

IECS 2025 - International Economic Conference of Sibiu

Friday 30 May 2025

Session 3A: Digital Economy, Management, Entrepreneurship, Innovation and Marketing -

<https://meet.google.com/sji-vwkp-zqu> (17:25 - 18:55)

time	[id] title	presenter
17:35	[84] Digital Transformation of European Public Administrations: A Clustered Assessment Based on DESI Scores	TRIP, Andrei
17:45	[19] The Impact of Artificial Intelligence on Employee Well-Being in Human Resources: A Literature Review	Mrs RAHMANI, Hasnae Mrs BOUZERDA, Kawthar Mr BELAȘCU, Lucian-Aron
17:55	[30] E-Commerce Platform Trends in the Post-Pandemic Era: An Analysis of Interest Rate Development on Online Retail Platform Dynamics	GROZEA, Ioana-Luciana
18:05	[51] A Method for Testing and Evaluating the Effectiveness of an AI Agent-Based Traffic Management System.	ANDREESCU, Florin
18:15	[23] Understanding the effectiveness of smoking information campaigns: A systematic review	HEJJA, Izabela
18:25	[12] The Role of Artificial Intelligence (AI) in shaping Consumer Behavior in E-commerce in a World of Economic Uncertainty and Rapid Changes	VASILEVA, Steliana
18:35	[43] Remote Work and the Housing Market: A Bibliometric Review of Trends and Impacts	DĂUȘ, Iulia
18:45	[7] How to become a great leader- analysing the impact of motivation to be a leader and leader's qualities on employees performance	Ms FLOREA, Nicoleta Valentina