



Transilvania  
University  
of Brasov  
FACULTY OF ECONOMIC SCIENCES  
AND BUSINESS ADMINISTRATION



*Romanian Academy  
Institute for Economic  
Forecasting*

# The Sixth Edition of the International Conference

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

## Online Conference Program

26<sup>th</sup> May 2023

The scientific papers will be presented on 26<sup>th</sup> May 2023, based on the following schedule.

### Section: Marketing & Management

Conference session link:

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

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

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

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

	<p><i>(Transilvania University of Braşov)</i></p> <p>Monica RĂILEANU-SZELEŞ  <i>(Transilvania University of Braşov &amp; Institute for Economic Forecasting, Romanian Academy)</i></p>		
5	<p>Daimi Fonseca HERNANDEZ  <i>(Transilvania University of Braşov)</i></p>	Comparative Analysis of the Agricultural Sector of European Countries with Cuba	09:20
6	<p>Brenda Andreea MUŞA  <i>(Transilvania University of Braşov)</i></p>	From Opportunity to Challenge in European Funded Projects in Romania. A Perspective of the Beneficiaries	09:30
7	<p>Camelia NEGRI  <i>(Transilvania University of Braşov)</i></p>	Political Trust, Democracy and Perceptions Regarding the COVID-19 Pandemic in Europe	09:40
8	<p>Ioana NETCU  <i>(Transilvania University of Braşov)</i></p>	The Role of Green Finance on Economic Growth, Renewable Energy and CO2 Emissions: Evidence from the European Union	09:50
9	<p>Maria-Delia OLTEAN  <i>(Transilvania University of Braşov)</i></p> <p>Monica RĂILEANU-SZELEŞ  <i>(Transilvania University of Braşov &amp; Institute for Economic Forecasting, Romanian Academy)</i></p>	A Comparative Approach to the European Union Education Policies	10:00
10	<p>Tai LAI VAN  <i>(University of Technology - VNU HCM)</i></p> <p>Dao HA THI THIEU  <i>(Banking University HCMC)</i></p> <p>Phuc, TRAN THIEN</p>	The impact of Fintech on Financial Inclusion in a developing country, the case of Vietnam	10:10
11	<p>Vladimir RISTANOVIC  <i>(Institute of European Studies)</i></p> <p>Vitalij Viktorovich SERZHANOV  <i>(Institute of European Studies)</i></p>	How Much Does EU Membership Affect Trade Directions? Experiences of New EU Members	10:20
12	<p>Genia Iulia TABĂRĂ  <i>(Transilvania University of Braşov)</i></p> <p>Monica RĂILEANU-SZELEŞ  <i>(Transilvania University of Braşov &amp; Institute for Economic Forecasting, Romanian Academy)</i></p>	Inefficiencies of Efficient Market Hypothesis	10:30
13	<p>Alexandra ZAMFIRACHE  <i>(Transilvania University of Braşov)</i></p>	Business for Sustainable Development	10:40
14	<p>Georgiana MANEA  <i>(Transilvania University of Braşov)</i></p>	Personal Brand – Elements in the Management of Judicial Communication	10:50

## Section: Economics

Conference session link:

<https://conf.bbb.unitbv.ro/mon-igy-cel-b6b>

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