



Transilvania
University
of Brasov
FACULTY OF ECONOMIC SCIENCES
AND BUSINESS ADMINISTRATION



*Romanian Academy
Institute for Economic
Forecasting*

The Eighth Edition of the International Conference

“Inclusive and Sustainable Economic Growth.
Challenges, Measures and Solutions” (ISEG
2025)

Online Conference Program

28th November 2025

The scientific papers will be presented on 28th November 2025, based on the following schedule.

Section I: Corporate Finance, Risk Management, and Sustainable Business

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

Chairs: Lucian-Liviu ALBU (<i>Institute for Economic Forecasting, Romanian Academy</i>) Adrian-Gabriel ENESCU (<i>Transilvania University of Brasov</i>)			9:00
1	Lai Van TAI (<i>HCMC University of Technology, Vietnam National University, Ho Chi Minh City, Vietnam; Transilvania University of Brasov</i>) Monica RĂILEANU SZELES (<i>Transilvania University of Brasov and Institute for Economic Forecasting, Romanian Academy</i>)	Green finance, renewable energy and capital formation in the global energy transition	9:05
2	Costinela FORTEA (<i>Dunărea de Jos University of Galati; Transilvania University of Brasov</i>) Monica Laura ZLATI (<i>Dunărea de Jos University of Galati</i>) Marius Sorin DINCĂ (<i>Transilvania University of Brasov</i>) Valentin-Marian ANTOHI (<i>Dunărea de Jos University of Galati</i>)	Economic Dynamics and Resource Efficiency as Drivers of Sustainable Business in the European Union	9:15
3	Eliza LIA (<i>Transilvania University of Brasov</i>)	Alternative Approaches in Performance Management to Enable Business Growth	9:25
4	Oana-Andreea BUCȘOIU (<i>Transilvania University of Brasov</i>) Camelia Mirela BABA (<i>Transilvania University of Brasov</i>)	Management of Foreign Exchange Risk and Financial Stability of Multinational Companies in Romania	9:35
5	Bryan Steven ACOSTA VILLALONGA (<i>University of Matanzas, Cuba; Transilvania University of Brasov</i>) Marius Sorin DINCA (<i>Transilvania University of Brasov</i>)	Adoption of Cryptocurrencies by Companies	9:45
6	Anca (Oachesu) CRISTEA (<i>Transilvania University of Brasov</i>)	New Approaches in Financial Management and Marketing	9:55
7	Lai Van TAI (<i>HCMC University of Technology, Vietnam National University, Ho Chi Minh City, Vietnam; Transilvania University of Brasov</i>) Monica RĂILEANU SZELES (<i>Transilvania University of Brasov; Institute for Economic Forecasting, Romanian Academy</i>)	Explaining Environmental Degradation in Asia–Pacific: Drivers, Impacts, and Policy Responses	10:05

Section II: Public Finance, Taxation, and Digital Governance for Sustainability

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

Chairs: Monica RĂILEANU SZELES (<i>Transilvania University of Brasov and Institute for Economic Forecasting, Romanian Academy</i>) Vlad CIOTLĂUȘI (<i>Transilvania University of Brasov</i>)			9:00
1	Vlad CIOTLĂUȘI (<i>Transilvania University of Brasov</i>)	Modernizing Peer Group Analysis for Financial Fraud Detection: Evidence From Credit Card Transactions	9:05
2	Mihaela SIMIONESCU (<i>University of Bucharest; Institute for Economic Forecasting, Romanian Academy</i>)	Energy Poverty at Regional Level in Mediterranean Countries	9:15
3	Marioara IORDAN (<i>Institute for Economic Forecasting, Romanian Academy</i>) Mihaela-Nona CHILIAN (<i>Institute for Economic Forecasting, Romanian Academy</i>)	Digital Transition Environmental Impacts in the EU and Romanian Business Systems	9:25
4	Christian-Gabriel STREMPER (<i>Transilvania University of Brasov</i>)	Digital Transformation as a Driver of Government Effectiveness: Evidence From EU Member States	9:35
5	Mariana Cassiana IONIȚĂ (<i>Transilvania University of Brasov</i>)	Digital Governance for Sustainable Economic Growth: A Blockchain Framework to Enhance Transparency in Public Spending	9:45
6	Monica RĂILEANU SZELES (<i>Transilvania University of Brasov and Institute for Economic Forecasting, Romanian Academy</i>) Ana-Maria BREAZU (<i>Transilvania University of Brasov</i>)	Analysis of Factors Determining Voluntary Compliance and Tax Revenues: Focus on Individual Taxpayers in European Union Countries	9:55
7	Cristina Georgiana ZELDEA (<i>Institute for Economic Forecasting, Romanian Academy</i>) Emilia Mary BĂLAN (<i>Institute for Advanced Environmental Research, West University of Timisoara; Institute for World Economy, Romanian Academy</i>) Marioara IORDAN (<i>Institute for Economic Forecasting, Romanian Academy</i>)	Innovation, Sustainability, and Regional Disparities in European Renewable Energy Research: A Bibliometric Perspective	10:05

Section III: Marketing, Tourism, and Artificial Intelligence

Conference session link: <https://bbb.unitbv.ro/rooms/r2v-vgi-abv-icy/join>

Chairs: Ioana CHIȚU (<i>Transilvania University of Brasov</i>) Cristina ȚURCANU (<i>Transilvania University of Brasov</i>)			9:00
1	Teodora MĂCIUCĂ (<i>Transilvania University of Brasov</i>) Alexia Edith MICLE (<i>Transilvania University of Brasov</i>) Ștefan BULBOACĂ (<i>Transilvania University of Brasov</i>) Laura Maria LANGA (<i>Transilvania University of Brasov</i>) Ioana Maria STĂNILOIU (<i>Transilvania University of Brasov</i>)	Applying Neuromarketing Techniques in Optimizing Content Strategies on Instagram: New Approaches in Digital Marketing and Attention Management	9:05
2	Ștefan BULBOACĂ (<i>Transilvania University of Brasov</i>) Laura Maria LANGA (<i>Transilvania University of Brasov</i>) Ioana Maria STĂNILOIU (<i>Transilvania University of Brasov</i>) Teodora MĂCIUCĂ (<i>Transilvania University of Brasov</i>) Alexia Edith MICLE (<i>Transilvania University of Brasov</i>)	The Influence of Digital Marketing on Tourist Behaviour	9:15
3	Răzvan BRĂTUCU (<i>Transilvania University of Brasov</i>)	The Evolution of Artificial Intelligence in Marketing: A Comparison Between Analytical AI and Generative AI	9:25
4	Izabella Agnes AMBRUS (<i>Transilvania University of Brasov</i>) Bianca TESCAȘIU (<i>Transilvania University of Brasov</i>)	Rethinking Minority Policy: A Marketing Approach to Pluralistic Governance	9:35
5	Ariel Alberto LIMA SANCHEZ (<i>Transilvania University of Brasov; University of Sancti Spíritus, Cuba</i>) Amanda Machado VALDIVIA (<i>Transilvania University of Brasov; University of Ciego de Avila "Maximo Gomez Baez", Cuba</i>)	Global University Marketing and Internationalisation Strategies: A Comparative Review	9:45
6	Glessler Vladimir RAMOS-GIRAL (<i>University of Holguín, Cuba; Transilvania University of Brasov</i>)	Exploratory Analysis of the COVID-19 Effects on Cuban Tourism	9:55
7	Rodolfo PÉREZ LAVANDERA (<i>Transilvania University of Brasov; University of Artemisa "Julio Díaz González", Artemisa, Cuba</i>) Yanlis RODRÍGUEZ VEIGUELA (<i>University of Artemisa "Julio Díaz González", Artemisa, Cuba</i>) Glessler Vladimir RAMOS-GIRAL (<i>Transilvania University of Brasov; University of Holguín, Holguín, Cuba</i>)	A Theoretical View on the Link Between Student Confidence, Student Sentiment and Marketing in the Higher Education Sector	10:05

Section IV: Entrepreneurship, Labour Markets, and Higher Education

Conference session link: <https://bbb.unitbv.ro/rooms/nhz-n4b-oes-0tb/join>

Chairs: Marioara IORDAN (<i>Institute for Economic Forecasting, Romanian Academy</i>) Tiberiu FORIS (<i>Transilvania University of Brasov</i>)			9:00
1	Stere STAMULE (<i>Bucharest University of Economic Studies; Institute for Economic Forecasting, Romanian Academy</i>) Mihnea FILIMON (<i>Bucharest University of Economic Studies</i>)	A Fragmented or Connected Entrepreneurial Ecosystem? A Convergence Analysis of Alumni Startups, Firms, and Investment Flows in Romania	9:05
2	Dalina-Maria ANDREI (<i>Institute for Economic Forecasting, Romanian Academy, Romanian Academy</i>)	The Changing Demand for Transversal Skills: European and National Labour Market Perspectives	9:15
3	Titus SUCIU (<i>Transilvania University of Brasov</i>)	The Relationship Between Mathematics and Economics From Knight's Perspective: A Critical Analysis of Risk, Uncertainty, and the Limits of Formalism	9:25
4	Claudia CORREA GARCÍA (<i>Transilvania University of Brasov</i>) Bianca TESCAȘIU (<i>Transilvania University of Brasov</i>)	Gender Equality: Myth or Reality in University? An Approach From Higher Education in Romania	9:35
5	Bianca-Florentina DEDU (<i>Transilvania University of Brasov</i>)	Internal Governance and Firm Performance: An Empirical Study of European Companies	9:45
6	Amanda MACHADO VALDIVIA (<i>Transilvania University of Brasov; University of Ciego de Ávila "Máximo Gómez Báez", Ciego de Ávila, Cuba</i>) Mayelin VALDIVIA FERREIRA (<i>Faculty of Medical Sciences of Ciego de Ávila, Ciego de Ávila, Cuba</i>) Ariel Alberto LIMA SANCHEZ (<i>Transilvania University of Brasov; University of Sancti Spiritus, Sancti Spiritus, Cuba</i>)	The Digital Age and University Management: A Literature Review	9:55
7	Horia LUNGU (<i>Transilvania University of Brasov</i>) Silvia SUMEDREA (<i>Transilvania University of Brasov</i>)	Theoretical Aspects Regarding SMEs in the Agricultural Sector – General Framework	10:05