

DoCo2026, INTERNATIONAL DOCTORAL CONFERENCE

Transilvania University of Braşov June 24–25, 2026, Sergiu T. Chiriacescu Aula, Address: 41A, Iuliu Maniu St., Braşov

Day 1 – June 24, 2026

08:30–9:00	Registration					
09:00–09:30	Welcome messages: Prof. Dr. Ioan-Vasile ABRUDAN, Rector Prof. Dr. Carmen BUZEA, Vice-Rector for Research and IT, UNITBV Prof. Dr. Eng. Cătălin ALEXANDRU, Director of the Council for Doctoral Studies, UNITBV Prof. Dr. Mona ARHIRE, Director of the Interdisciplinary Doctoral School, UNITBV					
09:30–10:30	Plenary Speech: Dr. Kai Schafft, PennState: The Pennsylvania State University, USA <i>Ethics and the Use of AI in Research</i>					
10:30–11:00	Coffee break					
	Room U.I.2 Philology Moderator: Dr. Ileana Botescu-Sireţeanu	Room U.I.3 Medicine Moderator: Dr. Tudor Badea	Room U.I.6 Electronics, Telecommunications and Informational Technologies Electrical engineering Moderator: Dr. Ioan Şerban	Room U.I.7 Sociology Moderators: Dr. Codrina Czesznek, Dr. Kai Schafft	Room U.II.2 Mathematics Moderator: Dr. Radu Păltănea	Room U.II.3 Forestry Forest Engineering Moderator: Dr. Mihai Niţă
Concurrent sessions	11:00–12:00 1. Marcela Wiktorja Sieradzka, UW, Poland <i>Civilisational thought in Portuguese baroque dialogues: literary paraenesis and performativity in the civilizing process among the elites of seventeenth-century Portugal</i> 2. Ismet Dilaver, UAB, Alba Iulia <i>The Clash between Existentialism and Materialism in Francis Scott Fitzgerald's The Great Gatsby</i> 3. Teodora Balan, UB, Bucharest <i>The Surrealist Revolution: Rediscovering Reality Through the Logic of Childhood</i> 4. Bogdan-Gabriel Crăciun, UB, Bucharest <i>Outlooks On the Literary Canon: Lucian Blaga and T.S. Eliot</i> 5. Ciprian Apetrei, UB, Bucharest <i>Writing as a Form of Survival: Memory, Exile, and Identity in Ada d'Albon's Work</i>	1. Adrian Ramírez Quintana, UNITBV <i>Nosocomial infections in paediatric surgery: risk factors and predictive model</i> 2. Aleyma Veliz Pérez, UNITBV <i>Association between subclinical cardiac biomarkers and carotid plaque parameters (hemodynamic parameters) evaluated by advanced Doppler in an asymptomatic high-intermediate cardiovascular risk population. (clinical, hemodynamic, and serum parameters)</i> 3. Eimy Guillen Segura, UNITBV <i>Development and validation of a geriatric-sensitive postoperative quality-of-life questionnaire for elderly patients after inguinal hernia repair in Romania</i> 4. Yasmany Fornaris Cedeño, UNITBV <i>Preserving Spinal Column Integrity in Spinal Metastases: A Surgical Perspective and Scoping Review of Denosumab vs. Bisphosphonates</i>	1. Roxana Florina Iamandii, UNITBV <i>PLC integration in industrial control assisted by Artificial Intelligence</i> 2. Julio Espinosa Domínguez, UNITBV <i>Advanced control of battery energy storage to mitigate frequency dependence of electric arc furnaces in weak power systems</i> 3. Florin Corciova, UNITBV <i>Telemetry Using Low-Resolution IR Arrays for Motorcycle Tire-Road Monitoring</i> 4. Teodora Popa, UNITBV <i>Situation Awareness based on Remote Sensing Data</i>	1. Marton Szasz, UB, Bucharest <i>Conceptualizing State Deviance in the European Union: A Sociological Approach</i> 2. Gabriella Janka Ajtay, Nemzeti Közszeológálati Egyetem, Ludovika Public Service University <i>The Impact of US and EU Foreign Policy on the Transformation of the Middle East Order</i> 3. Muhammad Ali, University of Pecs <i>The Weight of Digital Evidence: An Empirical Study of Factors Influencing Admissibility and Exclusion</i> 4. Dani Roşca, UBB, Cluj-Napoca <i>Home Sweet Home? Identity Formation, Liminal Belonging, and Language in Return Migration to Romania</i>	1. Kamal Jarrar, Université de Pau et des Pays de l'Adour <i>Signature-Based Feature Learning for Human Activity Recognition: A Reproducible Machine Learning Study of Representation, Depth, and Model Choice</i> 2. Laura Constandache, National University of Science and Technology POLITEHNICA Bucharest <i>Mean-valued iterative procedures for fixed point problems (PhD research plan - general outline)</i> 3. Ani-Elena Irimia, National University of Science and Technology POLITEHNICA Bucharest <i>Filtering and approximate deconvolution methods for fluid flow modelling</i> 4. Diana-Ioana Păduraru, National University of Science and Technology POLITEHNICA Bucharest <i>Iterative procedures in nonlinear analysis</i> 5. Bogdan-Cristian Anghelina, UNITBV <i>On mixed possibly infinite iterated function systems</i>	1. Ana Gertrudis Trocones Boggiano, UNITBV <i>Radial variation in selected physical and mechanical properties of Cuban pine (pinus Caribaea m. Var. Caribaea b&amp;g) wood (Native vs. Plantation)</i> 2. Petruţ Fola, UNITBV <i>Properties of Cross-Laminated Timber (CLT) Composites made from Various Softwood Species</i> 3. Ioan-Aurelian Mitrofan, UNITBV <i>Forest Fires: Ecological Impact on Forest Stands, Dynamics and Causes.</i> 4. Ana-Maria Angelescu, UNITBV <i>Comparison Between End Mill and Frontal Cutting Tools: Influence of Stepper, Depth of Cut and Wood Species on Surface Quality in CNC Milling, Compared with Shaving Reference Surfaces</i>
	12:00–13:30 6. Teodor-Adrian Simiras, UCV, Craiova <i>Nature as a Punitive Instrument: An Ecocritical Reading of the Flood Myth in Genesis and Ovid's Metamorphoses</i>	5. Lilianny Rivero Ramirez, UNITBV <i>The effect of antioxidants on hepatic diseases</i> 6. Elena Rusu, UNITBV	5. James Sora, UNITBV <i>Implementation of a laboratory setup for testing an EV-interactive smart microgrid</i> 6. Mohamed Osman, UNITBV	5. Muazu Abdullahi Ishaq, Federal University Dutse, Nigeria <i>Application and Challenges of Intelligence-led Policing in the Security</i>	6. Octavia-Maria Hapenciuc, UNITBV <i>Behaviour of solutions for a thermoelastic Cosserat medium with temperature gradients</i>	5. Roxana Gall, UNITBV <i>Moisture Behaviour of Glulam Made from Mixed Species</i> 6. Maria Boroeanu, UNITBV

	<p><b>7. Angelia Subin, UVT, Timișoara</b> <i>The Carpathian Sublime in the 19<sup>th</sup>-century English Travel Writing: Elevation or Entrapment?</i></p> <p><b>8. Alina Tacu, UAIC, Iași</b> <i>Beyond Feminist Poetics as Method: Reframing Showalter's Feminine, Feminist and Female</i></p> <p><b>9. Violeta Ronciș, UB, Bucharest</b> <i>Silence in Paul Auster's The New York Trilogy</i></p> <p><b>10. Ana Maria Bordea, UNITBV</b> <i>Collective cultural amnesia and therapy through storytelling in Turkish literature</i></p> <p><b>11. Alexandru-Bogdan Parliteanu, UAB, Alba Iulia</b> <i>Conceptual parallels between Kazuo Ishiguro's Klara and the Sun and the Manipura Chakra</i></p>	<p><i>Assessing The Effects of Melotherapy in the Management of Major Burn Patients</i></p> <p><b>7. Oana-Monica Stanciu, UNITBV</b> <i>Gaps in Hepatitis B Screening and Patient Follow-Up: A Cascade of Care Analysis Based on National Surveillance Data in Romania (2018–2023)</i></p> <p><b>8. Dina Olteanu-Pascal, UNITBV</b> <i>Traducere, adaptare și validare a scalei SDSC în populația pediatrică din România: studiu pilot</i></p>	<p><i>Control of Electric Vehicle Charging Stations with Renewable Energy Sources</i></p> <p><b>7. Adriana-Georgiana Rujoi-Nan, UNITBV</b> <i>Earth Observation Data Analysis for Applications in Agriculture</i></p> <p><b>8. Alexandru Puscasu, UNITBV</b> <i>Hardware-Software Analyses with Prometheus for Embedded Systems Optimization</i></p> <p><b>9. Matei Debu, UNITBV</b> <i>A PRISMA-based Hyperspectral Dataset for Agriculture</i></p> <p><b>10. Alessandro Mateos Sierra, UNITBV</b> <i>Analysis of Lempeș fortress (Hărman, Romania) using remote sensing tools</i></p>	<p><i>Management of Kano Metropolis, Kano State, Nigeria</i></p> <p><b>6. Adrian Lăzărescu, UB, Bucharest</b> <i>Student voices in the pandemic: a mix-methods study of Romanian student unions' communication strategies during the COVID-19 crisis</i></p> <p><b>7. Riccardo Pio Scuccimarra, University of Foggia</b> <i>From narrative strategies to socio-analytical models: the Hybrid Ecomuseum as a "social heart" against peripheralization</i></p> <p><b>8. Adina Daniela Todoran, Titu Maiorescu University, Bucharest</b> <i>Flexible work arrangements as a mechanism for promoting work-life balance. A review of best practice models under Romanian law</i></p>	<p><b>7. Stefan Pirlog, UNITBV</b> <i>Study of plane boundary value problems in the asymmetric elasticity theory</i></p> <p><b>8. Ioana – Antonia Țacă, UNITBV</b> <i>Applications of a Stochastic Order in Metric Spaces</i></p> <p><b>9. Eduard Marian Druga, National University of Science and Technology POLITEHNICA Bucharest</b> <i>Optimizare pentru sisteme de mari dimensiuni</i></p> <p><b>10. Catalina Nenitescu, National University of Science and Technology POLITEHNICA Bucharest</b> <i>Sharp Approximations for the Error Function Through Convex Combinations of Sigmoid Functions</i></p> <p><b>11. Andreea Cunțan, UBB, Cluj-Napoca</b> <i>A Generalized Integral Operator and a Family of Associated Classes of Analytic Functions</i></p>	<p><i>Is there life on concrete dams?</i></p> <p><b>7. Erick O. Osewe, UNITBV</b> <i>Unlocking pathways to livelihood improvement through valuation of ecosystem services in Kakamega Forest, Kenya</i></p> <p><b>8. Mihnea Molnar-Varlam, UNITBV</b> <i>Traditional Romanian Aesthetics Transferred into Sustainable Design in the Digital Era</i></p> <p><b>9. Diana-Elena Dumitru, UNITBV</b> <i>Influența drumurilor forestiere asupra dezvoltării arborilor</i></p> <p><b>10. Ioana Bianca Birza, UNITBV</b> <i>Variabilitatea genetică a populațiilor de cerb lopătar din România</i></p>
13:30-14:30	Lunch break					
	<p><b>Room U.I.2</b> <b>Philology</b> Moderator: Dr. Rodica Ilie</p>	<p><b>Room U.I.3</b> <b>Medicine</b> Moderator: Dr. Tudor Badea</p>	<p><b>Room U.I.6</b> <b>Electronics, Telecommunications and Informational Technologies</b> Moderator: Dr. Ioan Șerban <b>Industrial engineering</b> Moderator: Dr. Luminița Pârv</p>	<p><b>Room U.I.7</b> <b>Sociology</b> Moderators: Dr. Codrina Czesznek, Dr. Kai Schafft</p>	<p><b>Room U.II.2</b> <b>Mechanical Engineering</b> <b>Automotive Engineering</b> Moderators: Dr. Cătălin Alexandru, Dr. Adrian Șoica</p>	<p><b>Room U.II.3</b> <b>Environmental Engineering</b> <b>Materials Engineering</b> <b>Civil Engineering</b> Moderators: Dr. Alexandru Eneșca Dr. Radu Muntean</p>
14:30-15:30	<p><b>1. Elena-Gabriela Lung, UNITBV</b> <i>Perspective mentalitar-estetice asupra conceptului de abandon în romanul occidental modern și contemporan</i></p> <p><b>2. Ana-Maria Dumitrașcu, UNITBV</b> <i>La poétique des frontières – Lecture de l'œuvre de Milan Kundera entre limite et transgression</i></p> <p><b>3. Claudiu-Adrian Lungu, UNITBV</b> <i>Incubatorul de genii literare – Masteratul de Scriere Creativă de la University of East Anglia (Angela Carter, Ian McEwan, Kazuo Ishiguro)</i></p> <p><b>4. Simona Madalina Cautiș (Chirilă), UB, Bucharest</b> <i>Lectura ca terapie (Biblioterapia)</i></p>	<p><b>1. Aloyma Veliz Perez, UNITBV</b> <i>Investigation of RGC survival and axonal regeneration in Optic Nerve Crush model using ret Neurotrophic receptor KO mice</i></p> <p><b>2. Gisselle Fernández Peña, UNITBV</b> <i>Clinical and histopathological characterization of EAE disease progression in RGC32 genetically modified mice</i></p> <p><b>3. Horacio Tabares Saez, UNITBV</b> <i>Tibial Pilon Fracture</i></p> <p><b>4. Aurelia-Alexandra Colceriu, UNITBV</b> <i>The Impact of Artificial Intelligence on Facial Aesthetic Surgery: A Systematic Review</i></p>	<p><b>1. Osmel Perez Baluja, UNITBV</b> <i>High-pass filter applications in PV systems power transformers</i></p> <p><b>2. Bernardo Yaser León Ávila, UNITBV</b> <i>A Lightweight AI-Assisted Workflow for Solo Developers</i></p> <p><b>3. Vladut Dinu, UNITBV</b> <i>Disrupting Large Language Models with hidden prompt injection attacks embedded in HTML pages</i></p> <p><b>4. Crinela Pislaru, UNITBV</b> <i>Portable Monitoring Systems for Biomedical Engineering</i></p>	<p><b>1. Jeanet Pérez Rodríguez, UNITBV</b> <i>Equity Theory categories among Cuban workers: Preliminary qualitative results</i></p> <p><b>2. Alexandra-Iuliana Năstase, UNITBV</b> <i>Advancing community development through cultural resources: community studies on effective practices in local cultural heritage valorisation</i></p> <p><b>3. Ana-Maria Dincă, UNITBV</b> <i>School Mediation and Roma Education in Romania: The Internalization of Ethnic Stereotypes</i></p> <p><b>4. Anca Alexandra Popa, UNITBV</b> <i>Exploring the future of the Learning &amp; Development function in the European automotive sector</i></p>	<p><b>1. Dan-Radu Baraboi, UNITBV</b> <i>Experimental research on heat transfer through 3D printed plates: Implications for the development of smart facades</i></p> <p><b>2. Elena Guerra, University of Brescia, Italy</b> <i>The Strategic Role of Philosophy in Roboethics</i></p> <p><b>3. Alecu Ștefăniță, UNITBV</b> <i>Design and Evaluation of a Damped Automotive PCB Support Manufactured by 3D Printing Using TPU Filament</i></p> <p><b>4. Lucia Șinca, UNITBV</b> <i>Colectoare solar termice hibride pentru clădiri cu necesar redus de energie</i></p>	<p><b>1. Kamran Aghazada, UNITBV</b> <i>State of the Art in Project Management Methodologies for the Construction Sector</i></p> <p><b>2. Ioana-Cristina Benga, UNITBV</b> <i>Sustainable Models for Municipal Waste Management in Transition to a Circular Economy</i></p> <p><b>3. Asimamaw Nigusie Asitatie, University of Brescia</b> <i>Machine learning approach for assessing flood vulnerability under changing climate and land use and land cover dynamics in ribb and Gumara Catchments, lake Tana Sub-Basin, Ethiopia</i></p> <p><b>4. Marian-Bogdan Duman, UNITBV</b> <i>Hardness, Adhesion, and Wear Behaviour of Magnetron Sputtered Zirconium Chromium Nitride Coatings</i></p> <p><b>5. Ramona-Alexandra Ciaușu, UAIC, Iași</b> <i>An Overview of the Presence of Cephalosporin Antibiotics in Aquatic Environments</i></p>

15:30-16:30	<p>5. Laura-Alexandra Constăndoiu, UNITBV <i>Posibile teme și motive în proza românească postdecembristă despre emigrație</i></p> <p>6. Cristina-Monica Neagoe, UNITBV <i>Aspecte ale autoreferențialității în proza lui Nicolae Breban. Dialectica vinovăției: de la povară la privilegiu</i></p> <p>7. Horia Mihai Raut Babuta, UVT, Timișoara <i>Aktionsgruppe Banat/ Lucian Blaga-Cultural Diplomat</i></p> <p>8. Vasile Gribincea, UB, Bucharest <i>De ce „Singura critică”? Un concept și o concepție în unitatea operei lui Mircea Martin</i></p>	<p>5. Edwin Humberto Hodelin Maynard, UNITBV <i>Mapping Brn3b+ cell populations of the superior colliculus using Brn3bCre mice</i></p> <p>6. Alain David Lago Medina, UNITBV <i>Early postoperative inflammatory markers predict major complications after rectal cancer surgery</i></p> <p>7. Diana Petre, UNITBV <i>Characterisation of Retinal Ganglion Cells of the 'Area Centralis' in Brn3cCre; Brn3bCKOAP mice</i></p> <p>8. Adina Teodora Roșca, UNITBV <i>The role of Pou4f transcription factors Brn3a and Brn3b in Retinal Ganglion Cell Midline Crossing</i></p>	<p>5. Robert-Nicolae Șolcă, UNITBV <i>AI solutions for cybersecurity and methods to secure AI-based deployments</i></p> <p>6. Yoel David Correa Duke, UNITBV <i>Learning Analytics-driven adaptive algorithm for probabilistic identification and personalized remediation of learning gaps</i></p> <p>7. Aylin Pupo Pérez, UNITBV <i>SustainSCM DSS: A Data-Driven Decision Support System for Sustainable Supply Chain Management</i></p>	<p>5. Cecilia Varga UBB, Cluj-Napoca <i>The use of instrumental friendship in political parties</i></p> <p>6. Bianca Mădălina Popa, ULBS, Sibiu <i>Natura multidimensională a coeziunii sociale: O revizuire sistematică a literaturii de specialitate</i></p> <p>7. Ovidiu-Andrei Bădoiu, UBB, Cluj-Napoca <i>Elisabeta, Maria, Elena - trei regine în slujba emancipării femeilor</i></p>	<p>5. Madalin Ciurcanu, UNITBV <i>Solar Radiation Concentrating Systems and Overheating Protection of Solar Thermal Collectors</i></p> <p>6. Tudor Iulius Alexandru, UNITBV <i>Current State of Research on the 3D Reconstruction of Road Traffic Accident Scenarios</i></p> <p>7. Iulia-Maria Bobeș, UNITBV <i>Research plan on the Influence of Human Factors on Vehicle Driving in Simulated and Real Environments</i></p> <p>8. Sonia Stefania Calcea, UNITBV <i>Research plan of the influence of road sign visibility on the perception of drivers</i></p>	<p>6. Katuska Santos Cedeño, UNITBV <i>Deposition and mechanical characterization of thin TaN layers</i></p> <p>7. Robert Păcuraru, UNITBV <i>Magnetic fluxmeter calibration</i></p> <p>8. Iuliana Nistor, UNITBV <i>Efectul tratamentului termic în ulei, baie de săruri și vid asupra rezistenței la oboseală a oțelului C75</i></p> <p>9. Alexandra Alexan, Technical University of Cluj-Napoca <i>Utilizarea deșeurilor în domeniul materialelor de construcții, în contextul dezvoltării sustenabile</i></p> <p>10. Lidia Semerian, Technical University of Cluj-Napoca <i>Utilizarea deșeurilor în domeniul materialelor de construcții, în contextul dezvoltării durabile</i></p> <p>11. Adrian Mihai Rujoi, UNITBV <i>Sisteme Autonome pentru achiziția și analiza datelor de teledetecție</i></p>
16:30-17:00	Coffee break					
17:00-19:30	Concurrent workshops, UNITBV Academic Writing Centre: <i>Read fast. Read slow. Strategies for Effective Research Reading</i>					
	<ul style="list-style-type: none"> <li>■ EN - Dr. Andreea-Cristina Ivan, Dr. Camelia Bunea - Rooms U.I.2 and U.I.3</li> <li>■ RO - Dr. Anca Papană, Dr. Maria Ghiurțu - Room U.I.6</li> </ul>					
17:00-18:30	Doctoral studies: Info session for Master's Students - Room U.I.7					

Day 2 – June 25, 2025

Concurrent sessions

09:00-10:00	Plenary Speech - Dr. Zoltán Kövecses, Professor Emeritus, Eötvös Loránd University, Budapest <i>Conceptual metaphor theory: A panoramic view</i>					
	<b>Room U.I.2</b> <b>Philology</b> Moderators: Dr. Oana Tatu, Dr. Ecaterina Pavel	<b>Room U.I.3</b> <b>Philology</b> Moderators: Dr. Georgeta Moarcăs, Dr. Rodica Ilie	<b>Room U.I.6</b> <b>Cultural Heritage</b> Moderator: Dr. Bianca Tescașiu	<b>Room U.I.7</b> <b>Engineering and Management</b> Moderator: Dr. Adriana Florescu	<b>Room U.II.2</b> <b>Finance</b> Moderator: Dr. Marius Dincă	<b>Room U.II.3</b> <b>Marketing</b> Moderator: Dr. Codruța Băltescu
10:00-11:00	<p>1. David Maria, UVT, Timișoara <i>From Evil Monster to Father Figure: Reimagining Count Dracula in Genndy Tartakovsky's animated movie series Hotel Transylvania (2012-2022)</i></p> <p>2. Maria Tatu, UNITBV <i>Translating Emotion: Affective Mediation in Shōjo Manga</i></p> <p>3. Madalina-Gabriela Valcu, UCV, Craiova <i>Framing Edgar Allan Poe in Romanian Translation: A Paratextual Viewpoint</i></p> <p>4. Denisa Neagoe, UNITBV <i>From Emphasis to Identity</i></p>	<p>1. Mirela-Larisa Rof, UVT, Timișoara <i>Reprezentări ale bolii în literatura de secol XX</i></p> <p>2. Elena-Alexandra Mihai, UB, Bucharest <i>Post-mortem. Dublul corp al regelui</i></p> <p>3. Adriana Camelia Dedu, UNITBV <i>Geocritică și ficțiune polițistă: Configurări spațiale în romanele polițiste ale lui Georges Simenon</i></p> <p>4. Edward - Mihai Vasile, UB, Bucharest <i>Mecanismul de cenzură literară în prima etapă a comunismului românesc (1948-1964)</i></p>	<p>1. Andrea Györfy, UAB, Alba Iulia <i>Liturgical Furniture in the Sibiu Area: Between Art, Functionality and Conservation</i></p> <p>2. Lara Arhire-Benkner, UB, Bucharest <i>Text, image and pictorial framing: Louis Marin &amp; Victor I. Stoichiță</i></p> <p>3. Mihaela Trișcă Zăgreanu, UMFST Târgu Mureș <i>Human hunting as a tactic of urban warfare: oral narratives from the siege of sarajevo (1992-1996)</i></p> <p>4. Narcis Șerban, UVT Timișoara <i>The Coinage of Amastris under the Roman</i></p>	<p>1. Dumitru-Catalin Vasile, National School of Political and Administrative Studies, Bucharest. <i>The Impact of Artificial Intelligence and Digitalization on Foreign Policy and Defence Policy</i></p> <p>2. Abeebe Tanimola, Its Fondazione, Italy <i>Sustainable practices in Sub-Saharan Africa</i></p> <p>3. Alexandru Bagosi, University of Oradea <i>The Influence of Organizational Culture on Employee Engagement</i></p>	<p>1. Michel Carmona Segui, UNITBV <i>Rethinking monetary policy in Cuba: A framework for current macroeconomic challenges</i></p> <p>2. Bogdan Popa, UNITBV <i>Considerations on the role of sustainable debt instruments in (CEE) bank's funding mix</i></p> <p>3. Tariq Belghennou, UNITBV <i>Behavioural Finance</i></p> <p>4. Bryan Steven Acosta Villalonga, UNITBV <i>The Phantom Index: Measurement of the Value of Enterprise without Stock Market, the Cuban methodology</i></p>	<p>1. Alexia Edith Micle, UNITBV, <i>Persuasion Strategies in Marketing: An Ethical Analysis of Influence Techniques and Neuromarketing Tools</i></p> <p>2. Ariel Alberto Lima Sánchez, UNITBV <i>Beyond the Commercial Showcase: University Internationalization and Cultural Resistance to Marketing in Cuba</i></p> <p>3. Glessler Vladimir Ramos Giral, UNITBV <i>Marketing, positioning and promotion of tourist destinations. A Cuban structural approach</i></p> <p>4. Teodora-Georgiana Mihaila, UAIC,</p>

Conference Hall

			<p>Rule</p> <p>5. Florent-Léo Bailleux, Université de Pau et des Pays de l'Adour, France « Anybody can come and try »: Study of the creative process behind a work of Unfiction</p>	<p>4. Geanina-Bianca Savu, UNITBV <i>The Capture of Environmental Policies and Their Influence on the Management of Romanian Companies</i></p>		<p>Iași</p> <p><i>Instagram and tourism: Theoretical perspectives and research directions</i></p>
11:00-12:30	<p>5. Mihaela Marieta Damian, UNITBV <i>Reconceptualizing LIGHT in War and Political Discourse</i></p> <p>6. Adriana Dragomir (Barbu), UCV, Craiova <i>Translating Postcolonial Hybridity: The Romanian Version of Midnight's Children</i></p> <p>7. Emilian Tîrban, ULBS, Sibiu <i>The AVATAR IS PLAYER Metaphor in Players' Discourse and Gameplay Mechanics in "Red Dead Redemption 2" and "Elden Ring": A Thematic Analysis</i></p> <p>8. Ana-Maria Oprea, UAB, Alba Iulia <i>Metaphor and the Construction of Truth and Lie in Discourse on Social Media</i></p> <p>9. Cristina Kallai, UAB, Alba Iulia <i>Crisis, Threat, and Control: A Critical Metaphor Analysis of Donald Trump's Iran War Discourse</i></p> <p>10. Cătălina Dumbrăvanu, USV, Suceava <i>Code-switching in the Romanian Context: A Historical and Sociolinguistic Approach</i></p> <p>11. Andra-Simona Diaconu, UCV, Craiova <i>A Corpus-Driven Analysis of Polysemy</i></p>	<p>5. Mihaela Coman, UAIC, Iași <i>Michał Czajkowski – călător polonez în Dobrogea secolului al XIX-lea</i></p> <p>6. Maria Lazăr, UAB, Alba Iulia <i>Configurații dihotomice ale arhetipului mamei în „Eseu despre orbire”, de José Saramago</i></p> <p>7. Lidia Bratu (Iacob), UB, Bucharest <i>Mărcile lingvistice ale subiectivității ca instrumente de configurare a perspectivei narative în romanul Inocenții de Ioana Pârvolescu</i></p> <p>8. Adriana Maria Călugăr (Cutean), UAB, Alba Iulia <i>Imaginea spațiului carceral în memorialistica scriitorilor înțemnițați în închisoarea Aiud</i></p> <p>9. Ioana Hodor, UB, Bucharest <i>Figură a rezilienței. Rescrieri arhetipale ale Clitemnestrei în literatura contemporana de consum</i></p> <p>10. Mihai-Patryk Tănase, UB, Bucharest <i>Credibilitatea și relevanța premiilor literare din România</i></p> <p>11. Maria Biscal (Oprea), UAB, Alba Iulia <i>Topografia imaginarului în romanul „Adam și Eva”</i></p>	<p>5. Chris Octavian Ionita, UB, Bucharest <i>Who Lives Lived Experience? Methodological Challenges in Micro-Phenomenological Interviews</i></p> <p>6. Lorenzo Romagnoli, University of Brescia, Italy <i>Intersubjective Dynamics in Cooperative Robots</i></p> <p>7. Pietro Caiano, Università degli Studi di Brescia / Universidad Nacional de Cordoba, Italy <i>Ontology and Technology. Forthcoming Philosophy between Vattimo and Severino</i></p> <p>8. Andrea Bringas, UNITBV / University Savoie Mont Blanc, France <i>Co-Creating for cultural heritage preventive conservation: A Systematic Literature Review</i></p> <p>9. Mirela Petrică, UB, Bucharest <i>Traditional Dance and Cultural Identity in Northern Dobruja: Methodological Approaches and Research Perspective</i></p> <p>10. Sergiu Călin Achim, UB, Bucharest <i>Transhumance and shepherding in Northern Dobrogea</i></p>	<p>5. Adriana Aldea, UNITBV <i>New Approaches in Engineering and Management of Industrial Companies and the Development of Intelligent Production Systems</i></p> <p>6. Teodora Maria Pănoiu, UNITBV <i>The Impact of AI on Digital Quality and Technical Sustainability of Travel Websites</i></p> <p>7. Alexandru-Silviu Goga, UNITBV <i>When Ecosystems Meet Industry: AI-Driven Portfolio Management Through Predator-Prey Dynamics</i></p>	<p>5. Christian-Gabriel Stempel, UNITBV <i>Impact of Digitalization on Government Effectiveness</i></p> <p>6. Vlad Ciotlausu, UNITBV <i>Frequency-Domain Contagion: How Crises Reshape the Spectral Structure of Market Co-movement</i></p> <p>7. Ana-Maria Breazu, UNITBV <i>What Drives Government Revenue Performance across EU Member States? Evidence from Institutional Quality, Digital Transformation and Labour Market Pressure</i></p> <p>8. Oana-Andreea Bucsoiu, UNITBV <i>Risk analysis within groups of companies: approaches based on consolidated reporting</i></p>	<p>1. Rodolfo Pérez Lavandera, UNITBV <i>Student behaviour in higher education from a marketing approach: A bibliometric analysis from Scopus</i></p> <p>2. Andra Blaj, UNITBV <i>Marketing etic și avataruri AI: reglementare, responsabilitate și impactul asupra consumatorilor</i></p> <p>3. Anastasia Coste (Stiegelbauer), UB, Bucharest <i>Student voices in the pandemic: a mix-methods study of Romanian student unions' communication strategies during the COVID-19 crisis</i></p> <p>4. Mădălina-Maria Ariton, UNITBV <i>Transformative Organizational Learning for Sustainability in Education – a marketing perspective</i></p>
12:30-13:00	Coffee break					
13:00-14:00	<p>Plenary Speech - Dr. Scott Slovic, Oregon Research Institute and University of Idaho, USA</p> <p><i>Moving the Needle (or Not): A Psychological and Linguistic Analysis of 'The 2024 State of the Climate Report: Perilous Times on Planet Earth</i></p> <p style="text-align: center;"><b>Conference Hall</b></p>					
14:00-15:00	Lunch break					
	<p style="text-align: center;">Room U.I.2</p> <p style="text-align: center;">Philology</p> <p style="text-align: center;">Moderator: Dr. Mădălina Matei</p>	<p style="text-align: center;">Room U.I.3</p> <p style="text-align: center;">Music</p> <p style="text-align: center;">Cultural Heritage</p> <p style="text-align: center;">Moderator: Dr. Alexandra Belibou</p>	<p style="text-align: center;">Room U.I.6</p> <p style="text-align: center;">Cultural Heritage</p> <p style="text-align: center;">Moderators: Dr. Bianca Tescașiu, Dr. Mona Arhire</p> <p style="text-align: center;">Online session: Chouaib Doukkali University, Morocco</p>	<p style="text-align: center;">Room U.I.7</p> <p style="text-align: center;">Management</p> <p style="text-align: center;">Moderator: Dr. Silvia Sumedrea</p>	<p style="text-align: center;">Room U.II.2</p> <p style="text-align: center;">Computers and Information Technology</p> <p style="text-align: center;">Informatics</p> <p style="text-align: center;">Moderator: Dr. Dragoș Bratu</p> <p style="text-align: center;">Mechatronics and robotics</p> <p style="text-align: center;">Moderator: Dr. Sorin Grigorescu</p>	<p style="text-align: center;">Room U.II.3</p> <p style="text-align: center;">Marketing</p> <p style="text-align: center;">Moderator: Dr. Codruța Băltescu</p>

15:00- 16:00	<p>1. Muntadher Wazni, UVT, Timișoara <i>A Speech Act Approach to UK Prime Ministers' Immigration Discourse</i></p> <p>2. Anwer Hefdhi Oleiwi, UVT, Timișoara <i>Speech Act Patterns in Inaugural Addresses of U.S. Presidents</i></p> <p>3. Andreea Izabela Gorgoteanu, UJI, Spain <i>Vocabulary Retention through Multimodal CLIL Pedagogies in Higher Education: A Study in Health Sciences</i></p> <p>4. Damarys Romero Enriquez, UNITBV <i>Neurodidactic corpus-based learning to enhance vocabulary acquisition</i></p>	<p>1. Adriana Paler, UNITBV &amp; University of Torino, Italy <i>Palestrina, Monteverdi, and the Renaissance Mass: Form, Function, Rhetoric, and Reception</i></p> <p>2. Filip Zsombor, UNITBV <i>The Renaissance Lute – 15<sup>th</sup>–16<sup>th</sup> Century</i></p> <p>3. Ailer Pérez Gómez, UNITBV <i>The Festivalization of Contemporary Art Music in Cuba (1961-1991)</i></p> <p>4. Karina Rumayor Hernandez, UNITBV <i>The Role of George Enescu in Cultural Relations Between Romania and Cuba</i></p>	<p>1. Fatima-Ezzahraa Radouane, Raja Rhouni, Karima Bouziane <i>Feminist Artist Photography: Reclaiming Menstrual Representation</i></p> <p>2. Khalil Hamidi, Karima Bouziane, Alexandra Albuquerque <i>Constructing Inclusion in English-Language Government Service Pathways: A Multimodal Discourse Analysis of Interpretability for Non-Native Users</i></p> <p>3. Mouad Mbeker <i>Framing the Hamas-Israel War in Live-Update Conflict News Headlines: A Framing-Theoretic and Critical Discourse-Analytical Comparative Study of CNN and Al Jazeera English through the DAFT-DOFD Architecture</i></p> <p>4. Saja Qesmoun, Marouane Zakhir <i>The Rise of English in Moroccan Education: Students' Attitudes and Language Ideology</i></p>	<p>1. Crăița Maria Romașcu, UAIC, Iași <i>The evolution of artificial intelligence in the context of resource management development: A literature review</i></p> <p>2. Elena Mîrza, UAIC, Iași <i>The effects of hybrid work on organizational culture - Literature review</i></p> <p>3. Horia Lungu, UNITBV <i>Research on the development of SME management in the agricultural field in the context of digitalization and sustainability</i></p> <p>4. Diana-Maria Porumbu: Female Leadership in the Digital Age</p>	<p>1. Edel Abreu Hernández, UNITBV <i>Understanding Data Influence in Fine-Tuning Transformer Models for Text Classification</i></p> <p>2. Lina Maria Ferrer Rodriguez, UNITBV <i>Explainable graph neural networks for medical decision support</i></p> <p>3. Asday Savón Berenguer, UNITBV <i>Hybrid Post-Quantum Authentication and Key Agreement for Decentralized D2D IoT Communication</i></p> <p>4. David Batard Lorenzo, UNITBV <i>Toward an Integrative Framework Between NEPs and Data Analysis: Preliminary Results and Open Problems</i></p>	<p>1. Mara-Teodora Nita, UNITBV <i>Exploring Gender Equality in Public Institutions through the Lens of Marketing</i></p> <p>2. Ioana Iulia Nita, UNITBV <i>Sustainability of the tourism industry – an approach to the influence of overtourism on the sustainable development of tourist destinations</i></p> <p>3. Izabella Agnes Ambrus, UNITBV <i>Beyond the transaction: relationship-oriented governance in multi-ethnic regions</i></p> <p>4. Răzvan Gheorghe Brătucu, UNITBV <i>Opportunities for using artificial intelligence to optimize data-driven marketing strategies</i></p>
16:00- 17:00	<p>5. Roberto Luis Carr, UNITBV <i>Gamified Approach to Enhancing Domain-Specific Pedagogical Vocabulary Learning among English Teacher Trainees</i></p> <p>6. Adriana Silvica Lefter, UPSC/ SGEDT, Moldova <i>Strategic Competence: From Psychological Construct to Educational Practice</i></p> <p>7. Silvia Țuican, UPSC, Moldova <i>Integrating VR in Education: Theoretical Frameworks and Future Research Directions</i></p> <p>8. Constantina Mariana Dogaru, UPSC, Moldova <i>Pregătirea copiilor hiperactivi cu deficit de atenție și alte tulburări asociate pentru învățarea școlară</i></p>	<p>5. Daniela Jivi, UVT, Timișoara <i>Biserică, putere imperială și societate în Imperiul Bizantin de la Vasile I Macedoneanul până la Ioan I Tzimiskes (867-976)</i></p> <p>6. Dan Felix Tudoriu, UVT, Timișoara <i>Reflectarea istoriei antice în cinematografia românească în perioada regimului comunist (1947-1989)</i></p> <p>7. Mihaela Georgeta Sarba, UVT, Timișoara <i>Plan individual de cercetare – Politica navală a României până în anul 1914</i></p>	<p>5. Chaimaa Lahnech, Daouia Laaboudi, Abdellah Idhssaine <i>Broadcasting Multilingualism in Moroccan Visual Media: Language Ideologies, Regulations and Media Practices</i></p> <p>6. Hafssa Laabdi <i>Evaluating Arabic Large Language Models in the English-to-Arabic Translation of Contextualized Idioms</i></p> <p>7. Anass Rhattouss <i>Micro-Corpus Product Pilot on Explicitness Shifts in Human-AI English-Arabic Literary Translation</i></p>	<p>5. Loredana-Nuti Rogoz, UNITBV <i>Using Big Data &amp; Artificial Intelligence to Support Managerial Decision-Making</i></p> <p>6. Larisa – Elena Stanciu, UNITBV <i>Increasing the capacity of Romanian NGOs through efficient project management.</i></p>	<p>5. Cristian-George Fieraru, UNITBV <i>Comparing Blind Image Quality Metrics for Reliable Image Assessment</i></p> <p>6. Irina Morel, UNITBV <i>ALPHA-EDU: An AI-based Educational Platform for Alphabet Learning</i></p> <p>7. Teodora Ceangă, UNITBV <i>Reparametrized Perception in Robotics</i></p> <p>8. Rares Horju, UNITBV <i>Neural World Models in Robotics</i></p> <p>9. Ion Chirobocia, UNITBV <i>Robotic perception using graphs and AI methods</i></p>	<p>5. Amanda Machado Valdivia, UNITBV <i>Theoretical and methodological aspects regarding the digital marketing</i></p> <p>6. Semi Gjyli, UNITBV <i>Active Learning and Student Engagement in Higher Education: A Conceptual and Literature-Based Analysis</i></p>
17:00- 17:30	Coffee break					
17:30- 19:00	Workshop: Enformation Resources: Rareș Vasiliță, Brand, Training & Communications Manager Enformation: <i>From Guidance to Academic Impact: Enformation Tools for PhD Candidates</i> Room U.I.6					
20:00	Festive dinner – Aro Palace Ballroom					