



# IECS 2026 - International Economic Conference of Sibiu

## Saturday 23 May 2026

### 3C - Digital Economy, Management, Entrepreneurship and Innovation (08:00 - 11:20)

time	[id] title	presenter
08:00	[66] Greenversity in Action: Shaping the Future of Sustainability in Higher Education	BALTADOR, Lia
08:20	[22] Artificial Intelligence as a Driver of Innovation in Global Hotel Chains	POPSA, Roxana
08:40	[20] FROM SKILLS DEFICITS TO AI LITERACY - THE CONCEPTUAL EVOLUTION OF DIGITAL LITERACY IN BUSINESS AND MANAGEMENT RESEARCH	OGREAN, CLAUDIA
09:00	[17] Efficiency of AI Adoption in Enterprises under ESG Constraints: Sustainable Performance in the European Union	Dr SITEA, Daria Maria
09:20	[51] CURRENT AND FUTURE TRENDS IN ACADEMIC MARKETING RESEACH. A LITERATURE REVIEW	Dr FUCIU, Mircea
09:40	[47] Conversational Agents at the Table: AI Chatbot Integration in Food Service Chains and the Reconfiguration of Hospitality Labor	Prof. NICULA, Virgil
10:00	[69] AI-Driven competitive advantage in EU tourism: An organizational behaviour perspective	TIMBALARI, Carolina Mrs PETROVIĆ, Vesna Ms HOLOTĂ, AnaMaria Mrs BOŽIĆ, Katarina
10:20	[46] From Sustainability to Regeneration: A Paradigmatic Shift in Tourism Theory and Practice	TILEAGA, Cosmin
10:40	[61] Entrepreneurship in an Era of Permanent Uncertainty: Strategic Communication as a Driver of Organizational Resilience	TERCHILĂ, Sorin
11:00	[58] Mapping Hofstede's cultural dimensions in online consumer behavior research: A Bibliometric analysis	Ms BADEA, Ana Maria BUDAC, Camelia TIMBALARI, Carolina Mr FUCIU, Mircea