

ETIMM Conference – June 30th-July 1st, 2022, Bucharest, Romania



# EVENT PROGRAM

BUCHAREST 2022

# ETiM&M

## EMERGING TRENDS IN MARKETING AND MANAGEMENT



Organized under the patronage of the  
Marketing School, The Bucharest University of Economic Studies  
Bucharest  
2022

**7<sup>th</sup> Emerging Trends in  
Marketing and Management  
International Conference**

**Conference Program**

**June 30<sup>th</sup> - July 1<sup>st</sup>, 2022  
Bucharest, Romania**

## **Thursday, June 30<sup>th</sup> 2022**

**09:30 – 10:00 (Bucharest, GMT+03:00)**

### **Participant Welcome and Registration**

Virgil Madgearu room, The Bucharest University of Economic Studies (N. Aneglescu Building, 6 Romana Square)

For online participants, follow the Zoom registration link (*advance registration needed*): <https://us02web.zoom.us/meeting/register/tZcqc-6spzMtGN29UXjHOXq0kKjgRUTMHMYs>

After registering, you will receive a confirmation email containing information about joining the meeting.

**10:00 – 12:00 (Bucharest, GMT+03:00)**

### **Opening Ceremony - Welcome speech from**

**Ionel Dumitru, Professor, PhD** – ETIMM Conference Chair, Professor at the School of Marketing, The Bucharest University of Economic Studies

**Nicolae Istudor, Professor, PhD** – Rector of The Bucharest University of Economic Studies

**Călin Petrică Vegheș, Professor, PhD** – Dean of the School of Marketing, The Bucharest University of Economic Studies

**Corina Monica Pelău, Professor, PhD** – National Representative for Romania in the Executive Committee of EMAC, Professor at the Faculty of Business Administration

in foreign languages, The Bucharest University of Economic Studies

**Keynote speaker – Tammo H.A. Bijmolt** – Professor of Marketing Research at the Department of Marketing, and chairman of the department, University of Groningen, The Netherlands, and President of the Executive Committee of EMAC (European Marketing Academy): *The Effectiveness of Cause-Related Marketing: A Meta-Analysis on Consumer Responses*

**12:00 – 13:00 (Bucharest, GMT+03:00)**

**Lunch & Coffee break**

**13:00 – 17:00 (Bucharest, GMT+03:00)**

**Session I**

For evaluating the papers of the session, scan this QR code. Based on your answers, the awards for *Best paper* and *Best doctoral paper* will be granted.



**19:00 – 22:00 (Bucharest, GMT+03:00)**

**Wine tasting experience (at Ristorante Il Calcio BTT)**

## **Friday, July 1<sup>st</sup> 2022**

**09:30 – 10:00 (Bucharest, GMT+03:00)**

### **Participant Welcome and Registration**

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Zoom registration link (*advance registration needed*):  
<https://us02web.zoom.us/meeting/register/tZcqc-6spzMtGN29UXjHqXq0kKjgRUTMHMYs> - After registering, you will receive a confirmation email containing information about joining the meeting.

**10:00 – 12:00 (Bucharest, GMT+03:00)**

### **Keynote speaker & panel discussion**

**Keynote speaker – *Maciej Mitrega*** – Professor at the University of Economics in Katowice: *Teamworking for publications in worldwide marketing journals*

**Panel discussion:** *Publishing from post-communist country in worldwide journals in marketing*

***Claudia Dumitrescu*** – Associate Professor of Marketing at Central Washington University

***Maciej Mitrega*** – Professor at the University of Economics in Katowice

***Alin Stancu*** – Professor at the Bucharest University of Economics, School of Marketing (moderator)

**14:00 – 17:00 (Bucharest, GMT+03:00)**

**Day trip in Bucharest & visit to the Parliament Palace (pick up in front of N. Angelescu Building, 6 Română Square)<sup>1</sup>**

**19:30 – 23:00 (Bucharest, GMT+03:00)**

**Gala dinner (Complex Herăstrău, Șoseaua Nordului 7-9)**

## **Saturday, July 2<sup>nd</sup> 2022**

**09:30 – 10:00 (Bucharest, GMT+03:00)**

### **Participant Welcome and Registration**

Virgil Madgearu room, The Bucharest University of Economic Studies (N. Angelescu Building, 6 Romana Square)

Zoom registration link (*advance registration needed*):  
<https://us02web.zoom.us/meeting/register/tZcqc-6spzMtGN29UXjHqXq0kKjgRUTMHMYs> - After registering, you will receive a confirmation email containing information about joining the meeting.

**10:00 – 12:00 (Bucharest, GMT+03:00)**

**Workshop „Emerging Technologies in Social Media Marketing”, ID 585 - PERFECTIS**

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<sup>1</sup> Please make sure you have your passport on you (or ID for Romanian citizens) for our access in the Palace of Parliament

**Thursday, June 30th 2022****13:00-17:00 (Bucharest, GMT+03:00)****Session I**

<b>Chairpersons</b>		<b>Alin Stancu, Professor, PhD</b>
<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
11	Sadick ALHAJI HUSSEINI	Entrepreneurship Orientation in an Emerging Market: A Grounded theory Approach
12	Sandrine Sara EBENDE KOUEDI Richard NKENE NDEME	Factors explaining customer trust in microfinance institutions in Cameroon: a qualitative exploratory study ( <i>virtual</i> )
13	Tashfeen AHMAD	Managing Change: In the times of Artificial Intelligence
15	Monica M. POPA SÂRGHIE John PRACEJUS	Consumer Perspectives on Fairtrade Prices ( <i>virtual</i> )
17	James LEONHARDT Igor MAKIENKO	Currency Denomination Effect on Valuation Judgments and Risk Assessment
18	Loredana Nicoletta MEGA Maria Loredana POPESCU	Changing the Donation Behavior of Companies Reflected in Social Involvement
23	Laurențiu HAUSER	Difference between generations - Myth or reality? ( <i>virtual</i> )
25	Mălina-Simona MIHALCEA Mihaela CONSTANTINESCU	Marketing Campaign for Sports Clubs. Case study: Archery Club Saga
26	Eva-Cristina PETRESCU Diana IONCICĂ	A multi-risk approach in studying consumer behavior and the influence of education on the insurance market
27	Ionuț-Robert ALEXANDRU Mihaela CONSTANTINESCU	Using Marketing Research in Identifying the Best Marketing Consulting Services for Young Entrepreneurs
30	Horia MIHĂLCESCU Ana-Maria DUMITRACHE (BĂJAN)	The impact of the implementation of Big Data technologies on Romanian companies
31	Angela MADAN Mihai Ioan ROȘCA	Marketing Communication Influencing Techniques as Pillars of Modeling Country's Image

**Saturday, July 2<sup>nd</sup> 2022**

**10:00-12:00 (Bucharest, GMT+03:00)**

**Workshop – “Emerging Technologies in Social Media Marketing”**

*The workshop is part of the project: „Creșterea performanței instituționale prin dezvoltarea infrastructurii și ecosistemului de cercetare de excelență transdisciplinară în domeniul socio-economic”, ID 585 - PERFECTIS, contract 42PFE din 30.12.2021*

Chairpersons		Mihai Orzan, Professor, PhD
Paper ID	Author(s)	Paper Title
14	Cristina-Andreea NICOLAE Mihai Ioan ROȘCA	Understanding the green purchasing behaviour of millennials living in Bucharest
19	Florina BOTEZATU Ștefan-Claudiu CĂESCU Mihai-Cristian ORZAN Daniela MARINICĂ Alkadour ABDULLAH	A Survey of MarTech Adoption and Impact during the COVID crisis
21	Paul COSMOVICI Daniela MARINICĂ	The Manipulation of Images, as Personal Data, by Facebook – a Case Study for Ethical Approach
28	Maria ORZARU Mihaela CONSTANTINESCU	Understanding the Consumer of Books in the Digital Era
32	Lucia Nicoleta BARBU Mihai Cristian ORZAN Andrei CANDA	Efficiency of Online Advertising Strategies on Romanian Social Networking Websites
33	Ingrid APOSTOL Andreas FRUTH Monica NEACȘU Marian BRATU	An Empirical Study of the Impact of Artificial Intelligence on Online Social Networking Platforms in Romania
34	Elena BOSTĂNICĂ Mihai Cristian ORZAN Traian NĂSTASE	An Empirical Study of Augmented Reality (AR) Technologies Used for Tourism Marketing and Improved Travel Experience

**Paper abstracts:****11. Entrepreneurship Orientation in an Emerging Market: A Grounded theory Approach****Sadick ALHAJI HUSSEINI**

*This study explores entrepreneurship orientation in an emerging market. The review from existing literature describes the interest of marketing scholars in the understudied African emerging market. Marketing scholars have been interested in the contribution of marketing to society for the past two decades and are now focusing on the role of marketing in emerging market. From an academic viewpoint, marketing phenomena in management literature has been conducting studies in high-income industrialized countries, and managers' and academic scholars' experiences are largely presenting findings in such developed economies. However, the challenge has been that few work is reported in the marketing studies in an emerging market. The aim of the study is to explore an in-depth understanding of entrepreneurship orientation which is under researched in an emerging market. Drawing from the data obtained through an in-depth interview in sub-Saharan Africa, Ghana, a grounded theory method was used. The study validates the explanation of the concepts in an emerging market. It further contributes to the framework of entrepreneurship orientation and urges marketing scholars to view the social reality of entrepreneurship orientation in an emerging market.*

**12. Factors explaining customer trust in microfinance institutions in Cameroon: a qualitative exploratory study (virtual)****Sandrine Sara EBENDE KOUEDEI, Richard NKENE NDEME**

*This research aims to study, through an exploratory qualitative approach, factors that explain customer trust in microfinance institutions in Cameroon. To achieve this, semi-structured interviews were carried out on microfinance institutions' customers. The results show that two types of factors are likely to act on customer trust, namely factors that relate to the microfinance institution and factors that relate to third parties.*

### **13. Managing Change: In the times of Artificial Intelligence**

**Tashfeen AHMAD**

*Artificial Intelligence has changed the way we manage and market various businesses. This presentation will highlight various examples of management and marketing where AI has disrupted what we learn in traditional business courses. The examples given will be from various sectors and will help you rethink your concepts of what AI can do by sensitizing you with what AI is already doing. For example, do you know AI can smell? Do you know how this function is being used to market products to the consumers? If this got you excited, this presentation is for you. The presentation and findings will also help you rethink your career path in light of emerging trends in business.*

### **14. Understanding the green purchasing behaviour of millennials living in Bucharest**

**Cristina-Andreea NICOLAE, Mihai Ioan ROȘCA**

*In recent times, green purchasing behaviour has received considerable attention from researchers, consumers and companies. According to specialists, buying products that are sustainable and environmentally friendly is critical to reducing environmental degradation. Therefore, the main purpose of this paper is to investigate the impact of various factors on the green purchasing behaviour of Romanian consumers. The factors investigated are attitude, product knowledge and subjective norm. The current study is part of a larger quantitative research. An online survey was used to collect data, relying on convenience sampling. Data was collected from 213 green consumers living in Bucharest. Millennials represent the demographic cohort chosen for analysis. This group is considered to be the most concerned and informed about environmental problems and sustainability. The data sets obtained were analysed with the help of SPSS software package. The main statistical techniques employed were correlation analysis, independent t-test and one-way analysis of variance (ANOVA). Data analysis revealed that attitude, product knowledge and subjective norm influence in a positive manner the green purchasing behaviour of millennials living in Bucharest. The strongest correlation was found between green buying behaviour and environmental attitude. Among the socio-demographic characteristics explored, level of income had the strongest influence on buying green products. The findings presented in this study offer relevant and valuable insights regarding the green purchasing behaviour of millennials living in Bucharest. Based on these results, companies can develop tailored promotional activities that will increase the sales of organic products. We*

*hope this research theme will receive more attention at local level, considering that the organic market is rapidly expanding in Romania.*

## **15. Consumer Perspectives on Fairtrade Prices (virtual)**

**Monica M. POPA SÂRGHIE, John PRACEJUS**

*Worldwide consumer support of disadvantaged producers from developing countries has been encouraged through a variety of options, including the acquisition of Fairtrade-certified products. Prior studies have revealed that consumers' purchases of Fairtrade products are driven by moral motives and economic factors. Among the economic factors, only cursory research attention has been paid to a key aspect influencing purchases: the specific price of the Fairtrade item as compared to the price of non-Fairtrade items in the same product category. The price differential between Fairtrade and non-Fairtrade items can range anywhere from 0% to 70% or more. This aspect is becoming increasingly important in light of recent trends in some categories toward setting a Fairtrade Minimum Price level (the minimum price that must be paid by buyers to producers for a product to become certified against the Fairtrade Standards), and the changes in producers' working conditions and living standards triggered by the global pandemic. In a series of cross-cultural studies we investigate the impact of the price differential on consumers' willingness to purchase Fairtrade products. Our studies involve surveys administered to cross-sectional samples of consumers from the United States, from Canada, and samples of students from large North American universities. The surveys assessed consumers' willingness to buy Fairtrade products at various levels of the price differential (e.g., 2%, 5%, 10%, 25%, 50% higher price for Fairtrade items) in different product categories. Our analysis includes policy implications of marketing Fairtrade products to consumers, with a focus on the price component of the marketing mix.*

## **17. Currency Denomination Effect on Valuation Judgments and Risk Assessment**

**James LEONHARDT, Igor MAKIENKO**

*Counter to the principle of descriptive invariance, recent studies in behavioral economics has shown that different monetary representations of the same objective value may alter our valuation judgments. Building on these findings, the present research offers further evidence for violations of descriptive invariance by demonstrating the effect of currency denomination on perceived value.*

*We find that denomination affects valuation and risk aversion. In the context of shopping behavior, we find that the same amount of money in larger denominations is*

*perceived as more valuable than that in smaller denominations, which may result from greater ease in processing large versus small denominations. Respondents who were asked to guesstimate the size of a “food basket” they can buy with the identical amount of money suggested more food items and respectively “get” a higher bill when they were exposed to large denominations than when they were exposed to small ones. In addition, in the context of gambling behavior, we assess valuation judgments indirectly through measured risk aversion. We find greater risk aversion when gambling money were given in large versus small denominations. Moreover, we find that gamblers experience more regret when using large versus small denominations. Results of our second study also shows that familiarity may not account for the invariance effects as it was suggested earlier.*

*In general, our findings provide empirical evidence of violations of descriptive invariance in the contexts of both shopping and gambling behavior and suggest that denomination influences judgments of both value and risk. Future studies will need to examine the role of fluency, apart from familiarity, to better understand the way in which affect influences the subjective valuations of decision-makers.*

## **18. Changing the Donation Behavior of Companies Reflected in Social Involvement**

**Loredana Nicoletta MEGA, Maria Loredana POPESCU**

*The purpose of this paper is to analyze the donation behavior of companies which has changed in recent years, as they are much more involved in social sector, taking into account the legislative changes and the legal requirements that have appeared recently. This includes the concept of sustainability and the obligation of non-financial reporting of companies with over 500 employees, which determines the development of community involvement projects, which integrate sustainability in their activity, with a positive impact at social level. The study of the behavior of the companies, through direct research of qualitative nature, will include highlighting their motivations, opinions, expectations, attitudes and intentions. Will be used analysis of data from secondary sources, from statistical data provided by social and governmental institutions, non-governmental organizations, but also from research and recent articles on social marketing and its objectives to change and influence the behavior of the companies. Will be analyzed, the non-governmental sector, the beneficiary of sponsorships and donations, the important role of communication with donors and the interdependence between individual and organizational donor. More and more socially motivated companies are stepping forward with new ways to approach issues such as poverty, health, quality education and life, climate change, pollution, inequality, sustainable city and communities. The involvement of employees*

*increases the positive impact of company initiatives. Volunteering and donation represent the opportunity for employee to get involved and give to causes close to their hearts. The social projects initiated by the companies, add support for the projects of local community by involving the employee, the opinion formers, the advocacy and the decision makers, in promoting their causes.*

## **19. A Survey of MarTech Adoption and Impact during the COVID crisis**

**Florina BOTEZATU, Ștefan-Claudiu CĂESCU,  
Mihai-Cristian ORZAN, Daniela MARINICĂ,  
Alkadour ABDULLAH**

*In the simplest approach, the concept of MarTech is at the crossroads of marketing and technology and refers to all the technologies that an organization can use to conduct its marketing activities, generating a significant impact on its marketing plan, its employees, its specific processes and, ultimately, on its customers, by implementing in the fields of advertising and promotion, content and experience, social and relationship, trade and sales, data and management. Among the most important trends in the field of marketing technologies are: data unification - for their processing, analysis and effective use; creating the position of director for marketing data - meant to ensure the quality of specific processes of data collection, integration and use for marketing purposes; integration and use of artificial intelligence and automation solutions on a large scale - to streamline the organization's marketing activities and processes; personalized real-time engagement with the customer - by integrating and using marketing automation solutions based on artificial intelligence to enable an immediate response to customer actions, scenarios and preferences; protection of personal data - in the context created by the introduction and application of GDPR regulations and consumer awareness of the importance of data protection. In the present paper we present the results of a quantitative research for which its main objective was to highlight the perception of potential users on marketing technologies. The results of the research were further used to propose a conceptual model to predict the behavioral intention of users to adopt MarTech-type technologies in the companies in which they work. The conceptual model, together with further research will be used for developing an empirical model for behavioral intention of users to adopt MarTech-type technologies in companies.*

## **21. The Manipulation of Images, as Personal Data, by Facebook – a Case Study for Ethical Approach**

**Paul COSMOVICI, Daniela MARINICĂ**

*The purpose of this paper was to explore whether the use of images, by the social platform Facebook, presented ethical concerns, and whether a user was sufficiently aware when he consented to the use, of the ways in which his images could be manipulated by the platform. It is a common practice for a person to open a social media account, and to start uploading content, in order to make it available to his family, friends, clients or larger groups. However, it is not obvious, when opening such an account, that these images escape, in a sense, from the hand of the account owner. This article has reviewed the underlying relationship between a user and a platform, by analyzing the Meta (former Facebook) data privacy policy and some additional texts, underwent a step further and looked at the possible use done by the platform, and finally tried to understand how the user was given the information needed to control such use. Although the documents were clear enough for a person skilled in the legal field, the paper discussed the finding of an intent to keep a certain technical vocabulary, thus barring a non-specialized user from the clear understanding of the rights transferred to the platform. Also, there was a non-obvious differentiation of the levels of explanation, when trying to summarize a friendly approach to a new user, while the following real explanation of the rights granted to that user were highly technical. This paper tried to bring, finally, some solutions about the way the users should be informed and brought to a clearer understanding of the use of their personal data, by a social media platform.*

## **23. Difference between generations - Myth or reality? (virtual)**

**Laurențiu HAUSER**

*For a long time, I have been observing an increasing number of different opinions about alleged clichés about generations, Z vs. Y vs. X etc. Interestingly, these even contradict each other, depending on which topic the author would like to push. Such trends can negatively influence companies in their decisions, decisions on topics such as employee motivation: How do I motivate the generations? Can you generalize and say that there are different motivators for each generation? Actually, it should become clear to everyone on closer reflection that a generalization of a whole group of people with arbitrary birth year categories would somehow be just as dubious as with horoscopes or other "pigeons". Nevertheless, many unthinkingly prefer to believe that this sorting of categories makes sense and has now become a business model for many "professionals" or good material for clickbait journalism. Anyone who thinks that a*

*short search is sufficient to find a few studies that scientifically prove the differences between the generations is wrong! Getting a clear picture of how different generations need to be addressed, managed and motivated is nearly impossible from most existing studies. What we find when researching is a bunch of studies with partly contradictory results. Meta-studies often fail to identify any differences between generations, or only very small ones. All the "talk" about the differences between the generations: how unscientific! In general it can be said that "everyone changes their attitudes as they get older".*

## **25. Marketing Campaign for Sports Clubs. Case study: Archery Club Saga**

**Malina-Simona MIHALCEA, Mihaela CONSTANTINESCU**

*Over the years, along with the technological development and the migration of numerous activities from the offline to the online, we have come to live in a world where sedentarism prevails. In this context, now more than ever, sport has an essential role in the harmonious development of the young generations, as well as in maintaining the physical health of each individual. In Romania, since our first participation at the Olympic Games in 1900, sport has occupied a place of honor and athletes have been continuously supported to reach performance, while aiming to popularize and normalize an active lifestyle among the general population. However, coming out of the communist era (early 90's) meant also the end of coherent strategies for sport and, thus, no more results in European and international competitions. When looking at a local level, this responsibility falls in the hands of local sports clubs so that every citizen can be given the opportunity to enjoy the benefits of doing sports, while sport passionates shall have, through appropriate coaching and guidance, the chance to reach performance. As such, this paper aims to emphasize the key role that marketing has in the sport industry and the importance of the promotional activities for the growth of local sports clubs. More specific, this paper comprises a description of the sports market, and at a local level, the situation of archery in Bacau city through an analysis of SAGA, the only archery club in town. The paper presents the results of a quantitative research aiming to uncover the attitudes, perceptions and behavior of Bacau citizens regarding sports in general, and in particular, archery. Based on these results, and on the current situation of SAGA sports club, in the last part of the paper we propose a promotional campaign for this club.*

## **26. A multi-risk approach in studying consumer behavior and the influence of education on the insurance market**

**Eva-Cristina PETRESCU, Diana IONCICĂ**

*A multi-risk approach is needed on the insurance market in the context in which the insured and the insurers face challenges related to the Covid pandemic, to natural disasters, but also numerous problems related to macro-environmental and micro-environmental factors. In order to study the consumer's behavior on the insurance market and to see how the perception is influenced, we conducted a research based on secondary sources on risk factors and a quantitative research on the perception of insurance services and the influence of education. The study showed that the insurance market is influenced by a multitude of factors related to the crisis triggered by the Covid-19 pandemic, economic factors related to the unstable economic environment, problems related to the competitive market environment and natural disasters. The research indicated that lifestyle and buying behaviors were influenced by the pandemic, the education process met with changes and the perception on insurance was favorable, being considered useful during this period.*

## **27. Using Marketing Research in Identifying the Best Marketing Consulting Services for Young Entrepreneurs**

**Ionuț-Robert ALEXANDRU, Mihaela CONSTANTINESCU**

*Young entrepreneurs need guidance because they come with a lot of energy and desire to do something, but if this energy is not properly directed and concentrated with the help of specialists, it will not materialize in anything constructive. This is where the role of the marketing consultant comes in, to help the entrepreneur understand what the clients' needs are, what the company can offer and how the two can be correlated so that in the end there is a mutually beneficial relationship. This paper presents the results of two researches, a qualitative one (using in-depth interview) among experienced entrepreneurs and a quantitative one (using survey) among young entrepreneurs at the beginning of the road. The aim of the qualitative research was to identify the marketing consulting services that entrepreneurs need in order to optimize the businesses they own and increase customer satisfaction. The objectives of this research include highlighting the importance of marketing for business growth, the perception of the need for marketing consulting and identifying the types of services needed in marketing consulting. The quantitative research aimed at identifying marketing consulting services for which entrepreneurs at the beginning of the road show interest, having as a basis for comparison the perception of entrepreneurs with*

more experience, so as to correlate them in order to obtain the optimal mix of services. Following the process of comparative analysis between the way experienced entrepreneurs see consulting and marketing services and the way entrepreneurs perceive them at the beginning of the road, we have built a proposition for implementing a service offer to help young entrepreneurs in terms of activity marketing.

## **28. Understanding the Consumer of Books in the Digital Era**

**Maria ORZARU, Mihaela CONSTANTINESCU**

*Books have the power to transform people's lives. It is not an understatement to claim that the world we know today would not have developed as it has if books had not existed. Books have long been a staple of education and entertainment, and they remain an important tool for the investigation and dissemination of ideas. Over the years, the book industry has become larger and larger and, like many other industries undergoing transformation, new technologies are facilitating a shift in who determines the industry's value. The Internet paved the way for new technologies to emerge, allowing for changes in sales/distribution, publication, and where material might be accessed. With the rise in popularity of the e-book in the twenty-first century, for businesses and marketers, the process of understanding, analyzing and tracking consumer behavior is crucial for leading to a better understanding of the consumer and consequently, to a successful approach. Therefore, the study of consumer behavior represents the incipient stage of the journey to meeting consumer's expectations and needs. This paper presents the results of a quantitative research with the main purpose of describing a clear perspective on book consumer behavior, what factors influence their book purchasing decisions, reading habits and preferences and some of the individuals' favorite things about reading and books. One of the most conclusive questions for this research focused on the book format the participants use, obtaining a very big and unexpected proportion of respondents claiming that they still read printed book, which proves that books still hold their magic, despite different digital means of reading such as e-books.*

### **30. The impact of the implementation of Big Data technologies on Romanian companies**

**Horia MIHĂLCESCU, Ana-Maria DUMITRACHE (BĂJAN)**

*This paper describes the impact of digital transformation, mainly the Big Data technology implementation in a sample of Romanian companies. We investigate a cluster of big Romanians companies to find the degree of digitalisation and implementation of industry 4.0. connected technologies like AI, Big Data, Cybersecurity etc., and what is the impact on their evolution. The main findings are that Big Data technologies has positive impact on companies but in different degrees, also we find that main subject of Big Data implementation is in operational and marketing areas.*

### **31. Marketing Communication Influencing Techniques as Pillars of Modeling Country's Image**

**Angela MADAN, Mihai Ioan ROȘCA**

*The present period of globalization has an essential impact on marketing communication, while it is required to metamorphose its existing techniques. The research aims to explore the evolution of influencing techniques used in marketing communication from a traditional to a modern approach in a complex analysis with respect to modeling the country's image. The measuring of a multi-dimensional construct of modeling a home country's image was tested with the implication of city image, corporation image, product brand, personal image, and digitalization. The paper outlined the city's image, corporation image, product brand, and personal image with all related marketing communication techniques. Their positive impact on the image of their country was significant. This editorial adds a contribution to the scientific literature's body of knowledge. It can be concluded that marketing communication techniques imply a positive effect on cities, companies, brands, and residents that subsequently have a positive effect on their home country's image.*

### **32. Efficiency of Online Advertising Strategies on Romanian Social Networking Websites**

**Lucia Nicoleta BARBU, Mihai Cristian ORZAN,  
Andrei CANDA**

*Social networking websites have constituted the backbone of online marketing campaigns for the last decade. The advertising budgets migrated to online tools steadily since the end of the last century, and for the past decade they became the preferred tool for most marketing campaigns around the world. Romania's market had caught a little late on this trend, but for the last few years marketers have tried to make up for lost time and transferred most of their budgets in online, and advertising on social networking websites constituted the bulk of their efforts. The aim of our study is to determine the impact of online advertising in social networking websites on Romanian consumers and to determine if there are any significant differences to related regional markets.*

### **33. An Empirical Study of the Impact of Artificial Intelligence on Online Social Networking Platforms in Romania**

**Ingrid APOSTOL, Andreas FRUTH,  
Monica NEACȘU, Marian BRATU**

*Online social networking has been, for the last decade, the most sought after medium for engaging young audiences and discovering new trends and consumption patterns. It led to the inception and then an unprecedented emergence of social media marketing as one of the most important tools of modern companies. However, in recent years, social networking platforms are transformed by a number of emerging information and communications technologies, including virtual and augmented reality, big data analytics, and various forms of artificial intelligence, which in turn force social media marketers to adapt their strategies and the tools they are using to reach their customers. In this article we are reporting on a series of qualitative and quantitative studies among social networking websites users, in order to assess how artificial intelligence technologies impact their online behaviour and their social interactions, in order to better understand and support future online marketing strategies.*

## **34. An Empirical Study of Augmented Reality (AR) Technologies Used for Tourism Marketing and Improved Travel Experience**

**Elena BOSTĂNICĂ, Mihai Cristian ORZAN,  
Traian NĂSTASE**

*Augmented reality (AR) is fast becoming one of the staples of modern communication, and the tourism industry is potentially one of the most important beneficiaries of this new type of information technology. Its intrinsic characteristics make it very well adapted to mediate and improve the experience of tourists during their visit to various types of destination and attractions. Augmented reality technologies have the potential to help tourism providers promote destinations in more compelling and immersive ways. Our article identifies and discusses various opportunities to use augmented reality in tourism, reviewed the relevant published literature for current AR applications that can be used for tourism marketing, and highlighted research gaps.*



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