



Transilvania
University
of Brasov
FACULTY OF ECONOMIC SCIENCES
AND BUSINESS ADMINISTRATION



*Romanian Academy
Institute for Economic
Forecasting*

The Seventh Edition of the
International Conference
“Inclusive and Sustainable Economic
Growth. Challenges, Measures and
Solutions” (ISEG 2024)

Online Conference Program

11th October 2024

The scientific papers will be presented on 11th October 2024, based on the following schedule.

Section I: Sustainability, Environment, and Economic Development

Conference session link:

<https://conf.bbb.unitbv.ro/rooms/fet-87j-4qo-wfk/join>

Chairs: Albu Lucian-Liviu, (<i>Institute for Economic Forecasting, Romanian Academy</i>) Răileanu Szeles Monica (<i>Transilvania University of Braşov and Institute for Economic Forecasting, Romanian Academy</i>) Enescu Adrian (<i>Transilvania University of Braşov</i>)			9:00
1	Kha NGUYEN (<i>Ho Chi Minh University of Banking, Vietnam</i>) Kim NGUYEN (<i>University of Sheffield, England</i>)	CEO Characteristics and ESG Investments – Does Financial Literacy and Trust Matter?	9:15
2	W. A. Amir ZAL (<i>Institute for Poverty Research and Management - InsPeK, Universiti Malaysia Kelantan</i>)	The 360-Degree Poverty Mapping as an Alternative to Multidimensional Poverty to End Malaysian Poverty	9:30
3	Thi Yen LE (<i>Ha Noi Architectural University, Vietnam</i>)	Adaptive Capacity of Smallholding in the Context of Agricultural Tourism Development in Vietnam	9:45
4	Ha Thi Thieu DAO (<i>Ho Chi Minh City University of Banking, Ho Chi Minh, Vietnam</i>) Huynh Hien HAI (<i>Foreign Trade University, Ho Chi Minh campus, Ho Chi Minh, Vietnam</i>)	Factors Impact on the Economic Growth in ASEAN Countries: The Moderating Role of Climate Factors	10:00
5	Marioara IORDAN (<i>Institute for Economic Forecasting, Romanian Academy</i>) Mihaela-Nona CHILIAN (<i>Institute for Economic Forecasting, Romanian Academy</i>)	Demographic Trends by Socio-Economic Groups in the EU27 Member States	10:15
6	Mihaela SIMIONESCU (<i>Faculty of Business and Administration, University of Bucharest, Bucharest, Romania; Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania</i>) Carmen Beatrice PĂUNA (<i>Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania</i>) Raluca-Ioana IORGULESCU	The Impact of Bio-Based Business Models in Rural Areas	10:30

	<i>(Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania)</i>		
7	Dalina-Maria ANDREI <i>(Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania)</i>	New Targets and Challenges in the EU's Energy Efficiency Policy for Member States	10:45
8	Ioana NETCU <i>(Transilvania University of Braşov)</i>	The Effect of Green Finance on Sustainability Pre and Post COVID-19	11:00
9.	Monica RĂILEANU SZELES <i>(Transilvania University of Brasov and Institute for Economic Forecasting, Romanian Academy)</i>	Life satisfaction and migration intentions in urban Romania	11:15
10.	Djonet SANTOSO <i>(JICA SDGs Project & Faculty of Social and Political Sciences, University of Bengkulu, Indonesia)</i> Hisaaki MITSUI <i>(Team Leader of the JICA SDGs Project)</i> Titiek Kartika HENDRASTITI <i>(SDGs Centre University of Bengkulu & Faculty of Social and Political Sciences, University of Bengkulu, Indonesia)</i>	Collaborative and Inclusive Work to Accelerate the Achievement of SDGs in Indonesia: SDGs Centres, JICA, and the Indonesian Ministry of National Development Planning	11:30
11.	Le Thi Thanh XUAN <i>(School of Industrial Management, Ho Chi Minh City University of Technology, Vietnam National University, Ho Chi Minh City, Vietnam)</i> Lai Van TAI <i>(School of Industrial Management, Ho Chi Minh City University of Technology, Vietnam National University, Ho Chi Minh City, Vietnam)</i>	Sustainable Consumption Intentions in Fashion Industry – A Study in Hochiminh City	11:45
12.	Nguyen Thi QUY <i>(University of Economics and Law, VNU – HCM University of Finance – Marketing, Ho Chi Minh City)</i> Ha Thi Thieu DAO <i>(Ho Chi Minh Banking University)</i>	Technological Innovation and the Low Carbon Transition in Southeast Asian Countries	12:00

13.	<p>Luong Thang KIET (Foreign Trade University - Ho Chi Minh City Campus)</p> <p>Vo Thuy LINH (Foreign Trade University - Ho Chi Minh City Campus)</p> <p>Vo Tran Phuong NGA (Foreign Trade University - Ho Chi Minh City Campus)</p> <p>Nguyen Tieu QUYNH (Foreign Trade University - Ho Chi Minh City Campus)</p> <p>Cao Tu VAN (Foreign Trade University - Ho Chi Minh City Campus)</p> <p>Nguyen Thi MAI (Foreign Trade University - Ho Chi Minh City Campus)</p>	Does Climate Change Facilitate Trade Liberalization? An Empirical Study in Asian Countries	12:15
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Section II: Marketing, Innovation, and Business Strategies

Conference session link:

<https://conf.bbb.unitbv.ro/rooms/dld-ohm-uep-wq3/join>

Chairs:			9:00
Chițu Ioana (Transilvania University of Brașov)			
Iordan Marioara (Institute for Economic Forecasting, Romanian Academy)			
Laura Maria Langa (Transilvania University of Brașov)			
1	<p>Le Thi Thanh XUAN (School of Industrial Management, Ho Chi Minh University of Technology, Vietnam National University, Ho Chi Minh City, Vietnam)</p> <p>Lai Van TAI (School of Industrial Management, Ho Chi Minh City University of Technology, Vietnam; Transilvania University of Brasov)</p>	Employing Means-End-Chain Theory to Explore the Relations Between Employer Branding and Talent Acquisition	9:15
2	Duong Thi Ngoc LIEN (School of Industrial Management, Ho Chi Minh City University of Technology, Vietnam)	Factors Affecting Buying Intention of Fresh Juice in Ho Chi Minh City, Vietnam	9:30

3	Daimi FONSECA (<i>University of Holguin, Cuba;</i> <i>Transilvania University of Braşov</i>)	Innovation and Productivity Efforts in Latin American SMEs	9:45
4	Zongsheng CHEN (<i>Shenyang Jianzhu University,</i> <i>China</i>)	Marketing Strategy of Student Exchange in University Internationalization	10:00
5	Glessler Vladimir RAMOS-GIRAL, (<i>University of Holguín, Cuba;</i> <i>Transilvania University of Braşov</i>)	Elements and Best Practices of Marketing Innovation in Tourism	10:15
6	Nistor CRINTEA (<i>Transilvania University of</i> <i>Braşov</i>)	The Impact of Artificial Intelligence on the Customer Experience Provided by Airline Employees	10:30
7	Rodolfo Perez LAVANDERA (<i>University of Artemisa, Cuba;</i> <i>Transilvania University of Braşov</i>) Yanlis RODRÍGUEZ VEIGUELA (<i>University of Artemisa, Cuba</i>)	The Need for Marketing in Cuban Higher Education Institutions: A Look From the University of Artemisa	10:45

Section III: Education, Social Issues, and Policy

Conference session link:

<https://conf.bbb.unitbv.ro/rooms/r2v-vgj-abv-icy/join>

Chairs: Dincă Gheorghita (<i>Transilvania University of Braşov</i>) Simionescu Mihaela (<i>Institute for Economic Forecasting, Romanian Academy, Bucharest</i>) Ungureanu Camelia (<i>Transilvania University of Braşov</i>)		9:00	
1	Claudia Correa GARCÍA (<i>Transilvania University of Braşov</i>) Bianca TESCAŞIU (<i>Transilvania University of Braşov</i>)	The Gender Pay Gap Phenomenon Within the 21st Century Society: Perceptions of Cuban and Romanian Higher Education Students	9:15
2	Marioara IORDAN, Mihaela-Nona CHILIAN (<i>Institute for Economic Forecasting, Romanian Academy, Bucharest</i>)	Demographic Trends by Socio-Economic Groups in the EU27 Member States	9:30
3	Rany SAM (<i>National University of Battambang, Cambodia</i>) Sarith CHIV (<i>National University of Battambang, Cambodia</i>) Morin TIENG (<i>National University of Battambang, Cambodia</i>) Hak YOENG	Enhancing Research Productivity in Higher Education Institutions: A Case Study of Cambodian Universities	9:45

	<p><i>(National University of Battambang, Cambodia)</i></p> <p>Mardy SEREY <i>(Svay Rieng University, Cambodia)</i></p> <p>Ry HOUR <i>(National University of Battambang, Cambodia)</i></p>		
4	<p>Semi GJYLI <i>(Transilvania University of Braşov)</i></p>	<p>Transforming Business Education in Developing Countries: The Role of Active Learning Strategies</p>	10:00
5	<p>Bianca TEŞCAŞIU <i>(Transilvania University of Braşov)</i></p> <p>Ana-Maria BOLBORICI <i>(Transilvania University of Braşov)</i></p> <p>Matias DENIS <i>(Universidad Autónoma de Encarnación, Paraguay; Consejo Nacional de Ciencia y Tecnología de Paraguay)</i></p> <p>Ana Amelia FURTADO de OLIVEIRA, <i>(Unis Educational Group, Cidade Universitária - Varginha - Minas Gerais, Brasil)</i></p>	<p>The Teacher's and the Universities Role in Enhancing Intercultural Communication. A Case Study: The HEIComp Project</p>	10:15
6	<p>Lai Van TAI <i>(School of Industrial Management, Ho Chi Minh City University of Technology, Vietnam; Transilvania University of Brasov)</i></p> <p>Monica Raileanu Szeles <i>(Transilvania University of Braşov)</i></p> <p>Delia OLTEAN <i>(University of Transilvania of Braşov)</i></p>	<p>Employee's Perspective on Intention and Practice of Green Bank at Commercial Banks in Vietnam</p>	10:30
7	<p>Aasma El NASER <i>(Transilvania University of Braşov)</i></p> <p>Gheorghita DINCĂ <i>(Transilvania University of Braşov)</i></p> <p>Marius Sorin DINCĂ <i>(Transilvania University of Braşov)</i></p>	<p>Investigating the Determinants of Public Debt Sustainability for European Union Countries</p>	10:45
8	<p>Ian Pedro Carbonell KARELL <i>(National Bank of Cuba - Banco Central de Cuba and Transilvania University of Braşov)</i></p> <p>Michel Carmona SEGUI <i>(University of Havana, Cuba)</i></p>	<p>Dollarization vs. De-dollarization: Challenges and Opportunities in the Cuban Economy</p>	11:00