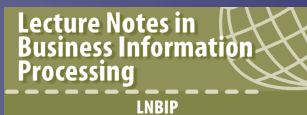


Organizers



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Program

The 7th International Conference on Digital Economy Emerging Technologies and Business Innovation



Program

09.05.2022

Welcome and Registration 08:45 – 09:15

Opening Ceremony 09:15 – 10:00

Professor Marius Profireoiu ,Vice rector for International Relations Bucharest University of Economic Studies

Professor Alina Dima ,Vice rector for Research Bucharest University of Economic Studies

Vasile Alecsandru Strat, Dean of BBS

Mohamed Anis Bach Tobji , Steering Committte , Dean of ESEN, Vice president ATEN

Adriana AnaMaria Davidescu, General Chair

Ana Maria Soares , Program Chair

Keynote 1 10:45 – 11:30

Session Chair: Catalina Radu

Coffee break 11:30 – 12:00

Session 1 12:00 – 13:30

Lunch 13:30 – 15:00

Session 2 15:00 – 17:00

10.05.2022

Guest speech: Leith Campbell JTDE

Journal Manager 09:15 – 10:00

Session Chair: Mohamed Anis Bach Tobji

Session 3

Break 10:00 – 11:00

Keynote 2 11:00 – 11:15

Session Chair: Mirela Nichita 11:15 – 12:00

Session 4 12:00 – 13:30

Lunch 13:30 – 15:00

Session 5 15:00 – 16:30

Closing Ceremony 16:30 – 17:30

Rim Jallouli , President of ATEN, Steering Committee : Announcement of the Best paper and Best reviewer Awards)

Ana Maria Soares , University of Minho : Announcement of ICDEc 2023 in Portugal

Javier G. Rodríguez Ruiz , University of Guadalajara : Official Invitation of ICDEc 2024 in Mexico

Vasile Alecsandru Strat: Closing Words

Dinner 19:00 – 21:00

11.05.2022

Cultural Tour

A visit in the morning

Lunch

A visit in the afternoon.

Keynote

09.05.2022

10:45 - 11:30

Session Chair: Catalina Radu

Adriana Davidescu

Adriana AnaMaria DAVIDESCU (ALEXANDRU) is Full Professor at the Department of Statistics and Econometrics of the Bucharest University of Economic Studies Romania and senior researcher at the Department of Labour Market Policies of the National Scientific Research Institute for Labour and Social Protection, having more than 14 years of experience in socio-economic research.

She has more than 14 years of expertise in the field of informal economy coordinating or being member of the research team of national and international projects. Adriana Davidescu has coordinated as director numerous national research projects in the field of informality, holding in 2017 the position of senior expert of the European Commission in the project aimed at implementing the mission, objectives and activities of the European Platform to strengthen cooperation in tackling Undeclared Work.

She has extensive experience in the evaluation of projects and public programs as an expert in quantitative analysis and application of statistical and econometric methods in the process assessment, being involved in projects for policy assessment and measures to encourage active ageing, assessment of active measures on reducing unemployment and increasing employment, evaluation of employment increasing measures oriented toward rural area population, evaluations and forecasts of informal employment in strengthening the institutional capacity of The National/Regional Agency for Employment, assessment of the National Strategy for Research, Development and Innovation 2014-2020.

She has demonstrated knowledge and experience with quantitative and qualitative economic analysis and modeling techniques, background in the field of macroeconomics, as well as experience in applied econometrics, macroeconomic and microeconomic analysis, data validation and statistical analysis, predictive analysis, expertise in employment policy and labour market analysis. She was member of member of European correspondents Eurofound 2014-2018, The European Foundation for the Improvement of Living and Working Conditions (Eurofound) Romania and also CNSPIS member during the period 2016-2018.

Two faces of the same coin: Exploring the multilateral perspective of informality in relation to Sustainable Development Goals in a digital economy

The study aims to investigate the research field of informality from a dual perspective—unilateral versus multilateral—in relation to Sustainable Development Goals. It highlights the dynamics of the literature and potential future research directions through mapping that enables the investigation of scientific knowledge. To elaborate the temporal development of the informality research field in terms of publications, we extract articles from Web of Science published between 1978–2021. We investigate more than 5000 documents, focusing on author, keyword, paper, journal, and topic analysis. The empirical findings emphasise the conceptual structure from the unilateral perspective, with clusters focusing on informality, urban informality, and sustainable development. Moreover, the informal economy, informality and entrepreneurship, tax evasion, tax morale and tax compliance, the shadow economy, the informal sector, and corruption are clusters from the multilateral perspective. According to the intellectual structure of the field, A. Roy is the most representative author for the subarea of informality and Sustainable Development Goals, with articles mostly related to urban informality and cities. F. Schneider, K. Gerxhani, R. LaPorta, B. Torgler, J. Alm, A. Sandmo, C. Williams, H. De Soto, and R. Dell'Anno are the most representative reference authors for the entire spectrum of informality. Finally, World Development, Geoforum, Environment and Urbanization, Urban Studies, Habitat International, American Economic Review, Journal of Economic Literature, and Journal of Public Economy are the most prolific journals in the field of informality.

Guest speech

10.05.2022

09:15 - 10:00

Session Chair: Mohamed Anis Bach Tobji

Leith Campbell

Dr Leith Campbell is Managing Editor of the Journal of Telecommunications and the Digital Economy, a role he inherited at the end of 2020, after serving as Production Editor and Deputy Managing Editor for several years. He is an international consultant on telecommunications regulation. His main career has been in telecommunications R&D, having worked for Bell Labs and Bellcore in the US and Telstra Research Laboratories in Australia. He has been in and out of academia, having held research and teaching positions at the Universities of Cambridge and Durham in the UK, and having led an industry university research consortium in Australia. He is currently an Adjunct Professor in the School of Engineering at RMIT University in Australia. He holds a Ph.D. from the University of Adelaide, Australia.

Spreading the Word on the Digital Economy

The concept of the "digital economy" has been around since the 1990s and its ever-expanding reach is leading to more and more activities being conducted online. This, in turn, is leading to an expansion of the "digital society" with its attendant benefits and issues. The Journal of Telecommunications and the Digital Economy (JTDE), for example, is seeing more papers evaluating the acceptance of, or resistance to, the introduction of new online services. It is important, therefore, as ICDEc is doing, to promote research and discussion on the digital economy and the digital society.

This talk is based on a new initiative by ICDEc and the JTDE to encourage expanded research papers on a wide range of aspects of the digital economy. It will describe in broad terms the topics that have been accepted for publication and provide some indications of what has not been accepted. It will attempt to draw some lessons on what is important for future studies of the digital economy and where gaps may exist in research interests.



Keynote

10.05.2022

11:15 - 12:00

Session Chair: Mirela Nichita

Radu Constantinescu

RADU CONSTANTINESCU is the Co-founder and CEO of QUALITANCE, the company he co-established and developed together with Ioan Iacob. Ever since its foundation in 2007, Radu has been part of the management team, coordinating the company operations and financial activities and leading the delivery process of technology projects. Currently, he is also the Chairman of the Board of Directors, a role he has taken on in 2020.

QUALITANCE is an international tech and innovation company that builds digital products and businesses for global organizations. QUALITANCE leverages behavioral design and emerging technologies such as AI and Machine Learning to create innovative digital products and services and help large organizations step in the digitally hyper-scalable 21st-century economy.

With 15 years in the market, the company has built its presence across 3 continents - Europe, US & Australia - from Bucharest to San Francisco, New York and Sydney, and has worked with some of the world's biggest companies - News Corp, Virgin, IKEA, Johnson & Johnson, or Ford - on digital transformation and innovation solutions.

QUALITANCE has been recognized by the Financial Times 1000, Inc.5000 Europe, Deloitte Technology Fast 50 Central Europe and Technology Fast 500 EMEA as one of the fastest-growing technology companies. In 2017, QUALITANCE was awarded Company of the Year by the Employers Association of the Software and Services Industry (ANIS). In 2018, the Bucharest Stock Exchange presented QUALITANCE with the Made in Romania Award for being one of the companies.

Total Experience. How to create user-focused digital products that accelerate business growth



Program

SESSION 1 DIGITALIZATION & COVID 19

Session Chair: Osmar Zaiane

Sarah Hariri Haykal and Mohammad Makki

Examining the Impact of Digitalization on Unemployment rate During COVID-19 Pandemic

12:00 – 12:30

Barbara Pisker, Mirjana Radman-Funarić and Kristian Dokic

Digital Gender Gap in EU-27 ICT Employment During COVID-19 Impact

12:30 – 13:00

Racquel Nakhle, Rim Haidar and Nizar Hariri

3D Printing during the Covid-19 Pandemic in Lebanon: Personal Protective Equipment (PPEs) from Club Goods to Public Goods

13:00 – 13:30

Program

SESSION 2 DIGITAL BUSINESS MODELS FOR EDUCATION AND HEALTHCARE

Session Chair: Claude Diderich

Carla Reinken and Annette Kalinovich

Success Factors for the Use of Open Educational Resources - A Quantitative Survey with Students

15:00 – 15:30

Marija Radic, Claudia Vienken, Laurin Nikschat, Thore Dietrich, Holger König, Lorenz Laderick and Dubravko Radic

AI-based Business Models in Healthcare: An Empirical Study of Clinical Decision Support Systems

15:30 – 16:00

Jonas Kötter and Agnes Mainka

Implementing an agile change process to improve digital transformation in higher education teaching

16:00 – 16:30

Carla Reinken, Nicole Draxler-Weber and Uwe Hoppe

A Maturity Model for Open Educational Resources in Higher Education Institutions – Development and Evaluation

16:30 – 17:00



Program

SESSION 3 IT USER BEHAVIOR AND SATISFACTION

Session Chair: Javier G. Rodríguez Ruiz

Olfa Ismail

Relationship between culture and user's behavior in the context of information security systems: A qualitative study in SMEs

10:00 – 10:30

Ivana Radic, Robert Idlbek and Irena Cajner Mraović

Possibilities and limitations of the Croatian police in communication via social networks

10:30 – 11:00



Program

SESSION 4 DIGITAL MARKETING

Session Chair: Ana Maria Soares

Molka Triki and Amel Chabouni

Cause-related marketing: towards an exploration of the factors favoring the purchase intention of the tunisian consumer

12:00 – 12:30

Latifa Mednini and Mouna Damak Turki

What leads customer to create and participate in anti-brand community: a netnographic approach

12:30 – 13:00

Simona Abdo, Tahani Nahouli and Karim Daye

Consumer Satisfaction using fitness technology innovation

13:00 – 13:30



Program

SESSION 5 DIGITAL TRANSFORMATION

Session Chair: Ismehene Chahbi

Longzhu Dong, Robert Stephens and Ana Maria Soares

Changes in Global Virtual Team Conflict Over Time: The Role of Openness to Linguistic Diversity

15:00 – 15:30

Olga Stoianova, Victoriia Ivanova and Tatiana Lezina

Readiness of Russian companies for digital transformation: what's changed?

15:30 – 16:00

Houda Mahboub and Hicham Sadok

Towards a better digital transformation: learning from the experience of a digital transformation project

16:00 – 16:30

