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Nota di contenuto	Frontmatter -- Contents -- Foreword -- Global World after Crisis: Towards a New Economic Model -- Considerations Regarding the Management of Organizational Culture -- Challenges of Modern Public Management from a Human Resources Perspective -- Global Economy in the COVID-19 Era. The Impact of the Pandemic on the Economic and Financial Systems -- Empirical Analysis of the Impact of the COVID-19 Pandemic on the Real Estate Industry in Romania -- Carbon Border Adjustment Mechanism and the Protection of the Competitiveness of EU Aluminium Producers -- The Role of Foreign Direct Investments in the Georgian Economy: Statistical Analyses -- Research on Policies and Mechanisms that can Streamline the Process of Transition to Green Energy and Achieve Climate Change-Related Targets -- Cost Considerations and Economic Impact of Cancer on Labour Markets -- Resilience and Digitalization - Key Strategies for Successful Business in Critical Times -- The Impact of COVID-19 on E-commerce Use in Lebanon: A Quantitative Study -- The Impact of Digitalization and Industry 4.0 on Business. ERP Systems can be a Solution for Business? -- Crypto-Assets Regime in the European Area -- A Critical Review of Global Logistics Providers in Romania -- Conceiving Resilient Solutions for Tourism during the COVID-19 Pandemic -- Building Resilience Through the Use of Intelligent Technologies: A Qualitative Research -- Digital Marketing Communication for Actual Context of Romanian

Modern Grocery Retailing -- Universities and Community Impact -- Empowering Students to Save Energy through a Behavioural Change Campaign in University Accommodation -- Media Literacy Education and Digital Transformation. New Challenges for Civic Universities -- Academic Journals' Performance: Opportunities for Research Visibility -- Urban Natural Areas, from Nature Conservation to Well-being Assets -- Civic Universities and Their Impact on Green Infrastructure Governance in Cities: A Principles-Based Framework for Human Well-Being -- Internationalisation of Higher Education -Overview of Recent Developments -- Innovative Technopreneurship and Sustainable Business Models -- COVID-19 Pandemic and Future Business Prospects: A Conceptual Study -- The National Policy Environment for Starting a Business: An Assessment in Vietnam -- Needs for Remodeling the Entrepreneurship Education for the Post-COVID-19 Era -- The Evolution of Innovative Entrepreneurship Indicators in Europe. Implications for the Labour Market -- Economic Policies for Non-Cyclical Crises -- Digitalisation and Competition in the European Union -- Restarting COVID-19-Affected Economies -- Creative and Cultural Sectors during the COVID-19 Pandemic -- Financial Perspectives in Turbulent Times -- The Impact of Fiscal Freedom, Government Effectiveness and Human Development Index on the VAT GAP in the European Union -- Fiscal Pressure in Romania and the Influence of the Value Added Tax -- Is the Digitalisation of Tax Institutions a Solution for Voluntary Tax Compliance? -- Marketing and Sustainability -- Viral Marketing and Its Influence on Customer's Purchasing Decisions: A Quantitative Study in Lebanon -- The Importance of Tools Specific Mobile Networks and Social Online Networks for Start-Ups in Bucharest -- Some Considerations on Integrating Corporate Social Responsibility in the Marketing Strategy of Banking Institutions -- Awareness of the Endogenous Factors Influence Purchasing and Consumption Decisions -- Global Challenges for Agri-Food Systems and Sustainable Development -- Local Action Groups Implications in Rural Romania -- Sustainable Development of a PDO or PGI from the Voluntary Scheme "Traditional Product" -- Romania's Agro-Food Sector: Issues of Cluster Development and Competitive Positioning -- The Role of Innovation in Public and Private Organizations in Context of Digital Transformation -- The Perspective of the Development of the Industry of the Future in Romania in the Context of Big Data and Digitalization -- The Art of Product Management - a Practical Guide for Product Value Maximization -- Applied Economics and Statistics and Data Science -- Comparative Analysis of Different Methods to Measure Welfare Beyond GDP for Romania -- The Evolution of Inflation in the Context of the COVID-19 Pandemic -- Bertrand Competition Under Incomplete Information -- The Role of Accounting in Sustainable Development -- Digitalization in Accounting: A Structured Literature Review -- Business Law and Sustainable Development -- Personal Data between Individual Protection and the General Interest -- The New Direction of the EU: the Creation of a Digital Europe

Sommario/riassunto

The International Conferences on Economics and Social Sciences (ICESS) organized by Bucharest University of Economic Studies provides an opportunity for all those interested in Economics and Social Sciences to discuss and exchange research ideas. The papers presented at the Conference are available online in the Conference Proceedings series (ISSN 2704-6524): Volume 2019 Collaborative Research for Excellence in Economics and Social Sciences, ISBN 9788366675322 Volume 2020 Innovative Models to Revive the Global Economy, ISBN 9788395815072 Volume 2021 Resilience and Economic Intelligence Through Digitalization and Big Data Analytics, ISBN: 9788366675704 During

2020, leaders found themselves at a historic crossroads, taking decisions under remarkable pressures and uncertainties. However, windows of opportunity are being created to shape the economic recovery, restore the health of the environment, develop sustainable business models, strengthen regional development, revitalize global cooperation, harness Industry 4.0, and redesign the social contracts, skills, and jobs. This conference provides an opportunity for all those interested in Economics and Social Sciences to discuss and exchange research ideas especially in the light of recent crisis determined by COVID-19. We welcome both empirical and theoretical work that is broadly consistent with the conference' general theme. Especially, researchers, PhD students and practitioners are invited to submit papers on the topics related to new models in entrepreneurship and innovation, sustainability and education, data science and digitalization, marketing and finance etc. that will develop innovative instruments for countries, businesses and education to revive after the crisis. The main topics of the conference are focused on, but not limited to, the following sections: Applied Economics and Statistics and Data Science The role of innovation in public and private organizations in context of digital transformation Financial perspectives in turbulent times Global Challenges for Agri-Food Systems and Sustainable Development Universities and community impact Economic Policies for Non-Cyclical Crises Innovative Technopreneurship and Sustainable Business Models Marketing and Sustainability The role of accounting in Sustainable Development Global world after crisis: towards a new economic model Resilience and Digitalization - key strategies for successful business in critical times Current challenges within demographic data: measurement, collection, retrieval, analysis and reporting Business Law and Sustainable Development Branding and training talented researchers for new entrepreneurial and digital society

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