

THE 15th INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE

Digital Economy and New Value Creation

18-19 March 2021 | Bucharest | Romania



Conference Program

Draft
- 12.03.2021 -

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CONFERENCE PROGRAM - IN BRIEF

Day1
18 March 2010

Plenary Session

10:45-11:00 Conference Opening

- Professor Nicolae Istudor, PhD., Rector, Bucharest University of Economic Studies (*TBC*)
- Professor Alina-Mihaela Dima, PhD., Conference President, Bucharest University of Economic Studies
- Assoc. Professor Tanase Stamule, PhD., Dean of the Faculty of Business Administration in Foreign Languages, Bucharest University of Economic Studies

Plenary Session:

Moderator: Professor Emeritus Constantin Bratianu, PhD.,
Bucharest University of Economic Studies

11:00-12:00 Professor Alexeis Garcia-Perez, PhD., Coventry University, United Kingdom

12:00-13:00 Professor Luis Miguel Ciravegna Martins da Fonseca, PhD, ISEP, Porto School of Engineering, Portugal

13:00-14:00 Assistant Professor Cristian Badarinza, PhD, National University of Singapore, Institute of Real Estate Studies, and a Network Associate of the Centre for Economic Policy Research, London.

14:30-16:00 Knowledge Café

Moderator: Lector Roxana Clodnitchi, PhD. , Bucharest University of Economic Studies

Day 2
19 March 2021

9:00-14:00 Parallel Sessions

14:00-16:00 Lunch Break

16:00-17:00 Award Ceremony

Day1
18 March 2020
Plenary Session

Join Zoom Meeting

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Guest speakers



Luis Miguel Ciravegna Martins da Fonseca
ISEP, Porto School of Engineering, of Quality and Organizational Excellence, Business
and Industrial Management and Sustainability



Alexeis Garcia-Perez
University of Coventry, UK



Cristian Badarinza
National University of Singapore
Institute of Real Estate Studies, and a Network Associate of the Centre for Economic
Policy Research, London.

Day 2

19 March 2021

Parallel Sessions

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ACCOUNTING FOR THE FUTURE: THE IMPACT OF DIGITAL ECONOMY ON THE FINANCIAL PROFESSION: WHAT'S NEW?

Robin Jarvis, Brunel University, UK

Adriana Dutescu, Bucharest University of Economic Studies, Romania

ZOOM: <https://ase.zoom.us/j/89680669173>

9:00-11:00

Risk Analysis Model For The Companies Undergoing Reorganization

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Performance management during crisis periods – How inter-company transactions can positively influence the business model

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The impact of the Artificial Intelligence on the accounting profession, literature assessment

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The impact of COVID 19 crisis on revenue recognition for telecommunications sector

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IFRS implementation in Romania. Certified Accountants perspective

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A methodological approach to developing and validating IFRS 9 -LGD parameters

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11:30-13:30

In order to thrive, first we need to fix accounting and management. Then, we must report what matters

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Compliance with the provisions of the Corporate Governance. Code by companies listed on the Romanian capital market with respect to the formation and functioning of audit committee.

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The incidence of earnings management on audit quality

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The accounting practitioner as a driver of digitalization pace

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Human resources accounting and accountability: medical aspects, regulation and economics of burn out in non-financial reporting

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APPLIED STATISTICS IN ECONOMICS AND MANAGEMENT

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12:00 - 15:00

Performance of organic farming indicators in the context of millennium development goals

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Coordinates of healthcare systems in Russia and Romania

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Bertrand competition under asymmetric conditions

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Disclosing information about employees according to Global Reporting Initiative Standards

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Resource abundance as an indicator of economic development in selected countries

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Externalities of work from home measures in corporate industries during Covid-19 pandemic

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Creating Value with Big Data in Marketing

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Integrated reporting impact on Business Model disclosure

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The rise of the digital economy: all about blockchain technology and cryptocurrencies

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COVID-19 and the impact on marketing management in hospitality industry

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BUSINESS DIGITIZATION

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The digital leap forward during the COVID-19 pandemic

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Big data and AI: a potential solution to end the conundrum of too big to fail financial institutions?

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The impact of wom on the acceptance of mobile banking

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Millennials' choices in applying digital techniques for tourism Purposes

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Online - Education on YouTube before and after COVID 19. An example study on Fun Science Romania

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Leading teams in virtual environment during COVID-19 crisis

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The Journey of ERPS Implementation From User's Perspective

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The Impact of Digitalization in Romanian Automotive Industry

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Modern Forms of Value Creation in the Global Agri-food Chain – Perspectives from the Facebook Ads Market

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Taxing the digital economy – rethinking Romania's prospects

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Using ERP systems for a green company

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The influence of the implementation of ERP systems on the performance of an organization

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The use of artificial neural networks and big data infrastructure for predictive analytics in solar energy

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A Panorama of Digitalization Tendencies in the European Agriculture Sector

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A Comparative Analysis of Classification Algorithms for Consumer Credits

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BUSINESS INTERNATIONALIZATION AND GLOBALIZATION

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ZOOM:

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09:00 - 12:00

Real convergence in Central and Eastern Europe. A comparative analysis of countries and regions

Real convergence in Central and Eastern Europe. A comparative analysis of countries and regions

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The Kurzarbeit model and the sustainable development of Romania - Is Romania ready for this model?

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Improving organizational performance through in terms of using the Customer Relationship Management system –an exploratory study for SMEs in Romania

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Final Consumption and Foreign Trade for Romania and European Union –A Grangercausality-based analysis

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How do improvisation and serendipity impact the internationalisation process?

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The Price of Everything and the Value of Nothing!? –What Cultural Capitalism Is and What It Cannot Be Accused of Being

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Modern Forms of Value Creation in the Global Agri-food Chain – Perspectives from the Facebook Ads Market

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Opinions on the economic impact of the COVID -19 crisis and the world after–an international perspective

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The role of global environmental governance in creating a sustainable energy sector

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Factors, challenges and obstacles for internationalization of Romanian agro-food products

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Business sustainability and the role of global environmental governance in creating a sustainable energy sector

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Passcode: ICBE2021

09:00 - 11:00

GDPR impact on the Romanian health clinics

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Tax governance: how the EU supports third countries

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Legal Regime Of Auditors And Financial Auditors In The Matter Of Companies

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Considerations on penalty clauses: regulation and enforceability

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Digital Trade in the Trade and Cooperation Agreement between the European Union, the European Atomic Energy Community and the United Kingdom of Great Britain and Northern Ireland

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Legal aspects regarding the increase of the capital of a joint-stock company and a limited liability company

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Romanian public authorities request unnecessary approvals for urbanism permits

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11:30 - 13:30

Transfer of Seat within European Union. The Latest Developments on Cross-Border Conversions, Mergers And Divisions of Companies

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The legal regime of competition in India

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Individual economic enterprise. Not acquiring legal personality is an advantage or a disadvantage?

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Some Considerations Concerning the Shares

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Considerations on support active measures applicable in Romania in the context of the epidemiological situations due to the spread of SARS-CoV-2 coronavirus

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Recovery of the Prejudice Caused by an Insolvent Company

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Interim - Management as a New Form of Employment - opportune in a globalized context

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CLEAN ENERGY, CLIMATE CHANGE AND CIRCULAR ECONOMY

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Holger Berg, Wuppertal Institute for Climate, Environment and Energy, Germany

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09:00 - 11:00

Changes and challenges in telecommuting explained through multilevel perspective on sociotechnical transition

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Approaching globalization from the perspective of socio-economic effects

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The role of Aggregators in DSM in the context of Business Digitization

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Some new competitive advantages in the field of energetic paradigm shift from coal and gas towards the blue hydrogen production

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**Critical Infrastructures Development Aligned with European Union Procedures.
Evidence from Romania**

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Multi-processing Data Analysis for the Residential Load Flexibility in Smart Cities

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11:30 - 13:30

The Digital Finance – opportunity of development in the new economy

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**Similitudes and differences between global warming and Covid-19 crises –
Lessons to be learned -**

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The Importance of fiscality for Economic Development. Case study - Republic of Moldova

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The climate refugees – a different effect of climate change

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Climate change impact on the quality of freshwater resources and waste management in the context of 2030 Agenda on Sustainable Development

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COMPLEXITY

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Valentina Mihaela Ghinea, Bucharest University of Economic Studies

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09:00 - 11:00

What Contingency Reward Indicates – Evidence from Bulgaria

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New Methods and Devices to Improve the Complex Human Being Functioning

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European Union vs. Eurasian Union - a brief comparative analysis and perspectives for cooperation

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Forced digitization due to the global pandemic

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Causes of Sustainable Tourism Resilience in Central and Eastern Europe. The Case of Three Countries: Romania, Bulgaria and Poland

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The effects of agricultural productivity on climate change conditions

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DRIVING MARKETING PERFORMANCE THROUGH INNOVATION, CREATIVITY AND ENTREPRENEURIAL FOCUS

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ZOOM:

<https://ase.zoom.us/j/86470081414?pwd=cIlOaGpESHBMNXNIZDRYZGtvRjJjdz09>

Passcode: 687866

09:00 - 12:00

Private health insurance customer satisfaction. A consumer behavior exploratory study based on structural equation modeling

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Designing a Holistic Adaptive Recommender System (HARS) for Customer Relationship Development: A Conceptual Framework

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Approaching sustainable development practices and quality strategies in the Romanian dairy industry

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Buying behaviors in food retail - Offline versus online

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Opportunities for smart tourism: from human tourist guiding to virtual guiding in Bucharest

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AR and VR Marketing: When and where ?

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Exploring the impact of customer experience on customer loyalty in e-commerce

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Emotional Advertisement Stimulus on Gender's Grocery Purchase Decisions

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Consumers' perception on the use of cognitive computing

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DS2 DATA SCIENCE, DIGITAL SOCIETY & FINTECH

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Daniel Traian Pele, Bucharest University of Economic Studies

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09:00 - 11:00

The impact of Tesla's bitcoin investment and its plans to accept it as payment method on the evolution of bitcoin

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The impact of using emoji in online advertisements on consumer behavior. Case: Banking sector in Lebanon

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Correlative approach to digitalization and economic growth

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**Real-time Monitoring of Patients with Diabetes Using Software Applications -
Proposing a Conceptual Model**

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Improvements in PD models. A case-study approach

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HUMAN RESOURCES – A GAME CHANGER OF THE BUSINESS STRATEGY

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Simona Goia, Bucharest University of Economic Studies, Romania.*

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09:30 - 11:30

Sustainable purchasing role in the development of business

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Work ability index- evidence from the Human Resource Field in Romania

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Digital transformation of training programs for civil servants

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The importance of employee engagement within a service industry company

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The use of an ERP system in the higher educational system. A necessity for the formation of the future workforce

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INTERNATIONAL BUSINESS FINANCE IN A GLOBALIZED WORLD

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Ionuț DUMITRU, Fiscal Council, Romania

Raquel MENESES, Porto Business School

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<https://ase.zoom.us/j/6089236873?pwd=ckp1SVlWQTRRa2V0YWwhEY3RERTN1dz09>

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Passcode: 652263

10:00 - 12:00

The EU Funds for agriculture: the past and the future

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The impact of social responsibility on financial performance: evidence of the oil and energy industry in Romania

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Financial Instruments' Duality and Public Policies – The Tulipmania Case –

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Differentiation Strategy and Cost-Leadership Strategy, Their Contribution to Achieving Sustainable Financial Performance

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Competitive Intelligence through Constructivist Approach

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Methodology of the Austrian School of Economics from the perspective of Georg Henrik von Wright's philosophy of science

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KNOWLEDGE ECONOMY

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Passcode: 642389**

09:00 - 11:00

The mediation role of knowledge management between academic management and business education

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Key issues of transition to digital entrepreneurship

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Romanian family business internalization: knowledge management and dynamic capabilities

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From knowledge workers to knowmads: skills, roles, and attributes: a literature review

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The role of cultural intelligence in multinational leadership

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Dealing with uncertainty in predicting the flows of visitors in Romanian museums

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11:30 - 13:30

The influence of digitalization on the emotional knowledge within the Romanian corporate context

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Can knowledge be created exclusively from online sources? A business intelligence approach in ecommerce

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Transport as a service in the knowledge economy

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Employers expectations and requirements. Case study: employers of schools of economics and business graduates in Romania

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The matching process and the implications of the competitive market system

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E-learning for business – from COVID – adaptation to usual practice

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NEW CHALLENGES FOR MACROECONOMIC MODELING

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Luis Rojas, Barcelona Graduate School of Economics, Spain
Cristian Badarinza, National University of Singapore

ZOOM: <https://ase.zoom.us/j/83211199041>

09:00 - 11:00

Wages and output: Evidence from Eastern Europe using wavelet methodology

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A modelling proposal for the public interest under the European resolution framework

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Regional convergence clubs in the European Union

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On the Linkage between Gross Value Added by Economic Activities and the Overall Gross Value Added in EU-27

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The Kurzarbeit model and the sustainable development of Romania. Is Romania ready for this model?

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The Informational Role of Housing Market Liquidity

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Cristian Badarinza, National University of Singapore, Singapore

Using statistical learning to model the impact of monetary policy on corporate investments

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RETHINKING LEADERSHIP IN CHALLENGING TIMES

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Sebastien Point, EM Strasbourg Business School, France

ZOOM:

<https://ase.zoom.us/j/88345508447?pwd=OGlJVU9lOXBiUUJEUUnVlc1N4M2tCQT09>
Passcode: 357110

10:00 - 12:00

Entrepreneurship in the Digital and Industry 4.0 Age: A SemiSystematic Literature Review

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Study regarding the impact of ICT development on Romania's economic growth

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Entrepreneurship and short-term labor market sustainable functioning – the case of Romania

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Greening the European Freight Transport

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Rethinking leadership models after COVID-19

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Perceptions of new online education models in the context of the COVID-19 pandemic. A case study of the Bucharest University of Economic Studies

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Academic Leadership: Agility in the Digital Revolution

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SOCIAL INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM

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Fabrizio D'Ascenzo, University of Rome "La Sapienza", Italy*

ZOOM: <https://ase.zoom.us/j/2769618649>

08:30 - 10:45

Framework for assessing innovation capacity and business efficiency in Romanian SMEs

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Opportunities and challenges of the Internet of Things

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A qualitative study on social entrepreneurship: technology-based social ventures and humanitarian entrepreneurial mindset

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The impact of the culture and the social norms on the characteristics of entrepreneurs: the case of East Asian countries

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Digitalization of Coworking Space Services

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Perspectives of social entrepreneurship in Romania in the context of the COVID-19 pandemic

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EU countries' performance in digitalisation

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The role of risk management in increasing business performance

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STRATEGIC OPTIONS FOR AN UNCERTAIN FUTURE

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Claude Chaillan, EM Strasbourg Business School, France*

ZOOM:

**<https://ase.zoom.us/j/83488784992?pwd=dINjNEQ0dVlaR0pxOUxyaTVpS0NZQT09>
Passcode: icbe2021**

09:00 - 11:30

The importance of implementing the quality management system and using quality strategies to improve the quality of medical services and increase customer satisfaction

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Solutions for Urban Resilience Assessment in Crisis Time

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Comparative study of front-of-pack nutrition labels at global level, a social responsibility issue

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Evolutions of the forest fund against the background of climate change and the effects on the carbon stock and the environment

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COVID-19 crisis among Romanian Entrepreneurs – Challenges and Support Measures

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Strategic Management in Japanese Tourism Industry during the Covid-19 Pandemic

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Perspectives of digital identity – the case of online education during the COVID-19 pandemic

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TECHNOLOGY ENTREPRENEURSHIP

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Sorin Anagnoste, Bucharest University of Economic Studies, Romania

ZOOM:

<https://ase.zoom.us/j/88565997935?pwd=dW14dHYvcHNzRE9EeEZvS25hNWxyUT09>
Passcode: ICBE2021

09:00 - 11:30

The future of the e-commerce industry after the COVID-19 pandemic

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Media entrepreneurship – a bibliometric analysis

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Triadic models: On the triad Technology-Efficiency-Culture at the organization level

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A review of Blockchain and Cryptocurrency Applications in Romania

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Approaches to support disruptive innovations within entrepreneurship education

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Internet of Things in Romanian agriculture

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Triadic models: On the triad Technology-Efficiency-Culture at the organization level

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