Transilvania University of Brasov
FACULTY OF ECONOMIC SCIENCES AND BUSINESS ADMINISTRATION

Romanian Academy
Institute for Economic Forecasting

The Ninth Edition of the International Conference

"Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions" (ISEG 2026)

Online Conference Program

20th November 2026

The scientific papers will be presented on 20th November 2026, based on the following schedule.

Section I: Finance, Accounting, and Economic Theory

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

Chairs: Monica RĂILEANU SZELES *(Transilvania University of Brașov and Institute for Economic Forecasting, Romanian Academy)* Adrian-Gabriel ENESCU *(Transilvania University of Brașov)*			9:00
1	Oana-Andreea BUCȘOIU *(Transilvania University of Brașov)* Mirela BABA *(Transilvania University of Brașov)*	Risk Analysis within Groups of Companies: Approaches Based on Consolidated Reporting	9:05
2	Christian-Gabriel STREMPEL *(Transilvania University of Brașov)*	Environmental Performance and Firm Efficiency in a Post-Communist Economy: Sectoral Evidence from Romania	9:15
3	Ana-Maria BÎRLOG *(Transilvania University of Brașov)*	Institutional Quality, Labour Market Structure and Tax Digitalization: Evidence on Personal Income Tax Revenue in the EU	9:25
4	Tariq BELGHENNOU *(Transilvania University of Brașov)* Nicoleta BĂRBUȚĂ-MIȘU *(Transilvania University of Brașov)*	Sukuk and Conventional Bonds: Comparative Evidence from Investable Market Proxies, 2020–2025	9:35
5	Bianca-Florentina DEDU *(Transilvania University of Brașov)* Monica RĂILEANU SZELES *(Transilvania University of Brașov and Institute for Economic Forecasting, Romanian Academy)*	Bypassing the Vulnerable: Elite Capture, Structural Traps, and the Failure of Macro-Housing Subsidies in the EU	9:45
6	Mihaela SIMIONESCU *(Faculty of Business and Administration, University of Bucharest; Institute for Economic Forecasting, Romanian Academy)*	The Role of Self-Employment and Banking Crises in Mediating the Inequality–Financial Development Nexus	9:55
7	Laurențiu PAVELESCU *(School of Advanced Studies of the Romanian Academy (SCOSAAR); Institute for Economic Forecasting; National Institute for Economic Research "Costin C. Kirițescu", Bucharest)*	Transport Services and the Romanian Economy: Input–Output Evidence on Output, Value Added and Employment	10:05
8	Dalina-Maria ANDREI *(Institute for Economic Forecasting, Romanian Academy)*	Foreign Divestment: Drivers and Current Strategies	10:15
9	Brîndușa Mihaela RADU *(Institute for Economic Forecasting, Romanian Academy)*	Inflation and Economic Imbalances: Transmission Mechanisms and Implications for Public Policy	10:25
10	Marioara IORDAN *(Institute for Economic Forecasting, Romanian Academy)* Nona-Mihaela CHILIAN *(Institute for Economic Forecasting, Romanian Academy)* Gabriela CIURARIU *("Gheorghe Asachi" Technical University of Iași)*	Difficulties in Integrating Young People into the Romanian Labor Market	10:35

11	Silvia Nicoleta CULCEA *(Institute for Economic Forecasting, Romanian Academy)*	Regional Demographic Changes in Romania after 1990	10:45
12	Gabriela BILEVSKY *(Institute for Economic Forecasting, Romanian Academy)*	The Share of Renewable Energy Sources in Romania's Total Electricity Production	10:55
13	Michel CARMONA SEGUÍ *(Transilvania University of Brașov)* Monica RĂILEANU SZELES *(Transilvania University of Brașov and Institute for Economic Forecasting, Romanian Academy)*	Who Pays for the Adjustment? Tax-Induced Inflation, VAT Pass-Through and the Distributional Incidence of Romania's 2025 Fiscal Package	11:05

Section II: Management, Digitalization, and Enterprise Governance

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

Chairs: Marioara IORDAN *(Institute for Economic Forecasting, Romanian Academy)* Camelia MÎZGACIU *(Transilvania University of Brașov)*			9:00
1	Loredana-Nuți ROGOZ *(Transilvania University of Brașov)* Tiberiu FORIȘ *(Transilvania University of Brașov)* Larisa-Elena STANCIU *(Transilvania University of Brașov)* Alexia Edith MICLE *(Transilvania University of Brașov)*	Big Data and Artificial Intelligence in Enterprise Management: Structure, Evolution, and Integration, 2012–2025	9:05
2	Larisa-Elena STANCIU *(Transilvania University of Brașov)* Tiberiu FORIȘ *(Transilvania University of Brașov)* Loredana-Nuți ROGOZ *(Transilvania University of Brașov)*	Digitalization of Continuing Professional Training in Romania: Gaps and Strategic Directions	9:15
3	Andrada GEORGESCU *("George Emil Palade" University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș)* Mihaela KARDOS *("George Emil Palade" University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș)*	Inclusion or Simulacrum? A Critical Analysis of Corporate Discourse and Reported Practices on Disability in the Workplace	9:25
4	Diana Maria PORUMBU *(Transilvania University of Brașov)* Silvia SUMEDREA *(Transilvania University of Brașov)*	Female Leadership in the Digital Era: New Managerial Paradigms and Strategic Impact in Industries with Diverse Digitalization Levels	9:35
5	Marwan-Ioan ALQUTOB *(Transilvania University of Brașov)* Ana-Maria NICOARĂ *(Transilvania University of Brașov)*	From Screens to Synergy: How Trust, Communication, and Digitalization Enable Successful Virtual Teams	9:45

	Gabriel BRĂTUCU *(Transilvania University of Brașov)*		
6	Eric ROBINS *(Romanian-American University, Bucharest)* Veaceslav PITUȘCAN *(The Review of Social and Economic Issues, Romanian-American University, Bucharest, Romania; Lingua Diplomatica, Virginia, USA)*	The Giurgiulești Experience: Implications for Ukrainian Port Public-Private Partnerships	9:55
7	Andra BLAJ *(Transilvania University of Brașov)*	AI Disclosure in Marketing Communications: EU Regulatory Compliance and Consumer Transparency	10:05
8	Ana-Maria NICOARĂ *(Transilvania University of Brașov)* Marwan-Ioan ALQUTOB *(Transilvania University of Brașov)* Gabriel BRĂTUCU *(Transilvania University of Brașov)*	Beyond Recommendations: How Artificial Intelligence Shapes Consumer Decision-Making	10:15
9	Alina IONAȘCU *(West University of Timișoara)* Grațiela Georgiana NOJA *(West University of Timișoara)* Denisa-Andrada OANCEA (DRAGOMIR) *(West University of Timișoara)* Eduard Ilie COPACI *(West University of Timișoara)* Andreea PROFIR *(West University of Timișoara)*	From Trade Openness to Green Resilience: Rethinking Economic Integration in Central and Eastern Europe	10:25

Section III: Marketing, Tourism, and International Economic Relations

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

Chairs: Mădălina PURCARU *(Transilvania University of Brașov)* Anca POPESCU *(Transilvania University of Brașov)*			9:00
1	Laura Maria LANGA *(Transilvania University of Brașov)* Ioana Maria STĂNILOIU *(Transilvania University of Brașov)* Teodora-Ioana MĂCIUCĂ *(Transilvania University of Brașov)* Alexia Edith MICLE *(Transilvania University of Brașov)* Adrienn KOVÁCS *(Transilvania University of Brașov)*	The Attitude-Behaviour Gap in Sustainable Tourism: A Conceptual Perspective on Tourist Choices	9:05

2	Maria-Mihaela OPREA-BANU *(Bucharest University of Economic Studies)* Roxana PROCOPIE *(Bucharest University of Economic Studies)* Magdalena BOBE *(Bucharest University of Economic Studies)* Mihaela BUCUR *(Bucharest University of Economic Studies)* Simona Lelia VOINEA *(Bucharest University of Economic Studies)* Mihai-Daniel ALEXANDRU *(Bucharest University of Economic Studies)* Alexia-Maria TODERAȘCU *(Bucharest University of Economic Studies)*	Financialization of Agricultural Commodity Markets as an Emerging Factor of Global Food Insecurity: Evidence from a Sequential Bibliometric Analysis	9:15
3	Adrienn KOVÁCS *(Transilvania University of Brașov)* Laura Maria LANGA *(Transilvania University of Brașov)* Ioana Maria STĂNILOIU *(Transilvania University of Brașov)* Teodora-Ioana MĂCIUCĂ *(Transilvania University of Brașov)* Alexia Edith MICLE *(Transilvania University of Brașov)*	Ecological Marketing as a Catalyst for Sustainable Growth: Translating Green Practices into Hospitality Resilience	9:25
4	Alexia Edith MICLE *(Transilvania University of Brașov)* Teodora-Ioana MĂCIUCĂ *(Transilvania University of Brașov)* Laura Maria LANGA *(Transilvania University of Brașov)* Ioana Maria STĂNILOIU *(Transilvania University of Brașov)* Adrienn KOVÁCS *(Transilvania University of Brașov)* Loredana-Nuți ROGOZ *(Transilvania University of Brașov)*	When the Thumb Remembers: Muscle Memory and Consumer Responses to Social Media Marketing	9:35
5	Teodora-Ioana MĂCIUCĂ *(Transilvania University of Brașov)* Adrienn KOVÁCS *(Transilvania University of Brașov)*	Beyond Rational Choice: Integrating Affective and Cognitive Responses to Marketing Stimuli in Consumer Decision-Making	9:45

	Laura Maria LANGA *(Transilvania University of Brașov)* Alexia Edith MICLE *(Transilvania University of Brașov)* Ioana Maria STĂNILOIU *(Transilvania University of Brașov)*		
6	Ioana Maria STĂNILOIU *(Transilvania University of Brașov)* Teodora-Ioana MĂCIUCĂ *(Transilvania University of Brașov)* Adrienn KOVÁCS *(Transilvania University of Brașov)* Laura Maria LANGA *(Transilvania University of Brașov)* Alexia Edith MICLE *(Transilvania University of Brașov)*	AI-Driven Airport Marketing: A Conceptual Framework for Optimizing Marketing Strategies in Regional Airports	9:55
7	Cristina Georgiana ZELDEA *(Institute for Economic Forecasting, Romanian Academy)* Emilia Mary BĂLAN *(West University of Timișoara; Institute for World Economy, Romanian Academy)* Marioara IORDAN *(Institute for Economic Forecasting, Romanian Academy)*	Green Transition and the Transformation of Global Commodity Markets: Implications for Romania's Economic Resilience and Competitiveness	10:05
8	Rodolfo PÉREZ LAVANDERA *(Transilvania University of Brașov)* Bianca TESCAȘIU *(Transilvania University of Brașov)*	Marketing at Artemisa University: An Empirically Grounded Strategy to Improve the Quality of Its University Processes	10:15
9	Mirel VIZIRU *(Transilvania University of Brașov)*	Sovereigntist Discourse and Romania's Country Image: A Mixed-Methods Study of Public Perceptions and International Press Coverage	10:25