ETIMM Conference – November 12th-13th, 2026, Bucharest, Romania

EVENT PROGRAM

BUCHAREST 2026

ETiM&M

EMERGING TRENDS IN MARKETING AND MANAGEMENT

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ACADEMIA DE STUDII ECONOMICE

Organized under the patronage of the
Marketing School, The Bucharest University of Economic Studies
Bucharest
2026

11th edition Emerging Trends in Marketing and Management International Conference

Conference Program

November 12th-13th, 2026

Bucharest, Romania

Thursday, November 12th, 2026

We invite you to join our Zoom session using these login details:

Zoom link https://sl1nk.com/shoq9v2

Passcode: 668731

10:00–10:10 Opening ceremony

Welcome speeches

Ionel Dumitru, Professor, PhD — ETIMM Conference Chair
Marketing School, The Bucharest University of Economic Studies

10:10–11:00 Keynote speaker

Andrei Cânda, PhD

Beyond Traditional Research: The Future of Consumer Insights. Exploring Neuromarketing, AI & Experiential Research

Andrei Cânda is Managing Partner and Co-Founder of iSense Solutions, with a PhD in Marketing. Having more than 19 years of experience in marketing research, he oversees and supervises projects across various sectors, such as consumer goods, retail, media, tourism, automotive, IT&C, and healthcare.

11:00–11:30 Break

11:30–13:15 Session I

Chairperson: *Mihaela Constantinescu, Associate Professor, PhD*

ID	Author(s)	Paper title
206	Simon Fauser	Human vs. AI Influencers: The Role of Perceived Quality, Trustworthiness, and Differentiation Abilities on the Impact of AI Influencers
224	Denisa Zamfir-Baciu	Mapping the Research Landscape of AI-Generated Content on Social Media and Its Influence on Consumer Behavior: A Bibliometric Approach
219	Cristina-Andreea Cernat	From Digital Adoption to Generative AI: The Evolution of Online Consumer Behavior in Romania (2022–2026)
218	Delia Vrânceanu	Disclosed by Design? AI Content Labels and Perceived Authenticity among Romanian Gen Z Consumers
225	Andreea-Cristina Stoica	Does Content Format Matter? A Systematic Review of Generative AI Disclosure and Consumer Responses in Marketing and Advertising
227	Denisa-Andreea Profir	Debiasing or Amplifying? A Review of Generative Ai's Role in Consumer Purchase Decision-Making
220	Brîndușa Bîrsan	From Influencer Marketing to AI-Driven Advertising: Ethical Challenges in the Digital Marketing Ecosystem

**Even though included in the program, participating in the Emerging Trends in Marketing and Management international conference can happen only when all the registration conditions have been completed (please contact the conference organizing committee at conference@etimm.ro for details).*

13:15–13:30 Break

13:30–15:00 Session II

Chairperson: *Andreea Pachițanu, Lecturer, PhD*

ID	Author(s)	Paper title
230	Daniel Moise	The Role of Brand Values in Consumer Purchase Decisions
228	Mina Raissifard	Aligning Purpose and Practice: Exploring Innovative CSR Strategies and Their Communication in Law Firms
215	Ioana-Elena Botescu	From Greenwashing to Greenhushing in Strategic Communication: A Systematic Literature Review
214	Andra Dănescu	Communication Effectiveness in the Romanian Non-Profit Sector: A Longitudinal Content Analysis of NGO Campaigns
216	Anca Ioana Blaga (Martin)	Platform-Amplified Crises: How Romanian Companies Respond to Social Media Paracrises in an Algorithmic Media Environment
223	Iulian Andrei Pavel	Artificial Intelligence and the Fan Relationship: Opportunities and Authenticity Challenges in Sports Marketing

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15:00–15:15 Break

15:15–16:45 Session III

Chairperson: *Andreea Orîndaru, Lecturer, PhD*

ID	Author(s)	Paper title
221	Alexandra-Elena Sonel	Neuromarketing and Advertising Effectiveness: A Systematic Literature Review and Bibliometric Analysis of Web of Science Publications
226	Augusta Terezia Sabou	Perceived Autonomy of Frontline Employees and Customer Experience in Retail: A Structured Literature Review
229	Natalia Gabriela Leca (Cernat)	Artificial Intelligence in Cosmetic Dermatology and Beauty Retail: A Bibliometric Analysis of Emerging Research Trends
222	Alexandru-George Andrei	Customer, Co-Creator or Product? Rethinking the Student's Role in AI-Enabled Higher Education: An Integrative Review
209	Ioana-Roxana Bobric	Gen Z and Academic Libraries in 2026: An International Comparative Study

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