



UBB
FSEGA
EST. 1878

Department
of Marketing

FSEGA

PROGRAM

International Conference on Marketing

Marketing from information to decision

Cluj-Napoca, Romania
24-25 April, 2026

CONFERENCE PROGRAM

April 24, 2026

09:00 – 10:00 Onsite Registration, UBB-FSEGA, 1st Floor

10:00 – 12:00 Opening Ceremony, Room 118, 1st Floor

- Conference Opening speech: Conference Organizers
- **KEYNOTE SPEAKERS:**



Ruxandra M. LUCA (*The Autonomy Paradox: AI Efficiency vs. Human Experience*)

HEC Montreal, Canada



Cristina NISTOR (*Influencer Trends and Strategic Decisions*)

Chapman University, USA



Giampaolo VIGLIA (*Infusing Ecological Validity in Your Research for Better Informed Marketing Decision-Making*)

University of Portsmouth, UK



Silvia ZAHARIA (*Trusting the Machine: Consumer Behavior in the Age of AI in Marketing and Sales*)

Hochschule Niederrhein, Germany

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

12:30 – 14:00 **Parallel Sessions**

14:00 – 15:30 Lunch break, 1st Floor

15:30 – 17:30 **Parallel Sessions**

19:00 – 23:00 Conference Gala Dinner

Maimuța Plângătoare Restaurant

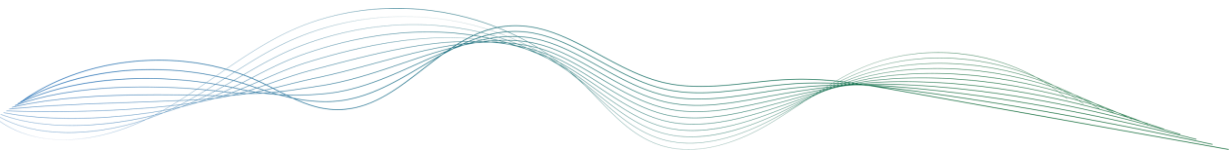
Str. Emil Isac 3, Cluj-Napoca

<https://maimutaplangoare.ro/>



April 25, 2026

09:00 – 17:00 *Excursion & Social program*



Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & EEST TIME

Session 1: Consumer Perceptions & Behavior

Part A, April 24, Room 103, 12:30 to 14:00

Chairs: Giada SALVIETTI, Maria-Luiza SOUCA

Part B, April 24, Room 103, 15:30 to 17:30

Chairs: Ovidiu-Ioan MOISESCU, Doreén PICK

Session 2: Digital Platforms, Social Media, & Technology-Mediated Experiences

Part A, April 24, Room 104, 12:30 to 14:00

Chairs: Mónika-Anetta ALT, Lăcrămioara RADOMIR

Part B, April 24, Room 104, 15:30 to 17:30

Chairs: Raluca CIORNEA, Vasilica-Maria MARGALINA

Session 3: Place Branding, Culture, & Sustainable Marketing

Part A, April 24, Room 105, 12:30 to 14:00

Chairs: Erik VAN 'T KLOOSTER, Silvia MAICAN

Part B, April 24, Room 105, 15:30 to 17:30

Chairs: Cătălin Mihail BARBU, Mihai-Florin BĂCILĂ

Session 4: Strategic Marketing Communications & Advertising

Part A, April 24, Room 106, 12:30 to 14:00

Chairs: Anca C. YALLOP, Ciprian-Marcel POP

Part B, April 24, Room 106, 15:30 to 17:30

Chairs: Dan-Cristian DABIJA, Monica SCHMICKLER

ROOM 103

12:30 – 14:00

Chairs: Giada SALVIETTI, Maria-Luiza SOUCA

**From Proximity Information to Retail Attractiveness:
Evidence from Consumer Behavior in an Emerging Urban
Context**



Nouha BEN AISSA

*Abdelmalek Essaadi University, ENCG Tangier,
Morocco*



Mahmoud BELAMHITOU

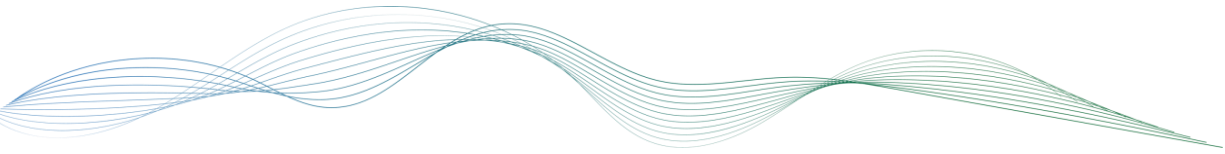
*Abdelmalek Essaadi University, ENCG Tangier,
Morocco*

**Cultural Consumption and Digitalization in Romania:
Audience Profiles and Implications for National Image
Construction**



Oana VOICULEȚ

*Bucharest University of Economic Studies
(ASE), Romania*



Room 103 | 12:30 – 14:00

Session 1:
Consumer Perceptions & Behavior

**Identifying Generational Preferences for Loyalty
Program Benefits**



Giada SALVIETTI

*University of Parma, Department of Economics
and Management, Italy*



Sara PINNOLA

*University of Parma, Department of Economics
and Management, Italy*

**Mapping the Evolution of Consumer Autonomy in the
Artificial Intelligence Era: A Longitudinal Study on
Generation Z**



Serghei MOSCALENCO

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



Diana Alexandra MICH

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



ROOM 103

15:30 – 17:30

Chairs: Ovidiu-Ioan MOISESCU, Doreén PICK

The Role of Retailer Trust and Cookie Transparency in Consumers' Intentions to Withhold Personal Data



Doreén PICK

*Merseburg University of Applied Sciences,
Faculty of Business Administration and
Information Sciences, Germany*

Demystifying Loyalty Toward Influencers: the Role of Authenticity, Emotions and Trust



Andreea-Mihaela CIOMAG

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



Liana STANCA

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

Gen Z's Perspective on Sustainable Fashion: Marketing Insights and Consumer Behavior



Evelyn-Maria SABO

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



Dan-Cristian DABIJA

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

The Influence of Different Packaging Designs on Snack Cravings: A Neuromarketing Perspective



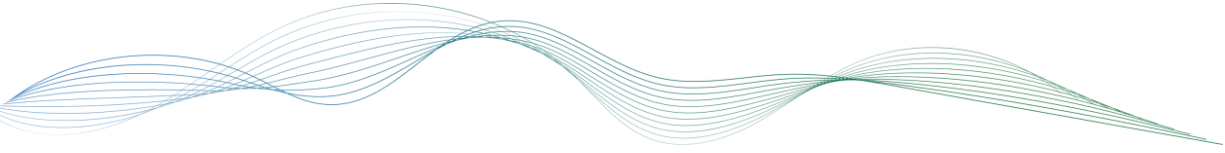
Iulia Elena GUŞ (HLADIUC)

West University of Timișoara, Romania



Carmen Adina PAȘTIU

1 Decembrie 1918 University of Alba Iulia, Romania



Room 103 | 15:30 – 17:30

Session 1:
Consumer Perceptions & Behavior

**Cross-Cultural Differences in Consumer Perceptions
and Behavioural Responses to True Pricing:
Evidence from Germany and Poland**



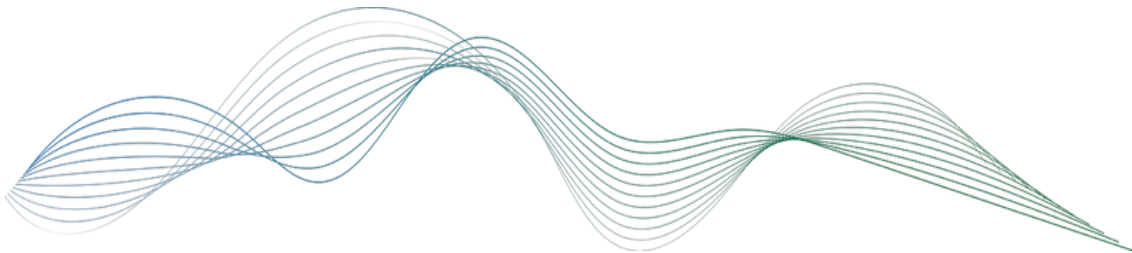
Doreén PICK

*Merseburg University of Applied Sciences, Faculty
of Business Administration and Information
Sciences, Germany*



Marcin KOMOR

*University of Economics in Katowice, Department
of Marketing, Poland*





Session 2:
Digital Platforms, Social Media, & Technology-Mediated Experiences

ROOM 104

12:30 – 14:00

Chairs: Mónika-Anetta ALT, Lăcrămioara RADOMIR

How Audiences Value Social Media Content: A Comparison of Video and Image Formats



Flavia HERLE

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



Ioana DAN

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

The Role of AI in Immersive Retail: A Systematic Literature Review



Kinga FORRÓ

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



Irma AGÁRDI

Corvinus University of Budapest, Hungary



Mónika-Anetta ALT

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

How do AI-based Conversational Agents Shape Consumer Experience and Consumer Attitudes Across Different Stages of the Customer Journey in Conversational Commerce?



Kriszta BAGOLY

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

Talk Like Who? Should Chatbots Be Your Customers' Buddy or Their Advisor?



Raluca CIORNEA

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



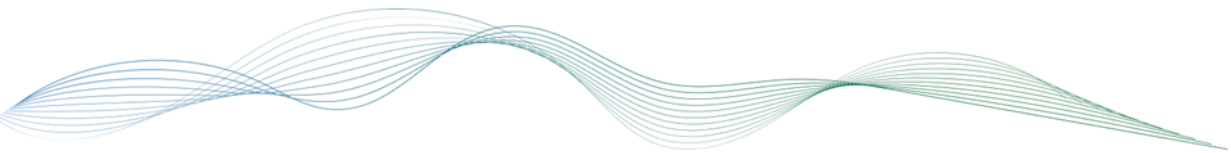
Mónica-Anetta ALT

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



Lăcrămioara RADOMIR

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



ROOM 104

15:30 – 17:30

Chairs: Raluca CIORNEA, Vasilica-Maria MARGALINA

**Conceptualizing AI-driven Hyper-personalization in
Retail: A Literature Review**



Anamaria-Petruța TÎRNĂVEAN

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



Zsuzsa SĂPLĂCAN

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

**Algorithmic Unpredictability and User Continuance
Intention on Social Network Sites**



Francesca MAGNO

University of Bergamo, Italy



Fabio CASSIA

University of Verona, Italy

**Advertising in AI Chatbots: A Persuasion Knowledge
Perspective**



Andor DARVAS

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

**Brand Equity of Universities: The Mediation Role of
Social Media Communication**



Vasilica-Maria MARGALINA

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



Andreea MUNTEAN

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



Silvia MAICAN

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

**I Changed My Mind: How Social Media Influences the
Choice between Higher Education and Early Career
Paths**



Luigia Gabriela STERIE

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

ROOM 105

12:30 – 14:00

Chairs: Erik VAN 'T KLOOSTER, Silvia MAICAN

A Cross-National Test of Credibility Gatekeeping in Digital Heritage Tourism: Evidence from China and the United States



Yuan ZHANG

*University of Sopron, Alexandre Lamfalussy
Faculty of Economics, Hungary*

The Rainbow Algorithmic – Mapping the Intersection of AI and LGBTQ+ Discourse through Bibliometric Analysis



Diana Alexandra MICH

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



Dan-Cristian DABIJA

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

The Values underneath a Place Brand: Making Sense of Modern Western Culture



Erik VAN 'T KLOOSTER
*Erasmus University, Rotterdam School of
Management, The Netherlands*

Patterns of Mobile Device Usage among Marketing Students: a Comparative Study between Romania and Poland



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*



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

ROOM 105

15:30 – 17:30

Chairs: Cătălin Mihail BARBU, Mihai-Florin BĂCILĂ

Enhancing Museum Education through Innovation: from Exhibit Labels to Cultural Mediation in Society 5.0



Oana Iulia ENĂȘEL

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

Toward a Framework of Age-Inclusive Marketing in Fintech



Cătălin Mihail BARBU

University of Craiova, Faculty of Economics and Business Administration, Romania



Daniela Victoria POPESCU

University of Craiova, Faculty of Economics and Business Administration, Romania



Sorina-Raula GÎRBOVEANU

University of Craiova, Faculty of Economics and Business Administration, Romania

Optimizing B2B Lead Management through Integrated Marketing Analytics: Insights from a Practical Guide



Laura HANNEMANN

*Hochschule Karlsruhe - University of Applied
Sciences, Faculty of Management Science and
Engineering, Germany*

Visualizing Sustainability: Large-Scale Video Assessment of Tourism Communication Across Countries



Mihai-Florin BĂCILĂ

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



Alexandra Maria DRULE

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

ROOM 106

12:30 – 14:00

Chairs: Anca C. YALLOP, Ciprian-Marcel POP

From Policy Documents to Actionable Insight: A Grey-Literature-Led Review Method



Anca C. YALLOP

Auckland University of Technology, Faculty of Business, Economics and Law, New Zealand



Sheau Fen (Crystal) YAP

Auckland University of Technology, Faculty of Business, Economics and Law, New Zealand



Yanruo (Nora) ZHANG

Auckland University of Technology, Faculty of Business, Economics and Law, New Zealand

Project-Based Management in University Presses: A Services Marketing Perspective on Author–Publisher Co-Creation



Vasile MORARU

Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Romania

**Destinations without Filters: The Effects of Ironic
Humor in Social Media Advertising**



Ariadna TIMUȘ

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

**Conversion at the Green Frontier: A Multi-Method
Analysis of Message Framing and the Engagement Funnel
in Ecological Social Marketing**



Andrei RUSU

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



Leonardo-Mihai MĂRINCEAN

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

ROOM 106

15:30 – 17:30

Chairs: Dan-Cristian DABIJA, Monica SCHMICKLER

Selling Social Impact: An A/B Experimental Analysis of Affective vs. Utilitarian Framing in Youth Recruitment Campaigns



Anamaria BOTEZAN

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



Leonardo-Mihai MĂRINCEAN

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

From Volunteers to Content Creators - Investigating Marketing Communication Roles and Competency Development in NGOs



Leonardo-Mihai MĂRINCEAN

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



Liana STANCA

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

Healthcare Professional Perspectives on Patient Relations: A Qualitative Interview-Based Research at the Clinical Recovery Hospital, Cluj-Napoca



Dora Violeta SZAKACS (POPOVICI)
Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Veronica Dana Irina CÂMPIAN
Babeş-Bolyai University, Faculty of Political, Administrative and Communication Sciences, Romania



Dan-Cristian DABIJA
Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania



Liana STANCA
Babeş-Bolyai University, Faculty of Economics and Business Administration, Romania

From Information to Decision: Turning Transparency Data into Future-Ready Value Propositions with the Business Model Canvas



Monica SCHMICKLER
Hochschule Nürtingen | Hochschule Karlsruhe | FOM Stuttgart | Independent Researcher, Germany
