



ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE ADMINISTRAREA AFACERILOR, CU PREDARE ÎN LIMBI STRĂINE
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FABIZ Students' Scientific Session 2026
-Driving competitive advantage through AI and digital ecosystems-

Official program
2 April 2026, Bucharest, Romania

Bachelor's session

2nd Scientific Committee

Committee members: Associate Professor Marius Matei, Lecturer Cristian Negruțiu, Miruna Scrima
Room 4208, Calea Grivitei no. 2-2A
9:00-12:30

9:10-9:25

Obreja Maria Cristina and Harabagiu Daria-Alexandra
Digital Markets in the Age of AI: Legal Control, Economic Consequences

9:25-9:40

Andreescu Simona
Relationship marketing within EML Media Consulting SRL

9:40-9:55

Stefan Emilia
Building the consultant of the future: AI integration and digital ecosystems in advisory

9:55-10:10

Octavian-Mihai Tudose, Radu-Tiberiu Enache and Luca-Akos Zoltan
From Days to Seconds: Democratizing Strategic Intelligence Through Generative AI in Digital Ecosystems



10:10-10:25

Staricu Irina and Ioana Andra Gabura

Lazy, Stressed, or Just Using AI? Understanding Procrastination and Intelligence in Students

10:25-10:40

Viktor Pironkov

Monetary Regimes in Crisis: A Comparative Analysis of Bulgaria's Currency Board and Romania's Inflation Targeting

10:40-10:55

Fyodor Golovin

AI Adoption in SMEs: Barriers, Enablers, and a Strategic Implementation Framework

10:55-11:10

David Polojan

Playing to Win: How Game Theory Explains Success and Failure in Global Markets

11:10-11:25

Deliana-Elena Vintila

Corporate Risk-Taking and Tail Events: A Game-Theoretic Analysis of Incentives and Governance