

IECS 2026 - International Economic Conference of Sibiu

Friday 22 May 2026

2C - Digital Economy, Management, Entrepreneurship and Innovation: Digital Economy, Management, Entrepreneurship and Innovation - <https://meet.google.com/jhz-phic-jnm> (17:00 - 18:40)

time	[id] title	presenter
17:00	[45] Key Coordinates of Educational Management in the Context of Institutional Transformations in Giurgiu County	POPA, Nicolae
17:20	[28] Innovation and Economic Singularity: Transforming the Future in Business	Prof. MAIA, Pisaniuc
17:40	[57] The GenAI Shield: Enhancing Marketing Resilience through Hyper-Personalized Crisis Communication and Consumer Coping Mechanisms	VASILEVA, Steliana
18:00	[41] From CSR to Multi-Stakeholder Governance: The Role of Stakeholder Theory in the Transition to Hybrid Firms	POLLIFRONI, Massimo
18:20	[73] Technostress in Remote Work: Demographic Differences and Associations with Work Outcomes	DĂUȘ, Iulia