

Program

International Symposium

EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES **15th Edition**

***“Contemporary world and geopolitical
challenges:
between the great reset and conservatism”***

December 12th – 13th, 2024

Bucharest, Romania



Note:

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

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Ghenadie Ciobanu, PhD, lecturer, researcher - “ARTIFEX” University of Bucharest, INCSMPS Bucharest, Romania

Maria Viarenich, researcher - Institute of Philosophy of the National Academy of Sciences of Belarus

Lecturer **Cristina Mihaela Sâmbosan**, PhD - “ARTIFEX” University of Bucharest

Plenary session

Welcoming message

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

Messages from partner institutions and guests

Author(s) / Affiliation	Tatiana COLESNICOVA¹, Olga SHEPELEVA² <i>¹ PhD, Associate Professor, Leading Scientific Researcher, Head of Department "Social Research and Standard of Living" National Institute for Economic Research Academy of Economic Studies of Moldova ² PhD in Economics, Odesa National University of Technology, Ukraine</i>
Title of the paper	<i>EVALUATION AND FUTURE PERSPECTIVES FOR GLAMPING TOURISM IN THE GLOBAL MARKET: CASE OF MOLDOVA AND UKRAINE</i>
Abstract	<i>The demand for ecological tourism is steadily increasing worldwide each year. Emerging in the 1970s, the term “ecotourism” has become a significant concept in modern academic discussions and tourism practices. It embodies a sustainable approach to travel, focused on presenting natural environments and supporting the well-being of local communities. Ecotourism is now understood as a form of active recreation in unspoiled natural area. In addition to its scientific, educational, cultural, and recreational purposes, ecotourism highlights the connections between natural and social ecosystems and the impacts of human activities. It encourages the development of skills for fostering harmonious relationships between humans and the natural world. A key feature of ecotourism is emphasis on nature, making it a distinctly nature-oriented form of tourism. It not only prioritizes leisure, but also addresses the environmental effects of tourism, promoting accountability among travelers and organizers to ensure the conservation of natural resources.</i>

Author(s) / Affiliation	Anwesha HAZARIKA ¹ ¹ Cotton University, Assam
Title of the paper	CHILD TRAFFICKING AND PROTECTION OF CHILD RIGHTS: EXPLORING THE ROLE OF STATE INSTITUTIONS IN PREVENTING THE CRIME IN ASSAM, INDIA
Abstract	<i>Human trafficking is crippling the entire human rights system. The human trafficking, although it means the illegal trading, recruitment, harboring of people across the states or within the states for illicit profits, but still, most of the time, the targets are, generally, women and children. In India as well, if one looks into the US child trafficking reports, that is prepared with regard to how India is functioning and what is the role of the state institution in combatting the crime in the country, it is revealed that from 2015 onwards, the issue of human trafficking is totally negating the idea of human rights and as well of child rights.</i>
Author(s) / Affiliation	Mircea UDRESCU ¹² ¹ "ARTIFEX" University of Bucharest, Romania ² Full member of the Academy of Romanian Scientists, Romania
Title of the paper	MARKETING CONTEXTUAL CONTEXTUAL MARKETING
Abstract	<i>Modern mass media is on the verge of revolutionizing the traditional marketing processes of production planning and buyer motivation. The revolution of contextual marketing is about to permanently change the way the purpose and application of marketing are conceived in supporting competitive businesses. From the perspective of contextual marketing, the new market leaders will no longer be retailers, producers, or brands — but the customers themselves. Contextual marketing begins with a fundamental distinction between how customers were motivated in the era of limited media and how they can be motivated today, in an age of infinite media. In this context, contextual marketing redefines the relationship between the scope of marketing — what</i>

must be done, execution — how it must be done, and purpose — who must do it. This leads to a new journey in the way consumers make decisions, implying a true revolution in how marketers approach brands and customers. The elements of context that create customer experiences must be: available — helping customers reach the value they seek at any given moment; permissive — offering customers what they ask for, whenever they ask for it; personal — ensuring the personalization of every type of value delivery; authentic — based on empathy inspired by the consumer; intentional — creating deeper connections with the brand, beyond the product itself. To achieve this level of performance, contextual marketers must use complex data systems to guide their customers along their journeys, serving them step by step. Such automation becomes the only means capable of ensuring real-time monitoring through models that rapidly test hypotheses and generate the highest possible value per unit of time. Beyond networks and mobility, the revolution of contextual marketing focuses on what people gain from instant access to information, connectivity, and openness. It becomes a revolution of consumer demands throughout the decision-making process — and of the ways in which brands meet those needs. Contextual marketing thus emerges as a revolution in how consumers express their needs, how their decision-making processes are supported, and how brands drive demand and business growth.

Author(s) /
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Iryna RAHULINA¹

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Kharkiv, Ukraine

Title of the paper

THE ROLE OF ACCOUNTING IN THE ECONOMIC SECURITY SYSTEM

Abstract

The economic security of enterprises of all forms of ownership is an important qualitative characteristic of their functioning and development. Today, there is a large number of scientific studies devoted to this issue, but the role of accounting in ensuring the economic security of enterprises is not fully covered. The subject of

the research is the economic security of the enterprise. The methods of accounting for ensuring economic security are considered, the functions of accounting through which the activities of an enterprise are regulated are determined.

Section sessions

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|-------------------|--|
| Section 1. | <ul style="list-style-type: none"> • Entrepreneurship, Social and Cooperative Economics • Business Administration, Management, Marketing • Economic and Social Studies |
|-------------------|--|

Section chairs:	<p>Assoc. prof. Anca-Mihaela MELINCEANU, PhD., “ARTIFEX” University of Bucharest</p> <p>Assoc. prof. Andrei BUIGA, PhD., “ARTIFEX” University of Bucharest</p>
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Author(s) / Affiliation	<p>Mircea UDRESCU ¹<i>“ARTIFEX” University of Bucharest, Romania</i> ² <i>Full member of the Academy of Romanian Scientists, Romania</i></p>
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Title of the paper	<p>PUBLICITATEA ȘI MEMORIA CONSUMATORILOR – ÎNTRE ILUZII ȘI EFECTE PUBLICITY AND THE MEMORY OF THE CONSUMERS – BETWEEN ILLUSIONS AND EFFECTS</p>
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Abstract	<p><i>Closely related brands maintain competitive rivalry among themselves through advertising. As a result, consumers often feel bombarded with advertisements that, more or less, announce what they already know. Consequently, many people believe that the flood of advertising messages behaves “like alcohol: the more you have, the less you remember. After two or three drinks, one’s abilities start to be affected. After exposure to just one or two competing ads, we begin to forget the first one.” For those interested in advertising, its effectiveness is usually assessed through studies that determine the advertising share of a product or brand—particularly the reception rate, meaning how well the advertising message is remembered compared to all other ads. For producers of advertising campaigns, the reception rate of an advertisement is sustained by increased exposure and by natural memorization processes supported through competitive repetition. Furthermore, the degree of reception of the advertising message is</i></p>
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relatively correlated with the market share of the product or brand. In the case of fast-moving consumer goods, advertising actions and campaigns often lead to noticeable successive changes in the reception rate, providing useful indications about the persistence of the advertising message in consumers' memory. The levels of persistence of the advertising message in consumer memory indicate the degree of advertising effectiveness. However, this level is influenced not only by the specific memorization abilities of the target audience but also by the overwhelming volume of competing advertising to which consumers are exposed.

Author(s) Affiliation	/	Cătălin DEATCU¹, Aleksandar GANCHEV², Elena – Marinela DEATCU – GAVRIL¹ ¹ "ARTIFEX" University of Bucharest, Romania ² D. A. Tsenov Academy of Economics, Bulgaria
Title of the paper		STUDIU PRIVIND IMPACTUL REȚELELOR SOCIALE ASUPRA ECONOMIEI MODERNE STUDY ON THE IMPACT OF SOCIAL NETWORKS ON THE MODERN ECONOMY
Abstract		<p><i>The authors outline, in this paper, that the impact of social networks on the modern economy is profound and multidimensional, influencing both the way companies operate and the behaviour of consumers. Over the past two decades, online platforms have radically transformed market dynamics, creating a digital ecosystem where information circulates instantly and the interaction between brands and the public is direct and continuous. One of the most evident economic effects of social networks is the democratization of promotion and commerce. Entrepreneurs and small businesses can reach global audiences without investing huge sums in traditional advertising. Through digital marketing campaigns, influencers, and viral content, companies can stimulate demand, strengthen their brand image, and generate sales in a very short time. On the other hand, it must be acknowledged that social networks have given rise to a new digital economy – the creator economy. Millions of people earn income from online activities such as vlogs, podcasts, tutorials, or product promotion, thus</i></p>

contributing to the diversification of income sources and the emergence of new professions. In addition, the collection and analysis of user-generated data allow companies to optimize their marketing strategies and personalize their offers, increasing economic efficiency. The challenges of the social networks are also considered. Phenomena such as impulsive consumption, misinformation, or digital addiction can affect economic and social balance. Moreover, regulating data protection and combating digital monopolies are becoming increasingly important to maintain a fair market. Social networks represent a key driver of the modern economy — a force capable of stimulating innovation, competitiveness, and global connectivity, but also one that requires responsible management in order to preserve its positive role in economic development.

Author(s) /
Affiliation

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Cristina Elena PROTOPOPESCU
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Title of the paper

**MANAGEMENTUL VÂNZĂRILOR RELATIONALE: O ABORDARE
STRATEGICĂ SI INTEGRATĂ**
**MANAGEMENT OF RELATIONAL SALES: A STRATEGIC AND
INTEGRATED APPROACH**

Abstract

Relational sales management is a strategic approach that focuses on building and maintaining long-term relationships with customers. It goes beyond transactional sales by promoting trust, personalization, and mutual satisfaction. This article explores the fundamental concepts of relational selling, its benefits and challenges, the technological tools involved, and the strategies applicable across various industries. It also includes relevant case studies and additional perspectives on the social, cultural, and sustainable impact of this type of management. Through a deep understanding of customer relationships, companies can build a sustainable competitive advantage in a dynamic and increasingly competitive business environment.

Author(s) / Affiliation	Cibela Elena NEAGU <i>“ARTIFEX” University of Bucharest</i>
Title of the paper	<i>CAPITALUL INTELECTUAL ÎN SECOLUL 21</i> <i>INTELLECTUAL CAPITAL IN THE 21ST CENTURY</i>
Abstract	<i>Human intelligence is becoming the primary factor in the wealth of organizations, while recognizing the importance of the value of intangible assets, especially of knowledge, is a characteristic of the new economy. Today, knowledge is perceived as the driving force of growth and productivity, but also of globalization, which generates a growing interest in information, technology, learning and their role in economic growth.</i>

Author(s) / Affiliation	Florin MĂCIUCĂ <i>Lecturer, School of Applications for Logistics</i>
Title of the paper	<i>PERSPECTIVE ALE EVOLUȚIEI POST-RĂZBOI RECE</i> <i>PERSPECTIVES OF POST-COLD WAR EVOLUTIONS</i>
Abstract	<i>The end of the Cold War, symbolized by the collapse of the Soviet Union in 1991, marked the beginning of a new era in international relations—one filled with both optimism and uncertainty. The immediate post–Cold War world was characterized by a strong belief in global cooperation, liberal democracy, and the expansion of market economies. The United States emerged as the dominant superpower, promoting globalization and a liberal international order. However, more than three decades later, the global balance of power is undergoing a profound transformation. The rise of regional powers such as China, India, and the resurgence of Russia has led to the emergence of a multipolar world, where strategic competition has once again become central. Traditional military confrontation has been largely replaced by economic, technological, and informational rivalries, giving rise to what many describe as a “new Cold War” in areas such as cybersecurity, energy, and artificial intelligence. Politically, the expansion of NATO and the</i>

European Union has contributed to stability in Central and Eastern Europe, but has also reignited tensions with Russia. At the same time, the global community faces transnational challenges—terrorism, climate change, pandemics—that require cooperation rather than confrontation. The post–Cold War era thus reflects a complex, interconnected, and unpredictable world, where power is defined not only by military strength, but also by economic influence, technological innovation, and cultural reach. The future of global stability depends on the ability of major powers to transform competition into constructive balance, guided by dialogue, mutual respect, and shared responsibility.

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Title of the paper

FACTORII DETERMINANȚI AI GLOBALIZĂRII ECONOMICE
DETERMINANT FACTORS OF ECONOMIC GLOBALIZATION

Abstract

Approached from an economic and financial point of view, globalization can be defined as strengthening and widening the connections between the national economies in the global market of goods, services and especially the capitals. Globalisation has become an implacable objective process, which often unfolds at a very high speed, comprising the quasi-total of the world's states in its sphere. Under a strictly economic aspect, of the efficiency of allocation and use of the resources, the economic globalisation occurs as a rational phenomenon, which supplies a larger volume of goods and services with less and less resources. The economic globalisation, thus, means the globalisation of the process of creating the gross internal production of the world's states.

Author(s) / Affiliation	Cristian GHENA <i>National Institute of Economic Research "Costin C. Kirițescu"</i> <i>Romanian Academy</i>
Title of the paper	RELAȚIILE INDUSTRIALE – CONCEPT ȘI CONȚINUT INDUSTRIAL RELATIONS – CONCEPT AND CONTENTS
Abstract	<i>Industrial relations represent a relatively new concept in Romanian economic terminology. The first reference to the term "industrial relations" in this sense belongs to Brentano and dates back to 1870. Later, the conflicts that arose in the labor market led to the conceptualization of industrial relations as the relationships between employees and employers, or between employers' associations and trade unions. Around the time of the First World War, and especially during the interwar period, activity in the field of industrial relations became much more extensive. The term "industrial relations," referring to the relationships established between employees and employers, was formalized by the American economist Commons in 1920. Today, industrial relations represent the core of how labor functions within an organization. While during the communist period it was mistakenly believed that industrial relations did not exist, nowadays they serve as a mediator between the interests and objectives of employers and employees alike.</i>

Author(s) / Affiliation	Dan NASTASE, Zoica NICOLA, Sânzeana PREOTEASA, Roxana DITU <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	INTERNATIONAL MARKET SEGMENTATION STRATEGIES
Abstract	<i>In order to identify the target markets, the company must choose certain countries in which to sell its products. Even if it aims to serve the entire global market, this process is gradual and the company must first enter a country or a small group of countries. The process of selecting countries is not random, but certain practical criteria</i>

must be used to segment the world's markets and choose those segments or countries where the company's products/services have the greatest chances of success. A market segment refers to a group of countries that are similar in terms of sensitivity to certain aspects of the marketing strategy.

Section 2.

- Finance-Banking-Accounting
- Cybernetics, Statistics and Economic Informatics

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Title of the paper

ECONOMIA CIRCULARĂ ROMÂNEASCĂ ÎNTRE REALITĂȚI ȘI PERSPECTIVE
ROMANIAN CIRCULAR ECONOMY BETWEEN REALITIES AND PERSPECTIVES

Abstract

In this paper, the authors analyse the circular economy in Romania, with focus on realities and perspectives. The Romanian circular economy is undergoing a slow but necessary transformation, balancing between current realities and prospects for sustainable development. The concept of a circular economy involves reducing waste, reusing resources, and transforming products at the end of their life cycle into raw materials for new ones. In Romania, this economic model is gradually gaining ground; however, its implementation faces significant challenges related to infrastructure, legislation, and mindset. At present, there are factors that contribute to the delay in transitioning to a circular model. But, there are promising initiatives emerging from both the private and public sectors: innovative recycling projects, partnerships between companies and local authorities, and start-ups promoting reuse and waste reduction. Also, the outlook is optimistic. New funding opportunities available through various programs offer Romania a real chance to accelerate this transformation. The circular economy can become a driver of sustainable economic growth, generating green jobs, fostering innovation, and reducing dependence on limited resources. For these prospects to become reality, close collaboration between

public, private and individual actors is essential. Education, responsibility, and investments in green technologies will determine the success of this economic model. The Romanian circular economy has the potential to turn current challenges into opportunities, contributing to the building of a more sustainable and prosperous society in the long term.

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Title of the paper

ANALYSIS OF THE BANKING SYSTEM EVOLUTION IN ROMANIA

Abstract

In this article, the author's objective was to carry out a study on the evolution of the main indicators that characterize the banking system in Romania, after 1990. Thus, the author provided ideas, data and information related to the emergence of banks in a certain period, the reducing their number during the transition period, then summarizing the current situation of the banks that exist in Romania. To fulfil this research objective, the data published by the National Bank of Romania were used, regarding the number of credit institutions, the structure of the banking system in Romania, according to the form of ownership or according to the net balance sheet asset, as well as the solvency indicator. After 1990, the Romanian banking system was reorganized and developed under the conditions of the free market, with a new configuration and a new structure. In the period after 1990, the banking system entered a deep consolidation process. Thus, it was switched to a banking system in which the National Bank resumed all its responsibilities as a central bank. In this way, the bank consolidated its important role, thus constituting the pillar on the basis of which, from four banks that existed in 1989, we reached 45 banks at the end of 1998, of which 36 banks-Romanian legal entities. In September 2024, there were 32 credit institutions. The research methodology consisted in the use of time series. The mentioned indicators were studied both structurally and dynamically. For a better understanding of the data, they were represented in tabular and graphical form.

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Title of the paper

**THE ROLE OF THE FINANCIAL INCLUSION ON THE ENERGY
POVERTY REDUCTION**

Abstract

The financial inclusion is fundamental to raising the performance of a nation, and equal access to financial services encourages the economic integration of socially disadvantaged families and improves the overall well-being of society. In this article, the authors aimed to identify the influence that financial inclusion has on energy poverty. For this purpose, the data published by the National Institute of Statistics and Eurostat were used, which were processed with the help of statistical-econometric tools. As a result of its influence on family income, poverty and inequality, the financial inclusion will have an influence on energy poverty. The energy poverty is considered a distinct form of poverty, being the household's inability to achieve thermal comfort at levels commensurate with a healthy standard of living at a reasonable cost. Financial inclusion enables the reduction of energy poverty, improved family income and education, and increased use of energy efficiency. The relationship between energy poverty and poverty or inequality is positive, but the correlation between energy poverty and family income is negative. The energy poverty occurs when a household's energy services are insufficient and is mainly caused by low household income, high energy costs and inefficient appliances, which can lead to social isolation, social unrest, reduced quality of life and public health problems. The financial inclusion promotes social inclusion by providing disadvantaged and low-income people with accessible financial services. In this approach, financial inclusion helps poor people gain access to development opportunities, thereby reducing economic disparities. For a better understanding of the data used in this article, they have been centralized in the form of tables and represented in the form of graphs.

Author(s) / Affiliation	Florin COMAN <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE IMPACT OF CHANGES IN FISCAL REPORTING ON THE DEVELOPMENT OF THE ACTIVITY OF COMMERCIAL COMPANIES FROM ROMANIA
Abstract	<i>The study proposes a review of some regulations regarding fiscal reporting at the level of a commercial company, taking into account the frequent legislative changes. These regulations, as well as the fiscal and accounting changes imposed on commercial companies, often in a very short period of time, lead to problems in their activity. In the study, I will consider the provisions related to e-invoice, e-tva, saf-t as well as the main fiscal and accounting changes applicability 01.01.2025.</i>

Author(s) / Affiliation	Ştefan Virgil IACOB¹², Denis-Arthur STRIJEK³ ¹ <i>Petroleum – Gas University of Ploiesti</i> ² <i>Institute of National Economy, Romanian Academy, Bucharest, Romania</i> ³ <i>Bucharest University of Economic Studies, Romania</i>
Title of the paper	STUDY ON FACTORS INFLUENCING THE SUSTAINABLE DEVELOPMENT OF A NATION
Abstract	<i>The main objective of this study is to highlight that economic, social and political factors are essential to understanding the challenges and opportunities in various key areas of national economies, including the energy sector and sustainable development. Thus, low incomes affect the ability of households to access essential resources such as energy, food and basic services, leading to social inequities, exclusion and greater dependence on government subsidies. High energy prices also affect both individual consumers and businesses, reducing economic competitiveness. At the same</i>

time, high costs discourage access to cleaner or more efficient energy sources, which can perpetuate the use of cheap but polluting fossil fuels. Consequently, promoting energy efficiency is a crucial factor in reducing costs and environmental impacts, and policies that support the adoption of energy-efficient technologies can contribute to reducing consumption, costs and greenhouse gas emissions. A balanced approach, taking into account all these factors, is essential for the sustainable development of a nation.

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Title of the paper

BEYOND THE HIT RATE: EVOLVING METRICS FOR CUSTOMS RISK MANAGEMENT

Abstract

Risk management is a cornerstone of modern Customs operations. Through strategic targeting and analysis, Customs authorities aim to identify consignments presenting heightened risk for regulatory non-compliance, security threats, and fiscal irregularities. The overarching objective is to ensure that risky shipments undergo appropriate scrutiny while compliant shipments pass without undue delay. By doing so, Customs can safeguard borders, optimize resources, and facilitate legitimate competition.

Interventions

Author(s) / Affiliation	Prof. Alexandru-Lucian MANOLE PhD. <i>“ARTIFEX” University of Bucharest, Romania</i>
Topic of the intervention	ERASMUS+ MOBILITY PROJECTS IN THE “ARTIFEX” UNIVERSITY OF BUCHAREST
Author(s) / Affiliation	Assoc. prof. Cătălin DEATCU-GAVRIL PhD. <i>“ARTIFEX” University of Bucharest, Romania</i>
Topic of the intervention	PROJECT PRESENTATION <i>“Trifold approach to circular economy: perspectives of academia, business and wider society”</i> 2022-1-BG01-KA220-HED-000085464
Author(s) / Affiliation	Prof. Alexandru-Lucian MANOLE PhD. <i>“ARTIFEX” University of Bucharest, Romania</i>
Topic of the intervention	Book presentation “STRATEGIC AND FINANCIAL MANAGEMENT DECISIONS. DEFENSE INDUSTRY IN TURKIYE” Book authored by Zekeriya ŞAHİN and Şaban Onur VİGA