

University of Craiova, Doctoral School of Economic Sciences

***Abstract:** The major aim of this research study is to examine volatility spillovers and financial contagion using GARCH models based on a case study on Turkish stock market. The selected sample covers the time period from January 2007 to September 2023 which also covers the GFC or global financial crisis of 2007-2008, the COVID-19 pandemic, the recent global energy crisis, and the war between Russia and Ukraine, but also another extreme events. The empirical analysis is focused on the GARCH models and certain econometrics and statistical tests and tools. The empirical results are interesting and contribute to the existing literature on stock market behaviour.*

3. METHODS OF ACCOUNTING INFORMATION VALUATION IN THE DECISION-MAKING PROCESS

Claudia Nicoleta GUNI

Spiru Haret University

***Abstract:** Judgment and decision are part of the cognitive process in which the individual has at least two options to choose from. In the simplistic version, the decision-making process has three phases: data collection, processing, and issuing results. Cognitive psychology and decision-making researchers have formulated different views on this topic. Some researchers focused on gathering information, others were more interested in the different strategies that individuals used to evaluate information and make decisions - the processing stage. There are three types of models or theories that have been developed to study the decision-making process: normative, descriptive, and prescriptive. These theories describe an ideal way of making decisions. They are based on logical principles and hypotheses that constitute a standard against which researchers can compare individuals' decisions.*

4. THE ROLE, IMPORTANCE AND QUALITY OF ACCOUNTING INFORMATION IN THE MANAGEMENT OF ECONOMIC ENTITIES

Claudia Nicoleta GUNI

Spiru Haret University

***Abstract:** The accounting language is a specialized, standardized language. By the notion of language, we must understand not only the system of articulated sounds, used by people for the purpose of communication, but also "all other means and procedures, other than the articulated sounds used to communicate ideas and feelings to people. The existence of this accounting vocabulary and universally accepted rules and principles, ensure the communication of accounting information between the users and the producers of this type of information. At the same time, representing the economic reality through the accounting language exerts an influence on the behavior of the accounting actors, at the same time, ensuring the control of the economic life and the foundation of the decision-making process.*

5. PARTICULARITIES REGARDING THE ACCOUNTING OF INTANGIBLE ASSETS

Florin DIMA

Corina Ducu

„Constantin Brâncoveanu” University of Pitești

***Abstract:** Fixed assets refer to economic assets that are intended to serve the entity's activities for a long period, more than one year. The three forms of existence of fixed assets include: tangible assets, intangible assets and financial assets. The approach to intangible assets derives from the particularities they acquire, being considered non-monetary goods, identifiable without physical form. The objective of the research is to connect the theoretical aspects with a series of practical aspects, thus particularizing the presentation of this balance sheet structure.*

6. ADAPTING FINANCIAL AND ACCOUNTING POLICIES FOR EFFECTIVE GLOBAL CORPORATE GOVERNANCE

Beatrice Elerna GORE

Silviu Ionel STOICA

"Valahia" University of Targoviste

***Abstract:** Despite some voices, fewer and fewer, who dispute it, globalisation persists in having an objective existence. Indeed, it is arguably the greatest historical change that mankind has experienced in its entire existence. And it can give us an idea of how hopeful, or threatening, changes in society will be in the future. The theoretical issues of corporate governance continue with the presentation of the structure of corporations, both as an economic actor and as a political and social actor, starting from the concept of corporate responsibility, increasingly in the attention of corporations. The financial scandals faced by large companies, as well as global market volatility and economic uncertainty, indicate that a reconsideration of the importance of corporate governance is needed: firstly, as an imperative for enhancing organisational performance; secondly, as a strategic tool for strengthening the credibility of companies in the eyes of shareholders and stakeholders. The corporations are a consequence of existing global or regional accounting policies, whose main purpose is not to help the countries or regions where they do business to overcome difficult economic situations, to reduce development gaps or to preserve jobs, but only to maximize profit and who want to dominate the global space through political, legislative and fiscal factors as pillars of support. The governance system is focused exclusively on maximising corporate interests which strongly and indirectly affect the policies of accountability.*

7. ANALYSIS OF PROFITABILITY, SOLVENCY, LIQUIDITY AND FINANCIAL DISCIPLINE OF ROMANIAN COMPANIES

Marius Gust

„Constantin Brâncoveanu” University of Pitești

***Abstract:** Performance is a fundamental concept of economic analysis, a permanent concern for practice, and the economic climate favorable to entrepreneurship brings positive effects in the whole society: the financial balances at the economic level are rehabilitated, production and services increase and include new activities, employment increases but also the level livelihood of the population. The paper analyzes whether the dynamics of enterprises in Romania confirm the empirical observation that in the period 2014/2016 - 2021 the performances of Romanian enterprises were increasing. Concretely, the paper finds that Romanian enterprises have increased their ability to produce profit, the financial structure of the enterprise has improved, in the sense of increasing capitalization and reducing debts. Also, the company's solvency and liquidity are increasing, and financial discipline, although it seems to be improving, there are still segments of the economy/activity sectors with discipline problems, many economic agents, unable to pay their debts, or unwilling to do so, because they do not collect their debts or do nothing to collect them.*

8. ECONOMIC AND FINANCIAL CRIME: GLOBAL CHALLENGES FOR ECONOMIC DEVELOPMENT IN CONTEMPORARY SOCIETY

Cristina Gabriela VASCIUC (SĂNDULESCU)

Florin RADU

"Valahia" University of Târgoviște

***Abstract:** Economic and financial crime is a global concern in contemporary society, with a significant impact on the sustainable development of communities and nations around the world. This form of crime is characterized by sophisticated and diversified criminal acts, affecting both the public and private sectors, with profound consequences on economic and social stability. Over the last decade, a number of significant cases globally provide a clear insight into the damage that economic and financial crime can do. These crimes not only erode the credibility of companies and institutions but also spur bankruptcies and job losses. This crime knows no borders and criminals operate across national borders, taking advantage of the complexity and interconnectedness of the global economy. The challenges of fighting this form of crime are numerous and require a coordinated approach and international cooperation to counter its negative impact on sustainable development. The objective of the article is to analyse and highlight the impact of economic and financial crime on the economic development process in the context of contemporary society. The article should provide readers with a comprehensive perspective on the problem, raise awareness of the negative impact of economic and financial crime on economic development and propose effective ways to prevent and combat this problem in contemporary society.*

9. OBSERVATIONS ON THE EXCHANGE RATE OF THE ROMANIAN CURRENCY

Marius Gust

„Constantin Brâncoveanu” University of Pitești

***Abstract:** In the last decade, the exchange rate of the leu has been relatively stable. Compared to the other Eastern European currencies and even the euro, they seem from the statistical data to have been somewhat more volatile compared to the Romanian currency. But throughout this period, prices in Romania, whether we are talking about consumer goods, all goods or sectoral prices, such as agricultural ones, seem to have moved much more in relation to those in the countries in the geographical area where we are or those of the Euro Zone. The question is whether, these price movements were included in the exchange rate. If the price movements in the Romanian economy were not included, the consequence is that the goods imported from other areas became much more competitive in relation to the goods produced by the Romanian economy.*

10. FISCAL POLICY MEASURES AND THE EFFICIENCY OF THEIR IMPLEMENTATION

Ionela POPA

„Constantin Brâncoveanu” University of Pitești

***Abstract:** Fiscal sustainability is the ability of a government to cover its current expenditures and sustain its tax and other related policies over the long term without jeopardizing its solvency or risking default part of the debts or to carry out part of the promised expenses. Recent developments in public finances have required the establishment of fiscal-budgetary measures to strengthen Romania's long-term financial sustainability so that the state can support from public funds the financing of all categories of public services intended for citizens at a qualitative and competitive level imposed by European standards through the existing regulations in this regard. This work aims to identify the impact of these measures on the different categories of taxpayers and the estimated efficiency for the future financial exercises.*

11. THE ESTABLISHMENT OF IMPAIRMENT ADJUSTMENTS BETWEEN OBLIGATION AND NECESSITY

Sorin GRIGORESCU

„Constantin Brâncoveanu” University of Pitești

Abstract: *Impairment adjustments are the difference between the (lower) fair value and the accounting value of an asset. These are a consequence of the application of the principle of prudence, on the one hand, but also of bringing the value of assets to a value that presents a true picture of reality. The important problem that arises in the financial accounting activity of entities is that these adjustments for depreciables (provisions as released by the tax code) are often tax-deductible. In this case, the accounting officer no longer takes into account the obligation to register impairment adjustments in the accounting (according to accounting regulations). The effects of this non-accounting adjustment for the depreciation adjustments are multiple: The value of the assets is presented in the balance sheet at an overvalued amount, diminished expenses are reported and therefore oversized profit is reported. An overvalued, non-real, profit reporting that does not correspond to reality has several valences and implications: On the one hand, it shows a positive situation, which does not correspond to reality, of the efficient use of the entity's resources, especially for external users of accounting information; On the other hand, this overvaluation of unprofitable profit leads to the decapitalization of the entity through greater distributions of financial resources in the form of profit premiums or dividends. Consequently, the correct assessment and adjustment of impairment adjustments, regardless of whether or not they are accepted by taxation, has positive effects on the future development of the entity.*

12. THE FAITHFUL IMAGE – OBJECTIVE OF FINANCIAL ACCOUNTING

Dorina Luță

„Constantin Brâncoveanu” University of Pitești

Abstract: *The notion of true image is one of the most controversial notions in accounting. The different treatment of the notion of a faithful image is also determined by the relationship between accounting and taxation. Thus, in the countries where accounting and taxation have been disconnected, the only reason for the summary documents is to provide a true picture, consistent with reality, of the entities' financial position and performance. In countries where financial accounting is still enslaved to taxation, under these conditions, through annual financial statements, economic entities will try to enjoy as many tax advantages as possible, often to the detriment of economic reality. In the idea of aligning Romanian accounting with the requirements of a performing accounting, it is necessary to change certain aspects related to the characteristics and role of financial statements and accounting information in general. If before the accounting reform the primary role was played by the recording of value flows, through the accounting accounts within the accounting system, in the new accounting, the focus falls on the financial statements. One of the reasons for this change is the widening of the range of accounting users, that is, of readers of financial statements.*

13. ACCOUNTING DISCLOSURE AND MONEY LAUNDERING: AN ANALYSIS OF MUTUAL INFLUENCE

Robert-Claudiu HELLVING

Valahia University of Targoviste

Constantin Adrian BLĂNARU

Athenaeum University Bucharest

Abstract: *The authors approach the link between money laundering and accounting information from the perspective of mutual influence. The aim of the paper is to analyze the reciprocal relationship between accounting information and money laundering, from the point of view of the implications in the socio-economic environment. The literature on money laundering is rich in reports, statistics, regulations, guidelines and legislative frameworks. The research, of a quantitative nature, used as a working tool the questionnaire, processed with a statistical model, for which we created three constructs, with the PLS-SEM method. The 218 questionnaires were processed with SPSS and SMART-PLS and determined the validation or invalidation of four research hypotheses. The results indicate the presence of the phenomenon of money laundering in the Romanian economic environment, under the influence of distorted accounting information, with altered credibility.*

14. MANAGEMENT OF FINANCIAL ACCOUNTING INFORMATION IN THE VIRTUAL SPECE

Alina Iuliana TĂBÎRCĂ

Valentin RADU

Valahia University of Targoviste

***Abstract:** Management and security of financial accounting information in the cloud and data security are relevant in today's business environment, having a significant impact on organizations and their sensitive financial data. The research focuses on how cloud technology has revolutionized the processes of managing financial accounting information and the importance of ensuring the security of this data. The authors demonstrate that to ensure the security of financial accounting information in the cloud environment, organizations must implement robust security measures. The main results confirm the effectiveness of measures such as strong authentication, encryption of data in transit and at rest, constant monitoring of user activities and access, frequent backups, and strong password management policies. By implementing appropriate security measures and being aware of the risks, organizations can reap the benefits of cloud technology without compromising the privacy and integrity of their financial data.*

15. THE ROLE OF VIRTUAL TEAMS IN THE PROVISION AND MANAGEMENT OF FINANCIAL INFORMATION IN ORGANIZATIONS

Xiaoyu ZHAN

Valahia University of Targoviste

***Abstract:** In the increasingly globalized and interconnected business environment, the role of virtual teams is becoming more and more crucial in the provision and management of information in organizations. This paper explores the impact and importance of these teams in the context of financial accounting information management. Virtual teams are groups of professionals who work together to achieve common goals but are located in different geographic locations. In the field of accounting and finance, these teams deserve various functions such as accounting, auditing, financial planning, and financial analysis. Effective management of virtual teams in the provision and management of information requires attention to aspects of communication, coordination, and data security. Collaborative technologies and security tools are critical to the success of these teams. The research results found through the application of an online questionnaire demonstrate that these teams can bring significant benefits in terms of accessibility, efficiency, and expertise, contributing to the success of organizations in the increasingly complex and interconnected business environment.*

16. INTEGRATION OF DATA ANALYTICS IN EXTERNAL AUDIT PROCEDURES

Anca Daniela ȘENCHEA

Valahia University of Targoviste

***Abstract:** The article explores the impact and benefits of using data analytics in external audits. In the context of rapid technological evolution, traditional audit procedures are being revised and improved to adapt to today's business environment. The author points out that Big Data and Data Analytics are bringing about a significant change in the way companies collect, store, and manage financial information. The use of data analytics tools in external audits offers significant opportunities for efficiency, improving the accuracy and relevance of financial assessments. By integrating data analytics into audit processes, auditors can identify relevant patterns and trends across extensive data sets. This not only increases the ability to detect errors or fraud but also enables a deeper understanding of the risks and opportunities associated with an organization's financial activities. The article also highlights the potential challenges of this transition to Data Analytics in the audit field. The need for adequate training of auditors to use these advanced technologies and to interpret the results obtained is emphasized. The intelligent use of Data Analytics in auditing not only improves operational efficiency but also increases the quality and relevance of financial assessments, thus helping to strengthen the integrity and trust of the external audit field.*

16. SOME PERSPECTIVES REGARDING THE POSSIBILITIES OF IMPLEMENTATION ACTIVITY BASED COSTING METHOD IN AGRICULTURE

Anda Ileana NECULA

Mihai MIEILĂ

Alin Adrian DINCĂ

Anca Daniela ȘENCHEA

Valahia University of Targoviste

***Abstract:** The aim of this paper is to examine the possibilities to implement Activity Based Costing in agriculture. In this respect, the main features of the method are presented, in a comparative approach, pointing out the value added for strategic decisions. Although the viability of the ABC cost system is unquestionable, there have to consider the costs associated in the demarche of identification of the areas that generate important volumes of indirect expenses. The conclusions highlight that the application is reasonable in the case of a large portfolio of products and/or customers.*

SECTION 3. EUROPEAN LAW AND PUBLIC POLICIES

1. NATIONAL RECOVERY AND RESILIENCE PLANS IN THE EU – TOOLS FOR GETTING BACK TO NORMALITY

Daniela ANTONESCU
Ioana Cristina FLORESCU
Institute of National Economy

***Abstract:** Every major crisis, such as the Coronavirus (COVID-19) pandemic, offers opportunities for rethinking national systems, resilience and recovery. In order to support these opportunities, at the level of the European Union, an instrument called the Recovery and Resilience Facility was designed to aims the support of MS economies affected by the health crisis and to provide support for the reforms and investments that they propose. In this regard, funds amounting to EUR 723.8 billion (current prices) are allocated in loans (EUR 385.8 billion) and grants (EUR 338 billion) with the aim of mitigating the economic and social impact of the coronavirus pandemic on member states' economies. This communication aims to analyze, comparatively, the situation of allocations on the main pillars and fields of activity and to identify the country profile of each PNRR.*

2. CONSIDERATIONS ON THE CRIMINAL PROTECTION OF THE RIGHT TO LIFE IN ROMANIA

Raluca LIXANDRU

Constantin Brâncoveanu University of Pitești

***Abstract:** In Romanian criminal law, the life of the person is protected by criminalizing offences that infringe the right to life, offences regulated by the Criminal Code, Title I, Special Part, Chapter IV of the same title. The current Criminal Code highlights the concern of the Romanian legislator to protect the right to life of the foetus as a social value, protection that intervenes from the moment of conception, but under certain conditions.*

3. REAL ESTATE BROKERAGE AND THE EFFECTS OF THE BROKERAGE CONTRACT

Ana-Maria VASILE

Constantin Brâncoveanu University of Pitești

***Abstract:** The Civil Code stipulates in art. 2096 that intermediation is the contract by which the intermediary undertakes to put the client in touch with a third party, in order to conclude a contract. Therefore, the mediation contract is an independent contract with its own specific rules, although it is similar to the mandate contract and the agency contract. The intermediary is not subordinate to the intermediated parties and is independent from them in the execution of his obligations. The intermediary is an intermediary between his client and the contracting third party, he does not actually participate in the conclusion of the contract. The intermediary can represent the intermediated parties at the conclusion of the intermediated contract or other acts of its execution only if he has been expressly empowered in this regard.*

4. PUBLICITY OF RIGHTS, ACTS AND LEGAL FACTS

Nicolae GRADINARU

Constantin Brâncoveanu University of Pitești

***Abstract:** Publicity is carried out through the land register in the case of immovable property, the Electronic Archive of Real Estate Guarantees, through the trade register for companies, the special register kept by the secretary of the locality for the lease contract, as well as through other forms of publicity provided by law. The fulfillment of the publicity formality can be requested by any person, even if he/she lacks legal capacity. Any waiver or restriction of the right to perform a publicity formality, as well as any penal clause or other sanction stipulated to prevent the exercise of this right, are considered unwritten. No one can invoke the fact that he did not know the right, the act or the fact subject to publicity, if the publicity formality was legally fulfilled.*

5. CONSIDERATIONS REGARDING THE SALES CONTRACT

Nicolae GRADINARU

Constantin Brâncoveanu University of Pitești

***Abstract:** The Civil Code no longer calls it sale-purchase, but only the sales contract. According to article 1650 of the Civil Code, the sale is the contract by which the seller conveys or, as the case may be, undertakes to convey to the buyer the ownership of a good in exchange for a price that the buyer undertakes to pay. A dismemberment of title or any other right may also be conveyed by sale. In addition to these regulations, which make up the “common law”, Romanian legislation also includes, in matters of sale and purchase, other rules, of a special character, applicable only to certain sales.*

6. THEORETICAL AND PRACTICAL CONSIDERATIONS ON THE NEW REGULATIONS FOR STRENGTHENING FINANCIAL DISCIPLINE ON CASH RECEIPTS AND PAYMENTS IN THE FIELD OF VIRTUAL CURRENCIES

Alina V. POPESCU

Constantin Brâncoveanu University of Pitești

***Abstract:** Europe and other countries around the world are under pressure from financial and social problems: inflation, rising commodity prices, energy crisis, climate crisis, armed conflicts, terrorist attacks, migration crisis. At the same time, the COVID - 19 pandemic has caused countries to incur unforeseen expenditure at very high levels, also not estimated. At European level, a Recovery and Resilience Mechanism was adopted as a temporary tool to implement reforms and investments at national level by each Member State. In this context, Romania had to adopt some fiscal-budgetary measures to ensure Romania's long-term financial sustainability. These new legislative provisions also include some measures to strengthen financial discipline on cash receipts and payments. The study aims to analyse how these new legislative regulations affect the virtual currencies market and how these legal rules should be related to the existing ones.*

7. CONSIDERATIONS REGARDING THE WORK PERFORMED OUT BY WORKERS FROM OUTSIDE THE EUROPEAN UNION ON THE TERRITORY OF ROMANIA

Maria Iuliana CEBUC

Laura-Filofteia PANOIU

Constantin Brâncoveanu University of Pitești

***Abstract:** The growing labour shortage in our country is prompting more and more companies to turn to importing employees from outside the European Union to develop their businesses. In this context, the issue of non-EU workers in Romania represents a complex subject of undeniable relevance and extreme importance for Romanian society. In this research, I aim to carry out an in-depth analysis, both theoretical and practical, of the current internal regulations concerning the conditions that employers must meet when hiring non-EU workers.*

8. WORK-LIFE BALANCE IN THE EU: LEGISLATIVE UPDATES AND COUNTRY COMPARISONS

Dalina-Maria ANDREI

Institute of Economic Forecasting, Romanian Academy

***Abstract:** The purpose of this paper is to examine work-life balance legislation within the European Union (EU), tracing its evolution and development from the initial proposal in 2019 to its obligatory enforcement by member states in 2022. Our research begins with an exploration of the early stages of policy formulation since 2017, revealing the key concepts and relevance of work-life balance in contemporary society. The paper contributes to existing knowledge by providing updates on the implementation status of the most recent Directive EU 2019/1158 in EU member states, based on the latest accessible information. In this way, we contribute to a better understanding of the European Union's work-life balance legislation and its updated perspectives across all 27 EU member states.*

9. MEASURING THE IMPACT OF A WRITER'S INFLUENCE ON OTHERS

Georgiana MÎNDRECI

Constantin Brâncoveanu University of Pitești

***Abstract:** Writers have always had influences on other writers regardless of the time frame, geographical, political or historical contexts in which they have written their works with clear consequence of such influences on generating wholly new creations, new styles or new techniques. The example in point chosen for discussion is that of J. D. Salinger and his influence on writers in general, and on Romanian writers in particular, with reference to important Romanian writers, such as Mircea Cărtărescu. Another aim of this paper is to offer some insight on the social and cultural contexts from the USA and Romania from the period of the novel's publication and respectively of the first Romanian translation in order to get a bigger picture of all the elements that contributed to the creation and perception of Salinger's novel as it is today.*

10. HOW CAN A HISTORICAL CONTEXT INFLUENCE THE RECEPTION OF A NOVEL?

Georgiana MÎNDRECI

Constantin Brâncoveanu University of Pitești

***Abstract:** The aim of this paper focuses on a brief account of the reception of J. D. Salinger's novel in Romania and a few snapshots of different translations of his literary masterpiece. Such an approach of these contexts has the advantage of deeply understanding the influences of the period in which Salinger lived and created his fiction, as well as those of the cultures receiving both the original work and its translations. The social, political and cultural contexts and their influences are relevant and important for profoundly understanding the reception of "The Catcher in the Rye" in Romania in the 1960s, the period of the Communist regime, which leads to better understanding the decisions and choices made by the Romanian translators of Salinger's fiction.*

11. DIGITALIZATION OF LOCAL PUBLIC ADMINISTRATION

Isabela STANCEA

Constantin Brâncoveanu University of Pitești

***Abstract:** To ensure the fastest and most efficient implementation of the digitization process a public administration in Romania, by Government Decision no. 89/2020, the Authority for the Digitization of Romania was organized and operates.*

The Authority for the Digitization of Romania, (ADR), is organized and functions as a structure with legal personality within the working apparatus of the Government and under the coordination of the Prime Minister, having the role of realizing and coordinating the implementation of strategies and public policies in the field of digital transformation and the information society.

SECTION 4. STRATEGIC MANAGEMENT AND ENTREPRENEURSHIP

1. INVESTIGATING VOLATILITY SPILLOVERS ON THE EMERGING STOCK MARKETS IN ASIA IN THE CONTEXT OF COVID-19 PANDEMIC

**Ion FLORESCU,
Petre Valeriu NINULESCU,
Mircea Laurentiu SIMION,
Gabriela Ana Maria LUPU (FILIP),**

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

***Abstract:** The major aim of this empirical research study is to investigate volatility spillovers on the emerging stock markets in Asia in the context of COVID-19 pandemic. The sample time interval includes the period from November 2019 to November 2023 which also covers the COVID-19 pandemic period, both pre/ before and post/ after sample periods. The econometric framework includes a series of applied models, as well as relevant statistical tests or methods.*

2. MANAGEMENT OF CRISIS SITUATIONS IN ORDER TO PROTECT THE HEALTH OF THE POPULATION. COMPARATIVE ANALYSIS SPANISH FLU VERSUS COVID 19

**Crenguța - Ileana SINISI,
National University of Science and Technology "Politehnica" Bucharest, Romania
Cătălina RAȚIU (ILIE),
"Valahia" University of Târgoviște, Romania**

***Abstract:** In this study the authors want to make a comparative analysis between the management of crisis situations generated by the Spanish Flu and the SARS-COV-2 virus (Covid-19) regarding the measures taken by the affected states to protect the health of the population. Consideration will be given to the evolution of each pandemic, following to establish both the similarities and the differences between them. It is also to be examined whether or not a crisis situation justifies taking extreme measures, such as, for example, restricting the rights and freedoms of citizens, forced internment. We want to prove that regardless of the historical period we refer to (1918 versus 2020) similarities exist both in terms of risk factors (occurrence, mode of transmission of the disease, and, symptoms, clinical manifestations), the essential differences being mainly given by the way of diagnosis and treatment.*

3. INTEGRITY OF HUMAN RESOURCES - FACTOR OF ORGANIZATIONAL PERFORMANCE

Bogdan STEFANESCU,
"Valahia" University of Targoviste, Romania
Cristina Gabriela VASCIUC (SÂNDULESCU),
"Valahia" University of Targoviste, Romania

***Abstract:** The objective of the article is to highlight the importance of integrity in Human Resource Management and to demonstrate how integrity can positively influence the performance of an organization. The article aims to provide an in-depth insight into the concept of HR integrity, emphasizing that it is not limited to compliance with laws, but also involves core ethical values such as honesty, transparency and respect. The article also aims to show how an integrity-based organizational culture can contribute to increasing employee morale and engagement, promoting diversity and fostering open communication, all of which ultimately lead to improved overall business performance. Integrity is not just about preventing corruption or fraudulent behavior; it addresses complex ethical dilemmas, building a culture of integrity. Integrity can inspire employees to perform better, win customer loyalty and attract investors. In the context of constant economic change, integrity plays an important role in managing change, promoting empathy and communication. The article therefore aims to highlight that human resource integrity is a key factor for the long-term success of an organization and for maintaining a positive reputation in its business environment.*

4. STRATEGIES FOR INCREASE STAFF RETENTION RATE IN THE HOTEL INDUSTRY

Iuliana PARVU
Cristina CIAMI,
"Spiru Haret" University of Bucharest, Romania

***Abstract:** The management of companies in the tourism industry is faced with the problem of the inability to retain staff, respectively with a high degree of staff turnover. This "movement" of personnel has directly negative effects on the companies' performance, because of the dissatisfaction of employees, the fact that they approach work in tourism as a temporary workplace, affects their desire to improve, affects the productivity level as well as, the company's financial performance. As a result, the managers of companies providing tourist services must have the ability to formulate strategies to retain staff and minimize the turnover rate of human resources. Analyzing the literature, we identified the fact that the pillars of effective strategies to increase the employee retention rate are the management style and employee motivation. Starting from these assumptions, the paper addresses the aspects related to the appropriate managerial behavior for the positive influence of the staff stability of a 4-star hotel in Mamaia Resort.*

5. IDENTIFICATION AND MANAGEMENT OF STRESS TRIGGERING FACTORS WITHIN THE ORGANIZATION

Georgiana - Tatiana BONDAC
"Valahia" University of Targoviste

***Abstract:** Stress is an emotional and physical state of tension that can come from either a situation or a thought that causes frustration, anger or nervousness and is the body's way of responding to these challenges. Identifying and managing stress triggers within an organization is a crucial part of managing human resources and promoting a healthy work environment. Workplace stress can affect employee health, productivity and the overall atmosphere in the organization. The article wants to answer the question "What are the stress triggers and how can they be managed?".*

6. TOOLS AND TECHNIQUES IN THE FIELD OF QUALITY MANAGEMENT

**Constanța POPESCU,
Elena-Cristina ION (STROE),**
"Valahia" University of Târgoviște, Romania

Abstract: *Quality management in schools is essential for ensuring effective education, for student and parent satisfaction, and for achieving educational goals. The implementation of a quality management system not only contributes to the achievement of educational objectives, but also to the creation of an educational environment that promotes the success and well-being of all parties involved. The article wants to answer the question "How important are tools and techniques in the field of quality management?".*

7. HISTORICAL LOOK AT THE PHILANTHROPY EVOLUTION IN THE PROVINCE OF QUEBEC, CANADA. POTENTIAL LINKS TO DONOR' LOYALTY IN THE TWENTY-FIRST CENTURY

**Karine GAREAU,
Doina MURESANU,**
Université du Québec en Abitibi-Témiscamingue, Québec, Canada
Benoit BOURGUIGNON,
Université du Québec à Montréal, Québec, Canada

Abstract: *The content of this paper is part of a larger research project, which main interest is the study of donor loyalty by focusing on the behavioral modeling of the philanthropic journey in a university environment. We assumed that we cannot understand the behavior of today's donors in the province of Quebec without looking back at the philanthropic past of this Canadian province. Thus, based on a literature review we identified a range of publications which were interested in the evolution of Quebec philanthropy. We have thus identified three main stages of this evolution. In the seventeenth century, philanthropy was notably deployed by the church, and it diversified over time with the contribution of wealthy businessmen, the "industrial knights" of the nineteenth century. In the last century, organizations that help the most deprived multiplied, and the role of the Quebec state became preponderant, especially after the 1960s, marked by the Quiet Revolution, a specificity of this corner of Canada. At the end of the 1980s, philanthropy was transformed. Some authors speak of the "new philanthropy" characterized by the arrival of a third actor between the government and community organizations: the private foundations. These major stages are differentiated by the scale of the contributions, by the entities involved, i.e., the church, the State, non-governmental organizations, private foundations or by the supported causes. We concluded that understanding donor loyalty in a given context should take into consideration above all the foundations of the presence of philanthropy in that particular place, namely the specificity of the history of the place, the culture, the link with the religious past, as well as the evolution of the structures involved in this activity.*

8. THEORETICAL REFERENCE MODELS OF CORPORATE SOCIAL RESPONSIBILITY

Cristina GANESCU,
"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *The research carried out with the aim of identifying the role of social responsibility of enterprises led to the outline of some theoretical reference models for the analyzed concept. They highlight that the responsibilities of companies go beyond simple economic and legal obligations and are increasingly oriented towards solving some problems of society, such as justice and social solidarity. The present work carries out a detailed analysis of these models, with the aim of highlighting the conceptual evolution of corporate social responsibility and some differences regarding the way corporate social responsibility is perceived and appreciated in different contexts.*

9. THE EVOLUTION OF THE LARGEST AMERICAN CORPORATIONS IN THE PERIOD 2018-2022

Sorin-George TOMA,
University of Bucharest, Romania
Dragoş TOHĂNEAN,
The Bucharest University of Economic Studies, Romania

***Abstract:** Multinational and transnational corporations constitute the main actors in most economies of the world, especially in developed economies such as the United States of America. The paper aims to analyse the evolution of the largest American corporations by their total revenues and profit in the period 2018-2022. The research is based on a qualitative method. The paper demonstrates that, in most cases, these corporations belong to some key domains, such as information and communications technology, pharmaceutical industry and healthcare services, banking and financial sector, and retailing. Also, it shows the total domination of Walmart, in the case of the largest American corporations by their total revenues, and of Apple, in the case of the largest American corporations by profit.*

10. INNOVATING IN THE DIGITAL ERA: HOW DIGITALIZATION SHAPES ORGANIZATIONAL PERFORMANCE

Dragoş TOHĂNEAN,
The Bucharest University of Economic Studies, Romania
Sorin-George TOMA,
University of Bucharest, Romania

***Abstract:** This study explores the transformative impact of digitalization on organizational performance, with a specific focus on Romanian tech giants, Bitdefender and UiPath. In an era where digital innovation is pivotal, this research examines how these leading companies have leveraged digital technologies to innovate, grow, and enhance their competitive edge. Utilizing a comparative case study approach, the article delves into the distinct strategies employed by Bitdefender in the cybersecurity sector and UiPath in the field of robotic process automation, highlighting how digitalization can lead to varied paths of business model innovation and performance enhancement. The study employs a mixed-method analysis, combining quantitative performance metrics with qualitative insights from industry experts and internal stakeholders. Findings reveal that digital innovation not only propels operational efficiency and market expansion but also fosters a culture of continuous improvement and adaptability. The article contributes to the broader understanding of digital transformation in emerging European tech markets, offering valuable insights for both practitioners and scholars interested in the intersection of technology, innovation, and organizational success.*

11. THE QUALITY STANDARDS APPLIED IN HUMAN RESOURCES ACTIVITY

**Laura PANOIU,
Alexandrina SIRBU,**
"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *Quality is a concept that is becoming more and more actual in conditions of fiercer competition in a market economy, where consumers are more selective in choosing organizations that can offer solutions for their needs and crises of a socio-political, military, or health nature affecting humankind. In this context, the application of quality principles and standards is necessary to improve overall organizational performance by properly using all resources, inclusive human resources (HR), at the best costs in order to ensure an adequate level of confidence that all requirements are fulfilled. Nowadays, quality culture has become an important part of organizational culture, and this is why human capital development within an organization is also related to quality systems. This paper aims to argue the need but also the effectiveness of quality management requirements in HR activity, starting from the requirements set into international standards ISO 9000 with an analysis of a collection of case studies based on a qualitative methodology. Although ISO 9001 doesn't specifically address HR activities, it does have implications for HR functions within an organization, at least as regards communication, competence and training, performance evaluation, customer focus, risk management, legal compliance, documented processes and continuous improvement.*

12. THE IMPACT OF CULTURE IN INTERNATIONAL BUSINESS NEGOTIATIONS

Iuliana TALMACIU,
"Constantin Brâncoveanu" University of Pitești, Romania

Abstract: *In the context of integration, regionalization and globalization, negotiation is an essential component for the successful conduct of international business in a multicultural environment. The aim of the paper is to analyze the role of national culture, and especially that of cultural differences, in the negotiation process in international business. The research method is the analysis of specialized literature on the relationship between national culture and negotiation, especially in the conditions of the ever-growing importance of international business negotiations. To be successful in business negotiations with partners from different cultures, it is essential to identify and understand cultural similarities and differences. National culture has a significant influence on international business negotiations and can affect how parties interact, communicate and make decisions in international business.*

13. THE IMPORTANCE OF SUSTAINABILITY FOR SMES

Iuliana CIOCHINA,
"Constantin Brancoveanu" University of Pitesti, Romania

Abstract: *SMEs are of great importance to the health and stability of the global economy, through their contribution to national growth and employment, and are represented in both developed and developing countries. In terms of major changes in the international business environment, promoting the successful integration of sustainability principles is vital for their survival in today's market. In recent years, SMEs have started to implement sustainability objectives and practices to mitigate the effects of climate change, but also to gain a competitive advantage in markets affected by repeated crises. Competitiveness requires an efficient allocation of resources and increased productivity. Sustainability consists of three independent aspects: economic, social-cultural and environmental. Sustainability implies optimal use of resources, minimising negative social-cultural and environmental impacts, maximising benefits to local communities and conserving available resources. At the same time, as a natural consequence, sustainability also refers to the management structures needed to achieve these goals. Promoting sustainability can become an opportunity for SMEs, as consumers are more likely to choose those that successfully promote their sustainability initiatives.*

14. THE IMPACT OF ROBOTS AND AUTOMATION ON THE WORKFORCE

Carmen RĂDUȚ,
"Constantin Brancoveanu" University of Pitesti, Romania
Teodor-Ștefan ȚUPU,
Software Quality Assurance at MindGeek

***Abstract:** The global economy is experiencing a profound and revolutionary transformation in the way production and service delivery are carried out, due to the rapid advance of robotics and automation technology. Through extensive data analysis and case studies on the topic, topics such as job automation and changes in human resource skill requirements are explored. Strategies for adapting to this evolution on the part of governments and organizations are also addressed, with the aim of managing the transition to an economy based on robotic technology and fully exploiting the benefits brought by this technological development.*

15. THE APPLICATION OF ROBOTICS IN EDUCATION

Camelia VECHIU,
Gianina NEGRĂU,
"Constantin Brancoveanu" University of Pitesti, Romania

***Abstract:** According to the recommendations that can also be found in the documents of the European Commission and the OECD (Organization for Economic Cooperation and Development), Robotics is the best way for today's students to prepare for the professions of the future that will be based on advanced physical-cybernetic systems (robots, drones, 3D printers). The scientific research of the last years has demonstrated that robotics is an important resource that can be useful in the learning process for several subjects in pre-university education. Our work proposes a set of methods and strategies for applying educational robotics in the school curriculum. We present the practical steps for creating creative lessons in science, foreign languages, information technology classes. Robotics can represent an important tool aimed at discovering and solving the main problems related to learning (frustration, inattention), thus supporting both students and teachers.*

16. EFFICIENT METHODS OF RESOLVING CONFLICTS AT WORK

Alin Adrian DINCĂ,
Bianca Cristina (PROCOPIU) VOICULESCU
Mihaela (MUȘETOIU) GEORGESCU,
"Valahia" University of Târgoviște, Romania

***Abstract:** Conflict management is a process of identifying and resolving disputes in a fair and effective manner. It involves the use of different conflict management styles and strategies to minimize the potential negative impacts that may arise from disagreements and increase the chances of a resolution. Effective dispute resolution benefits employee well-being and the financial health of the organization. Unresolved conflicts can hinder productivity and affect team dynamics. Effective conflict resolution helps maintain a positive work environment, promotes collaboration, and ensures that problems are resolved before they escalate. As a leader/manager, the individual is responsible for promoting healthy conflict resolution and creating a safe and productive work environment for employees. classes. Robotics can represent an important tool aimed at discovering and solving the main problems related to learning (frustration, inattention), thus supporting both students and teachers.*

17. THE INFLUENCE OF COMMUNICATION STYLES IN ORGANIZATIONAL CONFLICTS

Maria-Elena GHEORDUNESCU,

"Constantin Brancoveanu" University of Pitesti, Romania

Andrei POSEA,

Profesor. Ph.D. Școala Gimnazială Tudor Vladimirescu Dragașani, Romania

***Abstract:** Within many organizations, the issue of conflict prevention and management is both fundamental and sensitive at the same time. The daily interaction between its members has the potential for antagonisms and disagreements that can sometimes trigger wider conflicts. Between getting along and conflict stands communication, which has the vital role of maintaining professional relationships at a functional and, why not, synergistic level. The present work is based on quantitative research in which the perception of conflict at an organization level, the behavior of individuals in conflicting situations, the causes of conflict, methods and strategies used to avoid and manage conflict, and also the typology of conflicts were highlighted in order to better understand the communication styles used by the members of an organization.*

18. THE SIGNIFICANCE OF HUMAN RESOURCES ASSESSMENT AT THE ORGANISATION LEVEL

Liliana – Victoria Gherman

Constantin Brancoveanu University

***Abstract:** Performance assessment is about checking the professional skills, knowledge and abilities of human resources in an organisation. For the organization, the objective assessment of staff is reflected in the efficiency of the work carried out and the optimisation of decisions, and for the employee it is the knowledge of their own performance. The assessment also looks at the ability of human resources to assume the responsibilities of the job description, to overcome difficulties by identifying appropriate methods, and also at behaviour at work. At the same time, the results achieved can be compared with the objectives and requirements of the job.*

19. THE MANAGEMENT OF REAL ESTATE RETROCESSION AFTER 1990

Ph.D. student Mircea (Popescu) Elena Florentina

***Abstract:** In a system based on the recognition of fundamental rights and freedoms and built on the foundations of a market economy, private property must constitute the dominant form of ownership. Based on this consideration, this paper aims to analyse the way in which immovable property retrocession was carried out in Romania after 1989. In this regard, the analysis started from the historical perspective of the phenomenon to create an overall picture of the property system in Romania, and then focused on the legislative framework specific to retrocession. It is to be noted that the success of the entire process stumbled upon the need for financial reforms, reforms which had to take into consideration the amount of state resources to complete the restitution process.*

SECTION 5. MARKETING AND TOURISM

1. MARKETINGUL CA INSTRUMENT AL DEZINFORMĂRII ÎN ONLINE

Elena ENACHE
Cristian MOROZAN

"Constantin Brâncoveanu" University of Pitești, Romania

***Abstract:** The topic of disinformation is not new in itself. However, the intensity of the phenomenon is different today. We find it in any debate where the possibility of deliberate misrepresentation creeps in. The controversial topics subject to this risk are very numerous, but the most frequently encountered are war, religion, ideology, climate change and the pandemic. The crises generated by them in the last three years have provided the perfect opportunity to amplify the power of the false narrative.*

2. CONCEPTUAL APPROACHES REGARDING FINANCIAL MARKETING: IMPLICATIONS AND PERSPECTIVES

Ramona BIRĂU

Faculty of Economic Science, University Constantin Brâncuși, Tg-Jiu, Romania

Roxana-Mihaela NIOATA, (CHIREAC)

Robert Dorin FILIP

Gabriela Ana Maria LUPU (FILIP)

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

***Abstract:** The main of this research paper is to provide a conceptual approach regarding financial marketing based on implications and perspectives. Financial marketing aims to achieve major objectives such as satisfying customer needs through the optimal quality of products and services provided, as well as maximizing profit. Moreover, the variability of services is important, as an important role is played by personalization or individualization of financial services. The interactive marketing also contributes to the achievement of business goals. The importance of financial marketing derives from the need to identify a way of orientation or sustainable perspective of the financial institution's activity.*

3. THE ROLE OF DIGITAL MARKETING IN THE ENTREPRENEURIAL MANAGEMENT

Iuliana PÂRVU

Cristina CIAMI

"Spiru Haret" University of Bucharest, Romania

***Abstract:** Technological development has marked major milestones in the history of marketing since its inception. The advent of the printed text, radio, television and now the Internet are all major technological breakthroughs that "wrote" the history of marketing and the way in which communication takes place between companies and actual or potential customers. The Internet, software applications, and devices that allow people to easily and quickly connect both online and individually, anytime, anywhere, and anyway are causing everything that promotion meant before this moment to lose its relevance and impact. This paper addresses relevant aspects related to the structure and content of a digital marketing strategy adapted to the needs of a small company in the field of food and beverage services. The paper is useful for theorists and practitioners in the field of entrepreneurial management.*

SECTION 6. SOCIAL AND EDUCATIONAL POLICIES

1. EFFECTIVE MANAGEMENT TECHNIQUES IN ROMANIAN SCHOOLS

Camelia RIZEA

Constantin Brancoveanu University of Pitesti

Abstract: *Managing an educational institution nowadays involves a multifaceted approach that encompasses various aspects of administration, leadership and education. Effective school management is crucial to create a positive learning environment and improve educational outcomes for various stakeholders, including students, teachers, parents, administrators and policymakers. Romanian educational policies have evolved over the years to address the country's changing educational needs and align with international standards. The present paper focuses on the presentation of various techniques and strategies that can greatly contribute to effective school management, which can be applied in all Romanian educational institutions.*

2. DEVELOPMENT OF THE EDUCATIONAL ENVIRONMENT THROUGH COACHING IN TECHNOLOGICAL COLLEGES

Florentina GASPAR

University of Economic Studies

Abstract: *Colleges of technology play an important role in the education and training of young people who want to specialize in a technological field. Currently, the educational environment of technological colleges faces various challenges and opportunities*

To meet these challenges and take advantage of the opportunities offered by the development of technology and the digital economy, an innovative approach and close collaboration between educational institutions, companies and other stakeholders are needed.

Coaching can be effective in stimulating communication and personal development both of students from technological colleges, as well as of institutions, companies and other partners. Through coaching, students can be encouraged to develop communication skills and explore their potential, which can lead to increased confidence and motivation.

Student assistance by mentors and coaches can be essential in the educational environment of technology colleges, where students may have difficulty understanding and applying technical concepts. Mentors and coaches can provide individualized support and help identify and resolve learning issues. They can also provide guidance and recommendations to help students achieve their learning goals.

The current educational environment of technology colleges can be improved by stimulating communication and student assistance by mentors and trainers/coaches. They can provide support and direction to students in their professional and personal development, which can help improve the quality of learning and prepare them for their future careers in technology.

3. USE OF ARTIFICIAL INTELLIGENCE TOOLS IN EDUCATION

Delia TESELIOS

Constantin Brancoveanu University of Pitesti

Abstract: *Although the term Artificial Intelligence (A.I.) was first used in 1956 by the American computer scientist John McCarthy, in 1950 Alan Turing designed a test to determine if a machine could imitate human intelligence. Since then, remarkable progress has been made in AI research and development. Notions such as Big Data, Machine Learning, Deep Learning and Natural Language Processing (NLP) are closely related to the evolution of A.I. technology, areas of applicability including health, financial services, banking, e-commerce, marketing, education, industry, agriculture, travel and hospitality, etc. This paper presents an analysis of how the Chat Generative Pre-trained Transformer can be integrated into both pre-university and university education systems in an efficient and appropriate way, contributing both to the improvement of the learning process and to reducing the teachers' work volume.*

4. PUBLIC POLICY SUPPORT TOWARDS ACTIVE AGING IN ROMANIA

Simona MIHAIU

Simona Maria STANESCU

Research Institute for Quality of Life, Romanian Academy

Abstract: *Current international demographic tendencies include aging of the population alongside decrease of population, low fertility rate and massive migration. Active aging as worldwide goal reshape public policies in terms of labour participation of seniors as well as access to health and care public facilities. In terms of structure, firstly, the paper overviews the main social regulations with impact on elderly condition both at European Union's level as well as at the national one. Secondly, the literature review emphasises different aspects of elderly's quality of life. Last but not least, we compare the situation in Romania with other EU member states using secondary analysis using Eurostat data base. Statistical information available from the Romanian National Institute of Statistics will also be proceed. Research outcomes of the paper allow further social policies adjustments in line with worldwide support towards active aging.*

5. BUILDING AN INCLUSIVE FUTURE: ENSURING QUALITY EDUCATION AND PROMOTING LIFELONG LEARNING OPPORTUNITIES

Nicoleta Aura ALECSANDRESCU

Valahia University of Târgoviște

Abstract: *The article is based on a holistic approach to the educational process, focusing both on ensuring the quality of education and expanding learning opportunities at different stages of life. It explores strategies and initiatives aimed at increasing the quality of education. This may involve evaluating and revising curricula, training and developing teacher development, implementing innovative educational technologies, and adopting effective evaluation and monitoring methods. At the same time, the article addresses the ways in which education can transcend conventional boundaries, providing opportunities for lifelong learning: developing training and retraining programs for adults, facilitating access to online educational resources, as well as promoting a culture of continuous learning within communities. Another key aspect could be the development of educational policies and practices that support inclusiveness and equity in access to education. This could involve addressing disparities in access to educational resources, removing financial and geographic barriers, and creating an inclusive educational environment for all categories of students. It also looks at the long-term impact of quality education and lifelong learning opportunities on society and the economy, which can reduce social inequalities, stimulate innovation and contribute to the development of a better-trained workforce and adaptable.*

6. IDEOLOGY AND PROSPERITY

Sebastian ENE

Constantin Brancoveanu University of Pitesti

Abstract: *The article sets out to analysed how the ideologies adopted by various countries have led them to prosperity. Also, how states with wrong ideologies fail to prosper economically an socially despite being naturally endowed. It is analysed the consequences of bad policies from an ideological perspective.*

7. THE IMPACT OF FAMILY POLICIES IN ROMANIA: EVIDENCE FROM FERTILITY DYNAMIC 1990-2022

Simona Maria STANESCU

Research Institute for Quality of Life, Romanian Academy

Mariana BĂLAN

Hyperion University

Abstract: *Decreased population all over the world impose new social policy answers to many public questions such as who is going to support long term public pension related cost. Increase aging as well as active aging are two sides of the same coin pushing forward the question of fragile equilibrium with the new born ones. The postponement of having the children is challenged nowadays by multiple interlinked factors such as career development, housing issues, or even postponement of marriage itself and coexistence of alternative couple's relationships. The paper is focus on the research question: to what extend the current family related social policies in Romania impacted on fertility rate dynamic. The period 1990-2022 is analysed from both the perspective of relevant national regulations adopted in the field as well as from the statistic perspective. Paper scientifically contribute to the current debate on more suitable policy solutions to increase fertility.*

8. EDUCATION FOR SUSTAINABLE DEVELOPMENT – A PRIORITY FOR CURRENT EDUCATION

Alina VOICULET

Constantin Brancoveanu University of Pitesti

***Abstract:** Education for Sustainable Development is a priority, and not a fad, it is related to the progress of a set of knowledge, skills and attitudes necessary for all of us, while contributing to the development of critical thinking, the ability to face new global challenges. Young generations must understand how important rational behaviour is in the context of unlimited needs and limited resources, against the background of the alarming population growth, especially in poor countries. In order to make young people aware of the sometimes irrational effects of their actions, we should, first of all, educate them in this regard. Students, as future adults, must master certain concepts about sustainability, in order to be able to identify them in everyday life, because otherwise, without sustained effort, there is the possibility of irrecoverable deterioration of living conditions and quality of life for all of us. but especially for generations to come.*

9. THE LINK BETWEEN NUMBER OF STUDENTS AND REAL GDP GROWTH RATE IN ROMANIA

Mihaela SAVU

Constantin Brancoveanu University of Pitesti

***Abstract:** The paper aims to present the link between number of students and real GDP growth rate. Using correlation and regression, two statistical methods for highlighting the link between variables, we analyze the existing relationship between number of students and real GDP growth rate at the level of the Romanian economy, over a period of 12 years (2010 – 2022). The analysis of the two indicators is carried out with the help of the Excel spreadsheet program, Data Analysis. The results provided by Excel after entering the values recorded by number of students and real GDP growth rate demonstrate that there is a positive relationship between these indicators.*

SECTION 7. SPECIAL SECTION FOR STUDENTS (BACHELOR AND MASTER)

1. CARRERS SUCCES AND SELF-ESTEEM

**Daria BUCUR
Diana MOISEVICI**

Colegiul Economic „ Ion Ghica” din Târgoviște

***Abstract:** People clearly differ in how they con- stue and evaluate their career success. In addition, the elements that lead to the experience of career success tend to evolve over time. In light of the considerable time, effort, and self-concept many people invest in their careers, the degree of success they realize in this domain is highly consequential.*

2. THE IMPORTANCE OF HUMAN RESOURCES PLANNING WITHIN THE "DUNAREA BRAILA" PUBLIC UTILITIES COMPANY

Oana-Cristiana SEREA (MOCANU)

Constantin Brancoveanu University of Pitesti

***Abstract:** In the conditions of the accelerated changes of the market, the uncertainty given by the frequent changes of the legislation and staff turnover, and taking into account the extensive development projects implemented by „Dunărea Brăila” Public Utilities Company, it is all the more important to plan human resources and adopt a strategy that takes into consideration as many influencing factors as possible. From early retirement or in case of illness, leaves for raising children or without pay, and up to the availability on the local labor market of well-trained people, all must be provided for the adaptation of the company to the new conditions, in order to achieve it’s objectives.*

3. RECRUITING IN TIMES OF CHANGE

Panțuru Simona Mihaela

***Abstract:**Practicing efficient and high performance management at all levels cannot be achieved without competent human resources, strongly motivated towards performance. This presentation reflects the steps taken in the field of human resources by The National Natural Gas Transport company-Transgaz S.A. Mediaș, the society in which I am employed!*

4. PARTICULARITIES OF MANAGEMENT FUNCTIONS IN THE PRIVATE SECTOR

Țufurin I. Constantin –Sorin,

Constantin Brâncoveanu University of Pitesti

***Abstract:**Management is also essential in the private sector for the smooth running of the company, responsible for planning, organization, leadership and control. Management in business organization can influence a company's ability to adapt to market conditions and hold a strong market position in the long term. Managers develop objectives, strategies and plans, ensuring the efficient use of resources, the achievement of strategic objectives and the sustainable growth of the business. Success in the private sector depends largely on the ability of organisations to remain flexible, innovative and adaptable to rapid changes in the business environment. Managers need to embrace the challenges and opportunities specific to this sector, building sound strategies, fostering a culture of innovation and constantly adapting to remain competitive and relevant in the marketplace.*

5. THE ROLE OF THE ACCOUNTING MANAGER WITHIN AN ORGANISATION

Derioiu Paul Florin

Constantin Brâncoveanu University

***Abstract:** In my thesis, I have set out to address topics such as: The importance of accounting information for decision-making processes; The competencies and skills required for an effective manager; Leadership qualities and their impact on managerial efficiency; The decision-making process and its influences; The functions and responsibilities of an accounting manager; A case study where I will present and analyze a national or international accounting manager.*

6. The Uniqueness of Japan's Economic Development

Banica Madalina

Constantin Brâncoveanu University

***Abstract:** This paper investigates the unique phenomenon known as the "Japanese Miracle" and analyzes the factors that contributed to Japan's remarkable economic development in the 20th and early 21st centuries. In a global context, Japan has managed to achieve exceptional economic performance, marking itself through technological innovation, distinct management model, and adaptability to international economic changes.*

The Japanese Miracle: Analysis of Japan's postwar economic development and periods of rapid growth, as well as the social and cultural transformations associated with this phenomenon.

Traditional Japanese Values: Investigating cultural influence on economic decisions and how traditions have shaped organizational mindsets and business strategies.