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Call for Sustainability

SCHEDULE

28th -29th November 2024

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28th -29th November 2024
Romania

PLENNARY SESSION PRESENTATIONS

ANALYSIS OF CIRCULAR ECONOMY IMPLEMENTATION IN THE TEXTILE SECTOR AND ITS IMPACT ON ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

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Abstract: The circular economy is a sustainable alternative to the traditional linear model, especially in sectors with high environmental impacts such as the textile industry. This article analyzes the implementation of circular economy principles in the textile sector, assessing the associated benefits and challenges. By reducing waste, reusing materials and recycling fibers, the textile sector can make a significant contribution to conserving natural resources, reducing carbon emissions and improving economic efficiency. The study proposes practical recommendations for fully integrating the circular economy into the sector and highlights its impact on economic and environmental sustainability.

Key words: circular economy, sustainability, environment, green economy

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INVESTIGATING THE RELATIONSHIP AMONG FOREIGN DIRECT INVESMENT, POLITICAL AND E CONOMIC GROWTH

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Abstract: Foreign direct investments (FDI) are meant to improve the economic performance of a country. It is known that Developing countries have benefited from FDIs, leading to economic growth. The recipient country's economic, political, and social climates must be favorable to attract FDI inflows. However, for top emerging countries attracting FDI such as Brazil, China, India and Türkiyewith a critical political climate, the influence of this factor on FDI inflows remains unknown. The political stability and volatility of each of these countries was one of the key determinants behind this data selection. The aim of this research will be to investigate the relationship of FDI inflows, political stability and economic performance. A quantitative methodology with a panel data design

was used to guide data collection and analysis. Specifically, data was pulled from the World Bank's development indicator database. Among the variables to be retrieved are net foreign direct investment (FDI) inflows, which will be the dependent variable, and explanatory variables such as market size, trade openness, economic stability, Domestic investments and political stability, which will be determined by the proxies GDP, export and import volumes, inflation, GFCF and political stability and absence of violence, respectively, which will be investigated in relation to each other. According to the findings of this study, indicator of political stability has no significant impact on FDI inflows into the countries under study. However, GDP of the countries studied is the strongest predictor of FDI inflows.

Keywords: foreign direct investment, economic growth, panel data

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THE IMPACT OF ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE) ON THE FINANCIAL PERFORMANCE OF IT COMPANIES

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Abstract: The digital economy is transforming the IT industry into a key driver of global sustainability, and the integration of ESG (Environmental, Social, Governance) criteria is becoming essential. This paper analyses the mechanisms through which ESG influences the financial performance of IT companies, demonstrating that strategies such as reducing energy consumption, promoting diversity and ethical governance contribute to increased profitability and financial stability. The results indicate a positive correlation between ESG scores and financial indicators of companies in this sector.

Key words: monetary policy, sustainability, inflation, emerging economies

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STUDENTS' VOICE ABOUT ARTIFICIAL INTELLIGENCE-BASED WRITING TOOLS IN THE CONTEXT OF ACADEMIC INTEGRITY: EVIDENCE FROM THE USA AND ROMANIA

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Abstract: Since the November 2022 launch of ChatGPT, significant debate around using AI-based writing tools for academic work has intensified in universities. International research has addressed the pros and cons of using AI based writing tools in students' academic work. However, students' voices on this issue have been neglected. The purpose of this study was to investigate the students' experiences, beliefs and ethical mindset regarding AI-based writing tools, especially ChatGPT. 12 focus groups were conducted with 48 university students in the United States and in Romania. The focus groups were conducted using communication platforms and a participant-moderator approach was adopted. Each student was involved in a single focus group with a small group of no more than five university students. The participants were identified through a combination of convenience sampling and snowball sampling. All students, both countries, agreed that the use of ChatGPT for academic work can be unethical. Both groups used a range of subjective criteria for determining when the use of these tools for academic work was appropriate and adopted their own standards for this. In the students' eyes the future academic environment will become more and more complex and AI tools will be part of this complexity.

Keywords: academic integrity; students' voice; AI; digital writing tools; ChatGPT; policy

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PARTICIPATION BANKING AND INTEREST-FREE INVESMENT INSTRUMENTS

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Abstract: The concept of Fintech is an abbreviated version of the expression "Financial Technology". This concept, which affects both the banking sector and the financial sector, is showing a rapid increase in the world and in Turkey. Especially in the 1980s, Fintech made contributions to the banking sector after appearance of the computer. Naturally, it has made it mandatory for banks to create significant technological infrastructure. The purpose of this study is to examine the issues that commercial banks focus on Fintech, also how it affects the commercial banking sector. In this study number of POS and ATM, domestic-international and local-foreign online card payment transactions; number of contactless credit-debit cards, number of contactless POS and return on assets (ROA) variables are used. The data for variables will be considered as four-quarter periods between 2014 and 2021 years and has been received from the ICC (Interbank Card Center).

Keywords: fintech, banking, commercial bank, digital banking, COVID-19

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INTERDISCIPINARY PANNEL PRESENTATIONS
29th November 2024, 11 o'clock
Room: 12, Central Building, Târgul din Vale, nr.1

THE EFFECTS OF FINTECH ON COMMERCIAL BANKS: EVIDENCE FROM TÜRKİYE

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Abstract: The concept of Fintech is an abbreviated version of the expression "Financial Technology". This concept, which affects both the banking sector and the financial sector, is showing a rapid increase in the world and in Turkey. Especially in the 1980s, Fintech made contributions to the banking sector after appearance of the computer. Naturally, it has made it mandatory for banks to create significant technological infrastructure. The purpose of this study is to examine the issues that commercial banks focus on Fintech, also how it affects the commercial banking sector. In this study number of POS and ATM, domestic-international and local-foreign online card payment transactions; number of contactless credit-debit cards, number of contactless POS and return on assets (ROA) variables are used. The data for variables will be considered as four-quarter periods between 2014 and 2021 years and has been received from the ICC (Interbank Card Center).

Keywords: fintech, banking, commercial bank, digital banking, COVID-19

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ANALYSIS OF THE EFFECT OF MONETARY POLICIES ON POST-PANDEMIC GLOBAL INFLATION

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Abstract: The COVID-19 pandemic brought unprecedented changes to the global economy, forcing central banks to adopt expansionary monetary policies to counter recession. However, these measures, together with disruptions in supply chains and rising demand, contributed to the acceleration of post-

pandemic inflation. This article analyzes the effect of monetary policies on global inflation, comparing responses in developed and emerging economies, and proposes recommendations for sustainable inflation management.

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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE LABOR MARKET

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Abstract: Artificial intelligence has a significant impact on the labor market. It can vary across sectors and types of jobs. Its effects can be considered both positive and negative. The positive and perhaps the most easily visible impact is the automation of workplaces, thus increasing the productivity of companies, but also making it easier for some employees with labor-intensive jobs. On the other hand, all this can create anxiety among employees through fear of job loss or fear of working with technologies they do not fully understand. Although Artificial Intelligence has great potential being capable of continuous self-development, it cannot have critical thinking, creativity or the ability to work in a team, making these skills more valuable. Unfortunately, economic inequality is a fair concern when it comes to AI because not all workers have the financial means or resources to resort to retraining/education in technological fields, so technically skilled workers may benefit from the advancement of AI while others may be left behind for the very same reason. While artificial intelligence brings clear economic benefits, particularly in terms of increased economic efficiency and the creation of new opportunities, it is very important to understand that society needs to take seriously the necessity to manage the transition so that workers are protected and negative impacts are minimized. Investment in education for retraining is imperative to ensure a smooth and fair transition to a technology-dominated labour market.

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THE ANALYSIS OF THE TOURIST ACTIONS ORGANIZED BY ROMANIAN TRAVEL AGENCIES IN THE 2018-2023 PERIOD

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Abstract: Today tourism is a distinct field of activity, with a major impact on economic, social and cultural life, having the role to promote sustainable development. Representing an important segment of the tourist market, namely tourist offer, travel agencies, whether they are tour operators or with sales activity, are clearly delineated in the tourism activity through the volume and

structure of the touristic activities carried out. Thus in Romania the travel agency is the main distributor of tourism products.

This paper analyzes the tourists participating to incoming activity, domestic tourism and outgoing activity in period 2018-2023. The year 2020 is marked by the pandemic crisis, the tourism sector being one of the most affected. The volume of receipts of travel agencies is dominated by tourist stays, registering a weight of 78,6% for the organizing travel agencies and 74,0% for the intermediate travel agencies, at level outgoing activity, in 2023 year. Regarding the number of tourists participating in internal tourism activity, by tourist areas in period 2018-2023, is an increase for destinations of the sea, then the spa and the mountain areas.

The tourism is considered to be an area of activity that can make a significant contribution to the development of any economy and especially those economies in countries with significant tourism resources with the prerequisites for sustainable tourism development, as is Romania.

Keywords: travel agencies, incoming tourism, customer, tourist market, destination.

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CHALLENGES AND PERSPECTIVES OF THE HEALTHCARE SYSTEM IN ROMANIA

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Abstract: Population health is one of the most relevant indicators of a nation's economic and social situation, since it is closely linked to the standard of living, living and working conditions, but also to the risks derived from the functioning and management of the medical system. Population health is monitored through some statistical indicators related to morbidity. However, life expectancy remains a frequently used indicator, also used to analyze the demographic developments. Romanians' life expectancy has increased by more than 5 years in the last two decades. According to the European Demographics Barometer 2024, published by Eurostat, Romanians had a life expectancy of only 71 years in 2003, increasing to 75.1 years in 2013 and 76.6 years in 2023. Other indicators used to characterize the health status of the population are calculated based on statistical data referring to the incidence of certain diseases, the access to medical services, the management of the health system and its expenses. Although Romania has made significant progress in modernizing its health policies, several challenges remain. One of the problems is the lack of medical personnel, especially in the rural areas. The distribution of doctors and nurses is uneven, with most specialists concentrated in urban centers. This imbalance leads to limited access to medical services for a large part of the population, contributing to higher mortality rates in disadvantaged regions.

Keywords: life expectancy, health policies, medical services, mortality rate.

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INTERNATIONAL TOURISM CHALLENGES AND TRENDS

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Abstract: Tourism stands for the freedom to travel and contributes to understanding other cultures. On the contrary, the terrorist movements are launched by religious and ethnic factors, which arise when a certain segment of the population condemns the Western lifestyle, on which many tourist destinations are based. The pandemic has caused unprecedented disruption to tourism, with a massive drop in international demand amid widespread lockdowns and travel restrictions imposed by countries to limit the spread of the virus. International tourism is expected to fully recover to pre-pandemic levels in 2024, with initial estimates indicating a growth of 2% above 2019 levels. UNWTO forecasts remain subject to existing economic and geopolitical risks, mainly Russia's military offensive in Ukraine that caused a disruption in travel to Eastern Europe and the Israel-Hamas conflict.

ROMANIA'S DEMOGRAPHIC CHANGES AND CONCERNS

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Abstract: More than 30 years after the political, economic and social changes that marked Europe at the end of the 1980s and the beginning of the 1990s, the economic and social landscape of Central and Eastern European countries (including Romania) has changed radically, influencing the demographic developments. Two phenomena have contributed to the rapid acceleration of population aging in these countries - the decline in birth rates and the increase in international migration.

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PROFESSIONALISM AND INTEGRITY FUNDAMENTAL ELEMENTS OF ETHICS IN THE ACCOUNTING PROFESSION

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Abstract: This article aims to highlight the criteria of ethics in the accounting profession, the way in which they influence the behavior and results of the professional accountant. Ethics is the foundation of the attitude that results in the professional performance of accountants, the way they relate to the profession they practice and how they meet the highest standards of professionalism and performance, and on the other hand, to satisfy the requirements of the public interest. Achieving the objectives requires the fulfillment of some basic requirements: credibility, professionalism, service quality and trust.

Key words: accounting profession, professionalism, performance

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ANALYSIS OF THE PERFORMANCE OF THE ROMANIAN FOOD INDUSTRY

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Abstract: The food industry has a strategic role in a complex economy because it ensures the food security of the population and the processing of agricultural products. The paper aims to present the main developments recorded by this industry in the difficult context created by the pandemic and the military conflicts in the vicinity. To carry out the analysis, statistical data available online were used, followed by the calculation of some indicators that reflect the evolution of the performance of the food industry in Romania.

Key words: Food industry; Performance; Productivity; Consumers; Financial result

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LEADERSHIP - DETERMINING FACTOR FOR THE SUCCESS OF TODAY ORGANIZATIONS

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Abstract: Leadership is a determining factor for the success and sustainability of any organization because it transcends the simple management of resources and current operations; it is also instrumental in establishing and implementing a clear strategic vision, in developing a positive organizational culture and in stimulating the innovation and adaptation of any organization in an increasingly complex and unpredictable business environment. In this paper we will explore various leadership theories, ways in which they can be adapted to meet the specific needs of modern organisations and try to identify the best practices for leadership development in an organizational context. Analysing examples of success, we will examine the impact leaders have on organizational performance, innovation and employee satisfaction. In addition, the research carried out will allow a deeper understanding of how leaders can create and maintain a collaborative organizational culture, based on ethics and social responsibility, but also how leadership can be used to manage change and crises, thus ensuring resilience and the competitiveness of the organizations today.

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THE IMPACT OF EMOTIONAL INTELLIGENCE ON EMPLOYEE'S PERFORMANCE

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Abstract: Emotional intelligence (EI) has emerged as a crucial factor in enhancing employee performance and organizational success. This article explores the relationship between emotional intelligence and employee performance, emphasizing how employees with high EI tend to demonstrate better communication, teamwork, adaptability, and leadership skills. Emotional intelligence helps individuals manage their own emotions, understand and influence the emotions of others, and navigate complex workplace interactions. Based on an empirical study, the article highlights how key EI competencies—such as self-awareness, self-regulation, motivation, empathy, and social skills—contribute to higher productivity, improved job satisfaction, reduced workplace conflict, and greater overall organizational effectiveness. Understanding the role of emotional intelligence can help organizations foster a more supportive work

environment, enhance employee well-being, and drive sustainable performance improvements.

Key words: emotional intelligence, self-awareness, empathy, quality of work, productivity

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DESIGNING AN EVALUATION SYSTEM FOR THE TEACHING STAFF IN HIGHER EDUCATION WITH THE PURPOSE OF INCREASING ACADEMIC PERFORMANCE

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Abstract: This paper aims at presenting a functional model for the assessment of teaching staff working in higher education, starting from legal provisions and from the need to enhance teaching staff's academic performance. The proposed model comprises multiple evaluation directions: self-evaluation of professional performance by each professor, evaluation performed by the main beneficiaries–students, evaluation performed by department colleagues and evaluation performed by the direct superior. Each evaluation direction will be transposed into a grade, and the general evaluation will be finalized by granting a general grade, based on the grades obtained within each evaluation direction. This topic is of interest due to the fact that education is a field of strategic interest for any country, and the performance of teaching staff have a direct influence on the skills, knowledge and educational results of graduates from higher education.

Key words: performance evaluation, teaching staff, higher education

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