







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 – 1<sup>st</sup> 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

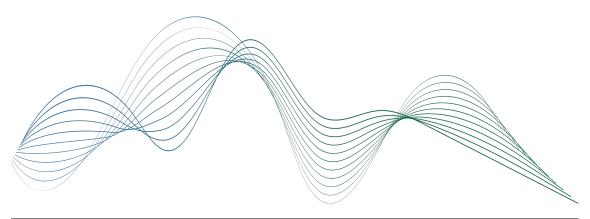
1 Decembrie 1918 University of Alba Iulia, Faculty of Economics, Romania

### **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

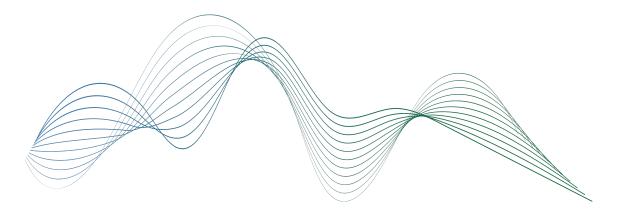


# Common aspects regarding international marketing and diplomacy



### 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

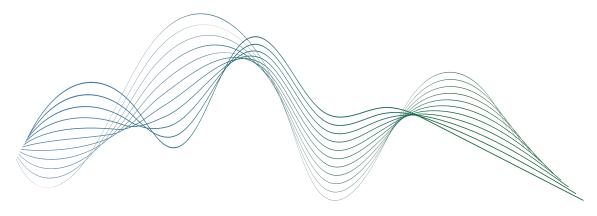
### Flavia-Andreea HERLE

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

#### **Anca-Maria MILOVAN**

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