



**Entrepreneurship and Research Conference: Digital Transformation
28-30th of March, 2022**



**Entrepreneurship and Research Conference: Digital Transformation
Cluj-Napoca, Romania
- 3rd edition -**

MONDAY, 28th of March 2022

12:00-13:30 Conference opening

Virtual venue: <https://zoom.us/j/95229599445>

Prof. Ioan HOSU, PhD, Director of the Department of Communication, Public Relations and Advertising, BBU

Prof. Flaviu Călin RUS, PhD, Vice Rector of Babeş-Bolyai University of Cluj-Napoca

Prof. Călin HINȚEA, PhD, Dean of the Faculty of Political, Administrative and Communication Sciences

Prof. Gheorghe SILAGHI, PhD, Faculty of Economics and Business Administration, BBU

PLENARY SESSION:

Tudor PASC, Romanian Tech Startups Association (RO TSA)

Valentin FILIP, HEKS

The economic cooperation between rural entrepreneurs in the agricultural sector

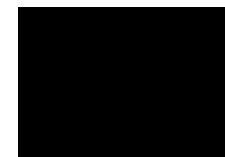
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CERCETĂTOR VIITOR ANTREPRENOR - NOUA GENERAȚIE



UNIVERSITATEA
BABEȘ-BOLYAI



**Entrepreneurship and Research Conference: Digital Transformation
28-30th of March, 2022**



MONDAY, 28th of March 2022

16:30 – 19:00 Panel presentations

PANEL 1: HISTORY & SOCIETY

Moderator: Marius LAZĂR, PhD

Virtual venue: <https://zoom.us/j/91960267289>

Bianca OLTEANU

Frescoes and use of pigments in the Roman world

Iulian LEONTI

Flying and walking over the prehistoric site from Susani - Deluț (Traian Vuia commune, Timiș county, Romania)

Andreea FARCANE

Sixteenth-century Dietary Decrees on the subject - "The Reformation and the Romanians in Transylvania"

Mihaela Ecaterina KEZDI

School legislation in the dualist period in Transylvania 1857-1918

Gabriel HOZA

The position of consistorial notary in the Episcopate of Gherla in the second half of the 19th century, beginning of the 20th century

Daniel BARNA

1943, Year of Canonical Visits in the Gheco-Catholic Episcopate of Cluj-Gherla

Andreea DODOȘI, Melania LEȘE

Short analysis: The Antonescu regime and the Holocaust matter. Legislation, press.

Alexandra-Valentina MIHALI

Considerations on the Feminist Movement during the XIX th -XX th Century. A comparative look regarding French, German, British and American Areas

Mihaela BUCUR RUSU

The Communist woman, between lying and conventional



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Susana DRAGOMIR, Ioan HOSU

The narratives of hate used in the inter-war propaganda and during the post-communist era by the Romanian parties labeled as far-right

Titi-Vasile DALALĂU

“23 August 1944” in post-communist cinema

Gheorge NADOLEANU, Ana Rodica STĂICULESCU, Emanuela BRAN

Eastern Orthodoxy as a Resource of Ethics and Social Sustainability for the Challenges Faced by the Digital Transformation of Society

Amalia Diana BARBĂ

Elements of anthroponymy in the rural cemetery space. Case study: female onomastics from the Upper Cemetery, Nădlac (Arad)



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TUESDAY, 29th of March 2022

10:00 – 11:30 Panel presentations

PANEL 2: Round table

Virtual venue: <https://zoom.us/j/99918873672>

SPEAKERS:

Claudia CHIOREAN, PhD

The perceived stress of a successful speaker

Adela FOFIU, PhD

Transformation in Social Research Processes - Lessons from the History of Content Analysis.

From the manual analysis of political propaganda to machine learning in news analytics.

Florina RUSSU, GLOBAL EDUPRENEUR

EDUpreneurship. Business and Education are getting married



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TUESDAY, 29th of March 2022

13:00 – 16:30 Panel presentations

PANEL 3: ECONOMY, FINANCE & PUBLIC ADMINISTRATION

Moderators: Gheorghe SILAGHI, PhD

Virtual venue: <https://zoom.us/j/93023825102>

Simona Andreea GĂBOREAN

Estimating the Impact of Economic And Financial Constraints On The Russian Federation And The International Community In The Politico-Military Context

Ana-Maria BUIA

The Effects of the Great Economic Crisis on the Romanian Banking System

Violeta VIJULIE

Risks of Misunderstanding Digital Transformation. Digitization of Bureaucracy and Bureaucracy of digitization

Diana Hidan

Digitization during the COVID-19 pandemic

Dorel DANCIU

Digitization in Public Health Sector: Lessons Learned from Pandemic

Marcela-Sefora NEMȚEANU, Dan-Cristian DABIJA

The Role of Organizational Support in Increasing Service Quality Orientation Among Medical Volunteers In COVID-19 Pandemic Context

Maria VĂLEAN, Georgiana BIGEA

Digitalization and Green Economy Dialogue Preventing Conflict In Sustainable Construction & Demolition Waste Management

Radu MARIAN

Voluntary or Imposed Regulation on Environmental Reporting?

Mădălin PĂLĂCEAN

Is digital transformation the future in airport management? A research about the benefits of implementing digital technologies in small airports

Georgiana BIGEA

Conflict Dynamics Emerging from Giving A Voice To Employees/ The Case Of The Platform Undelucram.Ro

Doru SUPEALĂ

The Strategic Contribution of People, Purpose, Principles, And Perks To The Employer Brand



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Loredana BERTIȘAN-POP

The press industry as a business. Evolution and possible forms of financing at present

Arina MOGA

The Business model of Romanian news televisions

Dan MOCAN

Study On The Financing Of Romanian And Foreign Public Universities And The Control Of These Funds

M. Dan, A. Mihăilă, and E. Crișan

A literature review on university – industry collaborative projects

Radu-Dan IRINI

Understanding the main arguments behind the implementation of diversity management initiatives

Cătălin Daniel POP

Treaty adoption law – empirical study on the temporal efficacy of the parliamentary procedure

Olivia-Victoria COZMUȚA

The new generation of Europeans. Romanian young people's confidence in the European Union and factors that influence their degree of trust

Alexandru-Andrei IVAN

The impact of participatory budgeting on political participation and civic engagement: an international analysis, and the potential for Romania

Raluca Andrea VIDRAȘCU, Ana-Maria TEODORESCU

New Channel to Attract Investors in an Emergent Market: Equity Crowdfunding Platforms-Seedblink.com Case

Ruxandra PĂDURARU, Corneliu Samuel STANCU

Co-designing. Urban transformation through citizens eyes

Cristian GAVRILOAIA

Open Government Partnership. Realities and perspectives in Romania



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TUESDAY, 29th of March 2022

11:30 – 13:30 Panel presentations

PANEL 4: INTERPERSONAL DEVELOPMENT & INCLUSIVENESS

Moderator: Claudia CHIOREAN, PhD & Anișoara PAVELEA, PhD

Virtual venue: <https://zoom.us/j/92339831639>

Samira CÎRLIG

Snowflake Generation - a transition from cultural personality to anarchic personality?

Veronica Oana IRIMIA, Mușata BOCOȘ

The analysis of the self-concept at the teenagers who have extra-curricular activities

Mark LUKACS

The impact of career guidance and counseling activities among high-school students

Rodica Florina PRISĂCARU

Digital Personality and Identity Construction in Education

Cosmin GHEȚĂU

Is Extravert Personality Trait a Link Between Online and Offline Social Capital?

Florina PASCU

Supporting interpersonal communication, formal and informal -a comparative approach

Ion NEGRILĂ

Situations generating attitudes of bullying in pre-university education

Anett DOBRAI

Cyberbullying and digital violence among youth and children

Silvia Alexandrina JUCAN

Approaching psychomotricity through didactic play in children with intellectual disabilities

Ioana Georgiana POPESCU

Strategy to support students with special educational needs-research work

Rares NICOARĂ

Improving The Respiratory Capacity Of Vocal Professionals And Instrumental Blowers Through Swimming Exercises And Water Diving

Simina NEAG

Study regarding the profile of the youngest players at the European Handball Championships

Alina Ștefania ȘERBAN

The role of the family in juvenile justice system

Silica-Valerica FLOREA

The penitentiary as a total institution. Violation of detainees' rights



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TUESDAY, 29th of March 2022

14:00 – 16:00 Panel presentations

PANEL 5: EDUCATION & LEARNING

Moderator: Claudia CRIȘAN, PhD & Andreea VOINA, PhD

Virtual venue: <https://zoom.us/j/98951442953>

Roxana Mădălina CRISTEA

Pre-university Teachers' Experiences with Digital Learning Technologies: A Thematic Analysis

Lavinia ȘUTEU

Self-Efficacy And Perceived Academic Stress In Prospective Elementary Teachers

Irina ACATRINEI

Professional training of Romanian teachers in multigrading teaching

Ancuța-Eugenia STAVAR, Ramona Gabriela HOSU

Parenting and New Media. The Need for Information from Niche Sources

Diana-Maria DESPINA

Work - between tradition and innovation in Romania. New perspectives on work during the COVID-19 pandemic

Bianca Mădălina POPA

The impact of telework on work-life balance

Lavinia ICHIM

School. Post COVID-19

Crina DEHELEAN

Education during COVID-19 pandemics

Loredana OLTEANU, Lorian OLTEANU

Educational resources on the Internet

Anna BOLDIZSÁR ZEYK

Media Literacy Education in Romanian

Ionuț Mihai HORADRON

The book and its' universe



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Eugenia CIOCOIU Alin MIHĂILĂ, Mădălina DAN
Heritage books restoration and digitization

Gabriela FLORESCU, Anișoara PAVELEA, Lorina CULIC
Technological developments in academic libraries

Sandu FRUNZĂ
Communication as an authentic tool of philosophical consultancy

Luca Oana GĂIANU

An analysis of the conceptual metaphors in Romanian and English in the medical field

Larisa-Andreea PĂLIE, Ramona Gabriela HOSU

Sex Education, Religion and Identity Construction. Media Representations in “Republica”

TUESDAY, 29th of March 2022

17:00 – 19:00 PLENARY SESSION – Live Streaming On Facebook

Virtual venue: <https://zoom.us/j/96447041529>

Moderator: Ioan HOSU, PhD & Mihnea STOICA, PhD

Virtual venue:

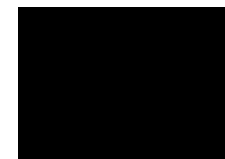
SPEAKERS:

17:00 – 18:00 Marian VOICU, Veridica

From anti-vaccine propaganda to war propaganda. Re-semanticization of misinformation narratives in Romania

18:00 – 19:00 Adam LELONEK, Republican Institute - Bruxelles

Anti-Western Narratives used in the CEE in the actual context



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WEDNESDAY, 30th of March 2022

14:30 – 17:00 Panel presentations

PANEL 6: ADVERTISING & DIGITAL SOCIETY

Moderator: Ioana IANCU, PhD & Orsolya VINCZE, PhD

Virtual venue: <https://zoom.us/j/94255360694>

Vladimir MILOSEVICI

Disinformation phenomenon in the context of the COVID-19 pandemic.
Counteracting various forms of fake-news

Mihnea STOICA

Exploring Paths for Measuring Vulnerability to Populist Narratives using an
Online Interactive Platform

Diana-Maria CORNEA

Polarizing Pandemic Attitudes Through Social Media: The Impact of Echo
Chambers and Filter Bubbles

Andreea VOINA, Anisoara PAVELEA

Political narratives and campaign rhetoric of Romanian female mayors

Saul POP

Visual representation of Harry and Meghan's royal wedding on the Reuters Pictures
Facebook page

Dorin SPOALLER, Jessica PETRI

EU public health institutions. Social media and Covid19 vaccine. Content
communication, consumption, and perception

Liliana CIȘMARIU, Ioan HOSU

Entrepreneurship Between Perception and Pandemic Reality

Saul POP

Visual communication of the official page RoVaccination in the first six months of
activity

Loredana BERTIȘAN-POP

Media representation of the bear Arthur killing in the national and international
press. Editorial patterns

Adrian SUCILEA

Communication and visual identity elements in the online environment of some
institutions in Romania



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Carmen Florentina RAICU

From classical research to digital transformation in an Ethnographic Park

Iulia GRAD

Considerations on brand activism: rethinking heroic figures in contemporary advertising

Alina SILION

The digital transformation of housework

Delia BALABAN, Maria MUSTĂŢEA

The Last Privacy Outpost. Emerging Adults And The Privacy Protection Motivation Theory In Mobile Communication

Patricia IBRAM

The Role of Virtual Reality in Stimulating Creativity. A Theoretical Overview

Eduard-Claudiu GROSS

Transparency of virtual influencers sponsored posts. Observations on the first virtual influencer from Romania, Ana Tobor.

Horațiu BORZA, Roxana Mihela MĂRGINEAN, Smaranda Adina COSMA

Religious influencers: key elements of Covid-19 pandemic messages

Andreea AMATI, Mirela ABRUDAN

Greenwashing versus Green Marketing in the Fashion Industry. The Impact on the Purchasing Decision Making Process

Gabriel-Constantin NICOLA

Perspectives on the relationship between the use of video games and the learning outcomes of adolescents in the pandemic time— a qualitative study

17:00 CONCLUSIONS AND CLOSING PLENARY

Virtual venue: <https://zoom.us/j/94255360694>