



# IECS 2026 - International Economic Conference of Sibiu

## Friday 22 May 2026

**1C - Digital Economy, Management, Entrepreneurship and Innovation: Digital Economy, Management, Entrepreneurship and Innovation - ARSENAL Room (14:30 - 17:00)**

time	[id] title	presenter
14:30	[16] When budgets tighten, is culture cut first? Consumer behavior and marketing resilience in times of financial constraints.	Dr PURDESCU, Claudiu - Adrian Mrs IONITA (PURDESCU), Florentina
14:40	[1] AI Integration Maturity and Task-Level Usage in the Workplace: A Cross-Industry Survey Study	LISARU, Codrina-Victoria
14:50	[63] The Dynamics of Innovation Process Management in Romania's Car-Sharing Sector: Assessing the Openness of their Innovation	ROXANA-MARIA, Barb
15:00	[14] Sustainability as a Driver of Competitive Advantage: Insights from Simulation-Based Experiential Learning in Global Markets	GONZALEZ TORRES, Alvaro DEL PINO FERNANDEZ, José Manuel Dr BARDASUC, Leila
15:10	[10] ETL procedures and acceptable types of analysis on a cardiovascular disease dataset	VASILEV, Julian
15:20	[23] Smart Technologies as a 3E Driver: Opportunities and Emerging Risks	Dr DOROGAIA, Irina
15:30	[30] Replacing Skilled Workers with AI? An Empirical Study from Western Romania on Mass Layoffs, Financial Distress, and Welfare Strain	NICOLĂIȚĂ, Alexandru PELE, Mircea TROCAN, Miruna Maura
15:40	[31] From Adoption to Impact: The Moderating Role of Gender Composition in the Analytics-Performance Relationship	RADU, Alexandra Ioana
15:50	[64] Artificial Intelligence and Employment Dynamics in European ICT Occupations	Mr FRĂSIE, Alexandru
16:00	[7] AUTOMATION, AI AND THE WORKFORCE IN OPERATIONS: A NARRATIVE ANALYSIS OF EUROPEAN SPECIALIZED PRESS (2022–2025)	COJOCARU, Camelia
16:10	[44] Design Thinking and Sustainable Digital Transformation: A Bibliometric Analysis of Research Trends and Future Directions	CONSTANTINESCU, Ana-Maria
16:20	[8] Beyond Charity: The Romanian Orthodox Church as a Social Economy Actor	VĂDUVA, Constantin-Daniel
16:30	[11] Generative AI-Powered Simulations in Accounting Education: Enhancing Experiential Learning, Ethical Reasoning and Professional Judgment	COJOCARU, Camelia
16:40	[76] AI Literacy as a Key Competence for Responsible AI Use in Higher Education	FĂRTAT, Anca-Mirabela