



UNIVERSITATEA  
„ALEXANDRU IOAN CUZA“  
din IAȘI



FEAA  
FACULTATEA DE ECONOMIE  
ȘI ADMINISTRAREA AFACERILOR

DEPARTMENT OF ECONOMICS AND INTERNATIONAL RELATIONS

# EIBC 2025

## International Conference

Economics, International Business  
and Cross-Cultural Communication

5th edition, 12-14 June 2025

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

**EIBC 2025**

**PROGRAMME**

**THURSDAY, 12 June 2025**

**13.30 – 14.00 REGISTRATION** (Senate Hall Entrance, UAIC – A Building)

**14.00 – 16.00 WELCOME AND OPENING REMARKS** (Senate Hall, UAIC – A Building)

**Adrian IFTENE**, Vice-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 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:

**Gheorghe IACOB**, Professor PhD, Alexandru Ioan Cuza University of Iași, Romania – *Invățăm din istorie?/ Do We Learn from History?*

**Dimitrios MADITINOS**, Professor PhD, Democritus University of Thrace, Greece – *The Impact of AI on the FinTech Industry – Is There Any Shadow?*

**Grațiela Georgiana NOJA**, Professor PhD, West University of Timișoara, Romania – *A Network-Spatial Analytical Framework for Assessing Migrant Labour Market Dynamics during Pandemics and Geopolitical Disruptions*

**16.00 – 16.30 – COFFEE BREAK**

**16.30 – 17.30 – BOOK LAUNCH** (Senate Hall, UAIC – A Building)  
*Sustainable Development and Creative Destruction.  
Economic Opportunities and Challenges in Eastern Europe*  
(editors: Ion Pohoacă, Andreea Oana Iacobuță)

**19.30 – DINNER** (*La Castel* Restaurant)

**FRIDAY, 13 June 2025**

**10.00 – 11.00 – BOOK LAUNCH**  
(CUI – Casa Universitarilor Iași, "Ion Simionescu" Hall)  
*Intervenționismul: Guvernul împotriva pieței*  
(author: Gabriel Mursa)

**11.00 – 11.30 COFFEE BREAK** (CUI – Casa Universitarilor Iași)  
**11.30 – 13.00 PARALLEL SESSIONS** (CUI – Casa Universitarilor Iași)  
**13.00 – 15.00 LUNCH** (CUI – Casa Universitarilor Iași)  
**15.00 – 16.30 PARALLEL SESSIONS** (CUI – Casa Universitarilor Iași)  
**16.30 – 17.00 COFFEE BREAK** (CUI – Casa Universitarilor Iași)  
**17.00 – 18.30 PARALLEL SESSIONS** (CUI – Casa Universitarilor Iași)

**19.00 – DINNER** (CUI – Casa Universitarilor Iași)

**SATURDAY, 14 June 2025**

**10.00 – 11.30 – PARALLEL SESSIONS**

## PARALLEL SESSIONS

**FRIDAY, 13 June 2025, 11.30 – 13.00**

### **SESSION 1 | SHIFTING DYNAMICS IN LABOR, TRADE, AND ECONOMIC POLICY IN A GLOBALIZED ERA**

**(CUI – “Ion Simionescu” Hall)**

**Chairs:** Silvia MĂRGINEAN (Lucian Blaga University of Sibiu) & Vasile IȘAN (Alexandru Ioan Cuza University of Iași)

- 1. *The Future of Graduate Employment in Romania: A Study Based on the Global Occupational Exposure Index to Generative (AI)***  
Silvia MĂRGINEAN (Lucian Blaga University of Sibiu)  
Ramona ORĂȘTEAN (Lucian Blaga University of Sibiu)
- 2. *Determinants of Bilateral Trade between China and Central and Eastern European Countries: A Comparative Analysis Based on Econometric and Machine Learning Approaches***  
Jingxin HU (D. A. Tsenov Academy of Economics, Bulgaria)
- 3. *European Labor Market Reforms in the 21<sup>st</sup> Century: Between Economic Efficiency and Social Equity***  
Mihai-Bogdan PETRIȘOR (Alexandru Ioan Cuza University of Iași)
- 4. *Economic Nationalism in Modern Romania***  
Gabriel MURSA (Alexandru Ioan Cuza University of Iași)
- 5. *Free Trade or Fair-Trade? A Survey on Students’ Perspective***  
Mihaela IFRIM (Alexandru Ioan Cuza University of Iași)  
Iuliana Claudia STOIAN (Alexandru Ioan Cuza University of Iași)  
Tudor SMIRNA (Bucharest University of Economic Studies)
- 6. *Free Trade vs. Managed Trade - a Reassessment***  
Vasile IȘAN (Alexandru Ioan Cuza University of Iași)

## **SESSION 2 | INNOVATIVE PATHWAYS FOR SUSTAINABLE AND INCLUSIVE URBAN AND REGIONAL DEVELOPMENT**

**(CUI – “Irineu Mihălcescu” Hall)**

**Chairs:** Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași) & Ioana Maria URSACHE (Alexandru Ioan Cuza University of Iași)

### **1. *Cultural and Creative Tourism as a Driver of Well-Being***

Mihaela CLINCU (Alexandru Ioan Cuza University of Iași)

Iuliana TUDOSE – POP (Alexandru Ioan Cuza University of Iași)

### **2. *The "Swan" is White: Crisis as Modus Vivendi***

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

### **3. *Living Labs at the Intersection of Innovation, Governance and Sustainability***

Ioana Maria URSACHE (Alexandru Ioan Cuza University of Iași)

Irina CLIPCA (Alexandru Ioan Cuza University of Iași)

### **4. *Breaking Development Traps in Romania: Reassessing Cohesion Policy in a Shifting EU Agenda***

Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași)

Georgeana-Ionela CAUTIȘ (Alexandru Ioan Cuza University of Iași)

### **5. *Development of Green and Smart Cities Today***

Carina BRÂNZILĂ (Alexandru Ioan Cuza University of Iași)

Alin RUBNICU (Gheorghe Asachi Technical University of Iași)

### **6. *The Impact of the Colonialism and Its Legacy on Urban Development: Comparative Studies from the Perspective of the New Urban Paradigms***

Ana-Estera OANTA (Politecnico di Torino)

Irina CLIPCA (Alexandru Ioan Cuza University of Iași)

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

Gabriela Carmen PASCARIU (Alexandru Ioan Cuza University of Iași)

## **SESSION 3 | CIRCULAR ECONOMY, SUSTAINABILITY, AND WELLBEING IN CONTEMPORARY ECONOMIC SYSTEMS**

**(CUI – “Vespasian Pella” Hall)**

**Chairs:** Dana BAKO (Babeș-Bolyai University, Cluj-Napoca) & Marcel PÎRVU (Babeș-Bolyai University, Cluj-Napoca)

**1. *Generation and Recycling of Paper, Cardboard and Glass Packaging in Romania: A Circular Economy Perspective***

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

Lucia SCORȚAR (Babeș-Bolyai University, Cluj-Napoca)

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

**2. *The Road Ahead: Foreign Direct Investment in Romanian Automotive***

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

Mihaela ROVINARU (Babeș-Bolyai University, Cluj-Napoca)

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

**3. *Achieving the Objectives of the Circular Economy by Implementing Product-as-a-Service (PaaS) Models***

Costică MIHAI (Alexandru Ioan Cuza University of Iași)

**4. *Sustainability and Social Responsibility - Challenges for Accounting at This Stage of Economic and Social Development***

Ciprian APOSTOL (Alexandru Ioan Cuza University of Iași)

**5. *Assessing the Impact of Public Investment on Circular Economy Employment in EU: An Empirical Approach***

Silvia-Maria CARP (Alexandru Ioan Cuza University of Iași)

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

**6. *Cultural Values and Subjective Wellbeing: Evidence from Multilevel Modelling across European Countries***

Cristina Alexandra SÎRBU (Alexandru Ioan Cuza University of Iași)

Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ (Alexandru Ioan Cuza University of Iași)

## **SESSION 4 | RESILIENCE, GOVERNANCE, AND STRATEGIC DEVELOPMENT IN EUROPEAN SOCIO-ECONOMIC SYSTEM**

**(CUI – “Vasile Arvinte” Hall)**

**Chairs:** Grațiela Georgiana NOJA (West University of Timișoara) & Oana-Ramona SOCOLIUC (GURIȚĂ) (Alexandru Ioan Cuza University of Iași)

### ***1. Beyond the Pandemic: Systematic and Empirical Insights into Health Systems Resilience across EU Member States***

Alexandra-Mădălina ȚĂRAN (West University of Timișoara)

Grațiela Georgiana NOJA (West University of Timișoara)

Marilen Gabriel PIRTEA (West University of Timișoara)

Eleftherios THALASSINOS (University of Piraeus (retired) and University of Malta (affiliated))

### ***2. Towards Co-Governance Infrastructures for Smart Specialisation: Learning from Leader to Propose Rural Innovation Nodes***

Diego ACOSTA GIJON (University of Seville, Spain)

Daniela-Tatiana AGHEORGHIESEI (Alexandru Ioan Cuza University of Iași)

Ovidiu STOICA (Alexandru Ioan Cuza University of Iași)

### ***3. Energy Sector Funding in the Republic of Moldova***

Larisa MISTREAN (Academy of Economic Studies of Moldova)

Eugenia BUȘMACHIU (Academy of Economic Studies of Moldova)

### ***4. Disparities and Drivers of Service Employment and Unemployment in the European Union: Trends, Challenges and Policy Implications***

Maria AILINCĂI-ZANET (Alexandru Ioan Cuza University of Iași)

### ***5. Can EU Adjust the Phenomenon of Ageing Population through Better Governance?***

Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ (Alexandru Ioan Cuza University of Iași)

Oana-Ramona SOCOLIUC (GURIȚĂ) (Alexandru Ioan Cuza University of Iași)



**6. *Non-Bank Financial Intermediation and Its Role in Fostering New Business Creation: An International Perspective***

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

Irina BILAN (Alexandru Ioan Cuza University of Iași)

**7. *Strategic Interventionism and the Development of Entrepreneurial Ecosystems: Evidence from Romania and Comparative Insights***

Teodora GHERMAN (Alexandru Ioan Cuza University of Iași)

**FRIDAY, 13 June 2025, 15.00 – 16.30**

**SESSION 5 | DIGITAL TRANSFORMATION AND AI-DRIVEN INNOVATION IN ECONOMY AND SOCIETY**

**(CUI – “Ion Simionescu” Hall)**

**Chairs:** Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași) &

Larisa MISTREAN (Academy of Economic Studies of Moldova)

**1. *Open Banking Development Perspectives in the Republic of Moldova***

Larisa MISTREAN (Academy of Economic Studies of Moldova)

Ilinca GOROBET (Academy of Economic Studies of Moldova)

**2. *Harnessing AI for Systemic Sustainability: Innovations in Food Retail, Resilient Supply Chains, and Fiscal Governance***

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

Mădălina-Ioana IVANOV (Alexandru Ioan Cuza University of Iași)

Larisa-Nicoleta GAFENCU (Alexandru Ioan Cuza University of Iași)

**3. *The Potential Impact of Early Digital Education on the Romanian Economy: A Primary School Perspective***

Augustin Marius AXINTE (Alexandru Ioan Cuza University of Iași)

**4. *Chat GPT – Assisted Bibliometric Analysis of Upcycling Literature: Methods, Themes and Trends***

Ciprian-Florin DASCĂLU (Alexandru Ioan Cuza University of Iași)

**5. *Artificial Intelligence in International Business: A Literature Review of Strategic Applications and Challenges***

Diana DĂNĂILĂ (Alexandru Ioan Cuza University of Iași)

**6. *The Impact of Tax Administration Digitalization on the Romanian Business Environment: An Analysis of Voluntary Compliance, Administrative Costs, and Fiscal Transparency***

Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași)

Dumitru FILIPEANU (Gheorghe Asachi Technical University of Iași)

Lucia MOROȘAN-DĂNILĂ (Ștefan cel Mare University of Suceava)

Claudia-Elena GRIGORAȘ-ICHIM (Ștefan cel Mare University of Suceava)

Florin-Alexandru LUCA (Gheorghe Asachi Technical University of Iași)

**7. *Impactul inteligenței artificiale asupra industriei blogging-ului***

Mircea-Alexandru ROȘU (Alexandru Ioan Cuza University of Iași)

**SESSION 6 | SHAPING EUROPE'S FUTURE: SUSTAINABLE DEVELOPMENT, ECONOMIC POLICY, AND SOCIAL WELLBEING  
(CUI – “Vespasian Pella” Hall)**

**Chairs:** Viorica CHIRILĂ (Alexandru Ioan Cuza University of Iași) &  
Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)

**1. *Determinants of Student Academic Achievement across the EU27 Countries***

Mariana HATMANU (Alexandru Ioan Cuza University of Iași)

Cristina CĂUȚIȘANU (Alexandru Ioan Cuza University of Iași)

**2. *A New Evaluation of the Relationship between Sustainable Development, Renewable Energy and Non-Renewable Energy***

Viorica CHIRILĂ (Alexandru Ioan Cuza University of Iași)

Ciprian CHIRILĂ (Alexandru Ioan Cuza University of Iași)

**3. *The Impact of Digital Economy on Sustainable Development of Central and Eastern European Countries***

Christiana Brigitte SANDU (Alexandru Ioan Cuza University of Iași)

**4. *Rolul Foresight-ului în asigurarea predictibilității economice***

Ciprian-Ionel TURTUREAN (Alexandru Ioan Cuza University of Iași)

**5. *The Impact of Adopting the Euro on Prices. Lessons for the Euro Area Candidates***

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

Carmen PINTILESCU (Alexandru Ioan Cuza University of Iași)

Adina DORNEAN (Alexandru Ioan Cuza University of Iași)

**6. *Nonlinear Thresholds and Structural Determinants of Climate-Related Emigration: A Machine Learning Approach***

Christian ROGALSKI (Alexandru Ioan Cuza University of Iași)

**7. *Financing the Health System in Romania***

Vlad Alexandru DIMITRIU (Alexandru Ioan Cuza University of Iași)

**8. *How Does the Mass Media Perceive the Quality of Life of Baby Boomers? A Content Analysis of the European Press***

Maria-Manuela NECHITA (Alexandru Ioan Cuza University of Iași)

Mircea ASANDULUI (Alexandru Ioan Cuza University of Iași)

**9. *A Principal Component Analysis Approach for Indicators of Sustainable Development Goals 7***

Alina Georgeta AILINCĂ (Victor Slavesco Financial and Monetary Research Centre, NIER, Romanian Academy, Bucharest)

**SESSION 7 | DIGITAL INFLUENCE, CONSUMER BEHAVIOR, AND SOCIAL TRENDS IN THE INFORMATION AGE**

**(CUI – “Vasile Arvinte” Hall)**

**Chairs:** Iuliana Claudia STOIAN (Alexandru Ioan Cuza University of Iași) & Raluca Irina CLIPA (Alexandru Ioan Cuza University of Iași)

**1. *Books, Hashtags, and Behaviours: The Social Dynamics of Romanian Bookstragam***

Iuliana OBREJA (Alexandru Ioan Cuza University of Iași)

Amelia-Lidia VATAMANIUC căs. FRUNZĂ (Alexandru Ioan Cuza University of Iași)

Adriana MANOLICĂ (Alexandru Ioan Cuza University of Iași)

## **2. *Tesla Brand Personality***

Jannis WITT (Alexandru Ioan Cuza University of Iași / Fachhochschule Westküste Heide)

Alexandra-Raluca JELEA (Alexandru Ioan Cuza University of Iași)

Adriana MANOLICĂ (Alexandru Ioan Cuza University of Iași)

## **3. *Mindset and Resilience in Predicting Students' Entrepreneurial Intention***

Mihaela Brîndușa TUDOSE (Gheorghe Asachi Technical University of Iași)

Raluca Petronela LĂZĂRESCU (Gheorghe Asachi Technical University of Iași)

Raluca Irina CLIPA (Alexandru Ioan Cuza University of Iași)

## **4. *The Impact of Disinformation and Fake News on Electoral Campaigns on Social Media***

Robert BOTOȘINEANU (Alexandru Ioan Cuza University of Iași)

## **5. *Using Mixed Methods to Characterize Latent Dimensions of Mobile Shopping Behaviour of Young Romanians***

Iuliana Claudia STOIAN (Alexandru Ioan Cuza University of Iași)

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

Oana ȚUGULEA (Alexandru Ioan Cuza University of Iași)

Patricia BERTEA (Alexandru Ioan Cuza University of Iași)

Corina CARA (Alexandru Ioan Cuza University of Iași)

Tudor TOCILĂ (Alexandru Ioan Cuza University of Iași)

# **SESSION 8 | INVESTMENT, INNOVATION, AND ECONOMIC PERFORMANCE: INSIGHTS FROM SECTORS, MARKETS AND REGIONS (CUI – “Irineu Mihălcescu” Hall)**

**Chairs:** Alexandru MAXIM (Alexandru Ioan Cuza University of Iași) & Dorel Marian CODINĂ (Alexandru Ioan Cuza University of Iași)

## **1. *The Nexus between Financial Information Quality and Investor Reaction: Evidence from the Romanian Capital Market***

Daniela MOGÎLDEA (Alexandru Ioan Cuza University of Iași)

Mihai CARP (Alexandru Ioan Cuza University of Iași)

**2. *The Adoption of Smart Lockers in e-Commerce: Motivators and Inhibitors for Consumers and Sellers***

Alexandru MAXIM (Alexandru Ioan Cuza University of Iași)

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

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

**3. *Determinants of Foreign Direct Investments in the North-East Region of Romania, A Preliminary Literature Review***

Dorel Marian CODINĂ (Alexandru Ioan Cuza University of Iași)

**4. *Trends in Evolution of Mergers and Acquisitions in Romania: Market Overview and Empirical Evidence from the Literature***

Geanina Gabriela PRODAN (Alexandru Ioan Cuza University of Iași)

**5. *Entrepreneurship and Economic Growth in Romania***

Raluca BÂRZU (Alexandru Ioan Cuza University of Iași)

**6. *Using Axiomatic Design Principles in Supply Chain Logistics Design***

Roxana HOBJILĂ (Gheorghe Asachi Technical University of Iași)

Ștefana AGOP (Gheorghe Asachi Technical University of Iași)

**7. *Investment in Agriculture: Public or Private? A Comparative Analysis of the Impact on Farm Output in the US***

Ionuț-Laurențiu PETRE (Bucharest University of Economic Studies)

Georgiana Raluca LĂDARU (Bucharest University of Economic Studies)

Raluca IGNAT (Bucharest University of Economic Studies)

Raluca Mihaela DRĂCEA (Bucharest University of Economic Studies)

Steliana MOCANU (Bucharest University of Economic Studies)

**8. *ESG Reporting in Romania in the Context of Public-Private Partnership***

Raluca IGNAT (Bucharest University of Economic Studies)

Raluca Mihaela DRĂCEA (Bucharest University of Economic Studies)

Carmen Lenuța TRICĂ (Bucharest University of Economic Studies)

Marius CONSTANTIN (Bucharest University of Economic Studies)

Elena-Mădălina DEACONU (Bucharest University of Economic Studies)

**FRIDAY, 13 June 2025, 17.00 – 18.30**

**SESSION 9 | ECONOMIC CONVERGENCE, SECURITY, AND RESILIENCE IN EUROPEAN CONTEXTS**

**(CUI – “Ion Simionescu” Hall)**

**Chairs:** Laura DIACONU (MAXIM) (Alexandru Ioan Cuza University of Iași) & Oana-Maria COZMA (Alexandru Ioan Cuza University of Iași)

**1. *Assessing the CEE Countries’ Performances in Terms of Real Convergence and Economic Resilience***

Tudor-Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași)

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

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

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

**2. *How Economic (In)Security Shapes Economic Freedom: An Empirical Perspective***

Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași)

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

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

**3. *Economic (In)Security: An Empirical Analysis of Key Determinants***

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

Cristian C. POPESCU (Alexandru Ioan Cuza University of Iași)

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

**4. *Political Business Cycle and Economic Instability - Literature Review***

Claudiu Gabriel ȚIGANAȘ (Alexandru Ioan Cuza University of Iași)

**5. *Between Resilience and Energy Dependency: Comparative Analysis of Romania and Its Neighboring Countries***

Andrei-Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași)

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

**6. *Disrupted Convergence: The Impact of the COVID-19 Crisis on Real Convergence in the EMU***

Tudor Mugurel AURSULESEI (Alexandru Ioan Cuza University of Iași)

**7. *From Status to Choice: Why Economic Freedom Drives Prosperity***

Oana-Maria COZMA (Alexandru Ioan Cuza University of Iași)

**SESSION 10 | INTERCULTURAL BUSINESS COMMUNICATION**

**(CUI – “Vespasian Pella” Hall)**

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

**1. *Teaching French for Tourism Using Cultural Resources***

Ana SANDULOVICIU (Alexandru Ioan Cuza University of Iași)

**2. *Personal Profiling in Developing Intercultural Communication Skills***

Anca Irina CECAL (Alexandru Ioan Cuza University of Iași)

**3. *What's in a Smile? An Intercultural Perspective on Happiness and Positive Communication***

Oana URSU (Alexandru Ioan Cuza University of Iași)

**4. *International Marketing: Strategies and Challenges for Cultural Adaptation from a Business English Perspective***

Oana-Alexandra ALEXA (Alexandru Ioan Cuza University of Iași)

**5. *The Use of Generative AI as an Educational Tool in the ESP Class***

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

**6. *Past, Present and Future of Business English Textbooks***

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

**7. *The Impact of the Subjective Well-being Concept on Academic Curriculum***

Elena COJOCARU (Alexandru Ioan Cuza University of Iași)

**8. *AI in Educational Context: Enhancing Intercultural Competence and LSP Instruction***

Alina BRUCKNER (Alexandru Ioan Cuza University of Iași)

**9. *Postimperial Transitions and Identity Negotiations in Interwar Romania***

Mădălina TVARDOCHLIB (Grigore T. Popa University of Medicine and Pharmacy, Iași)

## **SESSION 11 | STUDENTS' PAPERS (1)**

**(CUI – “Vasile Arvinte” Hall)**

**Chairs:** Gabriel MURSA (Alexandru Ioan Cuza University of Iași) & Ștefan-Cătălin TOPLICEANU (Alexandru Ioan Cuza University of Iași)

1. ***Reziliența firmelor în fața crizelor și inovației tehnologice: O abordare comparativă asupra rezilienței în IMM-uri versus companii mari***  
Alexandru-Costel MANOLEA (Alexandru Ioan Cuza University of Iași)  
Cosmina-Mirela SFÂCĂ (Alexandru Ioan Cuza University of Iași)
2. ***The Entrepreneurial Ecosystem of Iași: Evolution, Current Dynamics, and Regional Perspectives***  
Cătălin Constantin MANOLE (Alexandru Ioan Cuza University of Iași)
3. ***From Classic Gravity to Digital Trade: Updating the Economic Gravity Model***  
Ana Maria DONTU (Babeș-Bolyai University, Cluj-Napoca)
4. ***The Impact of Artificial Intelligence on Productivity***  
Corneliu TALMACI (Alexandru Ioan Cuza University of Iași)
5. ***Beyond the Myths: A Critical Analysis of Migration's Influence on Modern Economic and Entrepreneurial Dynamics. A Case Study on Romania***  
Diana MOTELICĂ (Alexandru Ioan Cuza University of Iași)
6. ***Analysis of the European Union's Economic Resilience in the Context of the Political Instability of 2022***  
Maria Mirabela GIREADĂ (Alexandru Ioan Cuza University of Iași)  
Livia Mihaela ȚUȚUIANU (Alexandru Ioan Cuza University of Iași)
7. ***Digital Strategic Autonomy or Diplomatic Symbolism? The Japan – EU Digital Partnership amidst US – China Technological Polarisation - Assessing the Institutional Gaps between Shared Rhetoric and Functional Governance***  
Mark-Denis MOLNAR (Babeș-Bolyai University, Cluj-Napoca)  
Erik SZEKELY (Babeș-Bolyai University, Cluj-Napoca)



## **SESSION 12 | STUDENTS' PAPERS (2)**

**(CUI – “Irineu Mihălcescu” Hall)**

**Chairs:** Mihaela IFRIM (Alexandru Ioan Cuza University of Iași) & Andrei-Teofil POSTOLACHI (Alexandru Ioan Cuza University of Iași)

1. ***Attracting Foreign Investments for the Development of the Ukrainian Economy: Wartime Challenges and Postwar Prospects***  
Kateryna ZAGAIEVSKA (Alexandru Ioan Cuza University of Iași)
2. ***Unusual Marketing Ideas and the Strategies behind Them***  
Ștefania GĂLUȘCĂ (Alexandru Ioan Cuza University of Iași)
3. ***Internationalization of Nestlé S.A.***  
Mirela MOTELICA (Alexandru Ioan Cuza University of Iași)
4. ***The Ombudsman Institution in Romania and the United States: Between Centralization and Institutional Pluralism in the Protection of Fundamental Rights***  
Adrian MÎNZAT (Alexandru Ioan Cuza University of Iași)
5. ***Educația – catalizator al capitalului uman, creșterii și dezvoltării economice / Education and Economic Development***  
Cosmin-Andrei AXINTE (Alexandru Ioan Cuza University of Iași)
6. ***Miracolul economic japonez***  
Maria Rosa LIPPOLIS (Alexandru Ioan Cuza University of Iași)  
Irina GAVRILIUC (Alexandru Ioan Cuza University of Iași)

**SATURDAY, 14 June 2025, 10.00 – 11.30**

## **SESSION 13 | MULTICULTURALISM AND INTERCULTURAL COMMUNICATION (Online)**

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

1. ***A Multicultural, Community-Based Approach to Education and Literacy***  
Nicoleta VANDEPUTTE (Family Centre “Huis van het Kind”, Anderlecht, Brussels)

**2. *Flipped Classrooms in Multicultural Tertiary Education: Rethinking Engagement, Equity, and Learning Outcomes***

Marise LEHTO (Turku University, Finland)

**3. *Urban Flânerie and Sustainability: Walking as Critical Pedagogy in the Contemporary City***

Ingrid MOLDEREZ (CEDON – Centre for Economics & Sustainable Entrepreneurship Brussels)

**4. *Navigating Boundaries: Translanguaging, Literacy, and Intercultural Communication in Language Learning***

Mihaela GAZIOGLU (Clemson University, USA)

**5. *Virtual Exchanges for Intercultural Competence: A Student Perspective***

Sorina CHIPER (Alexandru Ioan Cuza University of Iași)

**6. *Artificial Intelligence Tools in Teaching English for Specific Purposes: A Survey of Literature***

Raluca STOICA (Alexandru Ioan Cuza University of Iași)