

International Conference

Creativity and Innovation in Digital Economy

27-28 October 2022, Ploiesti, Romania

KEYNOTE SPEAKERS

Murat SARI



Murat Sari is a Professor of Mathematics at Istanbul Technical University. He received his PhD in Mathematics from University of South Wales, UK, in 2000. His current research interests include AI modelling, computational methods, economic modelling, nonlinear behavior, and biomechanical modelling. He has over 100 high-quality scientific papers, around 50 conference proceedings, and written various chapters in some books. He is a reviewer/editor for many international high-quality journals. <http://orcid.org/0000-0003-0508-2917>

Valentina VASILE



Valentina Vasile, PhD in economics, full professor and senior researcher first degree is working as Director of The Institute of National Economy- Romanian Academy and is teaching at Nicolae Titulescu University of Bucharest. She is also PhD advisor and Deputy Director of the doctoral school SCOSAAR of the Romanian Academy, Department of Economic, Law, and Sociological Sciences. Has a wide experience as researcher in economics, who participated in internal and international interdisciplinary research projects, main topics of research being labour economics, migration, human capital, digital economy and employment, social policies. She has a good international cooperation as coordinator, team member in interdisciplinary research projects financed from European funds, Horizon2020, SEE Program, Black Sea Basin ENI CBC, CEDEFOP, ILO, Eurofound or other sources like projects financed by universities (i.e. Hitotshubashi University – Tokyo, Japan etc.). She published scientific papers and books indexed in Web of Sciences, Scopus and other international database and act as reviewer for several scientific journals.

Eglantina HYSA



Eglantina Hysa, Associate Professor, is a senior lecturer and researcher of Economics at Epoka University, teaching International Economy, Development and Growth, and Microeconomics. Her research is focused on development economics, social aspects, and quality in higher education institutions.

She is the author of many scientific publications including book chapters and technical reports, published in leading international journals and publishing houses, including *Integration of Education, Sustainability, Journal of Applied Economics*, and *Routledge*.

She is included as Bologna System expert for higher education in many EU projects.

At the same time, Associate Professor Eglantina Hysa was engaged in numerous and foremost contractual positions, such as: Expert Evaluator, Horizon 2020, MSCA Program, Research Executive Agency of European Commission; Expert Evaluator, Erasmus+ Programme and/or the European Solidarity Corps, European Union Program Agency (EUPA); Bologna Expert and International Expert in many European Accreditation Agencies for Higher Education; and International Consultant, Center for Higher Education Research and Academic Development, UK.

Uliana LUSHCH-PURII



Uliana Lushch-Purii, PhD in Philosophy, Associate Professor, Department of Philosophy at Ivan Franko National University of Lviv (Ukraine), co-founder of CSO “The Ukrainian Institute for Happiness Research”.

Co-founder of the civil society organization “The Ukrainian Institute for Happiness Research” since 2019.

Scientific interests: social philosophy and philosophical anthropology, study of secularization and secularity (secular society), Eudaimonic theory of happiness. 12 years of university teaching experience.

Courses: “**Philosophy**” (general compulsory discipline for the Ukrainian students of different faculties), “**Philosophy**” in English for the English-speaking foreign students at Danylo Halytsky Lviv National Medical University, “**Philosophy of Happiness**” for students of Master’s Program in Philosophy at Ivan Franko National University of Lviv.

Author of 1 monograph (*Phenomenon of Secularization: Approaching Towards Transcendence*, Lushch, 2016), 1 historical novel, around 40 scientific papers, co-author of 1 popular science book (*Happy Life Planning*, Purii & Lushch, 2019).

Mile VASIC



Professor **Mile Vasic** obtained his MA and PhD in the field of Management. He has acted as a Dean of Faculty of Technical Sciences, Dean of Faculty of Economics and Management, Vice-Rector of PIM University and Vice-Rector and Rector of Slobomir P University. He was a guest lecture in Greece, Romania, Slovenia, Serbia, and the United Kingdom. Besides academic work, his passion is the implementation of scientific knowledge and skills in practice. He has been consulting and providing in-company training worldwide. Between 2015 and 2018 professor Vasic served as an Ambassador Extraordinary and Plenipotentiary of Bosnia and Herzegovina to Romania.

Elda DOLLIJA



Elda Dollija is the Head of the “Department of Economics and Business”, Faculty of Technology and Business, at “Beder” University College, Albania. Ph.D. Dollija, has a Bachelor degree (2006) in Economy, Finance and Informatics, Faculty of “Economy and Commerce”, University “Aldo Moro”, Bari, Italy. Master of Science degree (2008) in Economy and Management, Faculty of Economy and Commerce, University “Aldo Moro”, Bari, Italy. PhD at the Department of Management, Faculty of Economy, University of Tirana (2016) in the research field “The factors that affect the career progression of women in banking system in Albania”. Ph.D Dollija has an experience of lecturing in Management field for 13 years, is the author and co-author of many scientific research papers, has participated in many international scientific conferences in different topics of Management, and is member of scientific board of many international journals.

Félix PUIME GUILLEN



Bachelor of C.C. Economics and Business Studies from the University of Santiago de Compostela.
 Doctor in Business Administration and Management from the University of Vigo.
 Professor Doctor of the Business Department of the University of A Coruña.
 Author of numerous publications in journals specialized in finance.
 Speaker at national and international scientific conferences.
 He has more than 35 years of professional experience as a manager and consultant in the business world in the field of corporate finance, both nationally and internationally.

Cătălin POPESCU



Cătălin Popescu is Professor of Management at University of Petroleum and Gas from Ploiesti, Romania. His research and consulting interests include project management, quantitative methods for business and management, operations management, statistical analysis, energy management and sustainable development. He has 30 years of experience in Higher Education. Starting with 2016 he is PhD advisor in Engineering and Management domain. Dr. Popescu has published over 180 articles, 9 books, 8 book chapters, he participated in 45 International conferences (in more than 27 different countries), he was involved in more than 30 scientific research grants and international projects. He was also member of Scientific Committees within more than 50 International conferences and he was six times plenary speaker. He is editor-in-chief of two scientific journals: Journal of Innovation and Business Best Practices (JIBBP), Stamford Publishing, USA and Economic Insights Trends and Challenges Journal, Romania. <https://orcid.org/0000-0002-8921-8123>



CIDE 2022



October 27th, 2022

Plenary Session

13:00 Registration and networking/Buffer lunch

14:00 Welcome speech

Irina Gabriela RĂDULESCU

14:10 Modelling of Economic Processes

Murat SARI

14:30 Present Overlapping Crises and Reshaping the Labour Market. Is Digital Transformation of the Business Sector a Driver for Human Capital Smart Capitalization?

Valentina VASILE

14:50 Towards a 2030 vision on the future of universities

Eglantina HYSA

15:10 Prospects of Digitalization of Happiness-Oriented Economy and Social Policy

Uliana LUSHCH-PURII

Roman PURII

Mariya FLEYCHUK

Stepan GZHYTSKYI

Section 1 *Creative skills challenges in digital age*

Room AP9

Session Chair Elda DOLLIJA

15:30 Digital Competence Training: Corporate Culture for Social Responsibility

Maria Luz CACHEIRO GONZÁLEZ

Emilio ÁLVAREZ ARREGUI

Antonio MEDINA RIVILLA

15:40 Investigating the link between fossil fuel consumption and terrorism on environmental sustainability: A fresh inside form MENA region

Laeq RAZZAK JANJUA

Atteeq RAZZAK

Maryum SAJID RAJA

Mirela PANAIT

15:50 Resource Efficiency in Innovative Textile and Clothing Industry Ecosystems: Evidence from Western Balkan Countries

Jolta KACANI

Sajmira KOPANI

16:00 Understanding the "panic syndrome" that shapes the individual behavior under uncertainty

Amalia DUȚU

Mihaela DIACONU

16:10 Community Support for Sustainable Tourism Strategies as an Important Factor for its Successful Development

Parashqevi DRAÇI

Gentiana KRAJA

16:20 The Evolution of Innovation, Research and Development in the Digital Age

Constantin ANGHELACHE

Mădălina-Gabriela ANGHEL

Ștefan Virgil IACOB

Dana Luiza GRIGORESCU



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16:30	Influence of University Business Incubator in promoting innovation and creativity: Evidence from Entrepreneurship Village University Brunei Darussalam	Lukman RAIMI Alena SEMIVOLOS
16:40	Distributed renewable energy sources by digitalisation of energy flexibility	Silvia VLĂSCLEANU Filip CÎRLEA
16:50	Coffee Break	
17:00	Digitalization and sustainable economic growth amidst green financing and regulatory quality: Empirical insights from the United States	Ibrahim RIDWAN LANRE Lukman RAIMI
17:10	FDI vs. domestic investments to stimulate exports	Gabriela Cornelia CÎRSTEA
17:20	The Impact of Technology on Financial Reporting	Raluca Andreea STOICA
17:30	Circular Economy Concept and e-Waste	Eldi PASKO
17:40	Is Technology Enhancing or Killing Creativity and Productivity of the Employees?	Aida BITRI Mariola MUCI
17:50	The Impact of Solid Waste & Recycling Applications in Smart Cities. Case Study of Iran	Nazli RAHBAR Mahta SAREMI Zahra AKBARI
18:00	Mathematical algorithm of maximizing the profit for an economic model	Maria STOICA

Section 2 *Co-creation, living labs and innovation ecosystems* Room AP10

Session Chair Mahta SAREMI

15:30	A Soil Quality Control Ontology Design	Ana TĂNĂSESCU
15:40	The Digital and Energy Transition at the level of the European Union	Aurelia PĂTRAȘCU
15:50	Working with Digital Tools in Higher Education	Loredana Maria PĂUNESCU Mayada BELAL Yasemin OZBAS Konstantinos DOVOLIS
16:00	AI Predictive Maintenance Solutions in Digital Economy	Cristian BUCUR
16:10	Optimization of Process Management in the Conditions of the Current Economy	Mihaela OȚELEA



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16:20	Promoting Healthy Diets through Sustainable Food Policies in the Digital Economy	Corina ENE
16:30	Statistical Analysis Regarding the Evolution of Foreign Employees in Romania	Raluca PODAȘCĂ
16:40	Innovative Aspects in Sustainable Business Development	Mădălina ALBU
16:50	Coffee Break	
17:00	Effects of the Energy Crisis on the European Green Deal Objectives	Jianu Daniel MUREȘAN
17:10	New paradigm of the labor market in the digital economy	Ileana Georgiana GHEORGHE Violeta SIMA
17:20	New Influences on Consumer Behaviour in Digital Economy	Violeta SIMA Ileana Georgiana GHEORGHE
17:30	Contributions of the Erasmus+ Program to the Development of Students' Digital Competences in the Petroleum-Gas University of Ploiesti	Cașen PANAITESCU Alina Gabriela BREZOI Irina Gabriela RĂDULESCU Andrei Dulgheru OPRIȘESCU Loredana PITA
17:40	Computer System Implementation - Efficient Method of Increasing the Number of Clients of a Notary	Maria-Cristina ȘTEFAN Alina Gabriela BREZOI Violeta-Andreea ANDREIANA Georgiana-Daniela STOICA
17:50	Accounting treatments related to financial investments	Carmen Veronica MINCĂ
18:00	The Gig Economy – digitally powered income stream or worrying socioeconomic trend? Evidence from the European Union.	Simona Andreea APOSTU Răzvan IONESCU

October 28th, 2022

10:00	Seminar de Perfecționare Vocațională SmartFIN <i>SmartFIN Vocational Training Seminar</i>	Laura Elly NAGHI , Bucharest University of Economic Studies Mihnea BĂRBULESCU , Director of Erste Asset Management
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11:00 Buffet lunch

Plenary Session

12:00	Mastering Inovation, Creativity and Research Skills for the Digital Future	Mile VASIC
12:20	The Role of Human Resources in Industry 5.0	Elda DOLLIJA Kriselda GURA
12:40	Industry 4.0 Implementation: Case of a Loyalty app for Spanish SMEs	Felix PUIME GUILLEN Raquel Fernández-González David Fernández-Lago
13:00	Evolutions and Developments of Digitalization	Cătălin POPESCU

Section 3 *Innovative open business models and platforms*

Room AP9

Session Chair Felix Puime Guillen

13:20	The Importance of Citizen Participation in Good Governance for the Sustainability of Smart Cities: the Role of ICTs in the Nexus.	Kriselda Sulcaj GURA Servet GURA Elda DOLLIJA
13:30	Smart and Intelligent Packaging. Is there a Place for Packaging with Enhanced Features and Functions in Marketing?	Maria PALAZZO Alfonso SIANO Maria Antonella FERRI
13:40	Global Trends of Digitization in the Face of Creativity and Innovation	Pedro Antonio MARTÍN-CERVANTES Iza GIGAURI
13:50	Towards the Improvement of Financial Performance of the Insurance Sector in Albania	Jona PUCI Albana DEMI Bleona SEFERAJ
14:00	Evaluation of the Advertising Expenses' Effect on Brand Value in the Banking Sector through Panel Data Analysis	Tamer BARAN

14:10	Digital Innovation Hubs as Enablers of Creativity and Innovation in Global Economy. Wallachia eHub Study Case	Irina Gabriela RĂDULESCU Costin LIANU
14:20	A Multidimensional Analysis on Agriculture and Rural Development Transformations in European Union: from Food Production to Reducing Disparities	Iuliana NICOLAE Ovidiu CONDEIANU Bianca Florentina NISTOROIU
14:30	Albanian Consumers' Perception Towards Digital Shadow Economy	Ina SHEHU (ZELA) Nerajda FERUNI
14:40	Saliency of Corporate Spirituality: A Serene Insight through a Bibliometric Analysis	Hiranya DISSANAYAKE Hareendra DISSABANDARA Roshan AJWARD Wasantha PERERA
14:50	Digital Economy from the lens of Culture and Society	Gagan Deep SHARMA Jaya Singh PARIHAR Dhairya DEV
15:00	Coffee Break	
15:10	Cult of Authentic Leadership in the Context of Sri Lanka Air Force	Anuradha IDDAGODA Hiranya DISSANAYAKE Manoj KEPPETIPOLA
15:20	The Impact of Financial Inclusion on the Growth of the Digital Economy: an Integrative Review	Shubham CHAVRIYA Gagan Deep SHARMA
15:30	Covid-19 Impact on Consumer Behavior on the e-Commerce Market in Albania	Onela BODINI Aida BITRI
15:40	Internal Inspection with Intelligent Godevil of Oil Transport Pipelines as a Basic Method in Pipeline Integrity Management	Elena Cristina ANGHEL (VLĂDESCU)
15:50	Investigating the Effectiveness of Digitalization on SMEs Performance: The Case of Western Balkan Economies	Erjole BARBULLUSHI Ermira KALAJ Albana KASTRATI
16:00	The Role of Value-Added Intellectual Capital and Earnings Management on Financial Performance: The Case of Singapore	Gizela Eleonora HERMANDO Felizia Arni RUDIWARNI Dedhy SULISTIAWAN Elżbieta BUKALSKA
16:10	Examining the drivers of cryptocurrency adoption using extended UTAUT model: An Emerging Market's Perspective	Devkant KALA
16:20	Sri Lanka Navy through the Voyage of Employee Engagement: An Empirical Study	Anuradha IDDAGODA Rohitha ABEYSINGHE
16:30	Fixing the economic analysis in the process of developing digital economy technologies	Laura-Andreea IAMANDACHE (FLOREA) Cati-Loredana DUMITRU (SOARE)



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16:40	The relationship between green investment and firm performance: a theoretical note	Fitim DEARI
16:50	New Technologies for Cultural and Historical Tourism Development	Mahta SAREMI Hasan DARABI
17:00	Creativity and Innovation in the Current Context in Digital Economy	Alexandra – Andreea BRATU

Section 4 Social and cultural impact of building digital economy Room AP10

Session Chair Mile Vasic

13:20	The Entrepreneurial Function of Universities - Generator of Prosperity and Progress in the Community	Mirela PANAIT Patrick BLESSINGER Marius Gabriel PETRESCU Umer SHAHZAD
13:30	Smart Cities and Energy Saving	Dorel DUȘMĂNESCU
13:40	Website Builders Development – A survey	Florentina Alina TOADER
13:50	Building Forecast Models Regarding the Insolvency of Some Companies Using Artificial Intelligence	Cătălin CIOBOTĂ Victor MUNTEANU
14:00	RICS Influence on the International Financial System Metamorphosis in the Context of Increasing Global Unrest	Marian Cătălin VOICA
14:10	Comparative Study Regarding the Recognition of Tangible Assets and Their Influence on the Financial Position	Adriana Monica ȚEGLEDI
14:20	Accounting Information - Object of Accounting Expertise	Anca Alexandra PANTAZI Boni Mihaela STRĂOANU George ENESCU Adriana Monica ȚEGLEDI
14:30	The Access to Information in the Digital Age	Adrian NEDELCU
14:40	The Impact of Accounting Expertise on the Organization's Taxation	Boni Mihaela STRĂOANU Anca Alexandra PANTAZI Adriana Monica ȚEGLEDI George ENESCU
14:50	Tourism and The Fit for 55 Package challenge: Assessing the inequality and vulnerability through Green Transition action	Jean Vasile ANDREI Boris KUZMAN Predrag VUKOVIĆ

15:00 Coffee Break



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15:10	What are the Technologies You Should Learn in School for Working Later in a Digital Society	Bogdan TUDORICĂ
15:20	The Importance of Digitization for Circular Waste Management in Romania	Andreea CONSTANTINESCU Simona FRONE Victor PLATON Daniela ANTONESCU
15:30	Analysis of the Factors that Determined the Economic Imbalances from 2020-2022 and their Effects on the Accelerated Digitization of the Romanian Economy	Adriana Monica ȚEGLEDI Mihaela Boni STRĂOANU George ENESCU
15:40	Future trends in digital finance and green finance	Otilia MANTA Enzo REALI Mirela PANAIT Dorel DUȘMĂNESCU
15:50	Digital education, the new fashion?	Gabriela OPREA
16:00	Digitization - engine of overcoming crises?	Amalia IONIȚĂ
16:10	Management of Projects on the Organization of Residential Care and Assistance Units for Adults in Romania a Model of Best Practice: Prahova Sanatory Seniors Centre	Elena CORETCHI Mariana EFTIMIE
16:20	Analysis of economic and financial indicators calculated on the basis of annual financial statements	Cristina Mihaela IONESCU (HARALAMBIE)
16:30	The evolution of e-commerce at European level	Ana-Maria TEODORESCU
16:40	Digital marketing and its impact on business development	Daniela Steluța UȚĂ