

"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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Perspectives and challenges in doctoral Research
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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

ORAL PRESENTATIONS

CHAIRS: Alexandru Căpățînă, Nicoleta Cristache, *Dunărea de Jos University of Galați*

OP.12.1. (11:00-11:15)	<u>Alina Constina Radu (Bocăneală)</u> , Adrian Micu, Alexandru Căpățînă, Gianita Bleoju, Rozalia Manuela Gabor	The Municipality as a Smart Marketing Actor in the Blue Economy: Using AI to Shape Waterfront Identity, Tourism, and Community Engagement
OP.12.2. (11:15-11:30)	<u>Valentina Butmalaj</u> , Nicoleta Cristache, Alina-Florentina Săracu, Irina Olimpia Susanu	Convergence between Sustainable Management and Green Marketing: A Bibliometric Analysis of Emerging Trends
OP.12.3. (11:30-11:45)	<u>Georgiana Vernis</u> , Irina Olimpia Susanu, Alina Matric	Navigating the Digital Nexus: The Interplay between Brand Identity and Social Ecosystems
OP.12.4. (11:45-12:00)	<u>Florentina Manea (Sbîrneă)</u> , Adrian Micu	Leveraging Artificial Intelligence to Foster Autonomy: A New Paradigm in Educational Communication
OP.12.5. (12:00-12:15)	<u>Camelia-Raluca Caldare-Moldovan</u> (<u>Avrămescu</u>), Adrian Micu	Rural Marketing and Access to Financial Support through APIA: An Applied Analysis of the Promotion strategies of Romanian Farmers
OP.12.6. (12:15-12:30)	<u>Aurelian-Cosmin Balan</u> , Adrian Micu	Theoretical and Methodological Approaches to Modeling the Purchasing Behavior of Agricultural Machinery
OP.12.7. (12:30-12:45)	<u>Alexandru Sebastian Chihaia</u> , Alexandru Capățînă, Adrian Micu, Geanina Colan	The Impact of Digitalization Strategies in the Management Policy of Public Institutions
OP.12.8. (12:45-13:00)	<u>Gul Bilal</u> , Adrian Micu, Irina Olimpia Susanu	Digital Marketing Strategies in the Age of Artificial Intelligence and Data-Driven Personalization: Emerging Trends and Competitive Implications
13:00-14:00	Lunch (building D - 1st floor)	
OP.12.9. (14:00-14:15)	<u>Doru Hututui</u> , Irina Olimpia Susanu, Monica Răducan	Adaptive Communication and Its Impact on Leadership in Organizations
OP.12.10. (14:15-14:30)	<u>Marius Iosif</u> , Nicoleta Cristache, Irina Olimpia Susanu, Monica Răducan	Managing Crowd Dynamics in the Digital Era: Integrating Smart Technologies and Behavioral Insights for Effective Human Flow Management
OP.12.11. (14:30-14:45)	<u>Alina Matric</u> , Oana Pricopoiaia, Adrian Micu, Irina Olimpia Susanu	Marketing Strategies in the Automotive Industry in the Era of Electrification and Digitalization: Innovative Approaches for Enhancing Competitiveness
OP.12.12. (14:45-15:00)	<u>Mihaela Neicu (Bandila)</u> , Liliana Mihaela Moga, Gabriela Varia	The Strategic Role of the Entrepreneur in SMEs
OP.12.13. (15:00-15:15)	<u>Sabin Murariu</u> , Oana Pricopoiaia, Nicoleta Cristache, Irina Olimpia Susanu, Monica Raducan	Modernizing Managerial Control in Public Institutions: Integrating Digitalization, Risk Management, and Intelligent Governance

OP.12.14. (15:15-15:30)	<u>Stefan Adrian Susanu</u> , Oana Pricopoaia, Geanina Colan	The Impact of Digital Marketing on Company Performance
OP.12.15. (15:30-15:45)	<u>Andrei Vizitiu</u> , Nicoleta Cristache, Aura Colan	Assessing the Performance of Public Institutions in the Era of Digital Transformation: The Role of Data, Artificial Intelligence, and Adaptive Governance
OP.12.16. (15:45-16:00)	<u>Ovidiu Dorian Boghici</u>	Adaptive Organizational Design and Firm Competitiveness in the Pharmaceutical Industry: A Review of Literature
16:00-16.30 Coffee break (building D - 1st floor)		
OP.12.17. (16:30-16:45)	<u>Mihaela Neicu (Bandila)</u> , Liliana Mihaela Moga	The Evolution of Entrepreneurship: From Classical Foundations to Modern Perspectives
OP.12.18. (16:45-17:00)	<u>Ana Năstase</u>	Specific Approaches to Leadership in the Digital Age
OP.12.19. (17:00-17:15)	<u>Ovidiu Dorian Boghici</u>	A Framework for Adaptive Organizational Design in the Pharmaceutical Industry: Implications for Firm Competitiveness
OP.12.20. (17:15-17:30)	<u>Andrei Valeriu Marian</u>	Enhancing Sustainable Tourism in Mountain Regions through Customer Experience Management
OP.12.21. (17:30-17:45)	<u>Radu-Octavian Kovacs</u> , Alina-Valentina Vasile (Dobrea)	Enhancing Public Service Delivery: Innovation, Governance, and Citizen-Centric Approaches
OP.12.22. (17:45-18:00)	<u>Tetiana Lunhu</u>	Managerial Resilience in Times of Overlapping Crises: A Case Study of a Ukrainian Company
Concluding remarks		

SECTION 12: EMERGING TRENDS IN MANAGEMENT AND MARKETING, Building I FEBA, Room I13, 59-61 Nicolae Bălcescu Street

FRIDAY – June 12, 2026

ORAL OR POSTERS PRESENTATIONS

CHAIRS: Alexandru Căpățînă, Nicoleta Cristache, *Dunărea de Jos University of Galați*

OP.12.23. (09:00-09:15)	<u>Marius Silviu Burlui</u>	The Use of Collaborative Digital Platforms for the Performance Evaluation of TESA Employees in Academic Institutions
OP.12.24. (09:15-09:30)	<u>Marian-Gigi Mihu</u> , Daniel Zînica	Urban Competitiveness in the Digital Era: Drivers, Challenges, and Strategic Pathways for Sustainable City Development
OP.12.25. (09:30-09:45)	<u>Cristina Claudia Patriche</u>	Reputational Strategies for Enhancing the Competitiveness of Higher Education Institutions: A Strategic Framework for Sustainable Academic Positioning
OP.12.26. (09:45-10:00)	<u>Silviu Florin Rață</u>	Sustainability and Strategic Growth in Green Energy Startups: A Case Study of a Startup from a Business Accelerator

OP.12.27.
(10:00-10:10)

Ionela Carp (Schin)

Generative AI as a Catalyst for Identifying International Research Collaboration Opportunities: Implications for Academic Research Networks

OP.12.28.
(10:15-10:30)

Loredana-Adnana Nitu (Lechea),
Nicoleta Cristache, Irina Olimpia
Susanu, Riana Iren Radu, Flavia
Oltean

Analysis of Communication Dynamics and Their Impact on Leadership in Modern Organization

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)