

ETIMM Conference – June 09th-10th, 2023, Bucharest, Romania



EVENT PROGRAM

BUCHAREST 2023



ETiM&M

EMERGING TRENDS IN MARKETING AND MANAGEMENT



Organized under the patronage of the
Marketing School, The Bucharest University of Economic Studies
Bucharest
2023

**8th Emerging Trends in
Marketing and Management
International Conference**

Conference Program

**June 9th – 10th, 2023
Bucharest, Romania**

Friday, June 9th 2023

11:00 – 12:30 (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

Andreea Orîndaru, Lecturer, PhD – ETIMM Communication Manager, Lecturer at the School of Marketing, The Bucharest University of Economic Studies

Keynote speaker – *Alan Shaw* – Chair of the Retail Institute Special Interest Research Group at Leeds Beckett University: *How the Metaverse and blockchains will change marketing*

12:30 – 14:30 (Bucharest, GMT+03:00)

Session I

Chairperson		Mihaela Constantinescu, Associate Professor, PhD
Paper ID	Author(s)	Paper Title
56	Natasha NAGEL Monica POPA SÂRGHIE	The Influence of Life Events on Young Consumers' Compulsive Shopping Tendencies
53	Dumitru GOLDBACH Mădălina VIȘAN Valeria Oana PARASCHIV Ionel DUMITRU	Digitalization of public services and the services quality perception
54	Dumitru GOLDBACH Mircea POPA Antonia Steliana VASI Mădălina VIȘAN Ionel DUMITRU	Changes in consumption behavior in periods of inflation
62	Pingjun JIANG	Discovering Efficient Keywords – An Exploratory Study on Comparing the Use of ChatGPT and Other Third-party Tools
55	Iuliana CETINĂ Mircea POPA Valeria Oana PARASCHIV	Models for evaluating the quality of public administration services
58	Violeta RĂDULESCU Marilena Ionica RĂDULICĂ Dumitru GOLDBACH	The role and place of marketing audit in banking organizations
66	Vlad BRANGA	How Is Diversity Represented in Basketball Organizations Active in the Romanian National Basketball League
59	Mihai PRELIPCEAN Mihai-Cristian ORZAN Iasmina-Iulia GRĂDINESCU	The Impact of Blockchain Technology on Marketing through Social Media
70	Claudia-Maria MIU Mihai-Cristian ORZAN	Teenagers Consumer Behavior regarding social media
72	Elena BOSTĂNICĂ Mihai-Cristian ORZAN	Understanding User Motivations for Engaging with AR Filters on Social Media: An Exploratory Study

14:30 – 14:45 (Bucharest, GMT+03:00)

Short break

14:45 – 16:45 (Bucharest, GMT+03:00)

Session II

Chairpersons		Mihaela Constantinescu, Associate Professor, PhD
Paper ID	Author(s)	Paper Title
60	Georgiana RUSU Mihai-Cristian ORZAN Petre Sorin SAVIN Elena GOGA Mihai PRELIPCEAN	The Role of Social Media in Marketing Integrated Communication Strategy in Creating and Nurturing Relationships for New Brands: A Consumer Behavior Perspective
61	Serveh SAEIDI	Recognizing and Ranking the Most Important AI Applications in Online Marketing
63	Iasmina-Iulia GRĂDINESCU Elena GOGA Mihai PRELIPCEAN Cristian GHEORGHE Mihai-Cristian ORZAN	Controversies and ethical challenges: ChatGPT and its impact on Customer Experience and Marketing. A study of professionals' perception towards this emerging trend
68	Douglas CHIGUVI Thuso SEPEPE	An Assessment of Customer Perceptions Towards Product Packaging Design Changes
64	Elena GOGA Iasmina-Iulia GRĂDINESCU Georgiana RUSU Petre Sorin SAVIN Cristian GHEORGHE Gheorghe ORZAN	The Fears Perceived by Young Romanian People Entering an Increasingly Unstable Labor Market in a Post-Pandemic Society
65	Giulia-Elena ZAHARIA Iuliana CETINĂ	Research based on secondary data into the influence of colours on the online

	Ingrid-Georgeta APOSTOL	consumer's behaviour
67	Marjan ENTEKHABI	Human Capital in Developing Countries: Common Challenges and the Path Forward
69	Cristina RADU Mihaela CONSTANTINESCU Alexandru Ion OLTEANU	Using the Right Content on Social Media to Enhance Consumer Engagement
71	Lucia Nicoleta BARBU Mihai-Cristian ORZAN	The Impact of the COVID-19 Pandemic on Social Media Promotion Strategies of Companies in Romania - Theoretical Aspects
73	Diana Elena DRĂGHICI Mihaela CONSTANTINESCU Andreea ORÎNDARU	Revolutionizing Marketing Research Through AI: comprehensive review of the past, present, and future

Saturday, June 10th 2023

10:00 – 12:00 (Bucharest, GMT+03:00)

Workshop „Building customer relationship management platforms: lessons from the present and where are we headed?” - POC program, project number P_40_382/119598–ASECOMP

