

PLANNING OF THE EXAMINATION FOR THE COMPLETION OF THE MASTER'S PROGRAMME
MASTER IN DIGITAL BUSINESS AND INNOVATION

11.07.2025
Room 4108

Permanent members:

- 1 Conf. univ. dr. Chinie Catalina - President
- 2 Prof. univ. dr. Meghisan Madalina
- 3 Lect. univ. dr. Mihai Toma

Co-opted members:

1. Prof. univ. dr. Cocianu Cătălina
2. Conf. univ. dr. Anagnoste Sorin
3. Conf. univ. dr. Intorsureanu Iulian Costinel
4. Conf. univ. dr. Matei Marius
5. Conf. univ. dr. Nistoreanu Bogdan Gabriel
6. Conf. univ. dr. Vespan Dragoș Marcel

Nr. crt.	Hour	Graduate	Subject	Coordinator
1	12:00	BURNESCU F P FLORINEL-DANIEL	AI Integration in SAP Systems: Measuring Efficiency Gains and Business Impact	CHINIE ALEXANDRA CĂTĂLINA
2	12:15	IRIMIA D BOGDAN-IOAN	The impact of digitalization on efficiency and sustainability in supply chains: transforming logistics products and services	CHINIE ALEXANDRA CĂTĂLINA
3	12:30	Nicorescu D C Ioana-Andreea	Digital Transformation in the Retail Sector: Enhancing Service Delivery Through Technology Integration	CHINIE ALEXANDRA CĂTĂLINA
4	12:45	Sanda D Robert Eugen	The Role of Omnichannel Strategies in Enhancing Customer Experience in the Retail Industry	CHINIE ALEXANDRA CĂTĂLINA
5	13:00	ELENGA J J TROFIN-CONCHITA-MARLON	Leveraging AI to enhance the online dating experience	COCIANU Catalina Lucia
6	13:45	PATRUBANI R E RAMONA-ANDREEA	Digital Innovation in Health Tourism	COCIANU Catalina Lucia
7	14:00	Cipu N Elena	Leveraging Generative AI for Strategic Innovation in Technology Companies: A comparative study between the approach of established companies and startups	ANAGNOSTE SORIN
8	14:15	ALEXĂNDREANU D RUXANDRA	The Role of Digital Transformation in Enhancing Customer Retention and Engagement	VESPAN Dragos Marcel
9	14:30	BERTEA N ANDREEA-MĂDĂLINA	Digital Communication Strategies Analysis through SAS Visual Analytics	VESPAN Dragos Marcel
10	14:45	CATRINA S L IULIA-IOANA	Detection of Tyre Wear Patterns in Commercial Fleets in Eastern Europe	VESPAN Dragos Marcel
11	15:00	GALAN S L LAURA-MARIA	The Ethical Dimensions of Artificial Intelligence: A Comprehensive Qualitative Examination	VESPAN Dragos Marcel
12	15:15	POPESCU M OCTAVIA	Using SAS Visual Analytics to Identify Main Causes of Automated Invoice Processing Rejection	VESPAN Dragos Marcel
13	15:30	VASILACHE G DIANA-MARIA	Impact of Digital Transformation on Invoice Processing in Corporate Environments	VESPAN Dragos Marcel
14	15:45	ZHANG . FUMING	Artificial Intelligence Data Visualization using SAS Visual Analytics	VESPAN Dragos Marcel
15	16:00	DAIA C RAREȘ-CĂTĂLIN	Cryptocurrency investment management in times of high volatility	MATEI MARIUS
16	16:15	SECUIANU M ALEXANDRU-RADU	The art and science behind digital investigations in blockchain	MATEI MARIUS
17	16:30	DIȚĂ I E ALEXANDRU	The Role of Blockchain in Smart City Development	INTORSUREANU Iulian Costinel
18	16:45	CIOARĂ G ANTONIA-LAURA	Innovation trends and new technologies in logistics	NEGRUȚIU CRISTIAN-TEODOR
19	17:00	Lupu A Catalin-Mihai	Integrating Industry 4.0 Technology in the SME Sector: An Advanced Assistant for Adaptive Task Automation	NEGRUȚIU CRISTIAN-TEODOR
20	17:15	PANAIT I I CAȘIAN-GEORGIAN	Applied AI in supply chain tech start-ups	NEGRUȚIU CRISTIAN-TEODOR
21	17:30	CALINOV T ALEXANDRA	The Influence of Artificial Intelligence Technology on Professional Services Companies	NISTOREANU BOGDAN-GABRIEL
22	17:45	NAN C MARIA-ANDRA	Customer-centric strategies in the luxury automotive industry: personalization and digitalization at Mercedes-Benz	NISTOREANU BOGDAN-GABRIEL
23	18:00	RADU S MIHAI-ALEXANDRU	Leveraging the Roman legacy. A Historical Model for Contemporary Wellness Enterprises	NISTOREANU BOGDAN-GABRIEL
24	18:15	RĂZĂȘANU A ȘTEFAN-FLAVIUS	The impact of Digital Transformation in Real Estate: Trends & Insights from the Property Management Sector	NISTOREANU BOGDAN-GABRIEL
25	18:30	BONDOC C ALEXANDRU	Sustainability as a Key Determinant of Consumer Behavior at Lidl Retail Company	MEGHISAN GEORGETA MADALINA
26	18:45	Dicu T GABRIELA-ANDREEA	Exploring Consumer Behaviour Towards Organic Cosmetics Industry: A Case Study on Yves Rocher's Influence in the Romanian Market	MEGHISAN GEORGETA MADALINA