



Universitatea „Vasile Alecsandri” din Bacău

*„VASILE ALECSANDRI”
UNIVERSITY OF BACAU*



*FACULTY OF ECONOMIC SCIENCES &
CENTRE FOR ECONOMIC STUDIES AND RESEARCH*

PROGRAMME
of The Conference on
“CONTEMPORARY ECONOMY AND
ROMANIAN REALITIES”
- 15th Edition -

BACAU, 24 June 2022

P R O G R A M M E
of the Conference on
"CONTEMPORARY ECONOMY AND ROMANIAN
REALITIES"
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BACĂU, ROMANIA
24 June 2022

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Publishing papers of the conference:

All submitted and accepted full-paper, after a *peer-review process**, will be publishing in ***Studies and Scientific Researches. Economics Edition***, journal indexed/listed in the following databases:

- RePEc,
- DOAJ,
- Index Copernicus,
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Associate professor, PhD. Aysegul Yildirim, Marmara University, Turkey

Conference Papers

DIGITAL MARKETING IN POST-PANDEMIC CONDITIONS

Raluca-Alexandra Ceocea, "Gheorghe Asachi" University of Iași, Costel Ceocea, Ovidiu-Leonard Turcu, Nicoleta Ciucescu, Andreea Feraru-Prepelitșă, "Vasile Alecsandri" University of Bacău

ASPECTS REGARDING FUNCTIONAL STRATEGIES IN ROMANIAN ORGANIZATIONS

Nicoleta Ciucescu, Costel Ceocea, Ovidiu-Leonard Turcu, Andreea Feraru-Prepelitșă, "Vasile Alecsandri" University of Bacău, Raluca-Alexandra Ceocea, "Gheorghe Asachi" University of Iași

THE EVOLUTION OF THE CAPITAL MARKET IN ROMANIA IN THE CONTEXT OF THE COVID-19 PANDEMIC

Cătălin Drob, Valentin Zichil, Cosmin Grigoras, Vlad Ciubotariu, Andreea Feraru-Prepelitșă, "Vasile Alecsandri" University of Bacău

THE ROLE OF NEURAL NETWORKS IN MANAGERIAL DECISIONS

Silvia Curteanu, "Gheorghe Asachi" Technical University, Andreea Feraru-Prepelitșă, "Vasile Alecsandri" University of Bacău

CLUSTERING BASED BIBLIOMETRIC ANALYSIS OF THE BUSINESS PERFORMANCE CONCEPT

Anatol Melega, Veronica Grosu, Anamaria Geanina Macovei, "Stefan cel Mare" University of Suceava, Daniel Botez, "Vasile Alecsandri" University of Bacău

INFOMEDIARY AND THEIR ROLE ON THE MARKETS IN ROMANIA

Bogdan Nichifor, Luminița Iulia Zaiț, "Vasile Alecsandri" University of Bacău

CONSIDERATIONS ON THE IMPACT OF HIGHER EDUCATION FROM
AN ECONOMIC AND NON-ECONOMIC PERSPECTIVE

*Bogdan Nichifor, Luminița Iulia Zaiț, Laura Cătălina Timiraș,
"Vasile Alecsandri" University of Bacău*

SOME PUBLIC POLICY INSTRUMENTS INITIATED IN ROMANIA IN
THE COVID-19 CONTEXT

*Florina Popa, Institute of National Economy, Romanian
Academy*

THE SUSTAINABILITY REPORTING A REQUIREMENT FOR EFFICIENT
MANAGEMENT

Daniela Solomon, "Vasile Alecsandri" University of Bacău

PROMOTION OF AGRICULTURAL PRODUCTS THROUGH
TRADITIONAL SPECIALITIES GUARANTEED IN EU COUNTRIES FOR
THE YEAR 2022

*Laura Cătălina Timiraș, "Vasile Alecsandri" University of
Bacău*

PROMOTION OF AGRICULTURAL PRODUCTS AND ALCOHOLIC
BEVERAGES THROUGH GEOGRAPHICAL INDICATIONS IN EU
COUNTRIES FOR THE YEAR 2022

*Laura Cătălina Timiraș, "Vasile Alecsandri" University of
Bacău*

BUSINESS OPPORTUNITIES IN ROMANIA: INFOMEDIARY, LINK
BETWEEN GOVERNMENT INSTITUTIONS AND THE BUSINESS
ENVIRONMENT

Luminița Iulia Zaiț, "Vasile Alecsandri" University of Bacău