



# IECS 2025 - International Economic Conference of Sibiu

## Saturday 31 May 2025

### Session 4B (08:00 - 10:00)

time	[id] title	presenter
08:00	[63] Biertan - winner of the 2024 Destination of the Year Competition in the Story Village category	Prof. NICULA, Virgil
08:20	[57] Authenticity vs. Commercialization in Cultural Tourism: Balancing Preservation and Mass Tourism	TILEAGA, Cosmin
08:40	[78] Research on the ability of a major sporting event to promote a tourist destination – the case of Sibiu International Marathon	Mr TROANCA, Dumitru
09:00	[59] Labor market trends in the European Union: Insights into Human Resource strategies	TIMBALARI, Carolina
09:20	[50] Can social media be trusted? Analyzing the perception of trust in online and traditional media communication	Dr FUCIU, Mircea
09:40	[54] The impact of TikTok on young people's buying behavior and their relationship with brands	Ms BUDAC, Camelia