



UNIVERSITATEA BABES-BOLYAI  
BABES-BOLYAI Tudományegyetem  
BABES-BOLYAI UNIVERSITAT  
BABES-BOLYAI UNIVERSITY  
TRADITIO ET EXCELLENTIA



MID  
2024

PROGRAM

International Conference on Marketing

# Marketing from information to decision

Cluj-Napoca, Romania  
12 April, 2024

# CONFERENCE PROGRAM

**April 12, 2024**

**09:00 – 10:00 Onsite Registration**, UBB-FSEGA, 1<sup>st</sup> Floor

**10:00 – 11:30 Opening Ceremony**, Room 118, 1<sup>st</sup> 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 – 1<sup>st</sup> Floor

**12:00 – 13:00 Parallel Sessions**

**13:00 – 14:30** Lunch break, 1<sup>st</sup> Floor

**14:30 – 16:00 Parallel Sessions**

**16:00 – 16:30** Coffee break – 1<sup>st</sup> Floor

**16:30 – 18:00 Parallel Sessions**

**19:30 – 23:00** Conference Gala Dinner

Maimuța Plângătoare Restaurant

Str. Emil Isac 3, Cluj-Napoca

<https://maimutaplangoare.ro/>



**April 12, 2024 (Friday)**

**ROOM 118**

12:00 – 13:00

**Chairs: Mihai-Florin BĂCILĂ, Gheorghe PREDA**

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

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**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*

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**Creativity, anthropomorphism and the effectiveness of AI digital content marketing**

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**Octavian-Dumitru HERA**

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

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**Chairs: Ciprian-Marcel POP, Dan-Cristian DABIJA**

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

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**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*

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

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**Gelu TRIȘCĂ**

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

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

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**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 PAȘTIU**

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

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**ROOM 118**

16:30 – 18:00

**Chair: Mircea-Andrei SCRIDON**

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**The importance of measuring customer satisfaction in  
developing effective marketing strategies**

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**Oana MAN-KESSELHEIM**  
*Centricity Consulting SRL, Romania*

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

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**Meda BURGHELEA**  
*London South Bank University, Business School,  
London, UK*



**Charles GRAHAM**  
*London South Bank University, Business School,  
London, UK*

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**Common aspects regarding international marketing and  
diplomacy**

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**Cosmina-Ioana DRĂGAN-CODREAN**  
*University of Oradea, Faculty of Economics Sciences,  
Doctoral School of Economics, Romania*

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**April 12, 2024 (Friday)**

**ROOM 102**

12:00 – 13:00

**Chair: Ovidiu-Ioan MOISESCU**

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**Study on the influence of tourism marketing in spa resorts in Romania**

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**Cosmina-Ioana DRĂGAN-CODREAN**

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

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**The effectiveness of explicitly integrated product placements in podcasts**

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**Anca-Maria MILOVAN**

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



**Costinel DOBRE**

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



**Ovidiu-Ioan MOISESCU**

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

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**ROOM 102**

14:30 – 16:00

**Chairs: Lăcrămioara RADOMIR, Raluca CIORNEA**

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**The impact of flow on consumer brand perceptions in the Metaverse**

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**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*

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

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**Flavia-Andreea HERLE**

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



**Ioana DAN**

*Babeş-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*

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

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**Ioana DAN**

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



**Flavia-Andreea HERLE**

*Babeş-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*

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**ROOM 102**

16:30 – 18:00

**Chairs:** Maria-Luiza SOUCA, Anca-Maria MILOVAN

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

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**Raluca CIORNEA**

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

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**The luxury consumer experience in the Metaverse space**

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**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-Dragoş CONSTANTINESCU**

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

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

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**Costinel DOBRE**

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

**Anca-Maria MILOVAN**

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

**Amadea AGAPIE**

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