



Universitatea „Vasile Alecsandri” din Bacău

*„VASILE ALECSANDRI”  
UNIVERSITY OF BACĂU*



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

**PROGRAMME**  
**of The Conference on**  
**“CONTEMPORARY ECONOMY AND**  
**ROMANIAN REALITIES”**  
**- 16th Edition -**

**BACĂU, 14 December 2023**

**P R O G R A M M E**  
**of the Conference on**  
**"CONTEMPORARY ECONOMY AND ROMANIAN**  
**REALITIES"**  
**- 16th Edition -**

**BACĂU, ROMANIA**  
**14 December 2023**

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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,
- Ulrich's Periodicals Directory,
- WorldCat,
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Associate professor, PhD. Aysegul Yildirim, Marmara University, Turkey

## **Conference Papers**

ARTIFICIAL INTELLIGENCE IN ACTIVE PORTOFOLIO MANAGEMENT-  
THE CASE OF ROMANIA AS A NEW EMERGING MARKET

*Costel Ceoceă, "Vasile Alecsandri" University of Bacău, Mircea  
Boscoianu, Transilvania University of Braşov*

QUALITY OF LIFE AND HAPPINESS IN ROMANIA IN THE LAST 5  
YEARS

*Marcela Cornelia Danu, "Vasile Alecsandri" University of Bacău*

THE ACTIVITY OF THE RESIDENT POPULATION IN THE NORTH-  
EAST REGION AT THE 2021 CENSUS

*Eugenia Harja, Oana - Ancuţa Stângaciu, "Vasile Alecsandri"  
University of Bacău*

THE RISK OF POVERTY OF THE ROMANIAN POPULATION  
COMPARED TO OTHER EU STATES

*Eugenia Harja, "Vasile Alecsandri" University of Bacău*

ETHICAL CHALLENGES: NEW LEGAL PERSPECTIVE ON  
WHISTLEBLOWING IN BUSINESS ORGANIZATIONS

*Liviana Nimineţ, "Vasile Alecsandri" University of Bacău*

THE INFLUENCE OF SENSORY MARKETING ON BUYING DECISION  
MAKING

*Ioana Olariu, "Vasile Alecsandri" University of Bacău*

THE IMPACT OF BRAND NAME ON CONSUMER PERCEPTION

*Ioana Olariu, "Vasile Alecsandri" University of Bacău*

ACCOUNTING AND TAX APPROACHES REGARDING THE  
ASSIGNMENT OF RECEIVABLES

*Aristiţa Rotilă, "Vasile Alecsandri" University of Bacău*

THE DEMOGRAPHIC PROFILE OF THE POPULATION IN SMALL AND  
MEDIUM-SIZED CITIES IN ROMÂNIA

*Oana - Ancuța Stângaciu, Eugenia Harja, "Vasile Alecsandri"  
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PROMOTION OF AGRICULTURAL PRODUCTS THROUGH QUALITY  
SCHEMES IN ROMANIA

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

MARKETING STRATEGIES AND TOOLS USED BY PUBLIC  
INSTITUTIONS TO CREATE FAVORABLE ATTITUDES AMONG  
STAKEHOLDERS

*Luminița Iulia Zaiț, "Vasile Alecsandri" University of Bacău,  
Florentina Neamțu, "George Bacovia" University of Bacău*