



HYPERION UNIVERSITY OF BUCHAREST

FACULTY OF ECONOMIC SCIENCES

PROGRAM

The 9th Edition of the International Conference

TRENDS IN THE CURRENT ECONOMIC ENVIRONMENT

12-13 December, 2024

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

"Hyperion" University from Bucharest, Romania
International Conference
“TRENDS IN THE CURRENT ECONOMIC ENVIRONMENT”
12-13 December, 2024

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)
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"Hyperion" University from Bucharest, Romania
International Conference
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December 12, 2024
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 artificial intelligence on tertiary education

 Plenary lecture 2

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

The economic cost of supporting NEETs youth

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 Plenary lecture 3

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

The Impact of Artificial Intelligence on Businesses

 Plenary lecture 4

- PhD Prof. *Mariana BĂLAN* - “Hyperion” University of Bucharest
- Lecturer PhD. *Nilgun (Esen) ISMAIL* - Lecturer, PhD., The Faculty of Economics and Administrative Sciences, the University of Giresun, Turkey

Social and professional integration of young NEETs

 Concluding Speech

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

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Section 1
ECONOMICS

Thursday, December 12, 2024
Conference room, floor 6, 13³⁰-17³⁰

Chairman: PhD Associate Prof. Carmen UZLĂU

Moderator: PhD Prof. Mariana BĂLAN

YOUNG NEETs IN THE 21st CENTURY: 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

STATE OF MODERN LABOUR MARKET IN CONDITIONS OF DEMOGRAPHIC AGEING IN THE REPUBLIC OF MOLDOVA

Galina SAVELIEVA,

Center for Demographic Research, National Institute for Economic Research (CDR NIER),
Academy of Economic Studies of Moldova, Republic of Moldova

Svetlana ZAHAROV,

Center for Demographic Research, National Institute for Economic Research (CDR NIER),
Academy of Economic Studies of Moldova, Republic of Moldova

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INCOME INEQUALITY AND ECONOMIC COMPLEXITY: EVIDENCE AT THE EUROPEAN UNION (EU) LEVEL

Olimpia NEAGU,

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

THE INTRICATE INTERPLAY BETWEEN CITIES AND MIGRATION

Carmen UZLĂU,

"Hyperion" University, Bucharest

Corina Maria ENE,

"Hyperion" University, Bucharest

Nicolae MIHĂILESCU,

"Hyperion" University, Bucharest

TRADE IN ENVIRONMENTAL GOODS AND SERVICES: A CONTRIBUTION TO COMBATING CLIMATE CHANGE

Ioannis HATZILYGEROUDIS,

University of Patras

Anca CRISTEA,

Institute for World Economy, Romanian Academy; Hyperion University

Cristian PANĂ,

The Ecological University from Bucharest

CHALLENGES RELATED TO ARTIFICIAL INTELLIGENCE AS OPPORTUNITIES AND PERSPECTIVES REGARDING THE INSERTION OF GRADUATES INTO THE LABOR MARKET

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” Seconadary School

CHARACTERISTICS AND TRENDS OF CURRENT DEMOGRAPHIC EVOLUTION

Brîndușa Mihaela RADU,

Institute for Economic Forecasting - NIER, Romanian Academy

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LIVEABILITY IN THE ROMANIAN REGIONS: HOW DEEP THE GAPS AMONG MUNICIPALITIES, VILLAGES AND CITIES ARE?

Mihaela-Nona CHILIAN,
Institute for Economic Forecasting - NIER, Romanian Academy
Marioara IORDAN,
Institute for Economic Forecasting - NIER, Romanian Academy

Coffee Break - 15:45 – 16:00

PROSPECTS FOR THE DEVELOPMENT OF THE EUROPEAN LABOUR MARKET BASED ON THE CIRCULAR ECONOMY

Odette Andreea MARINACHE,
Institute for World Economy - NIER, Romanian Academy

EFFECTS AND CHALLENGES OF INTERNATIONAL POPULATION MIGRATION

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

THE USE OF ENERGY FROM RENEWABLE SOURCES IN THE ROMANIAN TRANSPORT SECTOR

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

THE DYNAMICS OF SOFT SKILLS: WHICH ABILITIES ARE MORE IN DEMAND TODAY COMPARED TO FEW DECADES AGO?

Dalina-Maria ANDREI,
Institute for Economic Forecasting - NIER, Romanian Academy

TRENDS AND PROSPECTS OF THE ROMANIAN INDUSTRY SECTOR

Mădălina TOCAN,
Institute for World Economy, Romanian Academy, Ecological University of Bucharest, Faculty of Financial Management

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**BIOECONOMY AND ECOECONOMY - THE BASIS FOR MANAGING
THE FIGHT AGAINST THE FOOD CRISIS**

Carmen UZLĂU,
"Hyperion" University, Bucharest
Adriana MATEI,
"Hyperion" University, Bucharest
Cezar BRAICU,
"Hyperion" University, Bucharest

Friday, December 13, 2024
Conference room, floor 6, 9³⁰-13³⁰

BIOECONOMY AND THE SUSTAINABLE DEVELOPMENT GOALS

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

**THE ROLE OF THE BIOECONOMY IN THE CONTEXT OF SUSTAINABLE
DEVELOPMENT**

Gabriela BILEVSKY,
Institute for Economic Forecasting - NIER, Romanian Academy

BIOECONOMY SECTORS IN THE EUROPEAN UNION

Gabriela BILEVSKY,
Institute for Economic Forecasting - NIER, Romanian Academy

RELATIONAL CAPITAL AND THE INTERNATIONALIZATION OF SMEs

Cezar BRAICU,
"Hyperion" University, Bucharest

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ASSESSING THE INFLUENCE OF STRUCTURAL FUNDS ON ROMANIA'S ENERGY SECTOR

Anca CRISTEA,

Institute for World Economy, Romanian Academy; Hyperion University

Cristian PANĂ,

The Ecological University from Bucharest

NEW ECONOMY TRENDS AND EVOLUTION IN THE FRAMEWORK OF THE 2024 PRESIDENTIAL ELECTION IN ROMANIA

Loredana-Larisa VĂDUVA (ENE), PhD. Student

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

Ivona RĂPAN,

Institute of National Economy, Romanian Academy

Luisa-Andra PREDA,

Romanian Academy

LABOUR MARKET CHARACTERISTICS IN THE NEW MEMBER STATES

Geo-Alexandru SPÂNULESCU,

“Hyperion” University, Bucharest

Coffee Break - 11:30 – 11:45

ANALYSIS OF THE MAIN MACROECONOMIC INDICATORS OF ROMANIA AND BULGARIA BETWEEN 1990 AND 2023

Mihaela Daniela NICULESCU, PhD. Student

“Hyperion” University, Bucharest

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

THE SPREAD OF DRUG CONSUMPTION IN CONTEMPORARY SOCIETY

Radu NEFORNIȚĂ,

“George Bacovia” University of Bacău

Mariana BĂLAN,

“Hyperion” University, Bucharest

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THE ROLE OF SOCIAL POLICIES IN THE WELFARE STATE

Simona Maria STĂNESCU,

Research Institute for Quality of Life - NIER, Romanian Academy

Mariana BĂLAN,

“Hyperion” University, Bucharest

**ECONOMIC GROWTH AND STRUCTURAL CHANGES IN REGIONAL
EMPLOYMENT**

Carmen UZLĂU,

“Hyperion” University, Bucharest

Andrei CRISTEA,

“Hyperion” University, Bucharest

Adriana MATEI,

“Hyperion” University, Bucharest

**THE SIGNIFICANCE OF OCCUPATIONAL PENSIONS IN CONSOLIDATING
THE PRIVATE PENSION SYSTEM IN ROMANIA**

Doina PÂRCĂLABU,

“Hyperion” University, Bucharest

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Section 2

MANAGEMENT & INTERNATIONAL AFFAIRS

Thursday, December 12, 2024

4.2 room, floor 4, 13³⁰-17³⁰

Chairman: PhD Associate Prof. Cezar BRAICU

Moderator: PhD Lector Mihaela MARCU

EU-RUSSIA TRADE UNDER SANCTIONS PRESSURE: EFFECTS AND NEW ECONOMIC REALITIES

Dalina-Maria ANDREI,

Institute for Economic Forecasting - NIER, Romanian Academy

SUSTAINABILITY IN THE CAPITAL MARKETS AND SUSTAINABLE INDICES

Cornel PANAIT, PhD. Student

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

Isabelle Margareta OPREA, PhD. Student

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

Liviu-Gelu DRAGHICI, PhD. Student

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

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DYNAMIC OF ROMANIA’S PUBLIC DEBT AND CHALLENGES FOR FISCAL POLICY

Cristian PANĂ,

Ecological University of Bucharest, Faculty of Financial Management

TRENDS IN INTERNATIONAL REGULATIONS ON FOREIGN DIRECT INVESTMENT

Suzana POPA,

“Hyperion” University, Bucharest

ETHICS AND RESPONSIBILITY IN PR AND ADVERTISING CAMPAIGNS: A CONTEMPORARY CHALLENGE

Valeria Arina MIRCEA,

Ecological University of Bucharest, Faculty of Financial Management

VALUES OF AUDITING COMPANY AFTER THE COVID-19 PANDEMIC

Gabriela CIURARIU,

"Gh. Asachi" Technical University, Iași

TRANSNATIONAL CORPORATIONS AS PROMOTERS OF FOREIGN DIRECT INVESTMENT

Corina Maria ENE,

“Hyperion” University, Bucharest

Marius Ghiberdic,

“Hyperion” University, Bucharest

EXPORT PROMOTION: MODERN TECHNIQUES AND MEANS

Adriana MATEI,

Institute for Economic Forecasting - NIER, Romanian Academy

Carmen UZLĂU,

Institute for Economic Forecasting - NIER, Romanian Academy

Coffee Break - 15:45 – 16:00

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PROJECT INITIATION AND FEASIBILITY IN THE CONTEMPORARY ECONOMY

Cezar BRAICU,
“Hyperion” University of Bucharest

THE IMPACT OF MULTINATIONAL CORPORATIONS ON FOREIGN DIRECT INVESTMENT

Nicolae MIHĂILESCU,
“Hyperion” University, Bucharest
Marius VOICILAȘ,
“Hyperion” University, Bucharest

THE FRACTALIZING MANAGER AND EDUCATIONAL MANAGEMENT

Cezar BRAICU,
“Hyperion” University of Bucharest
Marius Ghiberdic,
“Hyperion” University, Bucharest

TOURISM MARKETING DESTINATION

Mihaela MARCU,
“Hyperion” University, Bucharest

SOCIAL MEDIA MARKETING IN TOURISM

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

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INTERNATIONAL DIMENSIONS OF THE ISRAELI-PALESTINIAN CONFLICT

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

THE ECONOMIC IMPACT OF ENVIRONMENTAL POLICY IN THE EUROPEAN UNION

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

ACCOUNTING MODELING FROM THE PERSPECTIVE OF INTEGRATING SUSTAINABLE DEVELOPMENT REQUIREMENTS

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

CONSIDERATIONS REGARDING THE USE OF ACCOUNTING INFORMATION IN PREVENTING AND COMBATING MONEY LAUNDERING PHENOMENA

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

IMPLICATII SOCIALE ALE CONSUMULUI DE DROGURI

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

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**THE IMPACT OF ARTIFICIAL INTELLIGENCE IN MARKETING:
OPPORTUNITIES AND CHALLENGES**

Mihaela MARCU,
"Hyperion" University, Bucharest
Cezar BRAICU,
"Hyperion" University of Bucharest

**THE IMPACT OF NEW TECHNOLOGIES ON NATIONAL AND INTERNATIONAL
TOURISM**

Luminița BOBOC,
"Hyperion" University, Bucharest

Coffee Break - 11:30 – 11:45

**USING ACCOUNTING TO INCREASE THE PERFORMANCE OF
MULTINATIONAL COMPANIES**

Liliana PASCHIA,
"Hyperion" University of Bucharest
Aurelian IONESCU,
"Hyperion" University of Bucharest

INTERCULTURAL DIMENSIONS IN BUSINESS NEGOTIATIONS

Andrei CRISTEA,
"Hyperion" University, Bucharest

INFLATION AND MONETARY POLICY; INTERNATIONAL EXPERIENCES

Daniel BELINGHER,
"Hyperion" University, Bucharest

**THE PAST OF THE INTERNATIONAL MONETARY SYSTEM; POSSIBLE MODEL
FOR THE FUTURE?**

Iulian PANAIT,
"Hyperion" University, Bucharest

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CURRENCY RISK AND PROTECTION MECHANISMS IN ROMANIAN REALITY

Daniel BELINGHER,

"Hyperion" University, Bucharest

Andrei CRISTEA,

"Hyperion" University, Bucharest