

**INTERNATIONAL CONFERENCE ON
ECONOMICS, INTERNATIONAL BUSINESS
AND CROSS-CULTURAL COMMUNICATION**

EIBC 2026

PROGRAMME

THURSDAY, 11 June 2026

13.30 – 14.00 REGISTRATION

(Senate Hall Entrance, UAIC – A Building)

14.00 – 16.00 WELCOME AND OPENING REMARKS

(Senate Hall, UAIC – A Building)

Liviu-George MAHA, Rector of the Alexandru Ioan Cuza University of Iași, Romania

Cristina-Teodora ROMAN, Dean of the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, Romania

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ, Head of the Department of Economics and International Relations, Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iași, Romania

OPENING PLENARY (Senate Hall, UAIC – A Building)

Keynote Addresses:

Eugen RĂDULESCU, Senior Advisor to the Governor, National Bank of Romania - *Macroeconomic (Dis)equilibria and Long-Term Sustainable Growth*

Vasile IȘAN, Professor PhD, Alexandru Ioan Cuza University of Iași, Romania - *A Smithian View on the Multinational Firms*

16.00 – 16.30 – COFFEE BREAK

16.30 – 17.30 – DEBATE (Senate Hall, UAIC – A Building)

"Wealth of Nations" after 250 Years

(Moderator: Gabriel Mursa)

18.00 – DINNER (*The Botanical Garden*)

FRIDAY, 12 June 2026

9.30 – 11.00 – PARALLEL SESSIONS (CUI – Casa Universitarilor Iași)

11.00 – 11.30 COFFEE BREAK (CUI – Casa Universitarilor Iași)

11.30 – 13.00 PARALLEL SESSIONS (CUI – Casa Universitarilor Iași)

11.30 – 13.00 BNR (NATIONAL BANK OF ROMANIA) WORKSHOP FOR STUDENTS (CUI – Casa Universitarilor Iași)

13.00 – 14.30 LUNCH (CUI – Casa Universitarilor Iași)

13.00 – 15.00 TEACHERS' ROUNDTABLE (FEAA – B417 Hall)

14.30 – 16.00 PARALLEL SESSIONS (CUI – Casa Universitarilor Iași)

16.00 – 16.30 COFFEE BREAK (CUI – Casa Universitarilor Iași)

16.30 – 18.00 PARALLEL SESSIONS (CUI – Casa Universitarilor Iași)

18.00 – DINNER (CUI – Casa Universitarilor Iași)

SATURDAY, 13 June 2026

10.00 – 12.00 – ONLINE SESSION (Zoom platform)

PARALLEL SESSIONS

FRIDAY, 12 June 2026, 9.30 – 11.00

SESSION 1 | SUSTAINABILITY, RESILIENCE AND LONG-TERM ECONOMIC PERFORMANCE

(CUI – “Ion Simionescu” Hall)

Chairs: Dana BAKO (Babeș-Bolyai University of Cluj-Napoca) & Gabriela Grațîela NOJA (West University of Timișoara)

1. *Natural Resource Scarcity and Long-Term Economic and Financial Growth of Companies*

Ciprian APOSTOL (Alexandru Ioan Cuza University of Iași)

2. *Global Trends in Sustainable Fashion: A Short Review of Circular Economy Practices across the Industry*

Marcel PÎRVU (Babeș-Bolyai University of Cluj-Napoca)

Georgiana COCA-COSTEA (Babeș-Bolyai University of Cluj-Napoca)

Flavius ROVINARU (Babeș-Bolyai University of Cluj-Napoca)

3. *Do EU Fiscal Rules Induce Forward-Looking Adjustment to Ageing Costs? Evidence from CEE-11 vs EU27 Using Ageing-Report "News" Shocks*

Adina RUS (Babeș-Bolyai University of Cluj-Napoca)

Dana BAKO (Babeș-Bolyai University of Cluj-Napoca)

4. *Environmental Risk and Corporate Financial Performance: Evidence from European Companies*

Alexandra-Mădălina ȚĂRAN (West University of Timișoara)

Mihaela DIACONU (West University of Timișoara)

Flavia BARNA (West University of Timișoara)

Grațîela Georgiana NOJA (West University of Timișoara)

Marilen-Gabriel PIRTEA (West University of Timișoara)

5. *Corporate Resilience, Performance and Green Energy Dynamics: Insights from Advanced Robust and Simultaneous Quantile Regression*

Grațîela Georgiana NOJA (West University of Timișoara)

Mirela CRISTEA (University of Craiova)

Florin Claudiu BOȚOC (West University of Timișoara)

Alina IONAȘCU (West University of Timișoara)

Alexandra-Mădălina ȚĂRAN (West University of Timișoara)

6. *Who Bears the Burden? Distributive Effects of Romania's Property Tax Reform across Counties*

Bogdan ZUGRAVU (Alexandru Ioan Cuza University of Iași)

SESSION 2 | INSTITUTIONS, INTERNATIONAL TRADE AND GLOBAL DEVELOPMENT

(CUI – “Vespasian Pella” Hall)

Chairs: Liviu-George MAHA (Alexandru Ioan Cuza University of Iași) & Ștefan-Cătălin TOPLICEANU (Alexandru Ioan Cuza University of Iași)

1. *Do Institutions Matter for Bilateral Trade? Evidence from EU-Japan Economic Partnership Agreement*

Liviu-George MAHA (Alexandru Ioan Cuza University of Iași)

Ștefan-Cătălin TOPLICEANU (Alexandru Ioan Cuza University of Iași)

Elena-Daniela VIORICĂ (Alexandru Ioan Cuza University of Iași)

2. *Do Audit Institutions Matter for Zero Hunger? A Cross-National Perspective*

Raluca-Irina CLIPA (Alexandru Ioan Cuza University of Iași)

Mihaela-Brândușa TUDOSE (Gheorghe Asachi Technical University of Iași)

Flavian CLIPA (Iași University of Life Sciences)

3. *Explaining Foreign Direct Investment Attraction: A Qualitative Comparison of Resource-Based and Institution-Based Perspectives*

Dorel - Marian CODINĂ (Alexandru Ioan Cuza University of Iași)

4. *Aid and Foreign Development as Tools of Neoimperialism and Postcolonialism. A Case Study in the Approaches of Thomas Sankara in Burkina Faso and Their Relevance on the African Continent*

Ștefan-Ioan SMILSCHI (Alexandru Ioan Cuza University of Iași)

5. *Digital Trade between China and Central and Eastern European Countries: A Descriptive Analysis of Scale, Structure, and Regional Distribution*

Luyao RAO (Alexandru Ioan Cuza University of Iași)

SESSION 3 | DIGITALIZATION, INNOVATION AND EDUCATIONAL CHANGE

(CUI – “Irineu Mihălcescu” Hall)

Chairs: Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași) & Mariana HATMANU (Alexandru Ioan Cuza University of Iași)

1. *Higher Education in the AI Era: Challenges, Opportunities and Motivation for Students*

Elena-Sabina TURNEA (Alexandru Ioan Cuza University of Iași)

Alexandru MAXIM (Alexandru Ioan Cuza University of Iași)

Constantin-Marius APOSTOAIE (Alexandru Ioan Cuza University of Iași)

2. *Is Artificial Intelligence Replacing the Teacher? A Students' Perspective*

Iuliana Claudia STOIAN (Alexandru Ioan Cuza University of Iași)

Mihaela IFRIM (Alexandru Ioan Cuza University of Iași)

3. *Digital Detox Inequality: Technostress, Telepressure, and the Right to Disconnect in Romania's IT Sector*

Patricea Elena BERTEA (Alexandru Ioan Cuza University of Iași)

Armand Florin BERTEA (Alexandru Ioan Cuza University of Iași)

Mircea ROȘU (Alexandru Ioan Cuza University of Iași)

4. *Modeling the Influence of Social and Emotional Factors on Students' Mathematics Achievement: Evidence from Estonia, Portugal and Romania*

Mariana HATMANU (Alexandru Ioan Cuza University of Iași)

Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași)

5. *Estonia's Digital Transformation: Policy Lessons and Strategic Implications for Romania*

Augustin Marius AXINTE (Alexandru Ioan Cuza University of Iași)

6. *Digital Transformation in Romanian Local Public Administration: Barriers and Motivational Factors*

Irina CLIPCA (Alexandru Ioan Cuza University of Iași)

Carmen Gabriela PASCARIU (Alexandru Ioan Cuza University of Iași)

SESSION 4 | TEACHING INTERCULTURAL COMMUNICATION IN HIGHER EDUCATION

(CUI – “Vasile Arvinte 1” Hall)

Chairs: Alina BRUCKNER (Alexandru Ioan Cuza University of Iași) & Simona LUPU-MITOCARU (Alexandru Ioan Cuza University of Iași)

1. *Cultivating Global Competence: Teaching Intercultural Communication in a Master's Program in Economics and International Relations*

Carina BRÂNZILĂ (Alexandru Ioan Cuza University of Iași)

2. *Deconstructing Cultural Stereotypes in German Intercultural Communication Courses*

Alina BRUCKNER (Alexandru Ioan Cuza University of Iași)

3. *Teaching and Learning Business Communication in 2026: Emerging Trends in Higher Education in the Age of GenAI*

Simona MITOCARU-LUPU (Alexandru Ioan Cuza University of Iași)

4. *How to Motivate Students in Learning Vocabulary/Comment motiver les étudiants dans l'apprentissage du vocabulaire*

Ana SANDULOVICIU (Alexandru Ioan Cuza University of Iași)

SESSION 5 | INTERCULTURAL COMMUNICATION, EDUCATION AND KNOWLEDGE TRANSFER

(CUI – “Vasile Arvinte 2” Hall)

Chairs: Oana URSU (Alexandru Ioan Cuza University of Iași) &
Oana Alexandra ALEXA (Alexandru Ioan Cuza University of Iași)

- 1. Reframing Intercultural Skills for Sustainable Higher Education: Innovative Pedagogies and Transformative Learning Approaches***
Oana URSU (Alexandru Ioan Cuza University of Iași)
- 2. SustainEd - Integrating SDGs into University Culture***
Sorina CHIPER (Alexandru Ioan Cuza University of Iași)
- 3. Strategies for Effective Business Communication in the Context of Intercultural Management***
Oana-Alexandra ALEXA (Alexandru Ioan Cuza University of Iași)
- 4. Assets and Liabilities - Financial Jargon with a Human Touch***
Elena COJOCARU (Alexandru Ioan Cuza University of Iași)
- 5. Global Formats, Local Voices: A Cross-Cultural Study of Bilingual Microlearning Content for Professional Marketing Audiences***
Bogdan SUCHAR (Alexandru Ioan Cuza University of Iași)

FRIDAY, 12 June 2026, 11.30 – 13.00

SESSION 6 | ECONOMIC THOUGHT, WELL-BEING AND SOCIETAL TRANSFORMATION

(CUI – “Ion Simionescu” Hall)

Chairs: Gabriel MURSA (Alexandru Ioan Cuza University of Iași) &
Mihaela CLINCU (Alexandru Ioan Cuza University of Iași)

- 1. Smithian Philosophy after Two and a Half Centuries***
Gabriel MURSA (Alexandru Ioan Cuza University of Iași)

2. *Well-Being Measurements and the Post-GDP Growth Agenda*

Ramona ȚIGĂNAȘU (Alexandru Ioan Cuza University of Iași)

Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași)

3. *Democracy in the Age of AI*

Ciprian TURTUREAN (Alexandru Ioan Cuza University of Iași)

Andreea-Oana IACOBUTĂ (Alexandru Ioan Cuza University of Iași)

4. *Conceptualizing Organizational Resilience: Evolution, Definitions and Dimensions*

Ana-Maria GHERCA (Alexandru Ioan Cuza University of Iași)

5. *Culture as a Driver of Individual and Social Well-Being: Evidence from Romania*

Mihaela CLINCU (Alexandru Ioan Cuza University of Iași)

Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași)

6. *Beyond Economic Performance: How Value Chains Shape Quality of Life*

Raluca IGNAT (Bucharest University of Economic Studies)

Cătălin CRĂCIUNEL (Bucharest University of Economic Studies)

Andrada DEBU (Bucharest University of Economic Studies)

Alin-Ștefan TODERASC (Bucharest University of Economic Studies)

Andreea-Ana RĂDOI (Bucharest University of Economic Studies)

SESSION 7 | LABOR MARKETS, PRODUCTIVITY AND ECONOMIC TRANSFORMATION

(CUI – “Irineu Mihălcescu” Hall)

Chairs: Laura MAXIM (Alexandru Ioan Cuza University of Iași) &

Ionuț-Andrei PRICOP (Alexandru Ioan Cuza University of Iași)

1. *Foreign Direct Investment, Labor Market Dynamics and Economic Growth: Comparative Analysis of Romania and Other EU Countries*

Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași)

2. *The Impact of Migration on Labor Markets in Eastern European Countries*

Mihai-Bogdan PETRIȘOR (Alexandru Ioan Cuza University of Iași)

- 3. *Decent Work, Green Transitions and Labour-Market Resilience***
Alexandru-Costel MANOLEA (Alexandru Ioan Cuza University of Iași)
Andreea-Oana IACOBUȚĂ (Alexandru Ioan Cuza University of Iași)
- 4. *Beyond Creative Destruction: Firm Evolution and Labor Reconfiguration in the Age of the Fourth Industrial Revolution. Evidence from EU Economies***
Maria AILINCĂI-ZANET (Alexandru Ioan Cuza University of Iași)
- 5. *Work Productivity and Technology in the Pharmaceutical Industry***
Ionela TOFAN (Alexandru Ioan Cuza University of Iași)
- 6. *Long-Run Equilibrium and Short-Run Dynamics between Labour Productivity and Labour Costs in Romania***
Alexandra-Cristina SÎRBU (Alexandru Ioan Cuza University of Iași)
Ana-Maria GIURGI (Alexandru Ioan Cuza University of Iași)
Ionuț-Andrei PRICOP (Alexandru Ioan Cuza University of Iași)
- 7. *Human Resource Development as a Tool for Transparency and Accountability in Local Public Administration***
Răzvan-Ionuț CROITORU (Alexandru Ioan Cuza University of Iași)
Silvia-Maria CARP (Alexandru Ioan Cuza University of Iași)

SESSION 8 | ECONOMIC DEVELOPMENT, RESILIENCE AND EUROPEAN POLICY

(CUI – “Vespasian Pella” Hall)

Chairs: Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași) & Anca Emilia IOJĂ (Alexandru Ioan Cuza University of Iași)

- 1. *Building Resilient Economies: Energy Security in the European Union***
Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași)
Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași)
Ionuț-Andrei PRICOP (Alexandru Ioan Cuza University of Iași)

2. ***From Design Critique to Design Reform: EU Cohesion Policy for SME Competitiveness in Romania - Comparing the 2014-2020 and 2021-2027 Programming Cycles***
Ioan SZUCS (West University of Timișoara)
3. ***The Evolution of Physical Output and GDP in Romania, 1990 - 2024: A Multisectoral Analysis of Transition, Convergence and Structural Vulnerabilities***
Ioan SZUCS (West University of Timișoara)
4. ***Procedural Protection of Competitors in EU State Aid Cases***
Iulian BAICULESCU (Nicolae Titulescu University of Bucharest)
5. ***Fiscal Credibility and the Shadow Economy: Institutional Moderation across the European Union***
Anca-Emilia IOJĂ (Alexandru Ioan Cuza University of Iași)
Cristian POPESCU (Alexandru Ioan Cuza University of Iași)
6. ***Geopolitical Risk and Public Administration: Challenges, Resilience and Strategic Governance***
Elena CIGU (Alexandru Ioan Cuza University of Iași)
7. ***The Implications of Geopolitical Risks on the Financial Performance of Listed Firms***
Anca Elena AFLOAREI NUCU (Alexandru Ioan Cuza University of Iași)

**BNR WORKSHOP FOR STUDENTS | BANCA CENTRALĂ ȘI BĂNCILE
COMERCIALE – În cadrul Proiectului BNR Student Hub
(CUI – “Vasile Arvinte” Hall)**

FRIDAY, 12 June 2026, 13.00 – 15.00

ROUNDTABLE | EDUCAȚIE ECONOMICĂ ȘI ANTREPRENORIALĂ PENTRU GENERAȚIA VIITORULUI

(FEAA – B417 Hall)

Chairs: Cristian POPESCU, Iuliana ȚUGUI, Gabriela ȚIPLIC,
Laura CARSTEA

FRIDAY, 12 June 2026, 14.30 – 16.00

SESSION 9 | ENVIRONMENTAL TRANSITION, REGULATION AND SUSTAINABLE ECONOMIC ADAPTATION

(CUI – “Ion Simionescu” Hall)

Chairs: Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași) & Roxana HOBJĂLĂ (Gheorghe Asachi Technical University of Iași)

- 1. *Environmental Regulations and the Labor Market: The Influence of Institutional Performance in EU Member States***
Ana-Maria BERCU (Alexandru Ioan Cuza University of Iași)
Silvia-Maria CARP (Alexandru Ioan Cuza University of Iași)
- 2. *Performance of Environmental Reporting Systems. The Phenomenon of Greenwashing***
Costică MIHAI (Alexandru Ioan Cuza University of Iași)
- 3. *Decision-Making Adjustments in the Selection of Polymer Composite Materials Using Axiomatic Design - Economic Perspective***
Roxana HOBJĂLĂ (Gheorghe Asachi Technical University of Iași)
- 4. *The Micro-Processes of Upcycling: A Qualitative Video-Based Analysis of Sustainability Transformation Practices on YouTube***
Ciprian-Florin DASCĂLU (Alexandru Ioan Cuza University of Iași)
Diana DĂNĂILĂ (Alexandru Ioan Cuza University of Iași)

5. *Does Geography Matter? Natural Resources, Fiscalized Tourism and Religious Institutional Legacies in Central and Eastern Europe*

Dragoș-Constantin NICA (Alexandru Ioan Cuza University of Iași)

Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași)

6. *Interest Rate Shocks, Financial Volatility and Entrepreneurial Intentions in Central and Eastern Europe*

Virgil-Constantin FĂTU (Alexandru Ioan Cuza University of Iași)

Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași)

7. *Financing the Green Transition in Romania: The Contribution of Public Funds to Emissions Reduction and the Achievement of Climate Neutrality*

Roxana Elena LEPĂDATU (Bucharest University of Economic Studies)

Diana Cristina DOBRIN (Bucharest University of Economic Studies)

Mihnea Ioan Nicolae JURCA (Bucharest University of Economic Studies)

SESSION 10 | EUROPEAN INTEGRATION, MACROECONOMIC GOVERNANCE AND ECONOMIC CONVERGENCE

(CUI – “Vespasian Pella” Hall)

Chairs: Mihaela IFRIM (Alexandru Ioan Cuza University of Iași) &

Oana Maria COZMA (Alexandru Ioan Cuza University of Iași)

1. *Wage Policies and the Current Account Deficit in Post-Communist Eastern Europe: A Heterogeneous Analysis for the Period 2000–2023*

Dan LUPU (Alexandru Ioan Cuza University of Iași)

Mihaela IFRIM (Alexandru Ioan Cuza University of Iași)

2. *Romania's Prospects for Euro Area Accession. An Analysis of Nominal and Real Convergence over 2007-2024*

Tudor Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași)

3. *What Drives Romanian Migration within the European Union? A Destination-Based Perspective*

Oana Maria COZMA (Alexandru Ioan Cuza University of Iași)

4. *The Impact of Economic Transformation and European Integration on the Republic of Moldova*

Iustin GOPSA (Alexandru Ioan Cuza University of Iași)

5. *Entrepreneurship and Monetary Policy in Romania*

Simona-Elena DINU(CIOBANU) (Alexandru Ioan Cuza University of Iași)

Nicoleta-Raluca TELEMAN(GĂINĂ) (Alexandru Ioan Cuza University of Iași)

6. *The energy security in the European Union before the Russian invasion of Ukraine. A panel data analysis*

Andrei Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași)

7. *E-Government and Business Efficiency in Romania: Evidence from a Survey of Romanian Companies*

Ionuț-Petre STOICA (Alexandru Ioan Cuza University of Iași)

SESSION 11 | QUANTITATIVE METHODS IN SOCIOECONOMIC ANALYSIS

(CUI – “Vasile Arvinte” Hall)

Chairs: Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași) & Ștefan BOLOTĂ (Alexandru Ioan Cuza University of Iași)

1. *Financial Literacy and Household Participation in Financial Markets: Evidence from Older Adults in Europe*

Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)

Dan LUPU (Alexandru Ioan Cuza University of Iași)

Alexandra-Cristina SÎRBU (Alexandru Ioan Cuza University of Iași)

2. *Cryptocurrency Markets under Inflation Conditions*

Andrei SIDOROV (Alexandru Ioan Cuza University of Iași)

3. *What drives SME Growth Intentions? The Role of Institutional Barriers, Finance and Innovation Orientation*

Christiana Brigitte SANDU (Alexandru Ioan Cuza University of Iași)

Alina Măriuca IONESCU (Alexandru Ioan Cuza University of Iași)

- 4. *Analysis of the Impact of Economic Digitalization on Labor Productivity in European Countries***
Viorica CHIRILĂ (Alexandru Ioan Cuza University of Iași)
Ciprian CHIRILĂ (Alexandru Ioan Cuza University of Iași)
- 5. *Predicting Retrospective Happiness among Older Adults in Europe using Data Mining Techniques: Evidence from SHARE Data***
Alexandru Floris HARABAGIU (Alexandru Ioan Cuza University of Iași)
Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)
- 6. *Bilateral International Migration to 2100 under Four Shared Socioeconomic Pathways: A Stacking-Ensemble Approach for 230 Countries and Territories***
Christian ROGALSKI (Alexandru Ioan Cuza University of Iași)
- 7. *When Family Becomes a Safety Net: Financial Transfers and Well-being in Ageing Europe***
Adelina PANAITE (Alexandru Ioan Cuza University of Iași)
- 8. *Large Language Models with Retrieval Augmentation for Claim Credibility Analysis***
Ștefan BOLOTĂ (Alexandru Ioan Cuza University of Iași)
- 9. *What Shapes Quality of Life among Baby Boomers? Evidence from European Countries***
Maria-Manuela NECHITA (Alexandru Ioan Cuza University of Iași)
Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)
- 10. *Intra-Community Procurement in the Age of Algorithms: How Digitalization and AI Technologies Are Redefining Trade in the European Market***
Cristina Teodora ROMAN (Alexandru Ioan Cuza University of Iași)
Alexandru MAXIM (Alexandru Ioan Cuza University of Iași)

FRIDAY, 12 June 2026, 16.30 – 18.00

SESSION 12 | POLICY EFFECTIVENESS AND ECONOMIC TRANSFORMATION IN THE EUROPEAN UNION

(CUI – “Vespasian Pella” Hall)

Chair: Ștefan Cătălin TOPLICEANU

(Alexandru Ioan Cuza University of Iași)

- 1. *Structural Funds Absorption and Employment Policies in the European Union***
Andrei-Florin POPOVICI (Alexandru Ioan Cuza University of Iași)
Sergiu Marius TALIN (Alexandru Ioan Cuza University of Iași)
- 2. *Analysis of Perceptions on the Impact of European Funds in Romania – A Qualitative Approach***
Adrian DUPU (Alexandru Ioan Cuza University of Iași)
- 3. *A Qualitative Analysis of the Efficiency of European Funds: Exploring Administrative, Governance and Implementation Dimensions***
Andreea STRUGARU (Alexandru Ioan Cuza University of Iași)
- 4. *Strategic Autonomy and Economic Dependence in an Era of Strategic Competition***
Gabriel-Ciprian ANDRUSEAC (Alexandru Ioan Cuza University of Iași)
Iulian HERȚUG (Alexandru Ioan Cuza University of Iași)
- 5. *Financial Burden of Diabetes in the European Union***
Raneem ABDALRAHIM (Alexandru Ioan Cuza University of Iași)
- 6. *Digitalization: An Equalizer or a Polarizer? A Longitudinal Analysis of the Impact of Digitalization on Entrepreneurship and Innovation in a Global Context***
Diana MOTELICĂ (Alexandru Ioan Cuza University of Iași)
- 7. *From Smart City Performance to Urban Liveability: The Mediating Role of Digital Engagement***
Ioana-Maria URSACHE (Alexandru Ioan Cuza University of Iași)
Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași)

SESSION 13 | STUDENTS' SESSION (1) – INTERNATIONAL ECONOMICS, GEOPOLITICS AND EUROPEAN INTEGRATION

(CUI – “Irineu Mihălcescu” Hall)

Chairs: Raluca CLIPA (Alexandru Ioan Cuza University of Iași) & Andrei-Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași)

- 1. *Financial Risk, Compliance and Economic Efficiency under the UK Autonomous Sanctions Regime***
Mihai LĂCĂTUȘ (Babeș-Bolyai University of Cluj-Napoca)
- 2. *Total Factor Productivity in OECD Economies: A Growth Accounting and Endogenous Growth Analysis***
Erik SZEKELY (Babeș-Bolyai University of Cluj-Napoca)
Ana-Maria DONȚU (Babeș-Bolyai University of Cluj-Napoca)
- 3. *Foreign Direct Investment in Ukraine's Wartime Economy: The Role of the European Union and the Importance of the Energy Sector***
Kateryna ZAGAIEVSKA (Alexandru Ioan Cuza University of Iași)
- 4. *The Effects of Foreign Direct Investment: A Case Study of Slovenia***
Andrei TETEREA (Alexandru Ioan Cuza University of Iași)
- 5. *The European Integration Process of the Republic of Moldavia: Evolution and Challenges***
Ioana-Cristina CEBOTAREAN (Alexandru Ioan Cuza University of Iași)
- 6. *Foreign Trade of Brazil and Argentina in the Context of the Global Economy***
Tatiana GAVRILIUC (Alexandru Ioan Cuza University of Iași)

SESSION 14 | STUDENTS' SESSION (2) – FINANCIAL MARKETS, INNOVATION AND ECONOMIC GROWTH IN THE DIGITAL AGE

(CUI – “Vasile Arvinte” Hall)

Chairs: Costică MIHAI (Alexandru Ioan Cuza University of Iași) & Tudor Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași)

1. ***The Impact of Monetary Policy on Financial Markets***
Cristin BORDIAN (Alexandru Ioan Cuza University of Iași)
2. ***The Impact of Artificial Intelligence on Banking Development in Romania: The Case of BCR***
Diana POTOCEANU (Alexandru Ioan Cuza University of Iași)
3. ***Rethinking Entrepreneurial Success: A Conceptual Model Derived from Cross-Cultural Entrepreneurial Experiences and Historical Analysis***
Iuliana ȚUGUI (Alexandru Ioan Cuza University of Iași)
4. ***Economic Undermining through Industrial Espionage: Analyzing System Breaches in the Global Deep-Tech Sector***
Andreea-Lorena SPIRIDON (Alexandru Ioan Cuza University of Iași)
5. ***Why Entrepreneurship Succeeds in Some Countries and Fails in Others?***
Mariana CALVÃO (Porto Accounting and Business School of Polytechnic Institute of Porto)
Erdem KARA (Istanbul University)

SATURDAY, 13 June 2025, 10.00 – 12.00

SESSION 15 | MULTICULTURALISM AND INTERCULTURAL COMMUNICATION (Online)

Chairs: Carina BRÂNZILĂ (Alexandru Ioan Cuza University of Iași) & Elena COJOCARU (Alexandru Ioan Cuza University of Iași)

1. *UniTandem - Intercultural Communication Online*

Birgitta TJURIN-MURANEN (University of Turku, Finland; Centre for Language and Communication Studies)

2. *Whose World Enters the Classroom? Multimodal Design, Cultural Representation, and Intercultural Consciousness in EFL Teacher Education*

Juan David MURILLO EGURROLA (Universidad Católica de Oriente, Rionegro, Antioquia, Colombia)

Avelino Ledesma GARCIA (Universidad Católica de Oriente, Rionegro, Antioquia, Colombia)

3. *Bridging Cultural Divides: Transformational Learning Strategies in Intercultural Business Communication*

Marise LEHTO (Turku School of Economics, Finland)

4. *Breaking the Chain: Tony's Chocolonely and the Future of Sustainable Cocoa Supply*

Ingrid MOLDEREZ (KU Leuven's Faculty of Economics and Business, Belgium)

5. *Storytelling, Reading Aloud and Early Literacy*

Nicoleta VANDEPUTTE (Gekletter expert, Belgium)