



FABIZ Students' Scientific Committee 2025
-Leading change through disruptive times-

Official program
4 April 2025, Bucharest, Romania

Bachelor's session

1st Scientific Committee

Committee members: Assistant Professor Flavius Darie, Professor Adriana Miclea,
Maria-Cristina Stroe-Diea

Room 4206, Calea Grivitei no. 2-2A
9:00-12:30

9:00-9:10

Bratu Eva-Maria

Digital disruptions in Business Services. Exploring Accounting, Auditing and Corporate Finance

9:10-9:20

Szilagyi Sasha Maria

The Relationship Between Social Media Usage and Political Participation (Among Young Adults)

9:20-9:30

Niculescu Daniel-Marian

The Integration of Artificial Intelligence in Accounting

9:30-9:40

Dragos-Catalin Pahontu

Strategic Marketing Planning within enterprise MERCEDES-BENZ LEASING IFN SA.

9:40-9:50

Dinu Daria - Maria

Positioning. Case Study of Nestle Romania SRL.

9:50-10:00

Moldovan-Gubernu Sergiu-Ioan

Customer Relationship Management within Musette Exim



10:00-10:10

Stoean Vlad-Mihail

Business to business marketing within ECOMITADIA INTERMED SRL

10:10-10:20

Purcel Otilia Theodora

Deglobalization vs. Globalization: Economic Strategies for Uncertain Times

10:20-10:30

Vlaicu Bianca-Monica

Business to Business Marketing within MITRA FILM SRL

10:30-10:40

Ferentz Teodora

Breaking the Cycle: Ethical Leadership in a System That Profits from Burnout

10:40-10:50

Harabagiu Daria-Alexandra and Obreja Maria Cristina

Selling the "That girl" dream: How brands have capitalized on the viral trend

10:50-11:00

Stavrositu Stefan and Stavrositu Alexandru

The potential of the Port of Constanta as a logistic hub in the current geopolitical context

11:00-11:10

Georgescu Ana

Marketing planning within System Plus SRL

11:10-11:20

Dinu Alecsia Maria

Ethical Dilemmas in Accounting - Balancing Integrity and Professional Obligations