

Athenaeum University of Bucharest, Romania
International Conference
“Challenges of the modern economy in the context of globalization”
May 23-24, 2024

PROGRAMME

**The 15th Scientific International
Conference**

***“Challenges of the modern economy
in the context of globalization”***

**Bucharest, Romania
May 23-24, 2024**

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SCIENTIFIC COMMITTEE

- **Lucian–Liviu Albu**, Academician Institute for Economic Forecasting
- **Valeriu Ioan-Franc**, PhD Prof., Corresponding member, Romanian Academy
- **Emilia Vasile**, PhD Prof., “Athenaeum” University of Bucharest
- **Man Mariana**, PhD Prof., University of Petroșani
- **Simion Dănuț**, PhD Associate Professor, “Athenaeum” University of Bucharest
- **Calotă George**, PhD Associate Professor, “Athenaeum” University of Bucharest
- **Valentin Radu**, PhD Associate Professor, Valahia University of Targoviste
- **Radu Gheorghe**, PhD Lecturer, “Athenaeum” University of Bucharest
- **Cătălin Dumitrescu**, PhD Habil Associate Professor, “Athenaeum” University of Bucharest
- **Prof. Miryam C. Gonzalez - Rabanal**, National University of Distance Education Spania
- **Mimouna Zitouni**, PhD Associate Professor,
- **Mohamed Ben Ahmed**, University, Algeria
- **Felice Langiu**, PhD, Università degli Studi di Sassari- Italia
- **Said Zkria**, PhD, Higher Institute of Commercial Studies Mahalla, Egypt
- **Mohamed Salem Mashal**, PhD, Higher Institute of Commercial Studies Mahalla, Egypt
- **Yasr Mohamed Al Garf**, PhD, Tanta University, Egypt
- **Youns Hassan**, PhD, Helwan University, Egypt

ORGANIZING COMMITTEE

President: **Emilia Vasile**, PhD Professor

Members: **Radu Brîndușa**, PhD Associate Professor

Radu Gheorghe, PhD Lecturer

Bezeriță Luciana, PhD Associate Professor

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Thursday, 23 May 2024

9:30 – 10:00 Registration of participants

10:00 – 12:30 Plenary opening session

✚ Opening Address - PhD Prof. Emilia VASILE – President of Athenaeum University of Bucharest

✚ Plenary lecture 1

❖ PhD Prof. Emilia VASILE – Athenaeum University of Bucharest – **Accounting professionals and their role in sustainable business development**

✚ Plenary lecture 2

❖ PhD Lecturer Gheorghe RADU Athenaeum University of Bucharest – **How is ITC workforce specialists adjusting to the rise of AI**

✚ Concluding Speech

❖ PhD Prof. Emilia VASILE – President of Athenaeum University of Bucharest

12:30 - 13:30 Pause

13:30 – 18:30

Section 1 ECONOMICS

Chairman: PhD Prof Emilia VASILE

Moderator: PhD Lecturer Gheorghe RADU

- **INTERNAL AUDIT IN THE MANAGEMENT OF EUROPEAN FUNDS** - PhD Prof. Emilia VASILE – Athenaeum University of Bucharest
- **THE ROLE OF AI IN EDUCATION** - PhD Associate professor Cătălin DUMITRESCU – Athenaeum University of Bucharest
- **TRANSFORMING EDUCATION AND WORK: PARALLELS BETWEEN THE INDUSTRIAL AND AI REVOLUTIONS** – PhD Ass. Adrian NICOLAU Athenaeum University of Bucharest, PhD. Student Viorel Constantin BULMEZ - Doctoral Scholl University Valahia of Târgoviște
- **THE IMPACT OF THE CONFLICT IN UKRAINE** – Masterand Matei DUMITRESCU - Athenaeum University of Bucharest
- **RISKS OF FRAUD AND CORRUPTION IN THE ROMANIAN PUBLIC PROCUREMENT SYSTEM** – PhD Lecturer Ducu Adrian MATEI, University Athenaeum of Bucharest
- **THE EVOLUTION OF ENERGY POLICY IN THE EU** – PhD Dalina Maria ANDREI, Institute of Economic Forecasting, Romanian Academy
- **TRENDS AND PERSPECTIVES IN E-COMMERCE: AN ANALYSIS OF EUROPEAN MARKET** – PhD Dalina Maria ANDREI, Institute of Economic Forecasting, Romanian Academy
- **COMPETITION AND ECONOMIC GROWTH IN ROMANIA IN RELATION TO THE OECD** – PhD Cristiana MATEI

16:00 – 16:15 Pause

16:15 – 18:30

- **THE REGIONAL EXPLOITATION OF THE ECONOMIC AND SOCIAL POTENTIAL IN THE CASE OF THE PRESENCE OF THE PHENOMENON OF POPULATION AGING IN ROMANIA** – PhD Student Florian GURĂMULTĂ - INCE
- **PROCESS OPTIMIZATION: HOW INTERNAL AUDIT AND CONTROL CAN DRIVE OPERATIONAL EXCELLENCE; THE IMPACT OF INTERNAL AUDIT ON ORGANIZATIONAL CULTURE** – PhD Lecturer Roxana Elena ȚUCMEANU – Ovidius University of Constanța, PhD Student Alexandru Ionuț ALMĂȘAN – Valahia Doctoral School in Târgoviște, PhD Lecturer Alin Iulian ȚUCMEANU - University Athenaeum of Bucharest, PhD Student Cristina Maria ALMĂȘAN - Bucharest Academy of Economic Studies
- **ORCHESTRATING TRANSFORMATION: ADVANCED CHANGE MANAGEMENT STRATEGIES FOR EFFECTIVE ADAPTATION IN THE DIGITAL AGE** – PhD Lecturer Roxana Elena ȚUCMEANU – Ovidius University of Constanța, PhD Student Alexandru Ionuț ALMĂȘAN – Valahia Doctoral School in Târgoviște, PhD Lecturer Alin Iulian ȚUCMEANU - University Athenaeum of Bucharest, PhD Student Cristina Maria ALMĂȘAN - Bucharest Academy of Economic Studies
- **CHALLENGES OF RISK MANAGEMENT IN HOSPITALS DRUG SUPPLY** – PhD Student Marius Daniel SISU - University Valahia of Târgoviște, PhD Student Larisa Roxana MANEA - University Valahia of Târgoviște
- **A NEW EMPIRICAL PERSPECTIVE OF USING BENEISH M-SCORE AS A RED FLAG FOR FRAUDULENT FINANCIAL REPORTS** - PhD Student Larisa Roxana MANEA - University Valahia of Târgoviște, PhD Student Marius Daniel SISU - University Valahia of Târgoviște

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- **IT IS THE ACCOUNTING INFORMATION BETWEEN CREATIVITY AND FINANCIAL FRAUD BEHAVIOR?** - PhD Lecturer Liliana MANEA, University Athenaeum of Bucharest, PhD Student Larisa Roxana MANEA - University Valahia of Târgoviște, PhD Student Marius Daniel SISU - University Valahia of Târgoviște

Friday, 24 May 2024

10:00 – 14:00

Section 2 Management & Public Administration

Chairman: PhD Associated Prof Brîndușa RADU

Moderator: PhD Associate Prof Nelu BURCEA

- **PUBLIC ADMINISTRATION IN THE AGE OF DIGITIZATION** - PhD Associate professor Brîndușa Mihaela RADU – Athenaeum University of Bucharest
- **ORGANIZATION OF THE RISK MANAGEMENT PROCESS IN THE CONTROL OF ECONOMIC ORGANIZATIONS** - PhD Associate professor Ion CROITORU – Athenaeum University of Bucharest
- **LEGISLATIVE ISSUES AND POSSIBLE SOLUTIONS IN THE MANAGEMENT OF THE ARCHEOLOGICAL HERITAGE IN THE KARST AREA OF VÂRGHIS GORGES; HARGHITA COUNTY** – PhD Ionel GEAMBAȘU - University Valahia of Târgoviște, PhD Associate professor Marian COSAC - University Valahia of Târgoviște, PhD Associate professor MURĂTOREANU - University Valahia of Târgoviște, Flavius CRIȘAN HUNOR – ANANP, PhD Student Gabriel ȘERBĂNESCU - Doctoral Scholl University Valahia of Târgoviște, PhD Student Mădălina STĂNESCU - Doctoral Scholl University Valahia of Târgoviște, PhD Cristina CONSTANTIN - University Valahia of Târgoviște

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- **EUROPEAN EDUCATION AREA - HIGHER EDUCATION ASPECTS** PhD Associate professor Luciana BEZERIȚĂ – Athenaeum University of Bucharest
- **SUSTAINABLE DEVELOPMENT CONCEPTS AND PRINCIPLES**
- PhD Associate professor Brîndușa Mihaela RADU – Athenaeum University of Bucharest
- **RISK ANALYSIS-SPECIFIC PROCEDURE OF THE INTERNAL AUDIT** - PhD Associate professor George CALOTĂ – Athenaeum University of Bucharest
- **THE IMPACT OF MEDICAL EDUCATION AND PREVENTION ON THE HEALTH STATUS OF THE POPULATION** - PhD. Student Silvia MINCIUNA (GRIGORE) - Doctoral Scholl University Valahia of Târgoviște
- **ARTIFICIAL INTELLIGENCE - PREPARING THE AUDIT MISSION** – PhD. Student Viorel Constantin BULMEZ - Doctoral Scholl University Valahia of Târgoviște

14:00 – 15:00

Discussions and Closing Speech