CONFERENCE PROGRAMME

IECS - Student will take place on May 21st, 2026

Faculty of Economic Sciences | Calea Dumbrăvii Street, 17, Sibiu

| Onsite – Room EM9 | Room EM10 | Room EP2 | Room E12

| Online – https://meet.google.com/mvf-xvhz-xar

Time	Activity
09:00 – 09:20	**Registration of Participants**
	*Room EM9, Faculty of Economic Sciences	Calea Dumbrăvii Street, 17, Sibiu*
09:20 – 09:30	**Welcome Speech**
	Liliana Bunescu, Associate Professor, PhD – Vice-Dean for Students and Student Activities *Room EM9, Faculty of Economic Sciences	Calea Dumbrăvii Street, 17, Sibiu*
09:30 – 10:45	**History of Money in Romania and its Security Features**
	Liliana Elena Cacovean – Specialist of National Bank of Romania (Sibiu Agency) *Room EM9, Faculty of Economic Sciences	Calea Dumbrăvii Street, 17, Sibiu*
10:45 – 11:00	**Break**
	*Room EM9, Faculty of Economic Sciences	Calea Dumbrăvii Street, 17, Sibiu*

The Economist of Tomorrow: in an AI-Driven Economy

11:00 – 12:30	**ONLINE & ONSITE Session – Chairs: Roxana Popșa, Associate Professor, PhD and Teodora Matieș, Teaching Assistant, PhD Student** *Room EM9, Faculty of Economic Sciences | Calea Dumbrăvii Street, 17, Sibiu* *Link https://meet.google.com/mvf-xvhz-xar*
	1. Petcu Patricia-Alexandra **Enhancing Financial Literacy Through Gamification: A Human-Computer Interaction Perspective** *2. Petre Bianca-Maria and Stancu Stefano Andrea* **Mapping the CBDC Research Landscape: A Bibliometric Synthesis of Global Trends and the Digital Euro** *3. Rus Adrian Raul* **Romania in Comparison with the European Union Average Across the Economic, Social and Environmental Dimensions: An Analysis Within the Europe 2030 Strategic Framework** *4. Sherbina Anna* **The Impact of Public Debt on Population Well-Being in the Republic of Moldova** *5. Antoci Mădălina – Mihaela* **The Evolution of Poverty and Socio-Economic Indicators in the Republic of Moldova** *6. Dengel Christian* **Hybrid Work and Early Career Integration: Experiences of Young Employees and HRM Implications** *7. Dobra Alecsia-Gabriela* **The Impact of Artificial Intelligence on Labour Market and Its Ambiguity** *8. Mateș Denisa Maria and Iordache Flavia Ioana* **Universal Basic Income vs Reskilling Programs: Assessing Public Policy Responses to AI-Driven Automation and Job Displacement**

The Economist of Tomorrow: in an AI-Driven Economy

11:00 – 12:30	**ONLINE & ONSITE Session - Chairs: Cristina Popa, Lecturer, PhD and Monica Țichindelean, Teaching Assistant, PhD** *Room EM10, Faculty of Economic Sciences | Calea Dumbrăvii Street, 17, Sibiu* *Link https://meet.google.com/tdt-ubow-vzf*
	1. Avram Annamaria and Cioban Ariana **The Economic and Sustainability Impact of Artificial Intelligence in Modern Organizations: A Case Study on Tesla Inc.** *2. Păcurar Paula and Banciu Daniel* **Tourism Management Strategies for the New Digital Economy: Perspectives of Tomorrow's Economist** *3. Marin Alexandra and Grosu Maria Carina* **Food Security in the European Union: A Comparative Analysis of Belgium and Poland from a Macroeconomic and Public Policy Perspective** *4. Mihu Ariadna* **Electronic Money and E-Wallet in the Republic of Moldova** *5. Prișcă Ana Maria* **Skin Scan and Brand Loyalty: How AI and AR Recommendations Shape Consumer Behaviour?** *6. Prosii Eugenia* **Innovative Strategies for Developing Ecotourism in Rural Regions** *7. Iacobhazi Maria-Teodora* **Sustainable Development Challenges and Green Strategies in Romania** *8. Polina Lisman* **Non-Financial Reporting Standards and Possible Distortions: Evidence from the Beauty Industry** *9. Yu Hsi Chuang* **Leveraging ESG for Competitive Advantage: a Comparative Analysis of Tesla in Germany, Italy, and Taiwan Through the Lens of Sustainable Development Goals**

11:00 – 12:30	**ONSITE Session - Chairs: Doris Popescu, Lecturer, PhD and Ioana Gemenel, Lecturer, PhD** *Room EP2, Faculty of Economic Sciences | Calea Dumbrăvii Street, 17, Sibiu*
	1. Dulău Adelin-Ioan **Creative Destruction: How Artificial Intelligence Is Reshaping the Labour Market and the Careers of Tomorrow** *2. Farcasu Nicholas and Adami Martin David* **The Impact of Artificial Intelligence on Consumer Behaviour in E-Commerce** *3. Halcea Alina-Oana* **Design and Development of an Academic Publication Management System with Modular Multi-Format Data Export** *4. Manea Narcis* **The Popularity of Sports in Romania and the Implications for Sports Club Management** *5. Matei Iulia-Maria and Ghișe Iulia-Elena* **Digital Transformation and Sustainable Competitiveness in Romanian Rural Tourism: A Case Study of the Sibiu Region** *6. Muntean Alexandru* **Design and Implementation of a Mobile Vocabulary Trainer for Efficient Language Learning** *7. Nicoară Mihai* **Artificial Intelligence in ESG Reporting: Transparency Tool or New Mechanism for Corporate Greenwashing?** *8. Peană Ioana* **An ETL-Based Approach to Analysing Stock Market Performance: Evidence from BVB**

11:00 – 12:30	**ONSITE Session - Chairs: Alexandra Marina, Teaching Assistant, PhD and Paul Bahnean, Teaching Assistant, PhD** *Room E12, Faculty of Economic Sciences | Calea Dumbrăvii Street, 17, Sibiu*
	1. Popa Raul-Victor and Popa Vlad-Adrian **Budget Analysis of Sibiu County Council in the Period 2021–2025** *2. Popa Vlad Adrian and Popa Raul-Victor* **The Relationship Between Capital Structure and Firm Performance: Evidence from the U.S. Non-Financial Corporate Sector** *3. Predescu Denisa Gabriela and Oprean (Olaru) Elena Cristina* **Insurance and Investment Banking: How to Manage Risks and Take Advantage of the Opportunities of the Modern Economy** *4. Șerban Iulia Maria* **Democratizing Financial Literacy for Young Adults: A RAG-Based Educational AI Adviser** *5. Simion Elida-Daniela* **Strategic Management of Erasmus+ Double-Degree Funding: A Comparative Study of Partner Universities from Western and Eastern Europe** *6. Stăvar Alexandru* **Enhancing University Assessment Practices Through Multicriteria and Informatics-Based Models** *7. Ungureanu Andreea-Denisa, Proteasa Maria-Delia and Popa Rareș-Ștefan* **Personal Finance and Behaviour in Romania Between 2020-2024: Post-Pandemic Recovery and Inflation Surge** *8. Wagner Flavio-Elias and Marcu Ana-Maria* **Entrepreneurship and Innovation in AI-Driven Economy: A Comparative Study of Japan and Romania (2024-2026)**

Organizing Committee:

- **Liliana Bunescu, Associate Professor, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Diana Mihaiu, Associate Professor, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Camelia Budac, Associate Professor, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Roxana Popșa, Associate Professor, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Cristina Popa, Lecturer, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Doris Popescu, Lecturer, PhD**
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- **Ioana Gemenel, Lecturer, PhD**
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- **Alexandra Marina, Teaching Assistant, PhD**
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- **Monica Țichindelean, Teaching Assistant, PhD**
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- **Carolina Țimbalari, Teaching Assistant, PhD**
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- **Mihai Cristian, Teaching Assistant, PhD**
  Faculty of Economic Sciences, Sibiu, Romania
- **Teodora Matieș, Teaching Assistant, PhD Student**
  Faculty of Economic Sciences, Sibiu, Romania

Enjoy the conference!