

International Conference



Warsaw – Bucharest – Blagoevgrad – Chisinau – Surabaya

Innovative Business Management & Global Entrepreneurship

PROGRAM

September 4th, 2020

On-line Conference

Organized by: University of Economics and Human Sciences in Warsaw, Poland; Romanian Academy, Institute of National Economy, Romania; South West University “Neofit Rilski”, Bulgaria; National Institute for Economic Research, Republic of Moldova; Social Science & Business Research Network – SSBRN, Indonesia; Association Holistic Research Academic, Romania – HoRA



Conference Chair

-  **Marcin Waldemar STANIEWSKI**, University of Economics and Human Sciences in Warsaw, Poland
-  **Gheorghe ZAMAN**, Romanian Academy, Institute Of National Economy, Romania
-  **Gancho Todorov GANCHEV**, South West University "Neofit Rilski", Bulgaria
-  **Alexandru STRATAN**, National Institute for Economic Research, Republic of Moldova
-  **Dedhy SULISTIAWAN**, University of Surabaya, Indonesia
-  **Adriana GRIGORESCU**, National University of Political Studies and Public Administration, HoRA, Romania

Scientific Committee

-  Willy ABDILLAH, University of Bengkulu, Indonesia
-  Heike BÄHRE, Fachhochschule des Mittelstands (FHM), University of Applied Sciences, Berlin, Germany
-  Ruslan BILOSKURSKYY, Yuriy Fedkovych Chernivtsi National University, Ukraine
-  Cristina BOBOC, Romanian Academy, Institute of National Economy, Romania
-  Larisa BUGĂIAN, Technical University of Moldova, Republic of Moldova
-  Elena CONDREA, Ovidius University of Constanta, Romania
-  Igor CVECIC University of Rijeka, Croatia
-  Reda DJAOUAHDOU, Annaba University, Algeria
-  Simona GHITA, Romanian Academy, Institute of National Economy, Romania
-  Miika KAJANUS, Savonia University of Applied Sciences, Finland
-  Pantelis KYRMIZOGLU, International Hellenic University, Thessaloniki, Greece
-  Carmen NASTASE, Stefan cel Mare University of Suceava, Romania
-  Madlena NEN, Military Technical Academy Ferdinand, Romania
-  Robert NOWACKI, University of Economics and Human Sciences in Warsaw, Poland
-  Rodica PERCIUN, National Institute for Economic Research, Republic of Moldova
-  Marius PETRESCU, Valahia University from Targoviste, Romania
-  Speranta Camelia PIRCIOG, INCSMPCS, Romania
-  Valentin RADU, Valahia University from Targoviste, Romania
-  Elena STAVROVA, South West University "Neofit Rilski", Bulgaria
-  Yudha Aryo SUDIBYO, Universitas Jendral Soedirman, Indonesia
-  Marius SURUGIU, Romanian Academy, Institute of National Economy, Romania
-  Daniel STEFAN, George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mureş
-  Tomasz SZOPIŃSKI, University of Economics and Human Sciences in Warsaw, Poland
-  Angela TIMUŞ, National Institute for Economic Research, Republic of Moldova
-  Ivan TODOROV, South West University "Neofit Rilski", Bulgaria
-  Vladimir TSENKOV, South West University "Neofit Rilski", Bulgaria
-  Valentina VASILE - Romanian Academy, Institute Of National Economy, Romania
-  Ana-Maria ZAMFIR, INCSMPCS, Romania

Keynote speakers & Special Guests



Gheorghe ZAMAN, Ph.D. Professor, Correspondent Member of the Romanian Academy, Director Institute of National Economy, Romania, member of the International Academic Committee of the Institute "China and Central and Eastern Europe" (Budapest), President of the General Association of Economists in Romania, Director of the Romanian Journal of Economics, involved in research projects on "Determinants of innovative Sustainable Development".



Dedhy SULISTIAWAN, Ph.D. Associate Professor at the Faculty of Business and Economics, University of Surabaya. Now he also serves as Chairman of the Social Science & Business Research Network (SSBRN). His research interest spans over the stock market and behavioural research. He is a guest editor in several reputable journals.



Alexandru STRATAN, PhD. Professor, Habil., Correspondent member of The Moldova Academy of Science he is the Director National Institute for Economic Research, Republic of Moldova.



Gancho Todorov GANCHEV, Ph.D. Professor, South West University "Neofit Rilski", Bulgaria, is the Head of the Laboratory for Economic Research. He currently works at the Department of Finance and Accounting, South-West University "Neofit Rilski". Gancho does research in Monetary Economics, Macroeconomics and Financial Economics. Their current project is 'The impact of macroeconomic variables on individual utility functions'.



Marcin Waldemar STANIEWSKI, Ph.D. Associate Professor, University of Economics and Human Sciences in Warsaw, Poland. He holds at present the position of Vice-Rector for Science and serve as Editor-in-chief of "Contemporary Economics". His main areas of research are Human resources management, Knowledge management, Entrepreneurship, Innovativeness, e-Commerce. Author of articles published in prestigious journals.



Dorothea Papathanasiou holds a Ph.D. degree in Management Sciences at the University of the Aegean. She has trained in tourism planning at the Universitat Autònoma de Barcelona. She is teaching Heritage Management at the Hellenic Open University; CCI at the Open University of Cyprus and Tourism at the University of the Aegean. As researcher and trainer she has developed over 100 EU funded projects and publications.

Plenary Session

September 4th, 2020

10:00 – 10:30 GMT+2 **Welcome speech**

10:30 – 13:30 GMT+2 **Keynote speeches**

10:30 - 11:00 GMT+2 *Determinants of Innovation Under the New Paradigm of Sustainable Development*

Gheorghe ZAMAN

11:00 - 11:30 GMT+2 *Investing in Venus: The Recency Effect*

Dedhy SULISTIAWAN

11:30 - 12:00 GMT+2 *Cooperation for Innovation: Opportunities and Challenges for SMEs (The Case of The Republic of Moldova)*

Alexandru STRATAN, Alexandra NOVAC, Natalia VINOGRADOVA

12:00 - 12:30 GMT+2 *Financial Condition Indices and the Pandemic Uncertainty Index as the 2020 Recession Triggers*

Gancho Todorov GANCHEV

12:30 - 13:00 GMT+2 *Parental Attitudes and Entrepreneurial Success*

Marcin Waldemar STANIEWSKI

13:00 - 13:30 GMT+2 *History telling: Designing Validated Heritage Narratives for Onsite and Dislocated Audiences. Evidence from EU Funded Projects from The Programming Period 2014-2020*

Dorothea PAPATHANASIOU-ZUHRT

Questions will be posted by attendees through a typed message on Chat option



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Panel Sessions

September 4th, 2020

14:00 – 18:00 GMT+2 Panel 1

Session Chair **Marcin Waldemar STANIEWSKI**

-  ***Commercializing the Milkfish Hatchery-Bred Fry Industry in the Philippines: a Welfare Analysis***
Yolanda T. GARCIA, Maria Esperanza T. GARCIA, Arnulfo G. GARCIA
-  ***SME's situation within a DCFTA context through COVID-19 crisis***
Vladislav BOLDURAT, Olga CONDRIUC
-  ***Innovation – a Major Requirement for the Sustainable Development of Organizations***
Iuliana SCĂRLĂTESCU (TALMACIU)
-  ***Innovation Alliances in the Context of Quadruple Helix Entrepreneurial Ecosystem***
Liviu CIUCAN-RUSU, Mihai TIMUS
-  ***Analysis and Evolution of Profit and Net Profit Margin in the Pharmaceutical Industry in Romania***
Izabela Diana HADA, Mihaela Maria MIHALCEA
-  ***Authentic Leadership Requirement for Trade Unions in Education***
Gicu-Valentin DOGARU
-  ***Communication, a Premise for Increasing the Organization's Performance***
Constantin Ciprian IACOB, Silvia Elena IACOB
-  ***From Endogenous Growth Theory to Knowledge Economy Pyramid - Comparative Analysis of Knowledge as an Endogenous Factor of Development***
Octavian ȘERBAN

-  ***The Role of the Human Resource in Promoting Cultural Diversity/ Intercultural Education***
Gina ANTON

-  ***Innovation and Opportunity in Telecommuting for Romanian Entrepreneurs***
Valentin RADU, Adriana GRIGORESCU, Florin RADU

-  ***Leadership and Motivation, Determinants of Sustainability***
Diana Elena ZAHARIA (ȘTEFĂNESCU), Bogdan ȘTEFĂNESCU

-  ***Innovative Solutions for Local Public Administration in the Process of the Waste Collection***
Răzvan Aurelian MUNTEANU

-  ***The Importance of Military Management in Pandemic Crises Management***
Marius NITA, Sorela-Maria PRUTEANU

-  ***Innovation Policy and Artificial Intelligence in the Business and Economic Transformation of the European Freight Transport Industry***
Amalia-Elena ION, Denisa-Atena COSTOVICI









-  ***Transfer of Marketing Knowledge in SMEs***
Ionuț MAGDALENA, Andreea MOCANU

Panel Sessions

September 4th, 2020

14:00 – 18:00 GMT+2 Panel 2

Session Chair Elena STAVROVA

-  ***Fintech as a Mean for Digital and Financial Inclusion - A Systematic Literature Review***
Heike BÄHRE, Giovanni BUONO, Valerie Isabel ELSS
-  ***Challenges in Adequate Management of Hazardous Medical Waste to Reduce Impact of the Covid-19 Epidemic in Romania***
Victor PLATON, Simona FRONE, Andreea CONSTANTINESCU, Sorina JURIST
-  ***Management of the "Syrian Refugee Crisis" - Repercussions on European Security. Impact/Measures Analysis***
Mihai CONSTANTIN
-  ***Detainees' Employment - Between a Business Opportunity and the Social Benefit of Reducing Recidivism***
Cristina DUMITRAN
-  ***Effective Motivation of Employees Working from Home***
Bogdan ȘTEFĂNESCU, Diana Elena ZAHARIA (ȘTEFĂNESCU)
-  ***Connecting the Customer Experience Concept with Pharmaceutical Care for Improving the Healthcare Status of Patients***
Emilian Ionuț BLEJAN, Gabriela CIUPITU, Andreea ARSENE
-  ***Approaches to Measurement of Well-Being: Case of The Republic Of Moldova***
Tatiana GUTIU
-  ***Management of Covid-19 Crisis At The Level Of Defence Industry***
Lucian IVAN



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 ***Considerations on the Circular Capitalization of Organic Waste by Anaerobic Co-Digestion***

Lucia VARGA, Gheorghe ZAMAN, Ioana IONEL, Anca CRISTEA

 ***Housing Affordability in the Context of Covid-19 Pandemic – New Challenges for Romania***


Luminița-Mirela LAZARESCU, Daniela Liliana DIACON, Vasile EFROS, Vasilica-Danut HORODNIC

 ***Comparison of per Capita Consumption Expenditures Between Moldova and the European Union***

Mircea GUTIU

 ***The Impact of International Migration on Entrepreneurship***

Sergiu IURIAN

 ***Plague and Museums. The Impact of Covid 19 Pandemic on Museums. Case Study: „Princely Court” National Museums Ensemble – Târgoviște, Dâmbovița County, Romania***

Mihai-Claudiu NASTASE, Alexandru MITRU, Loredana Andreea PAUN (PARNIC)



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Panel Sessions

September 4th, 2020

14:00 – 18:00 GMT+2 Panel 3

Session Chair **Valentina VASILE**

-  ***How Environmental Performance Influences SMEs' Competitive Performance: A Case from the Food Production Industry***
Duangporn PUTTAWONG, Anusorn KUNANUSORN

-  ***Comparative Studies on Energy Educations in Japan and Indonesia***
Masatoshi KAIMAS, Agustina FITRIANINGRUM

-  ***Making the Legislative Framework Regarding the Establishment of the House of Schools in Romania***
Miron Cristian VASILE

-  ***Reform of Public Education System in Romania***
Maricica-Danuta BITCA (BUNGHEZ), Gicu-Valentin DOGARU, Razvan-Ion CHITESCU

-  ***Digitalization – a Key Factor in the Personal-Professional Development of Human Resources in Educational Organizations***
Maria Cristina SERB (TANISLAV), Diana ANGHEL-BLIDARU

-  ***The Impact of Digital Innovation on Education***
Emilia ȚIȚAN, Daniela-Ioana MANEA, Mihaela MIHAI, Cristina CĂRĂMIDARU

-  ***How Mindfulness Influences the Well-Being of Employees in Educational Leadership***
Diana Anghel BLIDARU

-  ***Medieval School Management in Wallachia (16th-18th Centuries)***
Mihaela NĂSTASE (GHEORGHE)



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-  ***Reasons for Choosing the Social Responsibility Practices of Higher Education Institutions***
Angela Luminița MOLDOVAN, Liliana PETER
-  ***Integration of Generation Z in the Professional Environment***
Iulia MANGHIUC, Ciprian PETRESCU
-  ***A Study about Digital Readiness of Actors During E-Learning System Implementation***
Livi CIUCAN-RUSU, Mihai TIMUS, Călin-Adrian COMES, Daniel STEFAN,
Anamari-Beatrice STEFAN
-  ***Romanian Forest Sector Labor Force - Evolutions And Trends***
Laurențiu CIORNEI, Paula MUNTEANU
-  ***Romania's Government Activity on Education Matters in the First Decade of the Interwar Period***
Alexandru MITRU, Loredana-Andreea PĂUN (PARNIC), Mihai-Claudiu NĂSTASE
-  ***Involvement of the School Counselor in Optimizing School Management in Pandemic Context***
Liliana PETER, Angela Luminița MOLDOVAN
-  ***The Analysis of Push Factors in Case Of Physicians Migration from Romania***
Simona-Andreea APOSTU, Valentina VASILE, Ruxandra CHIVU

Panel Sessions

September 4th, 2020

14:00 – 18:00 GMT+2 Panel 4

Session Chair **Dedhy SULISTIAWAN**

-  ***Crop Farmers' Perceptions Toward Agriculture and Family Farming Succession in the Philippines***
Letticia L. CARODAN, Jeanette Angeline B. MADAMBA, James Roland S. RAYES, Loida E. MOJICA, Mar B. CRUZ
-  ***The Quality of the Business Environment in the Republic of Moldova***
Lidia MAIER
-  ***Entrepreneurial Sector Through the Covid-19 Pandemic Crisis in Romania***
Daniela ANTONESCU
-  ***Assessment of the Relationship Between the Romanian Banking System And SMEs' Financing***
Ioana MOLDOVAN (TONEA)
-  ***The Integration of Romanian Stock Market in European Union: An Empirical Analysis***
Elena RADU (GRIGORIE)
-  ***Social Responsibility - Sustainable Challenge for Public And Private Sector***
Sorela-Maria PRUTEANU, Marius NITA
-  ***Economic Tools for WEEE Recycling in Romania***
Victor PLATON, Simona FRONE, Andreea CONSTANTINESCU, Sorina JURIST
-  ***Bioeconomic Management of Biodiversity of Sericulture Genetic Resources in the Context of Sustainable Development in Romania***
Cristinel Gigi ŞONEA, Mirela STOICAN, Andra Cristina ŞONEA, Alina Iuliana TABIRCA



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-  ***Urban Regeneration and its Challenges in Romania***
Anna Maria VASILE
-  ***Durable Development in the Context of 2014-2020 ESI Funds***
Florin DIACONESCU
-  ***Some Considerations about the Boatlast Stems in the Collection of The Lower Danube Museum - Călărași***
Loredana-Andreea PĂUN (PARNIC), Mihai-Claudiu NĂSTASE, Alexandru MITRU
-  ***Innovative Entrepreneurship and Sustainable Development of Smart Cities***
Adrian PETRE
-  ***Social Inequality and Solutions to Sustainable Development in the European Union***
Paula MUNTEANU, Laurențiu CIORNEI
-  ***Relationship Between Corporate Social Responsibility and Entrepreneurship - Evidence from Romanian Entrepreneurs***
Alina Iuliana TĂBÎRCĂ, Oana Raluca IVAN
-  ***Internal Audit Versus Internal Control - Tools for Evaluating the Internal Management System at the Level of Local Public Entities***
Nicoleta ARDELEANU (TRIFU)
-  ***Trends of Convergence at Regional Level in European Union (EU-28)***
Daniela ANTONESCU

Panel Sessions

September 4th, 2020

14:00 – 18:00 GMT+2 Panel 5

Session Chair **Alexandru STRATAN**

-  ***Cost-Benefit Analysis Approach for Building Up a Model for Capitalizing the Tourism Potential of Local Heritage in Rural Areas***
Valentina VASILE, Cristina BOBOC, Simona GHITA
-  ***The Analysis Of The Performace Indcators In Rural Tourism Of Bucovina Area***
Andreea STROE, Andreea-Oana ENACHE
-  ***Management Of The Risks In Ecotourism***
Otilia CRACIUN (RADU), Cecilia MANTESCU (TILVAN)
-  ***Integrated Territorial Investments - ITI Danube Delta***
Ana-Maria (SERBANESCU) DUMITRACHE, Oana OPRISAN, Elena CONDREA
-  ***Virtual Tourism During the Pandemic. Comparative Study Between Suceava and Maramureş Counties***
Liliana Daniela DIACON, Luminița Mirela LAZARESCU, Vasile EFROS, Cristian CIUBOTARU
-  ***Methods, Techniques and Sales Strategies***
Cristina Gabriela VASCIUC (SANDULESCU), Dumitru SANDULESCU, Otilia CRACIUN (RADU)
-  ***Challenges for Romanian Entrepreneurs in Managing Virtual Teams***
Xiaoyu ZHAN, Delia Mioara POPESCU
-  ***Managing Opportunities - Achieving Smart Growth in a Digital Landscape***
Denisa-Atena COSTOVICI (MEMA), Amalia-Elena ION
-  ***Choosing a hotel based on the quality presented by influencers on social media networks***



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Corina Aurora (BARBU) MARIN, Elena CONDREA

- 📚 *Efficient Workforce Management Within the Concept Of "Smart City". Using Artificial Intelligence as Part of the Future Counterterrorism Strategy*

Mihai CONSTANTIN, Anamaria CONSTANTIN (BUCUR), Andra BORTEA

- 📚 *Dimensions Regarding the Communication-Satisfaction-Organizational Performance Relationship in the Knowledge Society*

Gabriel Florin MESAROȘ

- 📚 *Cultural Heritage Capitalisation in Rural Areas. Valuing Less Known Potential for Boosting Rural Tourism*

Daniel ȘTEFAN, Elena BUNDUCHI, Anamari Beatrice ȘTEFAN, Maria Alexandra POPA

- 📚 *Cultural Heritage Impact on Tourism in Southern Transylvania*

Adrian BOANTA, Anca OLTEAN, Maria-Alexandra POPA, Elena BUNDUCHI

- 📚 *Ecotourism In Bucovina*

Otilia CRACIUN (RADU), Cristina Gabriela VASCIUC (SANDULESCU), Dumitru SANDULESCU

- 📚 *Analysis and Evolution of Profitability In the Pharmaceutical Field in Romania*

Izabela Diana HADA

- 📚 *Multilevel Upgrade of the Knowledge Economy Pyramid Model - The Correlation Between Productivity and Competitiveness and Impact on the Standard of Living*

Octavian ȘERBAN