



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

Official program
4 April 2025, Bucharest, Romania

Master's session

Scientific Committee members: Professor Petre Caraiani, Associate Professor Bușu Mihail, Maria-Cristina Stroe-Diea, Bogdan Santea, Patricia Petroiu, Alina Alexandru

Room 4202, Calea Grivitei no. 2-2A
16:30-19:30

16:30-16:40

Mustata Alexia

Modeling of a decision support tool in the context of performance analysis

16:40-16:50

Stanomir Ruxandra

Optimizing Business Analytics: The Role of Gestalt Principles in Business Intelligence Dashboards

16:50-17:00

Udrea Radu-Cristian

The Evolution of Online Business Models: A Quantitative Analysis of Subscription to Freemium in the European Digital Economy

17:00-17:10

Chiriac Izabela-Violeta

Entre résultat et décision : modélisation et développement d'un outil de Business Intelligence

17:10-17:20

Skander Dallegi

Piloter la performance sportive à l'aide d'un outil d'informatique décisionnelle



17:20-17:30

Catarama Stefan-Tudor

Accounting for IFRS: Global Sizing Standards Fitting All?

17:30-17:40

Ionescu Emma-Stefania

Digital Influences on Impulse Buying: A Case Study on Consumer Behavior in the Retail Sector

17:40-17:50

Dinu Isabelle

Understanding the Impact of Design Thinking on Innovation in the Creative Industry: A Qualitative Exploration

17:50-18:00

Paraschiv Diana

Exploring meaningful criteria for engaging in community projects in the retail sector. Case Study of Lidl in Romania

18:00-18:10

Duta Ruxandra

The role of the military leader in relieving stress in situations of armed conflict