



HYPERION UNIVERSITY OF BUCHAREST
FACULTY OF ECONOMIC SCIENCES

PROGRAM

The 8th Edition of the International Conference

**TRENDS IN THE CURRENT
ECONOMIC ENVIRONMENT**

7-8 December, 2023

**Place: “Hyperion” University
Calea Călărașilor no. 169, Bucharest, Sector 2**

"Hyperion" University from Bucharest, Romania
International Conference
“TRENDS IN THE CURRENT ECONOMIC ENVIRONMENT”

7-8 December, 2023

SCIENTIFIC COMMITTEE:

Prof. Mariana Bălan, PhD. (Romania)
Prof. hab. Olimpia Neagu, PhD. habil. (Romania)
Prof. Anca Gheorghiu, PhD. (Romania)
Assoc. Corina Maria Ene, PhD. (Romania)
Assoc. Carmen Uzlău, PhD. (Romania)
Assoc. Victoria Blyzniuk, PhD. (Ukraine)
Assoc. Cezar Braicu, PhD. (Romania)
Assoc. Brîndușa Radu, PhD. (Romania)
Lecturer Ismail Nilgun, PhD. (Turkey)
Assoc. Iulian Panait, PhD. (Romania)
Assoc.hab. Rodica Perciun, PhD. (Republic of Moldova)
Lecturer, Maria Viarenich, PhD. (Belarus)
SR I, hab. Simona-Maria Stănescu, PhD. (Romania)

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Liliana Paschia, PhD. Assoc.Prof.
Anca Cristea, PhD. Lecturer
Suzana Popa, PhD. Lecturer

"Hyperion" University from Bucharest, Romania
International Conference
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7-8 December, 2023

December 7, 2023

Conference room, floor 6,

9³⁰ – 10⁰⁰ Registration

10⁰⁰ - 12³⁰ Plenary opening session

 Opening Address

- PhD Associate Prof. *Corina-Maria ENE* – Pro Rector of “Hyperion” University of Bucharest

 Plenary lecture 1

- PhD Associate Prof. *Corina-Maria ENE* – “Hyperion” University of Bucharest

The impact of disruptive technologies on e-commerce

 Plenary lecture 2

- PhD Associate Prof. *Carmen UZLĂU* - “Hyperion” University of Bucharest

Insertion of higher education graduates in the Romanian labour market

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 Plenary lecture 3

- PhD Associate Prof *Cezar BRAICU* - “Hyperion” University of Bucharest

Creativity and innovation in entrepreneurship

 Plenary lecture 4


- PhD Prof. *Mariana BĂLAN* - “Hyperion” University of Bucharest

Economic and demographic determinants of migration

 Plenary lecture 5

- Lecturer PhD. *Nilgun (Esen) ISMAIL* - Lecturer, PhD., The Faculty of Economics and Administrative Sciences, the University of Giresun, Turkey
- PhD. *Serdar GOKTAŞ* - The Faculty of Economics and Administrative Sciences, the University of Giresun, Turkey

Muslim refugees from the Balkan area and the Ruse-Varna railway (1853-1878)

 Concluding Speech

- PhD Associate Prof. *Corina-Maria ENE* – “Hyperion” University of Bucharest

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Section 1
ECONOMICS

Thursday, December 7, 2023
Conference room, floor 6, 13³⁰-17³⁰

Chairman: PhD Associate Prof. Carmen UZLĂU

Moderator: PhD Prof. Mariana BĂLAN

**YOUNG NEETs: CHALLENGES, OPPORTUNITIES AND COSTS IN ROMANIA
AND TURKEY**

Nilghiun (Esen) ISMAIL,

The Faculty of Economics and Administrative Sciences, the University of Giresun, Turkey,

Mariana BĂLAN,

“Hyperion” University, Bucharest

URBAN POLES OF ECONOMIC GROWTH IN ROMANIA

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

Nicolae MIHĂILESCU,

“Hyperion” University, Bucharest

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ECONOMIC COMPLEXITY AND FINANCIAL DEVELOPMENT IN CENTRAL AND EASTERN EUROPEAN (CEE) COUNTRIES

Olimpia NEAGU,

”Vasile Goldiș” Western University of Arad; University of Oradea; Romanian Academy of Scientists Bucharest

ROMANIA’S ABSORPTION CAPACITY OF EU STRUCTURAL AND COHESION FUNDS DEDICATED TO GREEN FINANCING, IN THE PERIOD 2014-2020

Ioannis HATZILYGEROUDIS,

University of Patras

Anca CRISTEA,

Institute for World Economy, Romanian Academy; Hyperion University

Vlad Ionut SANDU,

The Ecological University from Bucharest

IMPACT OF THE FINANCIAL CRISES OF THE 21TH CENTURY ON MIGRATION

Mariana BĂLAN,

“Hyperion” University, Bucharest

Nilgun ISMAIL,

The Faculty of Economics and Administrative Sciences, the University of Giresun, Turkey

Anca Laura PALAMAR,

„Prof. Ion Vișoiu” Secondary School

DEMOGRAPHIC CHANGES DUE TO THE POST-DECEMBER ECONOMIC-SOCIAL CRISIS IN ROMANIA

Brîndușa Mihaela RADU,

Institute for Economic Forecasting - NIER, Romanian Academy

DEMOGRAPHIC TRENDS BY OCCUPATION IN THE EU27 MEMBER STATES

Marioara IORDAN,

Institute for Economic Forecasting - NIER, Romanian Academy

Mihaela-Nona CHILIAN,

Institute for Economic Forecasting - NIER, Romanian Academy

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Coffee Break - 15:45 – 16:00

THE IMPACT OF THE ECONOMIC-FINANCIAL CRISIS ON FERTILITY RATES

Brîndușa Mihaela RADU,
Institute for Economic Forecasting - NIER, Romanian Academy

ECONOMIC CYCLES AND THEIR IMPACT ON DEMOGRAPHIC CHANGES

Brîndușa Mihaela RADU,
Institute for Economic Forecasting - NIER, Romanian Academy

ACHIEVING EU EMISSION TARGETS THROUGH TRANSPORT RENEWABLE ENERGY

Oana CHINDRIȘ-VĂSIOIU,
Institute for World Economy, Romanian Academy,

DETERMINANTS OF INCOME INEQUALITY IN THE EUROPEAN UNION

BIANCA VEZENTAN, Ph.D Student
University of Oradea

Olimpia NEAGU,

”Vasile Goldiș” Western University of Arad; University of Oradea; Romanian Academy of Scientists Bucharest

INTERNATIONAL MIGRATION FROM THE PERSPECTIVE OF THE 2030 AGENDA

Carmen UZLĂU,
“Hyperion” University, Bucharest

Corina Maria ENE,
“Hyperion” University, Bucharest

Adriana MATEI,
“Hyperion” University, Bucharest

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Friday, December 8, 2023
Conference room, floor 6, 9³⁰-13³⁰

BIOECONOMY IN ROMANIA – STEPS FOR DEVELOPMENT

Marius VOICILAȘ,
“Hyperion” University, Bucharest
Institute of Agricultural Economics – NIER, Romanian Academy

THE ROLE OF THE EUROPEAN UNION IN THE MANAGEMENT OF INTERNATIONAL IMMIGRANTS

Cezar BRAICU,
“Hyperion” University, Bucharest

THE MEASURES TO INCREASE THE DEGREE OF ABSORPTION OF EUROPEAN FUNDS INTENDED FOR GREEN PROJECTS AND THE OBSTACLES IN THE PERIOD 2014-2020

Anca CRISTEA,
Institute for World Economy, Romanian Academy; Hyperion University

REGIONAL DISPARITIES IN TOURISM ACCOMMODATION INFRASTRUCTURE: A COMPREHENSIVE ANALYSIS OF ROMANIA'S TERRITORIAL LANDSCAPE

Camelia SURUGIU,
Faculty of Administration and Business, University of Bucharest,
Marius SURUGIU,
Institute of National Economy, Romanian Academy
Raluca MAZILESCU,
Institute of National Economy, Romanian Academy

STRUCTURAL CHANGES OF THE YOUTH LABOUR MARKET

Geo-Alexandru SPÂNULESCU,
“Hyperion” University, Bucharest

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THE EFFECTS OF FINANCIAL CRISES ON THE LABOR MARKET

Mihaela Daniela NICULESCU,

“Hyperion” University, Bucharest

The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

DRUG USE IN SCHOOLS, A PHENOMENON OUT OF CONTROL?

Mariana BĂLAN,

“Hyperion” University, Bucharest

Radu NEFORNIȚĂ,

“George Bacovia” University of Bacău

Coffee Break - 11:30 – 11:45

THE ROLE OF SOCIOLOGY IN CONTEMPORARY ROMANIAN SOCIETY

Simona Maria STĂNESCU,

Research Institute for Quality of Life - NIER, Romanian Academy

Mariana BĂLAN,

“Hyperion” University, Bucharest

RESEARCH, DEVELOPMENT AND INNOVATION IN 21ST CENTURY ROMANIA

Carmen UZLĂU,

“Hyperion” University, Bucharest

Corina Maria ENE,

“Hyperion” University, Bucharest

Adriana MATEI,

“Hyperion” University, Bucharest

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DEZVOLTAREA DURABILĂ COMPLEXĂ ÎN SPAȚIUL RURAL ROMÂNESC

Mariana BĂLAN,
“Hyperion” University, Bucharest
Mihaela MARCU,
“Hyperion” University, Bucharest

NEW TRENDS IN THE EVOLUTION OF THE PRIVATE PENSION SYSTEM IN ROMANIA

Doina PÂRCĂLABU,
“Hyperion” University, Bucharest

THE IMPACT OF THE WAR IN UKRAINE ON ROMANIA'S GRAIN TRADE

Andrei CRISTEA,
“Hyperion” University, Bucharest

THE IMPACT OF POLITICAL INSTABILITY ON ECONOMIC GROWTH IN THE LITERATURE

Mihaela Daniela NICULESCU,
The School of Advanced Studies of the Romanian Academy (SCOSAAR), Bucharest

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Section 2

MANAGEMENT & INTERNATIONAL AFFAIRS

Thursday, December 8, 2022

4.2 room, floor 4, 13³⁰-17³⁰

Chairman: PhD Associate Prof. Cezar BRAICU

Moderator: PhD Lector Mihaela MARCU

E-BUSINESS OVERVIEW IN THE EU AREA

Dalina-Maria ANDREI,

Institute for Economic Forecasting - NIER, Romanian Academy

THE NEXUS BETWEEN GDP, INVESTMENTS AND BUDGET INDICATORS IN EUROPEAN CONTEXT

Marius SURUGIU,

Institute of National Economy, Romanian Academy

Camelia SURUGIU,

Faculty of Administration and Business, University of Bucharest

Raluca MAZILESCU,

Institute of National Economy, Romanian Academy

"Hyperion" University from Bucharest, Romania
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PUBLIC DEBT MANAGEMENT CHALLENGES IN IN THE POST COVID-19 PERIOD. CASE STUDY – ROMANIA

Cristian PANĂ,

Ecological University of Bucharest, Faculty of Financial Management

INTERNATIONAL INVESTMENT IN RENEWABLE ENERGY - TOP DEVELOPING ECONOMIES

Suzana POPA,

“Hyperion” University, Bucharest

DEVELOPMENTS OF FOREIGN INVESTMENTS IN ROMANIA DURING THE WAR IN UKRAINE

Andrei CRISTEA,

“Hyperion” University, Bucharest

FOREIGN DIRECT INVESTMENTS: THEIR EVOLUTION AND IMPORTANCE IN ROMANIA

Corina Maria ENE,

“Hyperion” University, Bucharest

Marius VOICILAȘ,

“Hyperion” University, Bucharest

Institute of Agricultural Economics – NIER, Romanian Academy

GENERATION X VS. GENERATION Y – HABITS OF CONSUMPTION

Adriana MATEI,

“Hyperion” University, Bucharest

Carmen UZLĂU,

Institute for Economic Forecasting - NIER, Romanian Academy

Coffee Break - 15:45 – 16:00

INTERNAL MANAGERIAL CONTROL IN ROMANIAN PUBLIC INSTITUTIONS

Cezar BRAICU,

“Hyperion” University of Bucharest

"Hyperion" University from Bucharest, Romania
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**GLOBALIZATION OF BUSINESS AND THE IMPLICATIONS GENERATED BY
FOREIGN DIRECT INVESTMENTS**

Nicolae MIHĂILESCU,
“Hyperion” University, Bucharest
Corina Maria ENE,
“Hyperion” University, Bucharest

**GLOBALIZATION OF WORLD CAPITAL MARKETS AND THE IMPLICATIONS
ON ROMANIA**

Mariana BĂLAN,
“Hyperion” University, Bucharest
Olimpia NEAGU,
”Vasile Goldiș” Western University of Arad

**THE USE OF PROMOTIONAL MEANS WITHIN ROMANIAN SERVICE
COMPANIES**

Mihaela MARCU,
“Hyperion” University, Bucharest

**PECULIARITIES OF MARKETING APPLICATION IN SMALL AND MEDIUM
ENTERPRISES IN ROMANIA**

Corina Maria ENE,
“Hyperion” University, Bucharest
Mihaela MARCU,
“Hyperion” University, Bucharest

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Friday, December 9, 2022
4.2 room, floor 4, 9³⁰-13³⁰

ENTREPRENEURIAL AND INNOVATIVE INITIATIVES IN UNIVERSITIES

Doina PÂRCĂLABU,
“Hyperion” University, Bucharest
Andrei CRISTEA,
“Hyperion” University, Bucharest

THE IMPACT OF MILITARY CONFLICTS ON WORLD TRADE

Corina Maria ENE,
“Hyperion” University, Bucharest
Carmen UZLĂU,
Institute for Economic Forecasting - NIER, Romanian Academy

TEAM MANAGEMENT STYLES IN THE NEW SOCIO-ECONOMIC CONDITIONS

Adriana MATEI,
Institute for Economic Forecasting - NIER, Romanian Academy

SOCIAL DEVELOPMENT IN ROMANIAN RURAL COMMUNITIES

Simona STĂNESCU,
Research Institute for Quality of Life - NIER, Romanian Academy
Mariana BĂLAN,
“Hyperion” University of Bucharest

THE ISSUE OF FEMINISM AND GENDER ISSUES

Simona STĂNESCU,
Research Institute for Quality of Life - NIER, Romanian Academy

THE IMPACT OF NEW TECHNOLOGIES IN THE MARKETING ACTIVITY

Mihaela MARCU,
“Hyperion” University, Bucharest
Cezar BRAICU,
“Hyperion” University of Bucharest

"Hyperion" University from Bucharest, Romania
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THE PUBLIC PENSION SYSTEM IN ROMANIA: BETWEEN CRISES AND REFORMS

Doina PÂRCĂLABU,
“Hyperion” University, Bucharest

Coffee Break - 11:30 – 11:45

TRANSNATIONAL CORPORATIONS IN THE WORLD ECONOMY

Liliana PASCHIA,
“Hyperion” University of Bucharest
Aurelian IONESCU,
“Hyperion” University of Bucharest

THE IMPACT OF CULTURAL DIFFERENCES ON INTERNATIONAL BUSINESS

Mariana BĂLAN,
“Hyperion” University of Bucharest
Andrei CRISTEA,
“Hyperion” University, Bucharest

MODERN FORMS OF PROMOTION OF EXPORTS ON FOREIGN MARKETS

Daniel BELINGHER,
“Hyperion” University, Bucharest

THE IMPLICATIONS OF EUROPEAN POLICIES ON TAXATION IN ROMANIA

Iulian PANAIT,
“Hyperion” University, Bucharest

RISK MANAGEMENT IN INTERNATIONAL CORPORATIONS

Daniel BELINGHER,
“Hyperion” University, Bucharest
Andrei CRISTEA,
“Hyperion” University, Bucharest