

BASIQ 2022

International Conference on
New Trends in Sustainable Business and Consumption
25 - 27 May 2022, **Graz, Austria**

Version 2 – Updated 20th of May



Pädagogische
Hochschule
Steiermark



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Astrid Fortmüller

Cristinel Vasiliu

Robert Bumbac

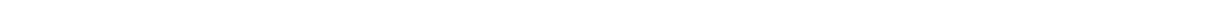
Doru Alexandru Pleșea

Mihaela Bucur

Răzvan Dina

Daniel Zgură

Gabriel Cristian Sabou



Overview of the Conference Agenda

Time for activities in Graz is CEST and for Online activities is EEST

Wednesday, 25th of May
(CEST-Graz local time)

Conference venue: **University College for Teacher Education Pädagogische Hochschule Steiermark – PHSt, Hasnerplatz 12, 8010 Graz**

13:00 – 13:50 Participants' Registration

Plenary Session

PHSt Aula

14:00 – 14:40 **Opening Ceremony**

14:40 – 16:30 **Keynotes**

Thursday, 26th of May

Attending participants (CEST-Graz local time)

Conference venue: **Exerzitienhaus der Barmherzigen Schwestern, Mariengasse 6A, 8020 Graz**

Parallel sessions

Conference Room A

Conference Room B

8:30 – 10:00

Oral presentations session A1

Oral presentations session B1

10:00 – 10:15

Coffee Break

10:15 – 11:45

Oral presentations session A2

Oral presentations session B2

12:00 – 14:00

World Café

Lunch

18:00 – 21:00

Conference Dinner (*see invitation received at registration*)

Online participants (EEST-Bucharest local time)

Parallel sessions

Online Conference Rooms

CR-01

CR-02

CR-03

CR-04

8:30 – 10:00

Session CR-01.1

Session CR-02.1

Session CR-03.1

Session CR-04.1

10:30 – 12:00

Session CR-01.2

Session CR-02.2

Session CR-03.2

Session CR-04.2

12:30 – 14:00

Session CR-01.3

Session CR-02.3

Friday, 27th of May

(CEST-Graz local time)

10:00 – 17:00

Social Event:

Guided trip by coach at Piber Federal Stud (White Horses), Barbara Church by Hundertwasser, and Stainz Castle including lunch
(Approximate price per person = 75 Euro)

Please request information at the registration desk

Departure from Exerzitienhaus der Barmherzigen Schwestern, Mariengasse 6A, 8020 Graz

BASIQ 2022 Conference Keynote Speakers



Günter Riegler is passionate about making the City of Graz a vibrant hotspot for creative minds, businesses, research centers and educational institutions. As the current City Councilor for Economics, Tourism, Culture, Arts and Science in Graz he can help to shape the future of this city. Before taking on political responsibility, he did his PhD in Business Administration and Finance at the University of Graz and was Senior Consultant for industry audits and corporate finance at KPMG AUSTRIA. In 2011 he became Managing Director and CFO of the university of applied sciences FH JOANNEUM where he saw how great research and education can transform businesses and make them more competitive as well as strengthen an entire region. His love for urban development he discovered during his tenure as head of the Independent Court of Audit of Graz (2004-2011) gaining insights into government operations and planning.



Wolfgang Gressel After more than 15 years working in tourism management Wolfgang Gressel became a teacher in fields of tourism and economy at different Vocational Schools in Austria. Later he moved to the University of Teacher Education Carinthia. There he was lecturer in mediation at the Institute for Educational Governance and manager of leadership education. Since 2020, he is headmaster of the Vocational School Bad Gleichenberg/Styria. In this school, at maximum 1.500 apprentices a year can be educated in tourism industry, restaurant-, confectionery-, bakery- and butchers' business. Furthermore, his responsibility is doing leadership for 52 teachers and 30 members of staff.



Armin Breinl - physician, member of the Austrian AntiAging Society, inventor, and CEO of the functional drinks 2B. Healthy nutrition with added value is a very important topic for the developer of the fruity lifestyle drinks. To avoid having to swallow capsules and pills every day, the doctor developed these refreshingly tasty drinks - which contain valuable vitamins and ingredients - naturally without added sugar. The 2B Drinks meet the spirit of the time and taste of the consumers and are an important contribution to increase the quality of life. 2B Drinks consist of more than 50% fruit content combined with inspiring, vitalizing and relaxing vital substances and active ingredients.



Andreas Cretnik is CEO of the ALWERA AG, located in Wollsdorf (Styria/Austria). The ALWERA group deals with the three areas of agriculture, food and technology. In the pumpkin sector, the ALWERA Group covers the entire value chain from the pumpkin seeds over harvesting technology to producing as a food. The 100% subsidiary Estyria Naturprodukte GmbH is the largest producer of Styrian pumpkin seed oil p.g.l. and number one for pumpkin seeds in Europe. As CEO of the ALWERA Group, Mr. Cretnik is responsible for the areas of finance, accounting, controlling, law, quality management and purchasing raw materials. Since 2016 Mr. Cretnik is also CEO of the service organization for geographical protected products in Austria.

Wednesday
25th of May

Venue: University College for Teacher Education Pädagogische Hochschule Steiermark
– PHSt, Hasnerplatz 12, 8010 Graz

(CEST-Graz local time)

13:00 - 13:50 **Participants registration**

14:00 - 16:30 **Opening Ceremony and Plenary Session:**

Moderators: Thorsten Jarz, Rodica Pamfilie, and Laurențiu Tăchiciu

14:00 - 14:40 **Welcome speeches**

Elgrid Messner, Rector of the University College for Teacher Education, Graz, Austria

Günter Riegler, City Councilor for Economics, Tourism, Culture, Arts and Science in Graz

Dumitru Miron, President of the University Senate of the Bucharest University of Economic Studies, Romania

Regina Weitlaner, Vice-Rector of the University College for Teacher Education, Graz, Austria

Dorel Paraschiv, Vice-Rector of the Bucharest University of Economic Studies, Romania

Gabriela Țigu, Dean of the Business and Tourism Faculty, Bucharest University of Economic Studies, Romania

14:40 - 16:30 **Keynotes**

Günter Riegler

Municipal Fiscal Policy and Sustainability

Wolfgang Gressel

Dual Vocational Education and Training in Austria on the Example of the Vocational School Bad Gleichenberg

Armin Breinl

2 B healthy

Andreas Cretnik

Overview of Regional Products, Distribution and Markets

Thursday
26th of May

Venue: Exerzitenhaus der Barmherzigen Schwestern, Mariengasse 6A, 8020 Graz,
Austria

(CEST-Graz local time)

8:30 – 10:00

Oral presentations session A1

Conference Room A

*Global Challenges in Building a Sustainable
Economy*

Chair: Dumitru Miron

The Vaccine Chessboard: China's International Interactions in Times of Pandemic, from
Inter-Actor Agreements to Foreign Policy Approaches

Mihai Christopher Marian Radovici, Roxana Robescu-Cercel

The EU Political Behavior: Concept Contextualization for Post-Economic Recession
Sustainability

Bogdan Frățiloiu, Andreea Nicoleta Bichel, Cristinel Vasiliu, Mihaela Maftei

The Role of the Foreign Direct Investments for the Carbon Emissions Reduction Targets

Vlad Epurescu, Andrei Ciucă, Roberta-Laura Galav

Economic and Social Cohesion in the European Union: An Empirical Analysis

Ana-Maria Holobiuc, Dumitru Miron

Oral presentations session B1

Conference Room B

*Technological and Social Innovation for
Sustainability*

Chair: Gabriela Țigu

Designing a Communication Model for Sustainability in the Post – Pandemic Era

**Ioana Maria Popescu (Iacobescu), Alexandru Jurconi, Robert Bumbac,
Rodica Pamfilie**

The Role of Social Media in Selecting Touristic Destinations – A COVID-19 Context

Puiu Nistoreanu, Shahrazad Hadad, Liliana Nicodim, Dalia Poleac

Can Fake News About Companies Lead to an Increased Social Media Usage? An
Empirical Investigation

Daniel-Rareș Obadă, Dan-Cristian Dabija

The Resilience of Agricultural Comparative Advantage During the COVID-19 Pandemic

**Marius Constantin, Maria Piștalu, Simona Roxana Pătărlăgeanu, Alexandra Diana
Chirescu**

10:00 – 10:15 **Coffee Break**

Thursday
26th of May

Venue: Exerzitenhaus der Barmherzigen Schwestern, Mariengasse 6A, 8020 Graz,
Austria

(CEST-Graz local time)

10:15 – 11:45

Oral presentations session A2
*Constructing Modern Knowledge:
Competency-Based Education and New
Ways of Capacity Building*
Chair: Dan Cristian Dabija

Conference Room A

How to Build Innovative Competency-Based Education in Adolescents' Communities? A Case Study of Montessori Cluj

[Aura Iulia Cadis](#), [Mihail Busu](#)

Are Technical Skills, Digitalization, and Cultural Intelligence Competitive Advantages for Modern Organizations?

[Alina Nicoleta Dobre](#), [Maria Andreea Tilibaşa](#), [Irina Tărăban](#)

The Entrepreneurial Leader: A Feminine Perspective Case Study

[Corina Georgiana Şerban \(Pătrîntaş\)](#), [Cristian Negruţiu](#), [Laurenţiu Tăchiciu](#)

Genders' Fascinations and Fears Towards the Use of Cognitive Computing

[Maria Barbul](#), [Corina Pelau](#), [Stefana Pop](#)

Oral presentations session B2
*Value Creation for Businesses and
Consumers Through Innovative Business
Models*

Conference Room B

Chair: Dorel Mihai Paraschiv

Study on Environmental Wellbeing and Its Main Socio-Economic Factors: Evidence from Romania

[Simona-Roxana Ulman](#), [Cristina Cautisanu](#)

A Theoretical Model of eVTOL as a Business Administration Vehicle for Efficiency

[Vlad Stoicescu](#), [Adrian Cioranu](#), [Iulia Ruxandra Ticau](#), [Mirela Octavia Sirbu](#)

Applying the circular economy principles in the wood construction industry

[Dorin Maier](#)

Supply Chain Digital Transformation

[Ramona Iulia Dieaconescu](#), [Mihaela Gabriela Belu](#), [Dorel Mihai Paraschiv](#),
[Cosmin Silviu Raul Joldes](#)

12:00 – 14:00

World Café

Conference Lobby

Innovative Model of the Styrian Volcanic Region in Austria

[presentation by Astrid Fortmüller](#)

Lunch

18:00 – 21:00 **Conference Dinner**

Thursday
26th of May

ONLINE SESSIONS

Please visit the conference website conference.ase.ro for updates

(EEST- Bucharest local time)

8:30 – 10:00

Th 8:30 – 10:00	Online presentations session CR-01.1 <i>Technological and Social Innovation for Sustainable Business</i> Chair: Daniel Zgură	Conference Room CR-01
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Artificial Intelligence's Role in the Healthcare System

[Andreea-Cristina Boeru](#)

A Sentiment Analysis Approach for the Cryptocurrency Market and Blockchain Technology Using Naïve Bayes, Support Vector Machine and Random Forest

[Denisa Elena Bălă](#), [Stelian Stancu](#)

Accounting Automation: An Experimental Study

[Oana Cristina Stoica](#), [Liliana Ionescu-Feleagă](#)

The New Trend Model of Change Planning for Post-pandemic Adaptation

[Elmira Cezarina Dină](#), [Rotea Claudia Cristina](#), [Nicolescu Michael Marian](#), [Cazacu Marian](#)

Th 8:30 – 10:00	Online presentations session CR-02.1 <i>Value Creation for Businesses and Consumers Through Innovative Business Models</i> Chair: Alina-Elena Iosif	Conference CR-02
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Community's Willingness Behavior to Support Community-Based Enterprises

[Khanh Hung Doan](#)

Enhancing the Attractiveness and Readability of Central Bank Reports: An Experiment

[Silvana Prodan](#), [Dan Cristian Dabija](#)

How "Circular" Is the Supply Chain? Study Case: Impact of the Corporate Social Responsibility on the Circular Economy Within the Power Energy Supply Chain

[Eleonora Dijmărescu](#)

"Cryptocurrencies" Phenomenon and Geopolitical Risks

[Marius-Cristian Neacșu](#), [Maria-Ioana Andrei](#), [Daniel Zgură](#), [Denisa Țăranu](#)

Online presentations session CR-03.1

Conference Room CR-03

*Constructing Modern Knowledge:
Competency-Based Education and New
Ways of Capacity Building*

Th 8:30 – 10:00

Chair: Mariana Drăgușin

Task-Based Language Teaching – Problems with Oral Communication in English for Specific Purposes

[Ionela Ionițiu](#)

The Role of Education in the Prevalence of a Responsible and Sustainable Society in Romania

[Ianc Cristian-Gabriel, Ina Nimerenco](#)

Cyber Range as a Competency Based Education Instrument in Cyber Security

[Ionuț Lateș, Cătălin Boja](#)

An Overview of Computer Assisted Learning Systems in Computer Science

[Mădălina Pană, Alin Zamfiroiu](#)

Analysis of the Influences of Training and Personal Development Programs on Organizational Results

[Claudia Cristina Rotea, Elmira Cezarina Dină, Elena Cristina Cernătescu, Andra Nicoleta Ploscaru](#)**Online presentations session CR-04.1**

Conference CR-04

*Future of Work and Human Capital
Development*

Th 8:30 – 10:00

Chair: Smaranda Giușcă

The COVID-19 Pandemic and Its Influence on Human Resources

[Laurențiu Hauser](#)

Human Capital Development in Crisis Conditions. Evidence from Romania

[Ana-Maria Cocariu](#)

Analyzing the risks of accidents and occupational diseases from the perspective of the work system

[Cătălina Sitnikov, Anca Băndoi, Costinel Cristian Militaru, Alina Mădălina Belu](#)

Enterprise Strategy in the Area of Value Creation for Its Stakeholders

[Mária Ďurišová, Dana Kušnírová](#)

10:30 – 12:00

Online presentations session CR-01.2
Global Challenges in Building a Sustainable Economy

Conference Room CR-01

Th 10:30 – 12:00

Chair: Ramona Iulia Dieaconescu

Innovation and Competitiveness in the European Union with and without Britain
[Cezar Teclean](#)

Pressure Valves for the Oil Market in EU in the Context of Ukrainian War
[Mihai Ciobotea](#), [Emilia Țițan](#), [Răzvan Cătălin Dobrea](#), [Daniela Manea](#)

The Prospect of the Utilization of Hydrogen as a Viable Renewable Energy Source, in the European Union
[Ștefan-Marian Dumitru](#)

Value Based Classification Technique for Sustainable Business Models (SBMs)
[Maruf Mohammad Sirajum Monir](#), [Alula Nerea Gebremeskel](#), [Khanh Hung Doan](#)

Online presentations session CR-02.2
Enhancing Businesses Resilience and Social Responsibility

Conference CR-02

Th 10:30 – 12:00

Chair: Mihaela Maftai

Corporate Social Responsibility, a Strategic Tool for Sustainable Value Creation: A Case Study of Unilever's Sustainable Living Plan
[Andra Modreanu](#), [Gabriela Nicoleta Andrișan](#), [Alexandra-Maria Sârbu](#), [Grădinaru Cătălin](#)

Comparative Bibliometric Analysis of Social Responsibility Related Literature in Romania and Hungary
[Tomina Săveanu](#), [Daniel Bădulescu](#), [Mirabela Matei](#)

Drug Buying Behavior and Quality Strategies Implemented in This Market
[Anca Madar](#), [Nicoleta Andreea Neacșu](#)

Risk from the Perspective of the Emergency Management System
[Daniel Goagără](#), [Ionela Staneci \(Drinceanu\)](#), [Mariana Paraschiva Olaru \(Staicu\)](#), [Ionuț Riza](#)

Online presentations session CR-03.2
Towards Sustainable Agri-Food Systems

Conference Room CR-03

Th 10:30 – 12:00

Chair: Raluca Andreea Ion

Sustainability in Global Food System and the Pursuit of Human Life on Earth
[Simone Vieri](#), [Grazia Calabrò](#)

Innovating the Agricultural Sector: A Digital Framework of Circular Economy for Southern Italy
[Tiziana Crovella](#), [Andrea Pontraldolfo](#), [Annarita Paiano](#)

The Theory of Planned Behavior to Explain the Purchase of Sustainable Food Products
[Mihaela Cornelia Sandu](#), [Irina Virginia Drăgulănescu](#), [Gabriela Tigu](#)

Traditional Foods Market. Evolution, Concentration, and Growth Potential in Romania
[Silvius Stanciu](#), [Gabriela Iordăchescu](#), [Roxana Sârbu](#), [Bogdan Dumitrache Bratoveanu](#)

Online presentations session CR-04.2

Conference CR-04

Travel and tourism resilience and sustainability challenges

Th 10:30 – 12:00

Chair: Remus Hornoiu

Exploring Younger Generation Sustainable Consumption in the Restaurant Industry
[Codruța Adina Băltescu](#)

Implementing SDGs for Sustainable Tourism Development
[Tiziana Crovella](#), [Miraj Ahmed Bhuiyan](#), [Andrea Pontrandolfo](#), [Giovanni Lagioia](#), [Annarita Paiano](#)

Sustainability Measures Implemented in the Hotel Industry. Case Study: Romania
[Nicoleta Andreea Neacsu](#), [Alexandra Zamfirache](#)

A Snapshot of the Barriers Related to Tourism-Underwater Cultural Heritage-Environmental Protection in MSP. A Stakeholders' Perspective
[Dragoș-Florian Vintilă](#), [Mari-Isabella Stan](#)

12:30 – 14:00

Online presentations session CR-01.3

Conference Room CR-01

Technological and Social Innovation for Sustainable Business

Th 12:30 – 14:00

Chair: Mihaela Bucur

Aspects Relating the Influence of Spirituality on CSR in Online Organizations
[Sonia Budz](#), [Doru Alexandru Pleșea](#), [Ioana Bucur-Teodorescu](#), [Vanessa Mădălina Vargas](#)

Towards Sustainable Web Platforms: Post-pandemic Reflections on E-government in Romania
[Ioana Bucur-Teodorescu](#), [Raluca Grosu](#), [Sonia Budz](#)

ERP Systems – Technological and Social Innovation for Sustainable Business
[Laura – Eugenia – Lavinia Barna](#)

Digitalization in Romania Measured with DESI
[Mihai Ciobotea](#), [Ecaterina-Milica Dobrotă](#), [Marian Stan](#), [Alina-Florentina Săracu](#)

Critical Success Factor for Integration of Cyber Security in Context of Managed Services
[Georg Sven Lampe](#), [Marieta Olaru](#), [Teodora Elena Fogoros](#), [Stephan Massner](#)

Online presentations session CR-02.3
*Value Creation for Businesses and
Consumers Through Innovative Business
Models*

Conference CR-02

Th 12:30 – 14:00

Chair: Robert Bumbac

Mapping the Research Agenda of Small Business Risks

[Laurențiu Lazăr](#), [Carmen Nadia Ciocoiu](#), [Alexandru Paru](#)

The Financial Implications of Non-Compliance in the Transportation Business

[Alina Chiriac](#), [Ionela Munteanu](#), [Kamer-Ainur Aivaz](#)

The Priorities of Transport Activities from the Perspective of the Spatial Approach of the Land-Sea Interactions in the Romanian Coastal Area

[Mari-Isabella Stan](#), [Dragoș-Florian Vintilă](#)

Success Factors of Airport Management Groups

[Sorin Eugen Zaharia](#), [Casandra Venera Pietreanu](#), [Ruxandra Maria Cimpoșu](#)

Posters

(In alphabetic order by first author)

The Relationship Between Economic Development and the Health of the Financial System in Emerging Economies: The Case of Lebanon
[Mohamad Abou El Hassan](#)

Municipal Waste Management in the European Union
[Sorin Petrică Angheluță](#), [Florina Bran](#), [Dumitru Alexandru Bodislav](#), [Mihai Dinu](#)

Approaches to Tackling Illegal Tobacco Trade in EU Countries
[Cristina Boboc](#), [Magdalena Ciobanu](#), [Simona Ioana Ghiță](#)

Innovations in Wine Sector: Evidence from Bulgaria Based on Fuzzy AHP Approach
[Petyo Boshnakov](#), [Vesselina Dimitrova](#), [Georgi Marinov](#)

The Age of a Moral and Ethical Artificial Intelligence
[Florina Bran](#), [Dumitru Alexandru Bodislav](#), [Mihaela Diana Negescu Oancea](#), [Ana Maria Bolohan](#)

The Sustainability of E-learning of the University Education System Generated by the COVID-19 Epidemic
[Teodora Odett Breaz](#), [Dan Ioan Topor](#), [Melinda Timea Fülöp](#), [Alexandra Bugnariu](#)

Telework - Its Implications and Effects During the Pandemic on the Accounting Profession
[Teodora Odett Breaz](#), [Melinda Timea Fülöp](#), [Dan Ioan Topor](#)

Software as a Service's Role in Sustainable Business
[Dragoș Bujor](#), [Cristinel Vasiliu](#), [Vasile Dinu](#)

Investigating the Entrepreneurial Intentions of Young People to Initiate and Develop Businesses Related to Industry 4.0
[Daniel Bulin](#), [Maria-Cristina Iorgulescu](#), [Georgică Gheorghe](#), [Robert-Ionuț Dobre](#)

The Effects of Digital Globalization on Economics and Society
[Sorin Burlacu](#), [Amelia Diaconu](#), [Viorel Mocanu](#), [Svetlana Platagea Gombos](#)

Integrated Waste Management in Sector 6 Bucharest
[Ovidiu Andrei Cristian Buzoianu](#), [Svetlana Platagea Gombos](#), [Bogdan Istrate](#), [Carmen Elena Spiridon](#)

Digital Public Management Governance
[Ana Maria Călin](#), [Sorin Burlacu](#), [Viorel Mocanu](#), [Maria Loredana Popescu](#)

Ukraine Crisis: The Trigger for the EU to Cut Its Dependence on Russian Fossil Fuels
[Livia Cebotari](#)

Digitization of Sustainable Economic Development in the Actual European Condition
[Ghenadie Ciobanu](#), [Florentina Marinela Comanescu](#), [Oana Camelia Iacob \(Pârgaru\)](#), [Anna Kant](#)

Analysis of Knowledge and Implementation of Business Intelligence Solutions in Romanian SMEs
[Betty Cohen-Tzedec](#), [Ion-Daniel Zgură](#), [Marius Neacșu](#), [Mihaela Bucur](#)

Customers' Perception of the Risks Associated with the COVID-19 Pandemic in the Romanian Hospitality Industry
[Lavinia Denisia Cuc](#), [Andrea Feher](#), [Silviu Gabriel Szentesi](#), [Paul Nichita Cuc](#)

Education for Sustainable Development in the Vocational Education and Training System Facilitated by the European Sustainability Competence Framework. Case Study on Sustainability Competences Integration in Technician in Agriculture Professional Training Standard
[Victor Marian Dumitrache](#), [Florin Dobre](#), [Ana Maria Bolohan](#) and [Victor George Constantinescu](#)

Seasonal Deviations in Tourist Accommodation Establishments in Romania and Portugal - A Quantitative Analysis
[Calcedonia Enache](#), [Pedro Ribeiro Mucharreira](#), [Marina Godinho Antunes](#)

ESG – A New Global Trend. Examples for Austria, Poland and Romania
[Zenon Foltynowicz](#), [Renata Kaps](#)

Information: Another Perspective on Cultural Heritage Management
[Mădălina Nicoleta Frînculeasa](#), [Alin Frînculeasa](#), [Răzvan Ion Chițescu](#)

Take it Slow Project: Apulia B&B Environmental Awareness
[Teodoro Gallucci](#), [Vesselina Dimitrova](#), [Vera Amicarelli](#), [Giovanni Lagioia](#)

Comparative Study on the Impact of US and China ODA on IIQ of IGAD Member States
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