







International Conference on Marketing

Cluj-Napoca, Romania 12 April, 2024



CONFERENCE PROGRAM

April 12, 2024

09:00 – 10:00 Onsite Registration, UBB-FSEGA, 1st Floor 10:00 – 11:30 Opening Ceremony, Room 118, 1st Floor

- Conference Opening speech: Conference Organizers
- Keynote speakers: Susanne ADLER (Coffee affects what we choose –
 always? On research outcomes and uncertainty)
 Ludwigs-Maximilians-University Munich, Institute for Marketing,
 Germany

Jan MILLEMANN (The shifting value of information for publishing in marketing)

University Nordhausen of Applied Sciences & Eindhoven University of Technology

11:30 – **12:00** Coffee break – 1st Floor

12:00 - 13:00 Parallel Sessions

13:00 - 14:30 Lunch break, 1st Floor

14:30 - 16:00 Parallel Sessions

16:00 – 16:30 Coffee break – 1st Floor

16:30 – 18:00 Parallel Sessions

19:30 – 23:00 Conference Gala Dinner

Maimuţa Plângătoare Restaurant

Str. Emil Isac 3, Cluj-Napoca

https://maimutaplangatoare.ro/





Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & EEST TIME

April 12, 2024 (Friday)

ROOM 118

12:00 - 13:00

Chairs: Mihai-Florin BĂCILĂ, Gheorghe PREDA

Connecting dots, creating value: Bringing in consumer's data for digital business innovation



Iuliana OBREJA

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Adriana MANOLICĂ

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Alexandra-Raluca JELEA

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Creativity, anthropomorphism and the effectiveness of AI digital content marketing



Octavian-Dumitru HERA

West University of Timișoara, Doctoral School of Economics and Business Administration, Romania



14:30 - 16:00

Chairs: Ciprian-Marcel POP, Dan-Cristian DABIJA

From classroom to community: The influence of learning spaces on entrepreneurship education



Patricea-Elena BERTEA

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Nicola DUDANU

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania



Adriana MANOLICĂ

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

Alexandra-Raluca JELEA

Alexandru Ioan Cuza University of Iași, Faculty of Economics and Business Administration, Romania

What if the entrepreneurial moment is just a moment? Marketing implications



Gelu TRISCĂ

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



Romanian higher education institutions on social media: Comparing Romanian universities' social media communication



Silvia MAICAN

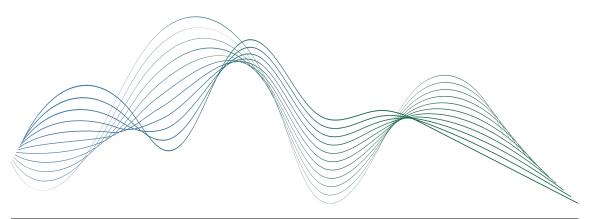
1 Decembrie 1918 University of Alba Iulia, Faculty of Economics, Romania

Andreea MUNTEAN

1 Decembrie 1918 University of Alba Iulia, Faculty of Economics, Romania

Carmen PAŞTIU

1 Decembrie 1918 University of Alba Iulia, Faculty of Economics, Romania





16:30 - 18:00

Chair: Mircea-Andrei SCRIDON

The importance of measuring customer satisfaction in developing effective marketing strategies



Oana MAN-KESSELHEIM Centricity Consulting SRL, Romania

Rethinking store atmosphere variables in the new post pandemic scene within fashion retail stores



Meda BURGHELEA

London South Bank University, Business School, London, UK



Charles GRAHAM

London South Bank University, Business School, London, UK

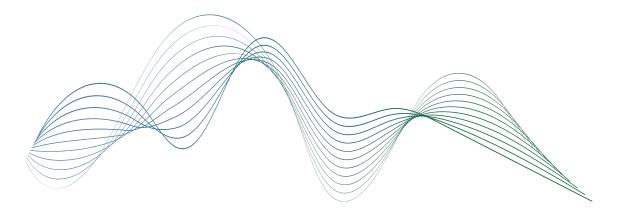


Common aspects regarding international marketing and diplomacy



Cosmina-Ioana DRĂGAN-CODREAN

University of Oradea, Faculty of Economics Sciences, Doctoral School of Economics, Romania





April 12, 2024 (Friday)

ROOM 102

12:00 - 13:00

Chair: Ovidiu-Ioan MOISESCU

Study on the influence of tourism marketing in sparesorts in Romania



Cosmina-Ioana DRĂGAN-CODREAN

University of Oradea, Faculty of Economics Sciences, Doctoral School of Economics, Romania

The effectiveness of explicitly integrated product placements in podcasts



Anca-Maria MILOVAN

West University of Timişoara, Faculty of Economics and Business Administration, Romania

Costinel DOBRE

West University of Timişoara, Faculty of Economics and Business Administration, Romania

Ovidiu-Ioan MOISESCU

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



14:30 - 16:00

Chairs: Lăcrămioara RADOMIR, Raluca CIORNEA

The impact of flow on consumer brand perceptions in the Metaverse



VIZELI Ibolya

Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania

ALT Mónika-Anetta

Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania

The impact of social media on consumer behavior: The role of content quality, content value and source characteristics



Flavia-Andreea HERLE

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



Ovidiu-Ioan MOISESCU

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



The antecedents of augmented reality adoption in the context of purchase decisions



Ioana DAN

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania

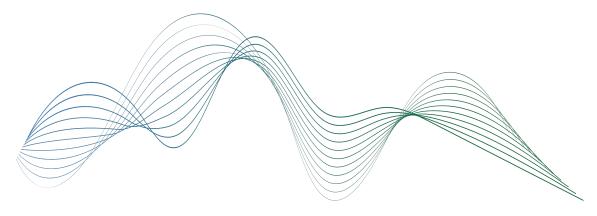
Flavia-Andreea HERLE

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania



Ovidiu-Ioan MOISESCU

Babeş-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania





16:30 - 18:00

Chairs: Maria-Luiza SOUCA, Anca-Maria MILOVAN

Consumers' attitude towards co-branding collaborations between fast-fashion and luxury fashion brands



Raluca CIORNEA

Babeș-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Romania

The luxury consumer experience in the Metaverse space



Amadea AGAPIE

West University of Timișoara, Faculty of Economics and Business Administration, Romania

Ionela BELDEAN

West University of Timișoara, Faculty of Economics and Business Administration, Romania

Gheorghe PREDA

West University of Timișoara, Faculty of Economics and Business Administration, Romania

Cosmin-Dragos CONSTANTINESCU

West University of Timişoara, Faculty of Economics and Business Administration, Romania



Looking through the keyhole to see what the neighbor is buying. Determinants of luxury consumer behaviors in social media



Costinel DOBRE

West University of Timişoara, Faculty of Economics and Business Administration, Romania

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