

ETIMM Conference – July 1st-2nd, 2021, Bucharest, Romania



# EVENT PROGRAM

BUCHAREST 2021



# ETiM&M

## EMERGING TRENDS IN MARKETING AND MANAGEMENT



Organized under the patronage of the  
Marketing School, The Bucharest University of Economic Studies  
Bucharest  
2021

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

**Conference Program**

**July 1<sup>st</sup>-2<sup>nd</sup>, 2021  
Bucharest, Romania**

## **Thursday, July 1<sup>st</sup> 2021**

### **11:45 – 12:00 (Bucharest, GMT+03:00) Joining the virtual videoconference meeting**

Zoom registration link for the 1<sup>st</sup> day of conference (*advance registration needed*):

<https://us02web.zoom.us/joining/register/tZcpcOmorT0iGty1a0PARTJ6g0KcMPeYErTV>

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

### **12:00 – 13:30 (Bucharest, GMT+03:00) Opening Ceremony**

**Welcome speech** from the Bucharest University of Economic Studies;

**Keynote speaker** – *Alan Shaw* – a senior lecturer in Digital Marketing at Leeds Beckett University: *What is social listening and why it is an important tool for researchers?*

### **14:00 – 16:30 (Bucharest, GMT+03:00)**

#### **Session I (virtual videoconference meeting)**

Link to Evaluation form for articles presented in Session I:

<https://forms.gle/EQxeUB6tY6mu1rxm9>

## **Friday, July 2<sup>nd</sup> 2021**

### **11:45 – 12:00 (Bucharest, GMT+03:00) Joining the virtual videoconference meeting**

Zoom registration link for the 2<sup>nd</sup> day of conference (*advance registration needed*):

<https://us02web.zoom.us/joining/register/tZYtdemhrj0sH9NFbgKxfm-LxznNGhcxy4AJ>

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

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

**Keynote speaker – *Özgün Erler Bayir*** – Associate Professor of International Relations at Istanbul University, Faculty of Political Sciences: *EU Funding Schemes and Research Grants & The New Framework Programme (2021-2027)*.

### **13:30 – 16:00 (Bucharest, GMT+03:00)**

#### **Session II (virtual videoconference meeting)**

Link to Evaluation form for articles presented in Session II:

<https://forms.gle/JMpskR9X2EKTU3kT7>

### **16:00 – 16:15 (Bucharest, GMT+03:00)**

**Closing session.**

**Virtual Session I – 14:00-16:30 (Bucharest, GMT+03:00)****Thursday, July 1<sup>st</sup> 2021**

<b>Chairpersons</b>		<b>Alan Shaw</b> <b>Andreea Orîndaru</b>
<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
21	Theoneste MANISHIMWE Lukman RAIMI	Impact of EM on the organisational performance of small business enterprises in Yola, Northeast of Nigeria
25	Peter SCHNECKENLEITNER	The Social Media Use of the 20 Largest Listed Austrian Companies - Effective Networking Tool or Mere Showcase Function?
26	Idil ATASU Aslihan NASIR Hande TURKER	The Impact of Trust and Privacy on Wearable Medical Device Usage Intention
32	Olga VASILYEVA Olga KURASOVA Vlada MAMONTOVA	Promotion of technologies in the Russian rehabilitation equipment market (by the example of the NEUROCHAT hardware and software complex)
34	Janina SÜRKEN Sören SUNDERMANN	"Online Touchpoints Matter!" - An Empirical Analysis of Consumer-Brand Relationships in Retail Settings
<b>A refresh break (10 minutes)</b>		
36	Olga BURUKINA	Systemic management of tourism projects for sustainable tourism development
39	Brent MCKENZIE	Retail Brand Evolution: The Case of Tallinna Kaubamaja - Estonia's Department Store
40	Laurent CARPENTIER Aurély LAO	Exploratory qualitative study of inter-organizational commitment in a specific BTOB context
51	Maria Andreea TILIBAŞA Carmen ACATRINEI	Insights into the Digital Transformation of the Educational System in the Context of Covid-19 Crisis
49	Ancuţa REMETE Laura BACALI Ioan Claudiu REMETE	Neuromarketing and theoretical debates about neuroscience and its link to other fields of knowledge

**Virtual Session II – 13:30-16:00 (Bucharest, GMT+03:00)****Friday, July 2<sup>nd</sup> 2021**

<b>Chairpersons</b>		<b>Carmen Acatrinei Alin Stancu</b>
<b>Paper ID</b>	<b>Author(s)</b>	<b>Paper Title</b>
37	Olga BURUKINA	University internal communication in the digital era: Finding a systemic approach
42	Jelena FILIPOVIC	Promotion of the Local Food: Does It Pay off for the Retailers?
43	Sandro GRAF	Design Thinking for Strategizing? – A Critical Literature Review
46	Natalia VANCISINOVA Anna PILKOVA	COVID-19 and its impact on coworking spaces in Slovakia
52	Krzysztof BORODAKO Jadwiga BERBEKA Michał RUDNICKI Mariusz Łapczyński	Online visibility and knowledge-intensive business services performance: the scope of interrelatedness
<b>A refresh break (10 minutes)</b>		
24	Cristina Andreea NICOLAE Mihai Ioan ROȘCA	Is Climate Change More Serious than International Terrorism? Evidence from European Countries
27	Sandrine Sara EBENDE KOUEDI Richard NKENE NDEME	The Moderating Role of Perceived Risk in Building Initial Trust Towards An Unknown Brand
29	Silvia Ionela DUSA	The Future of smart city branding – beyond the pandemic
31	Mihai Ioan ROȘCA Angela MADAN	City Marketing – Bucharest Case Study

<b>50</b>	Ancuța REMETE Laura BACALI Ioan Claudiu REMETE Ioana Diana BAIDOC	Election marketing and neuromarketing from a politician's perspective. A thematic analysis of the content of interviews conducted in the pre-campaign during the SARS-Cov-2 pandemic in Romania
<b>53</b>	Denisa-Roxana MUNTEAN Ștefan-Claudiu CĂESCU	Color perception analysis on consumers



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