



**ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI**  
**FACULTATEA DE ADMINISTRAREA AFACERILOR, CU PREDARE ÎN LIMBI STRĂINE**  
Departamentul UNESCO pentru Administrarea Afacerilor  
Str. Calea Grivitei nr. 2-2A; tel.: +021 319.19.00 / int. 584  
e-mail: [office@fabiz.ase.ro](mailto:office@fabiz.ase.ro)



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**FABIZ Students' Scientific Committee 2026**  
-Driving competitive advantage through AI and digital ecosystems-

Official program  
2 April 2026, Bucharest, Romania

*Master's session*

Scientific Committee members: Professor Petre Caraiani, Associate Professor Busu Mihail, Mihaela Boghiu, Claudia Cutumisu, Bogdan Santea

*Room 4012, Calea Grivitei no. 2-2A*  
16:30-19:30

**16:40-16:55**

Antonia Tohatan

*The Agentic Edge. Competitive Advantage in the Nascent B2AI Era*

**16:55-17:10**

Rifat Rayhan Romy

*Understanding Why Lloyd's Algorithm in K-Means Clustering Frequently Stalls at Suboptimal Cluster Solutions: Case study in Customer segmentation*

**17:10-17:25**

Andrei-Sebastian Bocioaca

*Determining Economic Growth: A Comparative Approach*

**17:25-17:40**

Maria Dulau

*Optimizing Sports Funding in Romania Using Multi-Criteria Decision Analysis*



**17:40-17:55**

Alexandru Smadici

*From Free to Fee - An Analysis of Consumer Willingness-to-Pay for Premium Generative AI Features and its Implications for Pricing Strategy*

**17:55-18:10**

Alexandra-Maria Gavrila

*The Strategic Integration of Generative AI Learning Agents as Vectors of Power in Online EdTech Business Models. A quantitative study.*

**18:10-18:25**

Denisa Elena Gheorghita

*The Strategic Integration of Cybersecurity in European and Asian Business Practices*

**18:25-18:40**

David-Constantin Berbece

*Compression-Based Anomaly Detection for Business Intelligence: A Study of LZ78 and Neural Models in Time Series*

**18:40-18:55**

Marius Mateis

*Optimizing Urban Green Space Strategies: Business Data Visualization and Predictive Analytics for Air Quality and Economic Value in Bucharest*