

"Dunărea de Jos" University of Galați

Scientific Conference of Doctoral Schools

Perspectives and challenges in doctoral Research
14th Edition of SCDS-UDJG
11th and 12th of June 2026

Doctoral School of
Economic Sciences

PROGRAMME



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CONFERENCE PROGRAMME

THURSDAY – June 11, 2026

08:00-10:00	Invited plenary lectures
09:00-11:00	Participants registration
10:00-13:00	Invited lectures Oral presentations in concurrent sections
13:00-14:00	Lunch (building D - 1 st floor)
14:00-16:00	Oral presentations in concurrent sections
16:00-16:30	Coffee break (building D - 1 st floor)
16:00-19:00	Oral presentations in concurrent sections

FRIDAY – June 12, 2026

09:00-10:30	Oral presentations in concurrent sections
10:30-11:00	Coffee break (building D - 1 st floor)
11:00-13:00	Posters session
11:00-13:00	Workshop
13:00-14:00	Awarding ceremony. Closing ceremony
14:00-15:00	Lunch (building D - 1 st floor)

THURSDAY – June 11, 2026

PLENARY SPEAKER

CHAIRS: *Mihaela Neculiță, Daniela Ancuța Șarpe, Dunărea de Jos University of Galați*

P.L. (10:30-11:00)	<u>Samuel Mayol</u>	Marketing 6.0: towards humanistic, sustainable and AI-augmented value creation
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ORAL PRESENTATIONS

CHAIRS: *Mihaela Neculiță, Daniela Ancuța Șarpe, Dunărea de Jos University of Galați*

OP.11.1. (11:00-11:15)	<u>Céline Jourdain</u>	Work Environment, Managerial Practices, Relational Dynamics and Employer Branding: Exploring the Potential Connections within Management Sciences
OP.11.2. (11:15-11:30)	<u>Tetiana Kornheiser</u>	Marketing and Cultural Transformation Strategies: From Ancestral Yoga to Contemporary Brand Image
OP.11.3. (11:30-11:45)	<u>Meryem Remli</u>	Editorial Storytelling as a Lever for Brand Identity Construction in the Luxury Sector
OP.11.4. (11:45-12:00)	<u>Andreea Mogda</u>	From Economic Shocks to Strategic Adaptation: Evidence from European Economies
OP.11.5. (12:00-12:15)	<u>Alexandrina Brînză</u> , Cristea Dragoș Sebastian, Mihaela Neculiță, Ioana Lăzărescu, Daniela Ancuța Șarpe	Analysis of the Poverty–Well-being Binomial and Economic Growth in Romania
OP.11.6. (12:15-12:30)	<u>Răzvan Tiberiu Radu</u> , Constina Alina Bocăneală, Mihaela-Carmen Muntean, Ludmila-Daniela Manea, Iulian Adrian Șorcaru	Integrating Medical Tourism into the Blue Economy: Opportunities for Coastal Destination Development
OP.11.7. (12:30-12:45)	<u>Denisa-Tatiana Leonte</u> , Mihaela-Elena Marola, Mihaela-Carmen Muntean, Alexandru Căpățîină, Daniela-Ancuța Șarpe	Sustainable Tourism Practices and Their Influence on Tourist Satisfaction and Revisit Intention
OP.11.8. (12:45-13:00)	<u>Carmen Pulbere Ghelase</u> , Mihaela Neculiță, Mariana Pintilie, Daniela Ancuța Șarpe, Ioana Lăzărescu	ESG Indicators as Predictors of Financial Performance in Romanian Banks: An Eco-Banking Perspective

13:00-14.00 Lunch (building D - 1st floor)

OP.11.9. (14:00-14:15)	<u>Cecilia Coman (Ifrim)</u> , Forina Basalic (Stan), Mihaela Neculiță	Labor Market in Romania. Perspectives and Challenges in Doctoral Research
OP.11.10. (14:15-14:30)	<u>Maria Marian</u>	The Impact of Macroeconomic Imbalances on Romania's Business Environment. Evidence from Emerging European Economies
OP.11.11. (14:30-14:45)	<u>Mihaela-Elena Marola</u> , Denisa-Tatiana Leonte, Ludmila-Daniela Manea, Daniela-Ancuța Șarpe	The Green Economy in Romania in the Context of the Sustainable Transition: Theoretical Perspectives and Future Directions

OP.11.12. (14:45-15:00)	<u>Cristina Barbu (Antohi)</u> , Alexandra Stavrositu (Caratas), Mihaela Neculiță, Dragoș Sebastian Cristea	The Green Energy Transition and Economic Competitiveness: A Scenario-Based Analysis
OP.11.13. (15:00-15:15)	<u>Florina Basalic (Stan)</u> , Cecilia Coman(Ifrim), Daniela Ancuța Șarpe	Migration of Highly Qualified Human Capital and National Competitiveness
OP.11.14. (15:15-15:30)	<u>Mariana Pintilie</u> , Dragoș-Sebastian Cristea, Valentin-Marian Antohi	The Impact of Transnational Corporations on Emerging Economies: Dacia-Renault Case Study and the Effects on the Romanian Economy
OP.11.15. (15:30-15:45)	<u>Miruna Andreea Cărbunaru Manea</u> , Mihaela Neculiță, Carmen Pulbere Ghelase	Methods of Evading Fiscal Obligations: From Common Tax Fraud to Organized Criminal Schemes
OP.11.16. (15:45-16:00)	<u>Lia-Cristina Marin</u> , Mihaela Neculiță, Doina Basalic	Lessons Learned from Covid Pandemic in Auditing
16:00-16.30 Coffee break (building D - 1st floor)		
OP.11.17. (16:30-16:45)	<u>Adrian-Valentin Bută</u> , Mihaela Neculiță, Daniel Stadoleanu, Mihaela-Carmen Muntean	The Eurozone and the State of Economic Convergence
OP.11.18. (16:45-17:00)	<u>Cosmina Gabriela Nițu Figher</u> , Lia-Cristina Marin	Foreign Direct Investment and Sustainable Development
OP.11.19. (17:00-17:15)	<u>Doina Basalic</u> , Miruna Andreea Cărbunaru Manea, Lia-Cristina Marin, Daniel Stadoleanu	The Impact of Technology and Digitalization on TNCs
OP.11.20. (17:15-17:30)	<u>Alexandra Stavrositu (Caratas)</u> , Cristina Barbu (Antohi), Mihaela-Carmen Muntean, Daniela Ancuța Șarpe, Dragoș Sebastian Cristea	Critical Analysis of the National Financial Education Strategy
Concluding remarks		

SECTION 11: ECONOMIC MODELS AND STRATEGIES OF COMPETITIVENESS Building I
FEBA, Room I05, 59-61 Nicolae Bălcescu Street

FRIDAY – June 12, 2026

ORAL OR POSTERS PRESENTATIONS

CHAIRS: Mihaela Neculiță, Daniela Ancuța Șarpe, *Dunărea de Jos University of Galați*

10:30-11.00 Coffee break (building D - 1st floor) Lunch (building D - 1st floor)

11:00-13:00 Workshop

13:00-14.00 Awarding ceremony. Closing ceremony

14:00-15:00 Lunch (building D - 1st floor)