

Program

International Student Symposium

**EXPERIENCE. KNOWLEDGE.
CONTEMPORARY CHALLENGES**
7th Edition

*Transition towards the “green” economy
and lessons not learned on a “good ecological
status”*

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Note:

The symposium is organized in hybrid format, with a video-conference component.

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Plenary session

Welcoming message

Prof. Alexandru Manole PhD., “ARTIFEX” University of Bucharest

Messages from partner institutions and guests

Author(s)	Iulia BEJENARU, Vlada COLESNICOVA
Affiliation	<i>Students Academy of Economic Studies of Moldova</i>
Coordinator	Zinovia TOACA , Associate Professor PhD <i>Academy of Economic Studies of Moldova</i>
Title of the paper	THE APPLICATION OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN INFORMATION MANAGEMENT
Abstract	<i>This paper researches the application of artificial intelligence (AI) and machine learning (ML) in data management in corporate settings. AI and ML techniques and their impact on data processing and decision making are analyzed. Examples of successful implementations in various industries are provided. The benefits, such as increased speed and accuracy of data processing, as well as emerging challenges, including cybersecurity and ethical considerations, are emphasized. Finally, prospects for further development of these technologies are discussed.</i>

Author(s)	Silvia DARIE, Daniel-Constantin SĂNDULESCU, Alexandru ANTONACHE
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Coordinator	Anca – Sorina POPESCU – CRUCERU , Assoc. Prof. PhD <i>“ARTIFEX” University of Bucharest</i>
Title of the paper	MERGER AND DIVISION OF COMPANIES
Abstract	<i>From the legal point of view, the merger and division operations are regulated by Law no. 31/1990 on companies, republished, with subsequent amendments and completions (art. 233-245b). Merger</i>

is the operation whereby two or more companies decide separately to transmit the assets and liabilities to one of the companies or to establish a new company for the purpose of joint development of the activity. The division is made by the integral division of the assets and liabilities elements of a company that ceases to exist, between two or more existing companies or that are thus created. The merger or division has the effect of dissolving, without liquidation of the company that ceases to exist, and universal transmission of its assets and liabilities to the beneficiary company or companies, in the state in which it is at the date of the merger or division. The date of the merger or division is the date of the effective transmission of the asset and liability items and of the registration with the trade register. The commercial company does not cease its existence if part of the elements of the nature of its assets and liabilities is detached and transmitted to one or more existing companies or which I take being like this.

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Cătălin DEATCU, Assoc. Prof. PhD

Title of the paper

THE CONTEXTUAL MARKETING REVOLUTION

Abstract

An integral part of everyday life, „contextual marketing” has now become a factor of major importance for the society in which we live. It constitutes an extremely important phenomenon due to its scope, complexity and implications on the life of organizations, individuals, and society in general. It represents a living entity that constantly emits and receives messages; this two-way flow represents at the same time a condition and a consequence of the connections that are established within the environment between its active components, be it individual or organization.

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Coordinator	Tatiana COLESNICOVA, PhD, Associate Professor <i>Leading Scientific Researcher, Head of Department "Social Research and Standard of Living" National Institute for Economic Research Academy of Economic Studies of Moldova</i>
Title of the paper	<i>SOCIETY AND MAPS: HOW GIS MAKES OUR PHONES EVEN MORE CONVENIENT IN COMMUNICATION</i>
Abstract	<i>This article analyzes existing mobile applications with a connected GIS system, which serve to simplify our lives and communication. The role of GIS in the modern world is raised, as is the relevance of this system and these applications. As an example, 6 applications are considered. Each has its own functionality, purpose and set of characteristics. All of them are designed to quickly meet the user's needs using geographic information systems. The corresponding conclusions have been drawn.</i>

Author(s)	Anwesha HAZARIKA
Affiliation	<i>Research Scholar, Department of Political Science, Cotton University, Assam, India</i>
Title of the paper	<i>CHILD TRAFFICKING AS A REINFORCER OF CHILD MARRIAGE</i>
Abstract	<i>In the paper, the author tries to draw a connection between the child trafficking as stimula for child marriage, in the context of India. Not only for India, but in the context of the entire world, child trafficking is an offense that acts to deteriorate and questions the concept of childs' rights and its protection. The author reviews some problems connected with the issue of child trafficking: taking advantage of innocence, of economic conditions, trapping the children in child marriage without consent, subsequently loss of childhood. Particularly for the State of Assam (India), the research</i>

puts to focus the demographic context, the international boundaries of the state, geopolitical and climatic issues as factors for child trafficking.

Author(s)	Maxim MUNTEANU
Affiliation	<i>Student Academy of Economic Studies of Moldova</i>
Coordinator	Elena HRISTEV , Associate Professor PhD <i>Academy of Economic Studies of Moldova</i>
Title of the paper	CURRENT STATE OF GIS: BENEFITS, APPLICATIONS AND KEY ROLE FOR THE STANDARD USER
Abstract	<i>This article will raise the issue of using the GIS system by standard user. The issue of the versatile application of different types of GIS manifestations in everyday human affairs, such as travel, navigation and day planning, is considered. The manifestations of GIS will be considered, in what form, applications and image GIS participates in human daily life. The question of benefits and what would human life be like if GIS systems were not so developed today will be considered.</i>

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Coordinator	Alina GHEORGHE , Lecturer PhD <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	MOTIVAREA RESURSELOR UMANE IN CALL CENTER MOTIVATING THE HUMAN RESOURCES IN THE CALL CENTER
Abstract	<i>In the paper, the specialized literature was analysed in order to assess the applicability of human resources concepts within the call center services industry. The process of motivating human</i>

resources aims to anticipate, coordinate, organize, train, control, and evaluate employee activity. The call center services industry has transformed economic thinking by improving the communication process between employees and clients. Through the implementation of effective motivation strategies, organizations can encourage employees to put effort into their work activities, develop their skills, and contribute to the company's success. Motivation is a determining factor in increasing productivity, ensuring work quality, and maintaining a positive work climate. The motivation of human resources can be achieved through various methods, such as recognizing performance, providing opportunities for professional development, setting clear and relevant objectives, or promoting an organizational culture based on fairness and transparency.

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Coordinator	Cătălin DEATCU , Assoc. Prof. PhD “ARTIFEX” University of Bucharest, Romania

Title of the paper	SANOVITA MARKETING ENVIRONMENT
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Abstract	<i>Sanovita is one of the most important players on the Romanian plant-based health food market. It promotes a sustainable, healthy lifestyle, providing a lot of information on its website – blog and social media. It is the producer that launched musli cereals in Romania and among those that brought non-GMO soy products on the Romanian market. The official website provides information on the company's products, recipes and articles. The company also makes use of social media platforms, and publishes relevant press releases. The authors also approach the internal company microenvironment (material resources, financial resources, informational and human resources), while the factors of external microenvironment that are examined are: suppliers, competition, clients (both individual and institutional, and online shops as well).</i>
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Author(s)	Maria – Cristina PETRACHE, Nicoleta – Nedelea LAZĂR
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Coordinator	Ștefan Virgil IACOB, Lecturer PhD <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	ANALYSIS OF RENEWABLE ENERGY USAGE TRENDS IN ROMANIA
Abstract	<i>This paper covers several key aspects, relevant for the topic approached: evolution of renewable energy utilization (from origins to present), challenges in implementing green energy (intermittency and storage, infrastructure and integration, regulations and policy, public awareness campaigns), statistical data which are analyzed in order to draw valuable conclusions for the objective of the study (installed capacity, of renewable energy, weight of renewable energy consumption in the structure of total energy consumption). The impact of the renewable energy involves inexhaustible sources, reduction of emissions and the creation of jobs, and diversification of energy sources, not to forget the technological development.</i>

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Coordinator	Cătălin DEATCU, Assoc. Prof. PhD <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	THE MARKETING ENVIRONMENT OF AN ENTERPRISE
Abstract	<i>The study assumes that the firm's marketing is a dynamic and complex system. The company studied is active in the medical service sector, encompassing several medical specialties, it was a pioneer in offering certain services in the field. The study</i>

approaches the internal environment of the company from the point of view of its organizational structure, internal processes (procedures and routines), material resources (cabinets, medical equipment, consumables, administrative/utility rooms), financial resources (the most relevant indicators used for financial reporting), human resources – employees, analyzed per categories of jobs/positions, IT infrastructure. Then, the components of micro and macroenvironment are analyzed. Comparison with some competitors outlines the competitive advantages of the studied entity.

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Coordinator	Cătălin DEATCU , Assoc. Prof. PhD "ARTIFEX" University of Bucharest, Romania
Title of the paper	MODERN MARKETING MIX VS TRADITIONAL MARKETING MIX
Abstract	<i>Marketing is dynamic and evolves to meet consumers' needs. The comparison of the traditional 4Ps (Product, Price, Place, Promotions) with modern mix, by adding People, Process and Physical evidence is approached. The authors analyze insights into adapting strategies for today's business environment. The marketing mix of NIKE is analyzed as a model of success, in order to substantiate the elements of the modern marketing mix, and the key differences between the two approaches, and the advantages from the viewpoints of flexibility and adaptability.</i>

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Coordinator	Zoica NICOLA, Lecturer PhD <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	COVID-19 EFFECTS ON SMEs
Abstract	<i>The authors analyze, first, the importance and position of the small and medium enterprises in the local economy, based on the observation of the relevant statistical indicators. One of the premises of the paper is that the sudden onset of the COVID-19 pandemic proven to be an unprecedented disruption that brought enormous challenges for SMEs globally. The lockdown measures implemented by the governments have led to the temporary closure of numerous non-essential businesses – the authors outline key statistical data on this fact. The key effects of the lockdown are analyzed - emphasis on vulnerabilities and interconnectedness, the hardest hit industries, but also the industries that have experienced growth, the specific effects on European, Asian, African, Australian, North American and Romanian SMEs, by using comparable statistical indicators. As counterpart to the effects, the paper also describes the government support for SMEs.</i>

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Coordinator	Anca – Sorina POPESCU – CRUCERU, Assoc. Prof. PhD <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	REGIMUL JURIDIC CIVIL AL SOCIETATILOR SIMPLE SI AL CELOR IN PARTICIPATIE THE CIVIL LEGAL REGIME OF SIMPLE COMPANIES AND THOSE IN JOINT VENTURE

Abstract

Both the simple company, and the joint venture are forms of association between two or more persons, but they are characterized by significant differences in which regards their legal regime. If the associates desire to acquire legal personality, by the act that modifies the society contract they will indicate, expressly, its legal form and will correlate all its clauses with the legal dispositions which are applicable to the newly-established company. In the case of acquisition of legal personality, the simple society is not dissolved. The associates and the newly-established company are liable in solidarity and indivision for all debts of the company born before achievement of legal personality.

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Title of the paper

**ROLUL ȘI INFLUENȚA SISTEMULUI BANCAR DIN ROMÂNIA ASUPRA FIRMEI ȘI ECONOMIEI NAȚIONALE
 ROLE AND INFLUENCE OF THE BANKING SYSTEM ON ROMANIA ON COMPANIES AND THE NATIONAL ECONOMY**

Abstract

The development of the national economy is determined by the efforts and results of companies that set in motion the resources available to them. Financial resources are usually insufficient for companies to expand their business, make new investments, and adopt modern technologies. Moreover, it is generally recommended that businesses develop using borrowed financial resources; therefore, the Romanian banking system is called upon to provide financing facilities and maintain a stable economy. In this paper, the author analysed the role and importance of the Romanian banking system in the evolution of companies and, overall, in the national economy. The structure of the paper reveals a brief history of the Romanian banking system, the concerns of

researchers and academia regarding this field, the research methodology (the study of the banking system — a topic addressed in academic research; the main coordinates of banking activities; the role of the Romanian banking system in the proper functioning of economic and financial mechanisms). The author presented the conclusions drawn from this study and outlined proposals for improving the relationship between banks and their clients, so that financial resources reach economic entities and become genuine sources of economic development.

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Title of the paper ***INCOME TAX***

Abstract *The distinction between management and leadership is fundamental to the effective functioning of organizations. Management is concerned with organizing and directing workflow, operations, and employees to achieve company goals, while leadership focuses on guiding and inspiring individuals or teams towards new and better outcomes. Both management and leadership involve distinct styles and approaches, shaping the organizational culture and influencing employee motivation and performance. The different management styles, including authoritative, coaching, and democratic, each bring unique strengths and limitations in guiding teams towards success. Similarly, various types of leadership, such as autocratic, laissez-faire, democratic, and bureaucratic, offer diverse ways of leading and influencing team dynamics and outcomes. Comparing management to leadership reveals essential distinctions in vision, organizing, and analyzing approaches. While managers seek compliance and efficiency, leaders inspire and envision growth and development, challenging the status quo to achieve new and better*

results. Renowned management coach Peter F. Drucker captured this divergence by highlighting that "management is doing things right; leadership is doing the right things." Case studies from fictional and real companies further illustrate the impact of managerial and leadership approaches on organizational effectiveness. The contrasting approaches of a manager and a leader within a technology company during a period of rapid change underscore how different strategies can affect employee motivation, adaptation to change, and the overall success of organizational initiatives. In conclusion, distinguishing between management and leadership is vital for individuals and organizations to understand and leverage the unique contributions of each approach. As these concepts shape organizational culture, employee motivation, and the achievement of strategic objectives, the ability to navigate and integrate the two is essential for long-term success.

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Title of the paper **MARKETING MIX**

Abstract *The topic of this paper is the presentation of the normative framework of the organizing forms that can run economic activities in an independent manner. The main purpose is to understand the perspectives of the professionals – natural persons regarding the modalities to achieve the quality of professional and to emphasize the distinctions between them. So, the addressees of the corresponding legal norms will be able to appreciate the most appropriate modality to organize the economic activity as professional traders, by capitalizing an enterprise.*

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Coordinator	Cristian-Marian BARBU , <i>Professor PhD "ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	THE ECONOMIC POSITION OF ROMANIA IN THE EUROPEAN CONTEXT THROUGH THE PRISM OF THE MACROECONOMIC INDICATORS OF RESULT
Abstract	<i>Tax is the oldest and most important financial resource. Its provenance having to do with the existence of the state and money. The word "tax" comes from the Latin "impositum", which means public obligation. Taxes are payments made by individuals or legal entities. The analysis refers to the total of taxes and charges from the population, (for example: Value Added Tax (VAT), Customs Taxes, Road Tax, Tax on means of transport, Special Taxes).</i>

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Coordinator	Florin COMAN , <i>Lecturer PhD "ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	ACCOUNTING OF FIXED ASSETS
Abstract	<i>The authors synthesize the definition of an asset in the lifecycle of the business, emphasizing the potential contribution to the cash flow of the entity. The classification of the fixed assets based on their content is subsequently discussed, alongside with the accounts used to manage these patrimony elements. A particular emphasis is put on the characteristics of fixed assets, in convergence with the value they are recorded with into the accounting system of the enterprise, the discussion between the expenses made for the asset</i>

and its future performance, susceptible to lead to a higher cost of the asset.