



ECOLOGICAL UNIVERSITY OF BUCHAREST
EUB-2025: 13th International Multidisciplinary
Academic Conference "Ecology of XXI Century",
Bucharest, 1-4 April, 2025



Conference Section organized by Faculty of Financial Management:
Artificial Intelligence and Economic Education: Building Capacities for
Sustainable Development

THE PROGRAMME of the EUB-2025 International Conference ***Ecology of XXI Century***

Section: *Artificial Intelligence and Economic Education: Building*
Capacities for Sustainable Development.

Organized by Faculty of Financial Management
April 2, 2025. Bucharest, Romania

SCIENTIFIC COMMITTEE

Dan CONSTANTINESCU, Ph.D., Professor, Ecological University of Bucharest

Dorin JULA, Ph.D., Professor, Ecological University of Bucharest, *and* Senior Researcher – 1,
Institute of Economic Forecasting, Romanian Academy

Nicoleta JULA, Ph.D., Professor, *Nicolae Titulescu* University of Bucharest

Ciprian-Antoniade ALEXANDRU-CARAGEA, Ph.D., Senior Lecturer, Ecological University of
Bucharest

Oana CHINDRIȘ-VĂSIOIU, Ph.D., Senior Researcher, Institute of World Economy, National
Institute for Economic Research, Romanian Academy

Arina MIRCEA, Ph.D., Senior Lecturer, Ecological University of Bucharest

Mădălina TOCAN, Ph.D., Senior Researcher, Institute of World Economy, National Institute for
Economic Research, Romanian Academy; Senior Lecturer, Ecological University of
Bucharest

Valentin SCARLAT, Ph.D., Senior Lecturer, Ecological University of Bucharest

Carmen-Doina UNGUREANU, Ph.D., Senior Lecturer, Ecological University of Bucharest

Mariana CIUVICĂ-ENUȘI, Ph.D., Lecturer, Ecological University of Bucharest

Mariana PAJA, Ph.D., Lecturer, Ecological University of Bucharest

Cristian PANĂ, Ph.D., Lecturer, Ecological University of Bucharest

ORGANIZING COMMITTEE

Ciprian-Antoniade ALEXANDRU-CARAGEA, Vice-Rector, Ecological University of Bucharest

Carmen-Doina UNGUREANU, Dean, Faculty of Financial Management

Dorin JULA, Ecological University of Bucharest, Faculty of Financial Management *and* Institute
of Economic Forecasting, Romanian Academy

Arina MIRCEA, Ecological University of Bucharest, Faculty of Financial Management

Mirela-Geanina COJOCARU, bachelor's student, Ecological University of Bucharest, Faculty of
Financial Management



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CONFERENCE PROGRAMME

Venue: Ecological University of Bucharest, Building A - Room 1.01

Adress: Blvd. Doina Cornea no.1G, Sector 6, 061341, Bucharest

13:45 – 14:00 Registration

14:00 – 14:15 Opening ceremony of the Conference

Welcoming speeches:

Carmen-Doina UNGUREANU, Dean, Faculty of Financial Management

Ciprian-Antoniade ALEXANDRU-CARAGEA, Vice-Rector, Ecological University of Bucharest

14:15 – 14:45 Keynote Speaker:

Oana CHINDRIȘ-VĂȘIOIU, Ph.D., Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

USING ARTIFICIAL INTELLIGENCE IN BUSINESS

14:45 – 15:00 Coffee Break

15:00 – 19:00 Sessions:

Room A-1.01

Online (ZOOM):

<https://zoom.us/j/98541500190?pwd=DBAhD3W3GE4nsrCOW3ysoo9audNaAs.1>



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April 2, 2024, 15:00 – 17:00
SESSION 1

Chairs: **Dorin JULA**, Ph.D., Professor, Faculty of Financial Management, Ecological University of Bucharest, *and* Senior Researcher - 1, Institute of Economic Forecasting, National Institute for Economic Research, Romanian Academy
Dan CONSTANTINESCU, Professor, Ph.D., Faculty of Financial Management, Ecological University of Bucharest
Oana CHINDRIȘ-VĂSIOIU, Ph.D., Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

DIGITAL TRANSFORMATION IN ROMANIA – CURRENT STATE AND CHALLENGES

Oana CHINDRIȘ-VĂSIOIU, Ph.D., Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

Mădălina TOCAN, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest *and* Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON STUDENTS' PROFESSIONAL DEVELOPMENT

Mădălina TOCAN, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest *and* Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

ARTIFICIAL INTELLIGENCE AND ECONOMIC EDUCATION: EMPOWERING SUSTAINABLE DEVELOPMENT THROUGH INNOVATION

Anca CRISTEA, Ph.D., Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy *and* Lecturer, Faculty of Economic Sciences, Hyperion University of Bucharest

Felicia EPURE, Ph.D., Lecturer, Faculty of Economic Sciences, Hyperion University of Bucharest



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USE OF ARTIFICIAL INTELLIGENCE IN THE EDUCATIONAL PROCESS. OPPORTUNITIES. RISKS. PITFALLS

Mihaela Eugenia VASILACHE, Ph.D., Teacher at National College "Grigore Moisil" Onești

ARTIFICIAL INTELLIGENCE – DETERMINANT FACTOR IN THE EXPANSION OF INTERNATIONAL TRADE IN SERVICES

Georgeta ILIE, Ph.D., Senior Researcher, Institute of World Economy, National Institute for Economic Research, Romanian Academy

BANK DIGITALIZATION AND SUSTAINABLE FINANCE IN ROMANIA THROUGH ARTIFICIAL INTELLIGENCE AND GREEN ENERGY INVESTMENTS

Isabelle Margareta OPREA, Ph.D. Student, Institute for World Economy, School of Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy

Sorin Oprea, Master's Student in Energy Engineering, Faculty of Power Engineering, University POLITEHNICA of Bucharest

ADVANCING CAPITAL MARKET EFFICIENCY THROUGH AI: TRENDS, CHALLENGES, AND OPPORTUNITIES

Cornel PANAIT, Ph.D. Student School at Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy

INTEGRATION OF ARTIFICIAL INTELLIGENCE IN ENTERPRISES: A REGIONAL ANALYSIS AND PROSPECTS FOR ROMANIA

Georgiana Anamaria DUNA, Ph.D. Student, Institute of Economic Forecasting, School of Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy

Maria-Magdolna MACULA, Ph.D. Student, Institute of Economic Forecasting, School of Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy



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ANALYSIS OF ENERGY POVERTY AND ITS IMPLICATIONS ON HEALTH AND EDUCATION

Maria-Magdolna MACULA, Ph.D. Student, Institute of Economic Forecasting, School of Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy

Georgiana Anamaria DUNA, Ph.D. Student, Institute of Economic Forecasting, School of Advanced Studies of the Romanian Academy (SCOSAAR), Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research, Romanian Academy

17:00 – 17:15 **Coffee Break**

SESSION 2, 17:15 – 19:00

Chairs: **Carmen UNGUREANU**, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

Antoniade-Ciprian ALEXANDRU, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

ECONOMETRIC MODELLING OF THE RENEWABLE ENERGY CONSUMPTION IMPACT ON THE GROSS DOMESTIC PRODUCT FOR ROMANIA

Dorin JULA, Ph.D., Professor, Faculty of Financial Management, Ecological University of Bucharest, *and* Senior Researcher - 1, Institute of Economic Forecasting, National Institute for Economic Research, Romanian Academy

Nicoleta JULA, Ph.D., Professor, Faculty of Economic Sciences, *Nicolae Titulescu* University of Bucharest

MODELLING THE SUSTAINABLE DEVELOPMENT PROCESS

Nicoleta JULA, Professor, Ph.D., Faculty of Economic Sciences, *Nicolae Titulescu* University of Bucharest

Nicolae-Marius JULA, Ph.D., Senior Lecturer, Faculty of Business and Administration, University of Bucharest



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FINANCIAL ANALYSIS OF THE COMPANY

Valentin-Petre SCARLAT, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

PUBLIC DEBT AND FISCAL DEFICIT AFTER THE COVID-19 PANDEMIC. CASE STUDY - ROMANIA

Cristian PANĂ, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest

Valeria Arina MIRCEA, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

CONSIDERATIONS REGARDING ACCOUNTING INFORMATION AND FINANCIAL RISK MANAGEMENT IN MANAGERIAL DECISION-MAKING

Mariana CIUVICĂ-ENUȘI, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest

BUILDING A SMART SOCIETY: TRAINING THE WORKFORCE IN MULTI-SOURCE DATA AND AI-ENHANCED ECONOMIC ANALYSIS

Antoniade-Ciprian ALEXANDRU, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

ARTIFICIAL INTELLIGENCE AS AN ACCELERATOR AND COMMON LANGUAGE FOR SCIENTIST

Antoniade-Ciprian ALEXANDRU, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

THE ETHICAL FUTURE OF MARKETING: HOW CAN BRANDS CREATE IMPACT WITHOUT SACRIFICING MORAL PRINCIPLES?

Valeria Arina MIRCEA, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

Cristian PANĂ, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest



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INTEGRATING AI IN THE HEALTHCARE FIELD

Carmen UNGUREANU, Ph.D., Senior Lecturer, Faculty of Financial Management, Ecological University of Bucharest

THE BENEFITS OF USING MODERN METHODS VS TRADITIONAL METHODS OF TEACHING ACCOUNTING IN UNIVERSITY

Carmen UNGUREANU, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest

THE DIGITAL EURO - BALANCING EU POLITICS AND ECB GOVERNANCE

Mariana PAJA, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest

DIGITALISING PAYMENTS, CASH - A RELIABLE CONSTANT

Mariana PAJA, Ph.D., Lecturer, Faculty of Financial Management, Ecological University of Bucharest

VARIOUS ASPECTS OF INDUSTRIAL HEMP PRODUCTION IN SUSTAINABLE DEVELOPMENT

Gabriela BILEVSKY, Ph.D., Institute for Economic Forecasting, Romanian Academy, Bucharest, Romania