

IECS 2025 - International Economic Conference of Sibiu

Friday 30 May 2025

Session 2D: Marketing and Consumer Behaviour - ULBS Room (15:30 - 17:15)

time	[id] title	presenter
15:30	[20] Place Identity Effects on Local/Regional Food Branding in Romania: Consumers versus Producers Perspectives	STAN, Simona
15:45	[71] Words that influence: A state-of-the-art review on text-based influencer-driven advertising strategies	Ms CIOMAG, Andreea
16:00	[72] Walking the talk- from belief to action- A literature review on fashion sustainability	SABO, Evelyn-Maria
16:15	[34] Impact of green initiatives on sustainable behaviour	Mr IVANOV, Svilen
16:30	[2] The Gender Wage Disparity in Contemporary Society: Perceptions from Higher Education Students within the Romanian Context	CORREA GARCÍA, Claudia
16:45	[86] The Role of European Union Funding in Shaping Sustainable Rural Development in Romania: A 2014–2023 Analysis	BRANGA, Diana-Maria
17:00	[68] Reviewing the culture: a bibliometric investigation of online feedback's impact on tourism organizations	PORANCEA-RAULEA, Andreea