

"Hyperion" University from Bucharest, Romania
International Conference
*“The Economies Southern and Eastern European Countries in the World
Globalization”*
16-17 May 2024

Programme

International Conference

*“The Economies Southern and Eastern
European Countries in the World
Globalization”*

Bucharest, Romania

May, 16-17, 2024

**Place: “Hyperion” University
Calea Călărașilor no. 169, Bucharest, Sector 2**

"Hyperion" University from Bucharest, Romania
International Conference
***“The Economies Southern and Eastern European Countries in the World
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SCIENTIFIC COMMITTEE

Academician **Lucian –Liviu Albu**, Institute for Economic Forecasting
PhD Associate Prof. **Corina Maria Ene**, “Hyperion” University of Bucharest;
PhD Associate Prof. **Carmen Uzlău**, “Hyperion” University of Bucharest;
PhD Prof. **Mariana Bălan**, “Hyperion” University of Bucharest;
PhD **Nilghiun Ismail** - Faculty of Economics and Administrative Sciences,
Giresun University, Turkey
PhD Prof., **Marin Andreica**, Academy of Economic Studies Bucharest
PhD Prof., **Sorin Briciu**, "1 Decembrie 1918" University of Alba Iulia
PhD. Associate Professor, **Cezar Braicu**, „Hyperion” University of Bucharest
PhD. Associate Professor, **Iulian Panait**, „Hyperion” University of Bucharest
PhD. Associate Professor, **Dan Voicilaș**, „Hyperion” University of Bucharest
PhD. Associate Professor, **Constantin Aurelian Ionescu**, „Hyperion”
University of Bucharest
PhD. Associate Professor, **Rodica Perciun**, National Institute of Economic
Research, Academy of Sciences of Moldova
PhD. **Victoria Bliznyuk**, Institute of Economics and Forecasting, Kiev, Ukraine
PhD. **Maria Viarenich**, Research Fellow grad II Center for Socio Cultural
Cooperation, Institute of Sociology, National Academy of Sciences of Belarus,
Minsk, Belarus
PhD. **Andrei Mihai Cristea**, „Hyperion” University of Bucharest

ORGANIZING COMMITTEE

President: Mariana Bălan, PhD Professor,
Secretary: Daniela Mihaela Niculescu, Univ. Assistant, PhD Student
Members: Corina Maria Ene, PhD. Associate Professor,
Adriana Mirică, PhD Lecturer,
Liliana Paschia, PhD Associate Professor,
Mihalela Marcu, PhD Lecturer.

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Thursday, May 16, 2024

9³⁰ – 11⁰⁰ Plenary opening session

 Opening Address

- o PhD Associate Prof. *Corina-Maria Ene* – Pro Rector of “Hyperion” University of Bucharest

 Plenary lecture 1

- o PhD Associate Prof. *Corina-Maria Ene* – “Hyperion” University of Bucharest

The economic effects of the war in Ukraine on Romania

 Plenary lecture 2

- o PhD Associate Prof. *Carmen Uzlău* - “Hyperion” University of Bucharest

The economic implications of the partial acceptance of Romania in the Schengen area

 Plenary lecture 3

- o PhD *Nilghiun Ismail* - Faculty of Economics and Administrative Sciences, Giresun University, Turkey
- o PhD *Mariana Bălan* – “Hyperion” University of Bucharest

Comparative analysis of Pisa 2023 results in Romania and Turkey

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 Plenary lecture 4

- o PhD Associate Prof. *Cezar Braicu* - “Hyperion” University of Bucharest

The impact of digitization on managerial practice

 Concluding Speech

- O PhD Associate Prof. *Corina-Maria Ene* – “Hyperion” University of Bucharest

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Section 1
ECONOMICS

Papers presentation:

Thursday, May 16, 2024 - 11³⁰-16³⁰

and

Friday, May 17, 2024 - 9³⁰ - 13³⁰

Chairman: PhD Prof. Mariana BĂLAN

Moderator: PhD Associate Prof. Carmen UZLĂU

1. **IS TERTIARY EDUCATION, AS PART OF ADULT EDUCATION, MORE ACCESSIBLE TO WOMEN THAN MEN?**

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

2. **COMPREHENSIVE APPROACH TO THE LABOR FACTOR FROM THE PERSPECTIVE OF SALARY PERFORMANCE**

Andreea - Monica JELEASCOV,

“Dimitrie Cantemir” Christian University

3. **THE IMPACT OF THE CIRCULAR ECONOMY ON ECONOMIC GROWTH**

Oana CHINDRIȘ-VĂSIOIU,

Institute for World Economy, Romanian Academy

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**4. COMPARATIVE ANALYSIS OF THE ECONOMIC CIRCULARITY LEVEL
IN THE EU**

Mădălina TOCAN,

Institute for World Economy, Romanian Academy, Ecological University of
Bucharest, Faculty of Financial Management

**5. SOME SOCIO-ECONOMIC EFFECTS OF LABOUR FORCE MIGRATION
ON THE COUNTRIES OF EMIGRATION**

Mariana BĂLAN,

“Hyperion” University, Bucharest

Simona-Maria STĂNESCU,

Research Institute for Quality of Life - NIER, Romanian Academy

**6. ECONOMIC ASPECTS OF REINDUSTRIALIZATION IN THE EUROPEAN
UNION**

Oana CHINDRIȘ-VĂSIOIU,

Institute for World Economy, Romanian Academy

**7. THE MIGRATION ASPECT IN THE ECONOMIC SECURITY OF A
COUNTRY**

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

Nicolae MIHĂILESCU,

“Hyperion” University, Bucharest

**8. THE STATE OF THE ELABORATION AND IMPLEMENTATION OF THE
NATIONAL BIOECONOMY STRATEGIES IN EUROPE**

Dan-Marius VOICILAȘ,

Institute of Agricultural Economics - NIER, Romanian Academy and “Hyperion”
University, Bucharest

9. CULTURE AND GLOBALIZATION – IMPACT ON THE COMPANY

Andrei CRISTEA,

“Hyperion” University, Bucharest

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**10. PSYCHOLOGICAL AND SOCIAL FACTORS INVOLVED IN ADOLESCENT
DRUG USE**

Mariana BĂLAN,

“Hyperion” University, Bucharest

Radu NAFORNIȚĂ,

“George Bacovia” University of Bacău

11. THE IMPACT OF POPULATION AGING ON ECONOMIC GROWTH

Brîndușa Mihaela RADU,

Institute for Economic Forecasting – NIER, Romanian Academy

**12. THE IMPLICATIONS OF FOREIGN DIRECT INVESTMENTS ON
ECONOMIC GROWTH IN ROMANIA AND THE REPUBLIC OF
MOLDOVA**

Rodica PERCIUN,

National Institute of Economic Research - Republic of Moldova, Chișinău

Mariana BĂLAN,

“Hyperion” University, Bucharest

**13. MIGRATION OF ROMANIAN DOCTORS: SOCIO-DEMOGRAPHIC AND
ECONOMIC DIMENSIONS**

Carmen UZLĂU,

“Hyperion” University, Bucharest

Adriana MIRICĂ,

“Hyperion” University, Bucharest

**14. THE INFLUENCE OF ECONOMIC AND SOCIAL CHANGES ON
INTERNAL MIGRATION, POST-2007**

Ileana MĂRGINEAN,

The Institute of National Economy, Romanian Academy

**15. FAMILY VULNERABILITY – CAUSE OR CONSEQUENCE OF THE
POVERTY**

Doina PÂRCĂLABU,

“Hyperion” University, Bucharest

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16. DEMOGRAFICE MIGRATION IN ROMANIA AND DEMOGRAPHIC PERSPECTIVES

Mariana BĂLAN,

“Hyperion” University, Bucharest

Brîndușa-Mihaela RADU,

Institute for Economic Forecasting - NIER, Romanian Academy

17. THE DEMOGRAPHIC CHANGES IN THE HISTORICAL REGIONS OF ROMANIA, AFTER THE ACCESSION TO THE EUROPEAN UNION

Ileana MĂRGINEAN,

The Institute of National Economy, Romanian Academy

18. INFORMATION SOCIETY AND THE IMPACT OF DIGITALIZATION IN ROMANIA'S REINDUSTRIALIZATION PROCESS

Mădălina TOCAN,

Institute for World Economy, Romanian Academy, Ecological University of Bucharest, Faculty of Financial Management

19. DIGITIZATION IN HIGHER EDUCATION: BENEFITS AND CHALLENGES

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

Cezar BRAICU,

“Hyperion” University, Bucharest

20. CHALLENGES AND OPPORTUNITIES IN THE GREEN CERTIFICATE SYSTEM

Ioannis HATZILYGEROUDIS,

University of Patras, Greece

Anca CRISTEA,

The Institute for World Economy, Romanian Academy; Hyperion University

Vlad Ionut SANDU,

Master's student-The Ecological University from Bucharest

21. CURRENT MARKETING PROBLEMS IN THE CONTEXT OF THE EVOLUTION OF THE DOMESTIC MARKET

Mihaela MARCU,

“Hyperion” University, Bucharest

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22. THE EFFECTS OF DIGITIZATION IN BUSINESS

Andrei CRISTEA,
"Hyperion" University, Bucharest

23. DIGITIZATION IN EDUCATION AND TRAINING: OPPORTUNITIES AND CHALLENGES

Mariana BĂLAN,
"Hyperion" University, Bucharest
Olimpia NEAGU
"Vasile Goldiș" Western University of Arad; University of Oradea; Romanian Academy of Scientists Bucharest

24. THE ELIMINATION OF TRADE BARRIERS FOR CLEAN TECHNOLOGIES

Anca CRISTEA,
The Institute for World Economy, Romanian Academy; Hyperion University

25. THE CORRELATION BETWEEN THE EVOLUTION OF GOVERNMENT SPENDING AND ELECTORAL CYCLES

Daniel BELINGHER,
"Hyperion" University, Bucharest

26. DETERMINANTS OF ECONOMIC GROWTH IN ROMANIA

Daniela Mihaela VORNICESCU (Niculescu),
"Hyperion" University, Bucharest, PhD Student, School of Advanced Studies of the Romanian Academy (SCOSAAR)

27. THE PHILLIPS CURVE FOR THE ROMANIAN ECONOMY, 2000-2023

Nicolae MIHĂILESCU,
"Hyperion" University, Bucharest
Geo SPÂNULESCU,
"Hyperion" University, Bucharest

28. THE EVOLUTION OF THE REINDUSTRIALIZATION PROCESS IN THE EUROPEAN UNION

Anca CRISTEA,
The Institute for World Economy, Romanian Academy; Hyperion University

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**29. PROMOTION OF ROMANIAN RURAL TOURISM - FACTOR OF
SUSTAINABLE ECONOMIC DEVELOPMENT**

Mihaela MARCU,

“Hyperion” University, Bucharest

**30. THE IMPACT OF THE UNEMPLOYMENT RATE IN THE CZECH
REPUBLIC**

Odette Andreea MARINACHE,

Institute for World Economy, Romanian Academy

**31. THE ANALYSIS OF REGIONAL DISPARITIES IN ROMANIA BY
STATISTICAL METHODS**

Mariana BĂLAN,

“Hyperion” University, Bucharest

Geo SPÂNULESCU,

“Hyperion” University, Bucharest

**32. THE USE OF EUROPEAN FUNDS FOR THE RESTORATION OF
WETLAND AREAS AND FLOODPLAINS OF THE DANUBE**

Vlad Ionut SANDU,

Master's student-The Ecological University from Bucharest

"Hyperion" University from Bucharest, Romania
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Section 2

MANAGEMENT & INTERNATIONAL AFFAIRS

Papers presentation:

Thursday, May 16, 2024 - 11³⁰-16³⁰

and

Friday, May 17, 2024 - 9³⁰ - 13³⁰

Chairman: PhD Associate Prof. Cezar BRAICU

Moderator: PhD Lector Mihaela MARCU

**1. OPPORTUNITIES AND CHALLENGES FOR INTERNATIONAL
TRADE-BLACK SEA CASE**

Dan-Marius VOICILAŞ,

Institute of Agricultural Economics - NIER, Romanian Academy

Oleksandr LAIKO,

Institute of Market and Economic and Ecological Research of the National Academy
of Sciences of Ukraine, Odessa, Ukraine

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2. THE CHARACTERISTICS OF THE INSURANCE MARKET IN ROMANIA

Anca CRISTEA,

The Institute for World Economy, Romanian Academy; “Hyperion” University

3. OVERVIEW OF SUSTAINABLE INDUSTRIAL POLICIES AND ECONOMIC COMPETITIVENESS

Oana CHINDRIȘ-VĂSIOIU,

Institute for World Economy, Romanian Academy

4. ANALYSIS OF THE SUSTAINABLE MANAGEMENT OF ROMANIAN TOURISM RESOURCES

Mihaela MARCU,

“Hyperion” University, Bucharest

GEORGETA BĂRBULESCU,

“Hyperion” University, Bucharest

5. QUALITY OF MANAGEMENT IN THE PROCESS FOR AUDIT

Liliana PASCHIA,

“Hyperion” University, Bucharest

6. DASHBOARD, INSTRUMENT OF MANAGEMENT CONTROL OF AN ENTITY

Andrei CRISTEA,

“Hyperion” University, Bucharest

7. NEW TECHNOLOGIES IN DIGITAL MARKETING STRATEGY

Mihaela MARCU,

“Hyperion” University, Bucharest

8. THE MANAGEMENT OF EUROPEAN PROJECTS TO SUPPORT THE MODERNIZATION OF ROMANIAN LOCAL ADMINISTRATION

Carmen UZLĂU,

“Hyperion” University, Bucharest

Cezar BRAICU,

“Hyperion” University, Bucharest

"Hyperion" University from Bucharest, Romania
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9. DEVELOPMENTS IN THE INTERNATIONAL COFFEE MARKET

Odette Andreea MARINACHE,

Institute for World Economy, Romanian Academy

10. WEB ADVERTISING PERSONALIZATION TECHNIQUES

Mihaela MARCU,

“Hyperion” University, Bucharest

11. INTERNATIONAL DIMENSION OF HUMAN RESOURCES MANAGEMENT

Corina Maria ENE,

“Hyperion” University, Bucharest

Marius GHIBERDIC,

“Hyperion” University, Bucharest

**12. LOCAL, REGIONAL AND GLOBAL FACTORS FOR FINANCIAL
MARKETS PERFORMANCE**

Maria CIUPAC – ULICI,

“Hyperion” University, Bucharest

Mariana BĂLAN,

“Hyperion” University, Bucharest

Rodica PERCIUN,

National Institute of Economic Research - Republic of Moldova, Chişinău

13. THE INFLUENCE OF CULTURE ON INTERNATIONAL MARKETING

Corina Maria ENE,

“Hyperion” University, Bucharest

Adriana MIRICĂ,

“Hyperion” University, Bucharest, Institute for Economic Forecasting - NIER,
Romanian Academy

14. INTELLECTUAL CAPITAL AND CORPORATE PERFORMANCE

Ciprian TUDURACHI,

“Hyperion” University, Bucharest

Andrei CRISTEA,

“Hyperion” University, Bucharest

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15. INNOVATION IN INTERNATIONAL BUSINESS

Nicolae MIHĂILESCU,
“Hyperion” University, Bucharest

16. DIGITAL TRANSFORMATION IN INTERNATIONAL BUSINESS

Daniel BELINGHER,
“Hyperion” University, Bucharest

17. THE IMPACT OF ARTIFICIAL INTELLIGENCE IN AGRICULTURE

Dan-Marius VOICILAȘ,
“Hyperion” University, Bucharest

**18. DIGITALIZATION AND AUTOMATION IN BUSINESS - THE IMPACT OF
DIGITIZATION ON THE BANKING SECTOR**

Daniel BELINGHER,
“Hyperion” University, Bucharest
Andrei CRISTEA,
“Hyperion” University, Bucharest

19. THE IMPACT OF SOCIAL MEDIA ON PEOPLE

Simona- Maria STĂNESCU,
Research Institute for Quality of Life - NIER, Romanian Academy

**20. INTERNATIONAL CAPITAL MIGRATION AND MANAGEMENT THE
FINANCIAL RISK IN THE CONTEXT OF THE SANCTIONS IMPOSED
TOGETHER WITH THE OUTBREAK OF THE RUSSIAN-UKRAINIAN WAR**

Cezar BRAICU,
“Hyperion” University of Bucharest

**21. MIGRATION - A CHALLENGE FOR THE EUROPEAN UNION. POLITICAL,
SOCIAL, ECONOMIC AND SECURITY CONSEQUENCES**

Mariana BĂLAN,
“Hyperion” University, Bucharest
Carmen UZLĂU,
“Hyperion” University, Bucharest

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**22. THE IMPACT OF THE CULTURAL ENVIRONMENT ON THE
INTERNATIONAL MARKETING STRATEGY**

Mihaela MARCU,

“Hyperion” University, Bucharest

**23. ANALYZES AND EXTENSIONS OF THE HECKSCHER-OHLIN MODEL.
LIMITS OF LEONTIEF'S PARADOX**

Andrei CRISTEA,

“Hyperion” University, Bucharest

**24. INTERNATIONAL TRANSFER OF NEW TECHNOLOGIES - FORMS,
EFFECTS**

Gabriela BILEVSKY,

Institute for Economic Forecasting - NIER, Romanian Academy

25. CLIMATE CHANGES AND THEIR IMPACT IN ROMANIA

Anca CRISTEA,

“Hyperion” University, Bucharest

Ileana MĂRGINEAN,

The Institute of National Economy, Romanian Academy

26. PROBLEMS OF ENVIRONMENTAL SOCIOLOGY

Simona- Maria STĂNESCU,

Research Institute for Quality of Life - NIER, Romanian Academy

Mariana BĂLAN,

“Hyperion” University, Bucharest

**27. STATUS OF IMPLEMENTATION AT NATIONAL LEVEL OF GLOBAL AND
REGIONAL CONVENTIONS OR AGREEMENTS REGARDING
BIODIVERSITY**

Adriana MIRICĂ,

“Hyperion” University, Bucharest, Institute for Economic Forecasting - NIER,
Romanian Academy

Anca CRISTEA,

“Hyperion” University, Bucharest

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28. TOURIST OVERCROWDING IN AN INTERNATIONAL CONTEXT

Luminița BOBOC,

“Hyperion” University, Bucharest

Luminița CIOCAN,

“Hyperion” University, Bucharest