



**BUCHAREST UNIVERSITY OF ECONOMIC
STUDIES**
FACULTY OF BUSINESS ADMINISTRATION, in foreign languages
UNESCO Department for Business Administration
Calea Grivitei nr. 2-2A; tel.: +40 21 212 86 07
e-mail: office@fabiz.ase.ro



Minitrack: New challenges in Business Administration in 2020s

Section: Master

***Minitrack Chairs: Mihail BUȘU, Violeta DINCĂ, Elena BARBU,
Catalina COJOCARU, Petru MUNTEANU***

Room 4107, Calea Grivitei no. 2-2A

Thursday, April 6, 15:00-18:00

La responsabilité sociale des entreprises et son rôle dans l'attractivité des entreprises sur le marché du travail

OANCEA Daniel ȘERBAN, Gabriela Mihaela MITITICĂ

MEGA

Coordinating professor: Violeta DINCĂ

L'impact de l'internationalisation sur la performance des entreprises - Étude de cas sur Microsoft

Elizabeta-Mihaela TACHE

MEGA

Coordinating professor: Violeta DINCĂ

Transformation et innovation dans l'environnement d'affaires

Sandra - Mihaela SERGIU

MEGA

Coordinating professor: Violeta DINCĂ

Lean management et amélioration continue des processus et des services chez BRD-GSG

Andreea Teodora CHIREA

MEGA

Coordinating professor: Anca BOGDAN

E-commerce in light of the Corona pandemic

Shawi SHAZA

IMBA

Coordinating professor: Sorin ANAGNOSTE

An analysis of the tobacco industry. An in-depth look at the threat of substitutes.

Bianca Mihaela DANICIUC

IMBA

Coordinating professor: Oana POPOVICI

Building sustainable business models in the digital age

Alexandra-Maria CUNĂ

MEBA

Coordinating professor: Carmen PĂUNESCU

Branding essentials and their strategic importance

Alessandra NEDELICU

MEBA

Coordinating professor: Shahrazad HADAD

What is the future of the e-commerce sector? A quantitative analysis on the impact of the COVID-19 pandemic



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George-Cristinel ROTARU

IMBA

Coordinating professor: Sorin ANAGNOSTE

Organizational Behavior within Small and Medium Enterprises

Vlad Andrei DUMITRU

MEBA

Coordinating professor: Bogdan NISTOREANU

Minitrack: New challenges in Business Administration in 2020s

Section: Bachelor

Minitrack Chairs: Petre CARAIANI, Madlene NEN, Ruxandra STANOMIR

Room 4108, Calea Grivitei no. 2-2A

Friday, April 7, 15:00-18:00

The integration of artificial intelligence technologies in business and the economic impact on the global workforce

Mihai PETCU

Bachelor German

Coordinating professor: Sorin ANAGNOSTE

Ethik als unternehmerische Herausforderung

Horia Nicolae GHEORGHIU, Andreas TUTH, Maria CHITU

Bachelor German

Coordinating professor: Alina Maria MANDRI

La cybersécurité d'entreprise : trop fatigué et de trop bonne humeur pour s'en inquiéter suffisamment?

Giovani Nircă RĂDUCAN

Bachelor French

Coordinating professor: Liana ANICA-POPA

Remodeler l'écosystème d'affaires grâce à la technologie Blockchain et aux contrats intelligents

Nour El Houda BOUTAGHANE

Bachelor French

Coordinating professor: Liana ANICA-POPA

RPA en entreprise: vers une nouvelle cartographie des processus métiers

Malek LAHMAR

Bachelor French

Coordinating professor: Liana ANICA-POPA

The efficiency of promoting a business. Case study: Instagram vs LinkedIn

Cristina-Gabriela AMZA, Ruxandra ANDREI, Ana-Stefana CALUSCHI

Bachelor English

Coordinating professor: Madlena NEN



The life of a civilian in EU countries (such as: Hungary, Italy and Finland) and BRICS countries (such as: Brazil, Russia and South Africa)

Eduard-Alexandru STANCU

Bachelor English

Coordinating professor: Madlena NEN

Employees' Shifting preferences towards work from home: Implications for Corporate Businesses in the Post-Pandemic Era

Isabella-Ioana DRAGHICI, Teodor-Razvan BADEA

Bachelor English

Coordinating professor: Madlena NEN

Psychological factors that cause video games to charge money.

Alexandru Cristian DRAGNE, Calin NEGOIESCU

Bachelor English

Coordinating professor: Madlena NEN

Wirtschaftliche Auswirkungen der Nuklearkatastrophe von Fukushima

Timea BOBOC-DARVAS, Daria-Elena ISTRATE, Briana CĂLINESCU

Bachelor German

Coordinating professor: Daniela Anca DACHIN

L'entreprenariat d'assurance : analyse Allianz vs MetLife

Ana Maria Giorgiana Balasa, Alex Zen Constantinescu

Bachelor French

Coordinating professor: Madlena NEN

La façon dont les décisions et les stratégies sont prises pour les sociétés de portefeuille

Anastasia SPAIUC, Clara JUMEAU, Robert BOERU

Bachelor French

Coordinating professor: Madlena NEN

A Scientific Research: Comparative analysis between public and private sector regarding top employees' labor experience, benefits and welfare

Maria DUMITRU, Ioana-Denisa IONESCU

Bachelor English

Coordinating professor: Madlena NEN

Erasmus et mobilité, un pari pour l'avenir

Philippe IONESCU, Aurel-Cristian IACOB, Irina-Maria STOICA

Bachelor French

Coordinating professor: Madlena NEN

Soutenabilité et développement dans la Compagnie Générale des Établissements Michelin

Andra BRATOSIN, Miruna-Andreea NEAGU, Bianca-Gabriela BEJENARU

Bachelor French

Coordinating professor: Madlena NEN

The Trend of Double-Income Households in America and its Potential Transferability to Romania:

A Scientific Research

Luis-Marius PITULICI, Sebica-Elena MĂLIN

Bachelor English



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Coordinating professor: Madlena NEN

EQ vs. IQ and their implications in the career of young adults

Maria DULĂU, Cristina ȘCHIOPU

Bachelor English

Coordinating professor: Madlena NEN

Some considerations regarding customer relationship management within energy sector

Alexandra TUDOSE

Bachelor English

Coordinating professor: Cătălin CURMEI

European Union Critical Raw Materials and Supply Chain Challenges – A comparison with China

Dumitru BARBULESCU, Zarioiu ALMA

Bachelor English

Coordinating professor: Sorin Anagnoste