



Marketing and Business Development Conference
9th Edition, 26-28 June, 2026
Predeal, Romania



PROGRAM

**Marketing and Business Development
Conference 9th Edition**

26-28 June

2026

Predeal,

Romania

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



Marketing and Business Development Conference
9th Edition, 26-28 June, 2026
Predeal, Romania



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CONFERENCE SCHEDULE

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Friday, June 26, 2026

15.00 – 18.30 Registration	ASE Predeal Reception
17.30 – 17.50 Opening Ceremony	ASE Predeal Amphitheater & Online
18.00 – 19:45 Keynote Presentations <ul style="list-style-type: none"> Keynote Speech by Brooke REAVEY, PhD (College of Business, Information Studies, and Technology Brennan School of Business, Dominican University) Keynote Speech by Maria PETRESCU, PhD (Associate Dean of Business School & Social Media Professor at Embry-Riddle Aeronautical University, Florida) 	ASE Predeal Amphitheater & Online
20.30 – 23.00 Meet & Greet Dinner	Casa Dragului Restaurant, Predeal

Saturday, June 27, 2026

08.00 – 09.00 Breakfast	ASE Predeal Cafeteria
09.15 – 10.20 Meet the editors II <ul style="list-style-type: none"> Giampaolo Viglia, PhD - Editor-in-Chief of <i>Psychology & Marketing</i> Varsha Jain, PhD - Co-Editor-in-Chief of the <i>Journal of Consumer Behaviour</i> 	ASE Predeal Amphitheater & Online
10.20 – 11.00 Coffee Break	ASE Predeal Cafeteria
11:00 - 13:00 Parallel sessions	ASE Predeal, Seminar Room 2 ASE Predeal Seminar Room 3 & Online
13.00 – 14.30 Lunch Break	ASE Predeal Cafeteria
14.30 – 15.20 Workshop, FDI Project, Margareta Florescu, PhD	ASE Predeal, Seminar Room 2
15.30 – 16.00 Coffee Break	ASE Predeal Cafeteria
16.30 – 17.50 Workshop, Marketing Institutional Research Project, Daniel Moise, PhD	ASE Predeal, Seminar Room 3
19.15 - 19.25 Bus Departure for Bușteni Gala Dinner	ASE Predeal Campus
20:00 – 23.00 GALA DINNER	Cantacuzino Castle, Bușteni

Sunday, June 28, 2026

08.00 – 09.00 Breakfast	ASE Predeal Cafeteria
10.00 – 11.00 Workshop, i8 Project, Mihai-Cristian ORZAN, PhD	ASE Predeal Amphitheatre



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13.30 – 14.30 | Lunch Break

ASE Predeal Cafeteria



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CONFERENCE PLENARY SESSIONS DAY 1

Friday, June 26, 2026

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15.00 – 18.30 | Registration

17.35 – 17.50 | Opening Ceremony

Location: ASE Predeal Amphitheatre

Online:

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

Ștefan CĂESCU, Associate Dean for International Relations and Research at Marketing School, Bucharest University of Economic Studies, Romania

Ionel DUMITRU, Conference Co-Chair & Professor of International Marketing, Marketing Department, Bucharest University of Economic Studies, Romania

Mihai ORZAN, Conference Co-Chair & Head of Marketing Department, Marketing School, Bucharest University of Economic Studies, Romania

18.00 – 19:45 | Keynote Presentations

Location: ASE Predeal Amphitheatre

Online: <https://us06web.zoom.us/j/83396479389?pwd=Ovm2vc7LNdbbCkNqbKi3E0785xUdYO.1>

- Keynote Speech by Maria PETRESCU, PhD
- Keynote Speech by Brooke REAVEY, PhD
- Session on how to publish in *Journal of Marketing Analytics (JMA)*
- Session on how to publish in *Journal for Advancement in Marketing Education (JAME)*



Maria PETRESCU

Maria Petrescu is the co-editor of the *Journal of Marketing Analytics* and deputy editor of the *Journal of Marketing Communications*, playing a key role in shaping global research in the field. An associate professor of marketing at Embry-Riddle Aeronautical University in Florida, she is an internationally recognized researcher specializing in marketing analytics, artificial intelligence, and digital marketing. The author of "*Viral marketing and social networks*" and numerous top-tier journal articles, Maria Petrescu holds a Ph.D. from Florida Atlantic University and seamlessly blends editorial leadership with academic excellence.

Brooke REAVEY

Brooke Reavey is the Editor-in-Chief of the *Journal for Advancement in Marketing Education (JAME)* and holds the John and Jeanne Rowe Distinguished Professorship in the Brennan School of Business. An award-winning researcher and two-time Fulbright Scholar to Romania, she leverages seven years of corporate industry experience to bridge the gap between academia and practice. She is also the founder and president of the national Marketing Research Competition for US students and holds a Ph.D. in marketing from Drexel University.



20.30 – 23.00 | Meet & Greet Dinner

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CONFERENCE PLENARY SESSIONS DAY 2

Saturday, June 27, 2026

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09.15 – 10.30 | Meet the Editors

Location: ASE Predeal Amphitheatre

Online: <https://us06web.zoom.us/j/86260379621?pwd=yHHd9xMJBVfPRFW1K2XRGxj0en2Cb.1>

- **Giampaolo Viglia, PhD** - Editor-in-Chief of *Psychology & Marketing*
- **Varsha Jain, PhD** - Co-Editor-in-Chief of the *Journal of Consumer Behaviour*



Giampaolo VIGLIA

Giampaolo Viglia is the Editor-in-Chief of *Psychology & Marketing* and a distinguished scholar in consumer behavior and pricing strategy. A prominent figure in academic publishing, he also serves as an Associate Editor for world-renowned journals, including the *Annals of Tourism Research*, the *Journal of Business Research*, and the *European Journal of Marketing*. Currently a Professor of Marketing at the University of Portsmouth (UK), Dr. Viglia seamlessly combines top-tier editorial leadership with highly impactful, globally recognized research in hospitality, tourism, and services marketing.

Varsha JAIN

Varsha Jain is a Professor of Marketing (Research Track) at ESSCA School of Management in France. A prominent editorial leader, serving as the co-editor of the *Journal of Consumer Behaviour*, an internationally acclaimed scholar, her research focuses on digital consumer behavior, artificial intelligence, and branding in the digital age. A recipient of numerous prestigious global research awards and a former Fulbright scholar, Varsha Jain is widely recognized for bridging advanced consumer insights with academic leadership, contributing extensively to top-tier international journals.



11.00 – 12.30 | Parallel Sessions

Location: ASE Predeal Seminar Room 2 & ASE Predeal Seminar Room 3

Online: <https://us06web.zoom.us/j/82860153517?pwd=yxXWlUuj5R0zQc1FoH9HEAQxBU5yTy.1>

Track 1 Chair: Associate Professor Mihaela CONSTANTINESCU

Paper #1: Title: Rethinking Political Marketing: Governance Performance as a Determinant of Electoral Choice

Presenting Author: Ionela Alina Alupoaei

Abstract: The ongoing shift of democratic societies has fundamentally influenced the mechanisms through which political legitimacy is constructed and maintained. Traditional models of political marketing, centered on ideological identification, partisan loyalty, and symbolic messaging, increasingly struggle to explain contemporary voter behavior, particularly among younger and



more educated electorates. This study investigates the emergence of governance-centered political legitimacy as an alternative explanatory framework, using empirical evidence from a nationwide survey conducted in Hungarian universities during the 2026 parliamentary elections. The research demonstrates that electoral preferences are progressively shaped by perceptions of administrative competence, institutional credibility, strategic state capacity, and policy implementation rather than by conventional ideological alignment. Employing quantitative analysis supported by political communication theory, institutional trust literature, and contemporary political marketing frameworks, the study identifies a significant transition from identity-based electoral mobilization toward performance-oriented political evaluation. The findings explain that governance competence functions as a new political brand attribute, reshaping the relationship between citizens and political actors. Rather than abandoning ideological preferences, voters increasingly filter ideological narratives through expectations of effective governance, institutional resilience, transparency, and strategic communication. This evolution challenges established assumptions in political marketing by demonstrating that credibility, implementation capability, and institutional performance have become central determinants of political trust. The research contributes to both marketing and political science by proposing a governance-centered political marketing model that integrates institutional trust, strategic communication, and public value creation into electoral behavior analysis. The proposed framework offers practical implications for political campaign strategy, democratic resilience, public sector branding, and governmental communication in increasingly fragmented digital information environments. Also, the study argues that sustainable political legitimacy in contemporary democracies increasingly depends on the capacity of political organizations to transform governance performance into credible political value propositions rather than relying solely on ideological positioning.

Paper #2: Title: Functional Foods – The Products That Define the Present

Presenting Author: Mihai DIACONESCU

Co-Author: Mirela DIACONESCU

Abstract: In recent years, food consumption behavior has undergone significant transformations, under the influence of internal factors (such as health or personal preferences), but also external factors (such as social trends, technological innovations, or economic/health crises). The purpose of this paper is to highlight one of the most visible trends, namely the orientation towards a healthy diet through the consumption of functional foods, and how marketing finds the most appropriate response. The methodological approach begins with a presentation of the concept of functional foods and their classifications: natural functional foods (e.g., tomatoes for lycopene, blueberries for antioxidants, oats for beta-glucan, fatty fish for omega-3, plain yogurt for lactic acid bacteria), enriched or fortified functional foods (e.g., milk with added vitamins A and D, orange juice fortified with calcium, vitamin C, and/or B-complex vitamins, eggs enriched with omega-3 and lutein, breakfast cereals fortified with a wide range of vitamins, minerals, and essential macronutrients, which are often lost during processing). The following section highlights the mechanisms of action and benefits of functional foods related to digestive health, the immune system, antioxidant effects, and cardiovascular disease prevention. Modern consumers have shifted from a conventional - traditional diet to personalized nutrition, prioritizing their desires, preferences, and the pleasure of eating. According to segmentation studies conducted in European academic circles,



three main consumer categories have been identified: the involved, the indifferent, and the skeptical/traditionalists. We can say that the future belongs to personalized food consumption (e.g., functional foods tailored to a person's DNA profile or microbiome) and sustainability (functional ingredients obtained through the circular economy, such as antioxidants or other ingredients with unique properties).

Paper #3: Title: Cognitive Biases in Wine Advertising: An Experimental Approach

Presenting Author: Denisa-Andreea PROFIR

Co-Author: Mihaela CONSTANTINESCU, Denisa ZAMFIR

Abstract: Price has long been recognized in marketing and consumer behavior literature as a key extrinsic cue influencing perceived quality, value, and purchase intention. This role becomes especially salient in the context of hedonic and experience goods such as wine, where consumers face uncertainty and tend to rely on cognitive biases during evaluation. Among the most relevant cognitive mechanisms are price bias, anchoring effect, and confirmation bias, all of which may shape how consumers interpret and respond to marketing stimuli. Despite growing interest in consumer psychology, relatively little research has examined how these biases operate specifically within advertising contexts, where price information is embedded alongside visual and textual cues. Motivated by this gap, this study investigates the extent to which the price displayed in a print advertising banner influences consumer perceptions of both the advertisement itself and the promoted product, as well as purchase intentions. The research focuses on three dimensions of ad perception: attractiveness, clarity, and differentiation, alongside assessments of perceived product value, purchase intention and willingness to pay. To explore these relationships, a quantitative between-subjects experimental design was employed, using three versions of the same advertising banner that differed only in the displayed price: lower than, equal to, and higher than the actual retail price. Data were collected via an online survey administered to 60 respondents, 20 per condition, with quota sampling applied to ensure balance across groups. The findings suggest that displayed price may influence perceived value, quality evaluation, and overall advertising effectiveness, pointing to price as not merely an economic signal, but a strategic communication element deserving further scholarly attention. These results contribute to a broader understanding of cognitive biases in advertising and open avenues for future research into how pricing cues interact with other creative elements in promotional contexts.

Paper #4: Title: Understanding European Consumers' Sustainable Technology Orientation

Presenting Author: Diana-Elena DRĂGHICI

Co-Author: Mihai-Ioan ROȘCA, Cătălina-Elena FRĂȚILĂ

Abstract: While sustainability becomes an increasingly important part of technological development, consumers play a central role in how sustainable technologies are viewed and adopted. In Europe, differences in economic conditions, markets, and everyday consumption behaviors make it especially important to understand how consumers relate to these technologies. This study surveys sustainable technology orientation among European consumers by combining a systematic review of existing academic research with an analysis of large-scale Eurobarometer survey data. The systematic review analyzes how previous studies have described and measured consumers' views, attitudes, and levels of engagement with sustainable technologies, as well as the main theoretical and methodological approaches used to study these topics. Particular attention is given to how



consumer orientation has been defined and to its relationship with wider discussions of sustainability and technology adoption. Alongside this, secondary data analysis delivers a broad overview of how consumers throughout different European countries think about and interact with sustainable technologies in their daily lives. Rather than focusing on specific outcomes or testing causal relationships, the study intends to clarify how sustainable technology orientation has been approached in the existing literature and how secondary survey-based evidence can help place these understandings within a wider European context. The paper also describes the overall research design and explains the choices made to connect findings from the systematic review with empirical observations drawn from Eurobarometer survey data. By bringing together these two perspectives, the study adds to a clearer, more accessible understanding of consumer engagement with sustainable technologies. It identifies directions for future research on sustainability, technology, and consumer behavior in marketing.

Paper #5: Title: Artificial vs. Human Influencers: A Persuasion Knowledge Perspective on Consumer Responses

Presenting Author: Andreea-Cristina STOICA

Co-Author: Ștefan-Claudiu CĂESCU, Delia-Elena VRÂNCEANU

Abstract: The rapid adoption of artificial intelligence (AI)-generated influencers has transformed digital marketing, raising important questions about how consumers cognitively process algorithmic endorsers. While prior research has compared virtual and human influencers on attitudes and purchase intentions, limited attention has been given to the psychological mechanisms underlying these effects. Drawing on the Persuasion Knowledge Model (PKM), this study examines whether AI-generated and human influencers differ in the activation of persuasion knowledge within social media contexts. Using a controlled between-subjects experimental design (N = 100), participants were randomly exposed to an Instagram-style endorsement featuring either an AI-generated or a human influencer promoting the same product. Results from a Mann-Whitney U analysis revealed that influencer type did not significantly differ in the activation of the cognitive dimension of persuasion knowledge: recognition of persuasive intent (H1 not supported; U = 1234, p = .911), but did produce significantly higher scepticism in the AI condition (H2 supported; U = 660, p < .001, r = -.472). An exploratory subgroup analysis further revealed that the scepticism effect was driven entirely by participants who misidentified the influencer type, not by those who correctly recognised the AI-generated stimulus. By integrating behavioral theory into the emerging literature on virtual influencers, this research seeks to advance a mechanism-based understanding of consumer responses to AI-generated endorsers and to inform strategic decisions regarding their use in digital marketing

13.00 – 14.03 | Lunch Break

Location: ASE Predeal Cafeteria

14.00 – 15.30 | Parallel Sessions

Location: ASE Predeal Seminar Room 2 & ASE Predeal Seminar Room 3



Location: ASE Predeal Seminar Room 2 & ASE Predeal Seminar Room 3

Online: <https://us06web.zoom.us/j/82860153517?pwd=yxXWluqj5R0zQc1FoH9HEAQxBU5yTy.1>

Track 2 Chair: Professor Mihai ORZAN

Paper #6: Title: The influence of AI-generated ads on consumer-brand relationships and purchase intent among Gen X and Gen Z

Presenting Author: Denisa ZAMFIR

Co-Authors: Ștefan-Claudiu CĂESCU, Denisa-Andreea PROFIR

Abstract: The recent advancement of artificial intelligence has profoundly transformed marketing communications, radically altering how static and video advertisements are created and distributed. Within academic literature, the emergence of automated and algorithmically modified content has given rise to the concept of "synthetic advertising." In this new landscape, understanding how these synthetic materials impact consumer perception - and specifically their relationship with brands - is of vital importance. This study aims to clarify how AI-driven advertising reshapes the dynamics between brands and consumers, while simultaneously highlighting the role of generational differences in this shift. Utilizing a quantitative experimental method, the research examined two groups from Generation X and two from Generation Z, splitting them into an experimental group exposed to an AI-generated commercial and a control group exposed to a traditional one. Following the viewing, participants filled out a structured questionnaire designed to assess variables that dictate purchase intention, allowing for a direct comparison across both advertisement formats and generations. The findings indicate that for Generation Z, the integration of AI into marketing represents a valuable opportunity to boost brand engagement and interest. Meanwhile, Generation X does not dismiss these novel communication methods, but they heavily prioritize relationship continuity and elements that foster trust. Furthermore, the study revealed that consumer-perceived risk had no significant impact on purchase intent, pointing to a rising acceptance of AI content and a shift from uncertainty to curiosity. By merging AI innovation with relationship marketing, this paper enriches the current literature on AI applications in marketing and establishes a strong conceptual groundwork for future studies in this fast-evolving field.

Paper #7: Title: Artificial Intelligence Disclosure and Magical Perception: Effects on Consumer Trust in Chatbot

Interactions

Presenting Author: Delia-Elena VRÂNCEANU

Co-Author: Mihai-Cristian ORZAN, Andreea-Cristina STOICA & Cristiana MUNTHIU

Abstract: The integration of AI chatbots into commercial settings has created a disclosure dilemma: regulators increasingly mandate transparency about chatbot identity, yet disclosure undermines consumer trust. While prior research has explained these effects through cognitive mechanisms, affective pathways remain underexplored. Drawing on dual-process theory and the concept of magical perception, this research proposes that AI disclosure serves as a demystification cue, shifting consumers from intuitive to analytical processing and diminishing perceptions of AI as magical. Two between-subjects online experiments (total N = 200) manipulate disclosure timing (Study 1) and framing (Study 2), respectively, and measure magical perception, trust, and AI literacy. The four experimental hypotheses were not supported: the manipulations did not produce significant variation in magical perception, as 86% of participants identified the chatbot across conditions.



However, full-sample analyses revealed a robust correlational mediation: AI literacy is associated with lower trust exclusively through diminished magical perception (indirect = -0.030 , 95% CI $[-0.054, -0.014]$), while simultaneously operating through an offsetting positive direct path. This inconsistent mediation identifies magical perception as a key affective mechanism linking AI understanding to trust, offering theoretical and practical insights into the chatbot disclosure dilemma.

Paper #8: Title: Correlation between sports interest and sustainability for Generation Z

Presenting Author: Constantin-Daniel PESTREA

Co-Author: Mihaela CONSTANTINESCU, Claudia-Maria MIU

Abstract: This paper highlights the relationship between sustainability and sports interest among Gen Z consumers. The importance of sustainability in sports is increasingly evident, and the effects that sports and sporting events have on the environment, economy and social life are increasingly clear and impactful. On the other hand, sports represent the platform where people put their soul, let themselves be carried away by emotions, and can be more easily conveyed towards sustainability, especially among those from Generation Z. To investigate how this relationship is created and what its effects are, we conducted a direct study based on an online survey among Romanian young people. The research's main results indicate that a large part of young people in Gen Z prefer to watch sporting events from home, due to the distance to the arena or heavy traffic, which affects 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, with the vast majority of young people being willing to pay in order to attend big events such as the European cup matches. The research can be useful to sports clubs and other entities in the sports field, helping them create an optimal strategy to attract the target audience to sports events.

Paper #9: Title: Impact of using AI tools in the online marketing of cosmetic products on consumer perception: a systematic literature review

Presenting Author: Natalia Gabriela CERNAT

Co-Author: Ana-Ruxandra-Cornelia NEACȘU, Mihai-Cristian ORZAN & Claudia STAN

Abstract: Artificial intelligence addresses one of the most significant challenges in the cosmetics industry: uncertainty in the decision-making process for online purchases. The algorithm no longer just makes automatic recommendations; instead, it acts as a consultant, providing a personalized experience. This is frequently accomplished by using tools such as virtual try-ons, skin diagnosis, virtual assistants, and virtual avatars to improve consumers' online beauty experiences. This raises questions such as "When is the use of artificial intelligence in cosmetics useful, and when is it intrusive?" and "What are the limits of personalization and the processing of personal data?" In this industry, personalization uses the consumer's physical appearance, senses, and identity to transform a simple interaction into an immersive experience. Artificial intelligence recommendations become more personalised as the system analyses the consumer's characteristics. It can become difficult to discuss the consumer's perception of themselves, brand trust, or even their own insecurities. In this context, the purpose of this paper is to conduct a literature review of recent specialized papers focusing on the use of artificial intelligence to improve the online consumer experience of cosmetic products. The paper identifies new directions for analysis and research into consumer perceptions of the contribution of artificial intelligence



tools used in the online cosmetics industry.

Paper #10: Title: AI as a data-to-insight communication infrastructure: from fan data unification to predictive communication in sports marketing

Presenting Author: Iulian Andrei PAVEL

Co-Author: Mihaela CONSTANTINESCU, Denisa-Andreea PROFIR

Abstract: Artificial intelligence is reshaping sports marketing communication by changing how sports organizations collect, connect, interpret, and activate fan data. The article moves beyond the view of AI as a content automation tool and emphasizes its earlier strategic role in connecting fragmented fan data and converting it into predictive insights that shape communication planning and execution. The study uses secondary-source analysis, combining recent academic research with practitioner evidence from AI-enabled customer data platforms, fan engagement systems, and sports marketing technology cases. The analysis focuses on two foundational layers of AI-enabled sports marketing communication. First, data unification allows organizations to consolidate information from ticketing, merchandising, digital interactions, and engagement channels into coherent fan profiles. This creates the operational basis for more relevant and consent-based personalization. Second, insight generation transforms unified data into predictive communication signals, including churn risk, engagement propensity, preferred channels, content relevance, and optimal message timing. Together, these capabilities shift sports marketing communication from static campaign planning toward adaptive systems that learn from fan behaviour over time. The findings show that AI can improve personalization, efficiency, and fan engagement when communication is grounded in reliable data and governed predictive models. However, the same capabilities also introduce risks related to privacy, perceived surveillance, bias, transparency, and loss of trust. The article therefore positions data quality, consent management, predictive analytics, and governance as core conditions for responsible AI-mediated communication. Its contribution is an integrative framework showing that effective AI use in sports marketing depends less on isolated tools and more on the ability to connect data, generate actionable insights, and translate those insights into timely, credible, and trustworthy fan communication.

Paper #11: Title: Marketing, IT, or Other Departments? A Comparative Analysis of Employee Engagement and Readiness for Artificial Intelligence Adoption Across Departments in Romanian Organizations

Presenting Author: Lavinia SELARU

Co-Author: Mihai-Cristian ORZAN; Alin CHENIC & Maria PETRESCU

Abstract: Artificial intelligence is increasingly assumed, in both public discourse and marketing literature, to be adopted unevenly across business functions, yet little empirical evidence directly compares how employees in different departments actually perceive and engage with AI. This study investigates whether departmental affiliation—specifically, working in Marketing/Communication/Sales, IT/Technology, or other departments—shapes employees' AI familiarity, personal use, enthusiasm, trust, and job displacement concern within Romanian organizations. Using a quantitative, cross-sectional design, data were collected from 120 respondents via a structured, self-administered online questionnaire and analyzed using one-way ANOVA for composite, multi-item constructs and the Kruskal-Wallis H test for single-item ordinal measures. Five constructs were operationalized and validated through reliability analysis (Cronbach's α ranging from 0.719 to 0.886 for multi-item

scales). Results reveal a selective rather than uniform departmental divide: employees in IT reported significantly higher AI familiarity ($M=4.63$) and personal AI use ($M=4.20$) than both Marketing ($M=4.15$; $M=3.33$) and other departments ($M=3.90$; $M=3.17$), while Marketing did not differ significantly from the rest of the organization on either dimension. In contrast, enthusiasm toward AI, trust in AI-generated outputs, and job displacement concern showed no statistically significant differences across departments, suggesting that attitudinal openness toward AI is broadly shared across the organization, independent of functional role. These findings indicate that practical AI engagement is currently concentrated around technical proximity rather than thematic relevance, challenging the common assumption that marketing functions are inherently ahead in AI adoption. The study contributes an original, department-level empirical perspective to AI adoption research in the underexplored Romanian and Central and Eastern European context, complementing prior organization-level comparisons (e.g., by company size) with evidence that functional role, not only organizational scale, shapes how AI readiness unfolds within the workforce. Practical implications point toward department-targeted upskilling rather than uniform, organization-wide training strategies.

14.30 – 15.20 | Workshop, FDI Project

Location: ASE Predeal Amphitheatre

Professor Margareta FLORESCU, Chair of the Advanced Institute of Research of Bucharest University of Economic Studies, Romania

14.30 – 15.20 | Workshop, Marketing Institutional Research Project

Location: ASE Predeal Amphitheatre

Professor Daniel MOISE, PhD, Project Director

20.00 – 23.00 | GALA DINNER

Location: Cantacuzino Castle, Bușteni (Transport from ASE Predeal at 19:15).





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CONFERENCE PLENARY SESSIONS DAY 3

Sunday, June 28, 2026

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08.00 – 09.00 Breakfast

Location: ASE Predeal Cafeteria

09.00 – 10.30 Workshop, I8 Project

Location: ASE Predeal Amphitheatre

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

13.30 – 14.30 Lunch Break

Location: ASE Predeal Cafeteria

ONLINE SESSIONS

DAY ONE / Friday, June 26, 2026		ZOOM Link
Keynote Session: <ul style="list-style-type: none"> • Maria PETRESCU, PhD • Brooke REAVEY, PhD 	18.00 - 19.45	https://us06web.zoom.us/j/83396479389?pwd=Ovm2vc7LNdbbCkNqbKi3E0785xUdYO.1
DAY TWO / Saturday, June 27, 2026		ZOOM Link
Meet the editors Session <ul style="list-style-type: none"> • Giampaolo Viglia, PhD • Varsha Jain, PhD 	09.15 - 10.30	https://us06web.zoom.us/j/86260379621?pwd=yHHd9xMJBVfPRFW1K2XRGxji0en2Cb.1
Parallel sessions <ul style="list-style-type: none"> • Mihaela CONSTANTINESCU, PhD • Mihai Cristian ORZAN, PhD 	11.00 - 13.00	https://us06web.zoom.us/j/82860153517?pwd=yxXWluqj5R0zQc1FoH9HEAQxBU5yTy.1



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 Brătucu, PhD, Transilvania University of Brasov, Romania

Professor Anca Francisca Cruceru, PhD, Bucharest University of Economic Studies, Romania

Professor Costinel Dobre, PhD, West University of Timișoara, Romania

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Professor Adrian Micu, PhD, Dunărea de Jos University of Galați, Romania

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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

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Lecturer Andreea Pachîțanu, 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

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 Daniel Moise, 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

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