



The Sixth Edition of the International Conference

"Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions" (ISEG 2023)

Online Conference Program

26th May 2023

The scientific papers will be presented on 26^{th} May 2023, based on the following schedule.

Section: Marketing & Management

Conference session link:

https://conf.bbb.unitbv.ro/mon-kgz-i17-d5q

Cha	irs:		
			08:30
	Ştefan BULBOACĂ (Transilvania University of Brașov)		
y.c.	Stefan BULBOACĂ	Understanding the Modern Learner – From	
1	(Transilvania University of	Young Adults to Mature Learners: A Study on	08:40
	Brașov)	Motivational Factors and Challenges in Online	
	Adriana TULBURE	Course Consumption	
	(Transilvania University of		
	Brașov)		
	Claudia CORREA GARCÍA	An Approach on Gender Equality for Sustainable	
2	(Transilvania University of	Development in the 21st Century	08:50
	Brașov)		
	Bianca TESCAŞIU		
	(Transilvania University of		
	Brașov)		
	Ioana ȚURCAȘ	Romanian Traditional Food – A Tool to Increase	
3	(Transilvania University of	the Visibility of the Country	09:00
	Brașov)		
	Marina COVALENCO	Direct Marketing in Romanian Healthcare	00.40
4	(Transilvania University of	Market	09:10
	Brașov)		
	Codruţa Adina BĂLTESCU		
	(Transilvania University of Brașov)		
	Monica GRIGOROIU	Impact of An Extra-Curricular Intervention	
5	(Transilvania University of	Programme to Reduce Inequalities Among	09:20
	Brașov)	Disadvantaged Pre-school Children	03.20
	Monica GRIGOROIU	Strategic approach to sustainable development	
6	(Transilvania University of	principles in education marketing	09:30
	Brașov)		
	Cristina ȚURCANU		
	, (Transilvania University of		
	Brașov)		
	Cristina IONESCU	Optimization of the Strategic Management	
7	(Valahia University of Târgoviște)	Process at the Level of the Economic Entity	09:40
	Cătălin Vasile IORDACHE	The Technological Impact on the	00.50
8	(Valahia University of Târgoviște)	Contemporaneous World	09:50
9	Georgiana MANEA (Transilvania University of	Inbound vs Outbound Marketing in The Field of	10.00
9	(Transilvania University of Brașov)	Legal Services	10:00
	Ana Alexandra MOCANU	A Brief Analysis of the Circular Economy in	
10		Romania, With a Particular Focus on Waste	10:10
		Prevention and Reduction Programs	

	(Transilvania University of Brașov) Gabriel BRĂTUCU		
	(Transilvania University of Brașov)		
11	Adina Letiția NEGRUSA (Babeș-Bolyai University) Oana-Ruxandra BODE (Babeș-Bolyai University)	The Influence of Residents' Disposal Income Upon Tourism Consumption – A Comparative Study for Central and South Easter Countries	10:20
12	Anișoara Elena PAVELESCU (Valahia University of Târgoviște)	Challenges and Perspectives in Romanian Economic Higher Education	10:30
13	Bogdan Mihai PRODEA (Transilvania University of Brașov) Cristinel Petrișor CONSTANTIN (Transilvania University of	The Opportunities of New Technologies for Digital Marketing Strategy: How Can Augmented Reality Enhance the User Experience and Brand Success	10:40
14	Braşov) Adina Raluca SIBIAN (Transilvania University of Braşov) Elena-Nicoleta UNTARU (Transilvania University of Braşov)	Interpretation and Its Role in the Sustainable Development of Tourist Destinations	10:50
15	Anita Cornelia SZAKAL (Transilvania University of Brașov) Gabriel BRĂTUCU (Transilvania University of Brașov)	Influencer Marketing: A Qualitative Study on the Content Posted on Social Media	11:00

Section: Finance, Trade & European Law

Conference session link:

https://conf.bbb.unitbv.ro/mon-tyn-vgk-wjm

Cha	airs:		
Letiția ANDRONIC (Transilvania University of Brașov)			08:30
Adrian Gabriel ENESCU (Transilvania University of Brașov)			
	Gabriela CIURARIU	Financing Romanian Companies – Possibilities	
1	(Gheorghe Asachi Technical	and Restrictions	08:40
	University of Iași)		
	Dragoș DINCĂ	Schengen Membership – A Door for Emigration?	
2	(University of Bucharest)	Lessons for Romania and Bulgaria	08:50
	Asmaa EL-NASER	Public Debt, Institutional Quality and Economic	
3	(Transilvania University of	Growth in EU Countries in the Aftermath of	09:00
	Brașov)	COVID-19 and War-Induced Crisis	
	Adrian Gabriel ENESCU	Exploring the Influence of Behavioral Finance on	
4		Stock Market Investments	09:10

(Transilvania University of Brasov & Institute for Economic Forecasting, Romanian Academy) Daimi Fonseca HERNANDEZ (Transilvania University of Brasov & Institute for Economic Forecasting, Romanian Academy) Brenda Andreea MUSA (Transilvania University of Brasov) Camelia NEGRI Political Trust, Democracy and Perceptions Regarding the COVID-19 Pandemic in Europe Brasov) Diana NETCU (Transilvania University of Brasov) Maria-Delia OLTEAN (Transilvania University of Brasov) Maria-Delia OLTEAN (Transilvania University of Brasov) Monica RĂILEANU-SZELEŞ (Transilvania University of Brasov) Tai LA VAN (University of Technology - VNU HCM) Dao HA THI THIEU (Banking University HCMC) Phuc, TRAN THIEN (Institute of European Studies) Vitalij Viktorovych SERZHANOV (Institute of European Studies) Vitalij Viktorovych SERZHANOV (Irransilvania University of Brasov) Monica RĂILEANU-SZELEŞ (Transilvania University of Brasov) & Inefficiencies of Efficient Market Hypothesis (Irransilvania University of Brasov) A Comparative Analysis of the Agricultural Sector of European Studies) Vitalij Viktorovych SERZHANOV (Institute of European Studies) Vitalij Viktorovych SERZHANOV (Insti			T	1
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Braşov Ioana NETCU The Role of Green Finance on Economic Growth, Renewable Energy and CO2 Emissions: Evidence Braşov From the European Union (Transilvania University of Braşov) A Comparative Approach to the European Union Education Policies 10:00 Braşov A Institute for Economic Forecasting, Romanian Academy Tai LAI VAN (University of Technology - VNU HCM) Dao HA THI THIEU (Banking University HCMC) Phuc, TRAN THIEN Vladimir RISTANOVIC (Institute of European Studies) Vitalij Viktorovych SERZHANOV (Institute of European Studies) Genia Iulia TABĀRĀ Inefficiencies of Efficient Market Hypothesis 10:30 Braşov & Institute for Economic Forecasting, Romanian Academy) Alexandra ZAMFIRACHE (Transilvania University of Braşov) Alexandra ZAMFIRACHE (Transilvania University of Braşov) Georgiana MANEA Georgiana MANEA Personal Brand – Elements in the Management of Judicial Communication 10:50	7			00.40
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& Institute for Economic Forecasting, Romanian Academy) Alexandra ZAMFIRACHE (Transilvania University of Braşov) Georgiana MANEA Transilvania University of Of Judicial Communication We have a substitute for Economic Su		•		
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		Georgiana MANEA	Personal Brand – Elements in the Management	
Brașov)	14	(Transilvania University of	of Judicial Communication	10:50
		Brașov)		

Section: Economics

Conference session link:

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Cha	airs:		
Mărioara IORDAN (Institute for Economic Forecasting, Romanian Academy)			08:30
Mil	Mihaela SIMIONESCU (Institute for Economic Forecasting, Romanian Academy &		
Uni	iversity of Bucharest)		
	Mariana BĂLAN	International migration and economic	
1	(Institute for Economic Forecasting, Romanian Academy)	cycles. Comparative analyses	08:40
	Mariana BĂLAN	Economic cycles and demographic	
2	(Institute for Economic Forecasting, Romanian Academy)	changes. Comparative analyses	08:50
	Brînduşa Mihaela RADU		
	(Institute for Economic Forecasting, Romanian Academy)		
	Alexandra-Nicoleta CIUCU	Analysis of Inequalities Through the Lens	
3	(Institute for Economic Forecasting,	of the Member States of the European	09:00
	Romanian Academy)	Union	
	Dalina-Maria ANDREI	Energy Consumption and Economic	
4	(Institute for Economic Forecasting, Romanian Academy)	Growth Nexus in European Union	09:10
	Mărioara IORDAN	Issues of Economic Resilience in the	
5	(Institute for Economic Forecasting,	Romanian Regions and Counties	09:20
	Romanian Academy)		
	Mihaela-Nona CHILIAN		
	(Institute for Economic Forecasting,		
	Romanian Academy)		
	Ion GHIZDEANU		
	(Hyperion University Bucharest)		
	Mihaela SIMIONESCU	The UK Unemployment Rate and Brexit. An	
6	(Institute for Economic Forecasting,	Evaluation Based on the Synthetic Control	09:30
	Romanian Academy & University of	Method	
	Bucharest)		