



**MBD** 2025  
conference | October 3rd-5th  
Predeal  
Marketing and Business Development  
8th edition

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*Business has only two basic functions - marketing and innovation. - Peter Drucker*

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## **PROGRAM**

**Marketing and Business Development Conference**  
**8th Edition**  
**3-5 October 2025**  
**Predeal, Romania**

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***Organized under the patronage of the Faculty of Marketing,  
Bucharest University of Economic Studies, Romania***



## CONFERENCE SCHEDULE



### Friday, October 3<sup>rd</sup> 2025

16.00 - 17.50	Registration	ASE Predeal Reception
18.00 - 18.15	Opening Ceremony	ASE Predeal Amphitheatre & Online
18.15 - 18.55	Keynote Speech by Maria PETRESCU, PhD (Embry-Riddle Aeronautical University, Florida)	ASE Predeal Amphitheatre & Online
19.00 - 19.45	Workshop: AI for Social Media Marketing moderated by Carmen Acatrinei	ASE Predeal, Seminar Room 2
20.00 - 23.00	Meet & Greet Dinner	Casa Dragului Restaurant, Predeal

### Saturday, October 4<sup>th</sup> 2025

09.00 - 10.20	Track 1: Marketing Communication Challenges brought in by Emerging Information Technologies	ASE Predeal, Seminar Room 2 & Online
10.20 - 10.30	Coffee Break	ASE Predeal Cafeteria
10.30 - 12.00	Track 2: Marketing in the Age of AI	ASE Predeal, Seminar Room 2 & Online
12.00 - 14.00	Lunch Break	ASE Predeal Cafeteria
14.00 - 15.20	Track 3: Two Decades of Social Media Marketing	ASE Predeal, Seminar Room 2
15.20 - 16.00	Coffee Break	ASE Predeal Cafeteria
16.00 - 19.00	Workshop - AI for Marketing Education by Dana Harrison & Melanie Richards (East Tennessee State University)	ASE Predeal Amphitheatre & Online
20:30 - 23.00	Gala Dinner	Cramele Rhein & Co (Halewood), Azuga

### Sunday, October 5<sup>th</sup> 2025

10.30 - 11.00	Closing Ceremony	ASE Predeal Amphitheatre
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## CONFERENCE PLENARY SESSIONS DAY 1

**Friday, October 3<sup>rd</sup> 2025**

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### 18.00 - 19.00 - Opening Ceremony

**ZOOM:** <https://us06web.zoom.us/j/87850991867?pwd=Rkea0SS1r0FeCWbab5yMTCy38gaRPN.1>

**Ioana-Cecilia POPESCU**, Dean of Faculty of Marketing, Bucharest University of Economic Studies, Romania

**Ionel DUMITRU**, Professor at Faculty of Marketing, Bucharest University of Economic Studies, Romania

**Mihai ORZAN**, Chair of Marketing Department, Faculty of Marketing, Bucharest University of Economic Studies, Romania

**Ștefan CĂESCU**, Vice-dean for International Relations and Research at Faculty of Marketing, Bucharest University of Economic Studies, Romania

### Keynote Speech

**Maria PETRESCU**, Social Media Marketing Professor, Embry-Riddle University, Florida, USA

### 19.00- 19.45 WORKSHOP - A Study on the Impact of Emerging AI Technologies on Social Media Marketing Strategies (AI for SMM)

**Location:** ASE Predeal Seminar Room 2

*Carmen ACATRINEI, Project Manager, Bucharest University of Economic Studies, Romania*

### 20.00 - 21.00 MEET & GREET DINNER

**Location:** Restaurant Dragului, Predeal



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## CONFERENCE PLENARY SESSIONS DAY 2

**Saturday, October 4<sup>th</sup> 2025**

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**09.00 - 10.20 TRACK 1: Marketing Communication Challenges brought in by Emerging Information Technologies**

**Location:** ASE Predeal Seminar Room 2

**Online:** <https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5lwZn9A40TjifnIUBNB.1>

**Track Chair:** Associate Professor Mihaela Constantinescu

**Paper #1: Title:** Correlation between sports interest and sustainability for Generation Z

**Presenting Author:** Daniel Constantin Pestrea

**Co-Author:** Mihaela Constantinescu

**Abstract:** The present paper aims to highlight the relationship between sustainability and sports interest among Gen Z consumers. In order to investigate how this relationship is created and what its effects are, we conducted a direct research, based on an online survey, among Romanian young people. The research main results indicate that a large part of the young people from Gen Z prefer to watch sporting events from home, the reasons being related to the distance to the arena or the busy traffic, which affects the fan engagement from the stands. At the same time, it was observed that the income level doesn't influence the decision to buy a ticket to major sporting events, the vast majority of young people being willing to pay in order to attend big event such as the European cup matches. The present research demonstrated that team sports (such as football, handball or basketball) are the ones that create the most interest for Gen Z, while individual sports remain behind in their preferences. In terms of sustainability, the results indicated that the majority of young people have a narrow perspective of the concept, limiting it to the recycling process. At the same time, respondents believe that the main sustainability problem encountered in sports is related to the CO2 emissions resulting from travelling to and from the matches (both for players and spectators). The research can be useful for sports clubs and other entities related to the sports field, helping them in creating an optimal strategy for attracting the target audience to sports events.

**Paper #2: Title:** AI-Driven Marketing Efficiency in Healthcare and Medical Device Promotion

**Presenting Author:** Ana Ruxandra Cornelia Neacșu

**Co-Authors:** Cristiana Munthiu, Mihai Cristian Orzan

**Abstract:** Artificial Intelligence (AI) is viewed as a transformative factor in healthcare marketing, providing new levels of efficiency and effectiveness through intelligent automation and data-driven personalization. Across the industry, healthcare marketing teams, from hospital systems to pharmaceutical and medical device companies, are



integrating AI tools to streamline outreach, automate routine processes, and tailor communication strategies, all while navigating complex regulatory and technical-oriented environments. According to recent market projections, the AI in the healthcare sector is projected to grow from \$26.5 billion in 2024 to \$187.7 billion by 2030 (Research and Markets, 2024). While AI is often associated with innovative clinical and diagnostic solutions, its influence is equally significant in the marketing process, particularly in the medical device sector, where regulatory and technical complexities present unique challenges. AI's potential extends across the entire healthcare delivery and operational spectrum, enabling more thoughtful decision-making and enhanced efficiency (PMC, 2024). This paper examines how AI can be leveraged to enhance marketing performance in healthcare by increasing personalization, streamlining workflows, and improving return on investment, provided that ethical and legal safeguards are in place.

**Paper #3: Title:** Consumer Insights and Marketing Innovation in the AI Era: Evaluating Shifts Through a 2025 Lens

**Presenting Author:** Cernat Natalia Gabriela

**Co-Author:** Constantin Georgiana Elena, Ștefan Claudiu Căescu

**Abstract:** The evolution of online technologies and increased digitization have led to significant changes in consumer purchasing behaviour with consumers becoming increasingly dependent on mobile platforms, social media, and digital ecosystems when making decisions. Artificial intelligence (AI) in marketing has grown significantly in recent years, fundamentally transforming how brands interact with consumers and influence their purchasing decisions. However, the impact of AI extends beyond marketing to areas such as information technology, healthcare, and the automotive industry, where it contributes to optimizing operational processes and improving user experience. In marketing, AI facilitates content personalization, process automation, budget optimization, and the development of advanced tools that can be integrated into the development of communication and promotion strategies. AI-based technologies contribute to increased consumer satisfaction and loyalty by improving the relevance and effectiveness of campaigns. On the other hand, they raise issues related to trust, transparency, data protection, and ethical compliance. A significant example is generative AI, which radically transforms visual and textual marketing by creating highly attractive and effective content, but which also raises profound questions about ethical and regulatory implications. This study highlights the need for strategic and ethical approaches to integrating AI into marketing and provides useful recommendations to specialists, managers, and organizations on how to leverage the advantages of these technologies and optimize consumer interaction. At the same time, it contributes to a deeper understanding of how artificial intelligence is redefining digital marketing and influencing consumer decision-making, providing a solid foundation for future research and the implementation of sustainable and innovative strategies.

**Paper #4: Title:** Changes in Food Consumption Behavior

**Presenting Author:** Mihai Diaconescu

**Abstract:** In recent years, food consumption behavior has undergone significant transformations, influenced by internal factors (such as health or personal preferences), but also



external ones (such as social trends, technological innovations or economic/health crises). The purpose of this communication is to highlight some of the most visible changes in food consumption behavior and how marketing finds the most appropriate response. One of the most visible trends is the shift towards healthy eating: consumers are increasingly choosing natural, unprocessed, additive-free products and paying increased attention to nutritional labelling. More and more people are reducing their meat consumption and switching to vegetarian, vegan or flexitarian diets, driven by health and environmental concerns. Another trend is the increasing search for value in high-quality ingredients; consumers are prioritizing ingredients with unique characteristics, such as health benefits, nutritional value, freshness, shelf life, and naturalness. Research shows that the most important factor for consumers across all generations is product quality; a prime example of this is protein, as the focus shifts from simple protein content to protein quality. Technological changes and digitalization have changed the way consumers choose and buy food, through the use of delivery apps and online shopping. Social media and influencers have a major impact on shaping food trends, and increasingly limited time has led to an increase in the consumption of semi-prepared or "ready-to-eat" products. Another important aspect is the growing interest in sustainability: many consumers are trying to reduce food waste, choose local or organic products and avoid plastic packaging. All these changes reflect an adaptation to new social and economic realities, but also a growing desire of people to adopt a balanced and responsible lifestyle

## 10.20 – 10.30 COFFEE BREAK

**Location:** ASE Predeal Cafeteria

## 10.30 – 12.00 TRACK 2: Marketing in the Age of AI

**Location:** ASE Predeal Seminar Room 2

**Online:** <https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5lwZn9A40TjfmIUBNB.1>

**Track Chair:** Professor Mihai Cristian Orzan

**Paper #5: Title:** Outlining negative effects of using AI in recruitment and job applications - specific study in Romanian jobs market

**Presenting Author:** Paul-Tiberius Coman

**Co-Author:** Alina Filip

**Abstract:** 2025 is a milestone for the development of artificial intelligence as we see a rapid increase of models released from many vendors - more than 2 million models (Sojib, 2025) as well as democratization of open source models, meaning a wider access of these instruments to a wider population (Gomstyn & Jonker, 2024). We may observe on different recruiting platforms that many job descriptions seem to be made using artificial intelligence. We think this is a reasonable affirmation because a study revealed that more than half of texts generated with AI can be recognized by normal readers even if the models are on a constant improvement (Fiedler & Döpke, 2025).



More than that, from the author's formal experience regarding recruiting, we observed in practice that many employers are willing to use AI in order to automatically select candidates by using a prompt in a large language model's chat interface. Companies are using applicant tracking systems, some of them equipped with AI access (Horodyski, 2023a). On a simple search engines inspection we may see that many cloud platform offer subscription plans for candidates that are willing to generate their applications to jobs with AI and to pass the ATS systems. Studies are showing a positive perception among recruiters into using these tools for efficiency gains, time saving and automation (Horodyski, 2023a; Almeida et al., 2025; Ramprasad, 2024). Applicants have same positive attitudes towards using AI because of a better response time (Horodyski, 2023b) and probably because they tend to think that generated CVs are better than what they can produce on a low input of effort.

**Paper #6: Title:** Selling Political Doctrines in the 21st Century: Digital Populism, Micro-Targeting, and the Insecure Middle Class

**Presenting Author:** Alupoaei Ionela Alina

**Abstract:** Nowadays, political ideologies are increasingly packaged and disseminated through digital platforms and tech instruments. Furthermore, traditional paradigm of political communication entered into new era; an era of digitization. Through this paper we intend to examine the phenomenon of digital populism, characterized by the strategic use of social media, micro- targeting, and personalized messaging, to mobilize support, construct political identities and obtain civic engagement. Through comparative case studies of some political leaders (Donald Trump, Viktor Orbán, Giorgia Meloni, and the 2024 Romanian presidential election) the paper explores how digital tools are used across the political ecosystem to engage with the electorate. The analysis reveals that while populist movements often leverage digital platforms to challenge established elites and promote nationalist agendas, progressive figures utilize similar strategies to advocate for social justice and environmental causes. The keyword to these dynamics is weaponizing the middle class insecurity whose economic anxieties, cultural insecurities and personal frustrations are capitalized on by political actors to stimulate a personal identity grounded in collective belonging. The paper further investigates the edges of legitimate patriotic populism, distinguishing between democratic conservatism and authoritarian nationalism. By examining interactions between digital media, political ideology, and social identity, this paper contributes to a shaded insight into contemporary political communication.

**Paper #7: Title:** University Students' Perspectives on the Rapid Technologization of Education: a quantitative research on the higher education in Romania

**Presenting Author:** Stan Florin Alexandru

**Abstract:** In the context of rapid technologization of education after the Covid 19 Pandemic, the Higher Education is facing mixed approaches to the phenomena of embracing technology in their process of education. The study aims at analyzing the students perception of technology in the education system, comparing two major education systems: the physical one with the online based one. The quantitative research was conducted on over 150 students from universities across Romania, both public and private, with the objectives of quantifying the advantages and disadvantages of both systems in the perception of students of economic sciences programs. Plagiarism, evaluation as well as teaching and learning economic sciences subjects were analyzed,



the results showing how most of the students would opt for an online educational system.

## 12.00 – 14.00 LUNCH BREAK

**Location:** ASE Predeal Cafeteria

## 14.00 – 15.20 TRACK 3: Two Decades of Social Media Marketing

**Location:** ASE Predeal Seminar Room 2

**Track Chair:** Associate Professor Carmen Acatrinei

**Paper #8 Title:** AI Adoption and Social Media Marketing Strategies in Romanian Companies: A Qualitative Exploration

**Presenting Author:** Raluca Brandabur

**Co-Authors:** Carmen Acatrinei, Cristian Tatu, Mihai Prelipcean & Robert Doltu

**Abstract:** The rapid development of artificial intelligence (AI) has reshaped the global socio-economic landscape, compelling organizations to adapt and transform their strategic orientations. Romanian companies, like their international counterparts, are increasingly influenced by these technological advances. Our study explores how Romanian companies adopt AI in their strategic decision-making, with a particular focus on communication processes and social media marketing. Using qualitative research based on in-depth interviews with marketing managers across different sectors, the study investigates organizational motivations, adoption patterns, and perceived benefits of AI-based tools. Findings reveal that the need to remain competitive has driven companies to integrate AI technologies not only in internal processes but also in market-oriented activities. Managers emphasized the growing role of AI in enhancing communication strategies, especially through social media marketing, where AI-driven tools have improved customer engagement, content personalization, and performance analytics. The study contributes to the understanding of AI adoption in emerging European contexts, highlighting how Romanian organizations strategically leverage AI to optimize communication and marketing activities, thereby reinforcing competitiveness in a rapidly evolving digital economy.

**Paper #9 Title:** The Appeal of Emerging AI Strategies for Promotion and Communication through Social Media in Education

**Presenting Author:** Daniel Moise

**Co-Authors:** Loredana Maria Popescu, Costin Ciora, Lucia Nicoleta Barbu & Francesca Ada Viola

**Abstract:** The integration of Artificial Intelligence (AI) into higher education is reshaping institutional promotion and communication, particularly through social media networks, even in the case of higher education institutions. In this paper we studied the youngsters



perceptions of AI in these domains, using a quantitative survey to assess acceptance of AI-generated content, personalized communication, and algorithmic targeting for university and faculty branding. Findings reveal a generally positive reception, with students valuing AI's ability to provide instant, tailored information and more engaging content. However, concerns were raised regarding authenticity, data privacy, and algorithmic bias, indicating the need for careful and transparent implementation. Successful integration depends on a balanced approach that leverages technological efficiency while addressing ethical considerations, thereby ensuring alignment with the expectations and values of the contemporary student demographic.

**Paper #10 Title:** The Appeal of Emerging AI Strategies for Promotion and Communication through Social Media in Education

**Presenting Author:** Camelia Kailani

**Co-Authors:** Andreea Mihaela Barbu, Florin Tudor Ionescu, Mara Ploeshteanu & Ruxandra-Maria Dragomir

**Abstract:** Brands increasingly rely on AI to curate and deliver messages on social media, but we know less about how people actually respond to these interactions. This study examines whether perceived personalization fit-the extent to which AI-delivered posts feel appropriate and useful to the individual - strengthens trust, and, in turn, engagement and loyalty intention. We fielded a cross-sectional survey of active social media users and tested a structural model using regression-based modeling. Results show that personalization fit is a robust predictor of trust, exceeding the influence of perceived content quality, and that trust mediates the effects of fit on both engagement and loyalty intention. The findings suggest a practical takeaway: personalization helps not simply by being accurate, but by feeling right to the recipient. We discuss implications for message design and platform governance, emphasizing ways to improve fit without increasing perceived intrusiveness - for example, lightweight preference signaling and clearer opt-outs. Limitations include the cross-sectional, self-report design; we outline directions for longitudinal and field-experimental research.

**Paper #11 Title:** Revealing Cultural Bias in AI-Powered Advertising Content

**Presenting Author:** Horia Mihalcescu

**Co-Authors:** Maria Petrescu, Alin Crețu, Cristian Ionuț Tatu, Mihai Cristian Orzan

**Abstract:** This paper seeks to address these challenges by proposing a comprehensive framework for detecting and mitigating bias, while fostering cultural sensitivity and fairness in AI-driven marketing. The growing integration of artificial intelligence (AI) in advertising has heightened concerns regarding the presence of embedded cultural biases (Fui-Hoon Nah et al., 2023; McAlister et al., 2023). Such biases may stem from multiple sources, including skewed training data, algorithmic design decisions, and insufficient cultural awareness (Mehrabi et al., 2021). Their impact can be substantial, resulting in misrepresentation, exclusion, and a decline in consumer trust (Sun et al., 2020). Recent marketing research has examined the influence of generative conversational AI and programmatic creativity on advertising practices (Dwivedi et al., 2023; Ford et al., 2023). However, AI models often lack the cultural context required to appropriately interpret and engage with diverse audiences. This limitation can result in miscommunication, offensive portrayals, and the marginalization of certain cultural



groups (Epstein & Hertzmann, 2023). In such cases, biased advertising not only perpetuates harmful stereotypes but may also contribute to negative perceptions and discriminatory attitudes (Harris, 1998; Huh et al., 2023; Tai & Chan, 2001).

**15.20 – 16.00 COFFEE BREAK**

**Location:** ASE Predeal Cafeteria

**16.00– 19.00 WORKSHOP - Teaching Marketing using Artificial Intelligence tools**

**Location:** ASE Predeal Amphitheatre

**Online:** <https://us06web.zoom.us/j/82507812836?pwd=YxbzF5YGICPyeZvmb101V5aeWN86ub.1>

*Dana Harrison, Chair of Management, Marketing & Logistics Department, and Director of MBA Program, East Tennessee State University*

*Melanie Richards, Marketing and Media Department, East Tennessee State University*

**20.30 – 21.30 GALA DINNER**

**Location:** Cramele Rhein & Co (Halewood), Azuga (Transport from ASE Predeal at 20:10).

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**CONFERENCE PLENARY SESSIONS DAY 3**  
**Sunday, October 5<sup>th</sup> 2025**  
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**10.30 – 11.00 CLOSING Session**

**Location:** ASE Predeal Amphitheatre

**Mihai ORZAN**, Chair of Marketing Department, Faculty of Marketing, Bucharest University of Economic Studies, Romania

**Mihaela CONSTANTINESCU**, Associate Professor, Faculty of Marketing, Bucharest University of Economic Studies, Romania

**DAY ONE / Friday, October 3<sup>rd</sup> 2025**

		ZOOM Link
<i>Opening Plenary</i>	<b>18.00 - 19.00</b>	<a href="https://us06web.zoom.us/j/87850991867?pwd=Rkea0SS1rOFecWbab5yMTCy38gaRPN.1">https://us06web.zoom.us/j/87850991867?pwd=Rkea0SS1rOFecWbab5yMTCy38gaRPN.1</a>



**DAY TWO / Saturday, October 4<sup>th</sup> 2025**

		<b>ZOOM Link</b>
<b>Track 1</b>	<b>09.00 - 10.20</b>	<a href="https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5IwZn9A40TjfnIUBNB.1">https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5IwZn9A40TjfnIUBNB.1</a>
<b>Track 2</b>	<b>10.30 - 10.00</b>	<a href="https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5IwZn9A40TjfnIUBNB.1">https://us06web.zoom.us/j/84852004625?pwd=FOzamVKLu2c5IwZn9A40TjfnIUBNB.1</a>
<b>Workshop</b>	<b>16.00 - 19.00</b>	<a href="https://us06web.zoom.us/j/82507812836?pwd=YxbzF5YGICPyeZvmB1O1V5aeWN86ub.1">https://us06web.zoom.us/j/82507812836?pwd=YxbzF5YGICPyeZvmB1O1V5aeWN86ub.1</a>

**Co-chairs of the conference**

**Professor Ionel Dumitru, PhD**, Bucharest University of Economic Studies, Romania  
**Professor Mihai Orzan, PhD**, Bucharest University of Economic Studies, Romania

**Chair of the organizing committee**

**Professor Ștefan Căescu, PhD**, Bucharest University of Economic Studies, Romania

**Scientific committee**

**Professor Carmen Bălan, PhD**, Bucharest University of Economic Studies, Romania  
**Professor Gabriel Brătuțu, PhD**, Transilvania University of Brasov, Romania  
**Professor Anca Francisca Cruceru, PhD**, Bucharest University of Economic Studies, Romania  
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**Professor Diana Maria Vrânceanu, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Alin Valentin Angheluță, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Andreea Mihaela Barbu, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Mihaela Constantinescu, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Daniela Ioniță, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Daniel Moise, PhD**, Bucharest University of Economic Studies, Romania  
**Associate Professor Sabka Pashova, PhD**, University of Economics-Varna, Bulgaria  
**Associate Professor Maria Petrescu, PhD**, Embry-Riddle Aeronautical University, Florida, USA  
**Associate Professor Cătălin Silvestru, PhD**, Bucharest University of Economic Studies, Romania  
**Lecturer Andreea Orîndaru, PhD**, Bucharest University of Economic Studies, Romania  
**Lecturer Andreea Pachițanu, PhD**, Bucharest University of Economic Studies, Romania  
**Lecturer Camelia Kailani, PhD**, Bucharest University of Economic Studies, Romania  
**Lecturer Lucian-Florin Onișor, PhD**, Bucharest University of Economic Studies, Romania  
**Lecturer Cristian Ionuț Tatu, PhD**, Bucharest University of Economic Studies, Romania

**Members of the Organizing Committee**

**Associate Professor Carmen Acatrinei, PhD**, Bucharest University of Economic Studies, Romania



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**Assistant Professor David Florin Ciocodeică, PhD**, Bucharest University of Economic Studies, Romania