

UNIVERSITY OF LIFE SCIENCES "KING MIHAI I OF ROMANIA" FROM TIMISOARA  
FACULTY OF MANAGEMENT AND RURAL TOURISM  
ACADEMIA ROMANIAN ACADEMY TIMISOARA BRANCH  
ACADEMY OF AGRICULTURAL AND FORESTRY SCIENCES „GHEORGHE  
IONESCU - SISESTI" TIMISOARA BRANCH  
ASSOCIATION FOR TOURISM PROMOTION AND DEVELOPMENT, TIMIS  
ACADEMIC SOCIETY OF MANAGEMENT FROM ROMANIA TIMISOARA BRANCH  
UNIVERSITY OF SZEGED FACULTY OF AGRICULTURE, HÓDMEZŐVÁSÁRHELY  
HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES  
JOSIP JURAJ STROSSMAYER UNIVERSITY OF OSIJEK, FACULTY OF AGROBIO-  
TECHNICAL SCIENCES, OSIJEK  
„ALEKSANDER MOISIU" UNIVERSITY, FACULTY OF BUSINESS, DURRES,  
ALBANIA



**20  
24** MULTIDISCIPLINARY  
CONFERENCE ON  
SUSTAINABLE  
DEVELOPMENT



**MATE**  
HUNGARIAN UNIVERSITY OF  
AGRICULTURE AND LIFE SCIENCES



**SZTE MGK**  
HÓDMEZŐVÁSÁRHELY

**SAMIRO**  
SOCIETATEA ACADEMICA DE MANAGEMENT DIN ROMANIA



**APDT**  
TIMIS

Asociatia pentru  
Promovarea si  
Dezvoltarea  
Turismului



Sveučilište Josipa Jurja Strossmayera u Osijeku

**Fakultet agrobiotehničkih  
znanosti Osijek**

**MULTIDISCIPLINARY CONFERENCE ON SUSTAINABLE  
DEVELOPMENT**

**SECTION  
MANAGEMENT OF SUSTAINABLE RURAL DEVELOPMENT**

**TIMIȘOARA  
MAY 30-31, 2024**

## SCIENTIFIC BOARD OF THE CONFERENCE

**Associate Prof. Ramona CIOLAC PhD** - *University of Life Sciences Timisoara, Faculty of Management and Rural Tourism*

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**Scientific Researcher Ing. Miroslav RAICOV PhD** - *Timisoara Branch of Romanian Academy - Research Center for Sustainable Rural Development of Romania*

# PROGRAM OF THE CONFERENCE

## Thursday, May 30, 2024

### Join Zoom Meeting

<https://us02web.zoom.us/j/85064803568>

**Meeting ID:** 850 6480 3568

**Passcode:** 388803

- 8<sup>30</sup> – 10<sup>00</sup>**     **Participants arrival**  
*Aula Magna University of Life Sciences "King Mihai I" from Timișoara*
- 10<sup>00</sup> – 10<sup>10</sup>**     **Wellcome speech**  
**Prof. Cosmin POPESCU, PhD**, Rector of University of Life Sciences "King Mihai I" from Timisoara
- 10<sup>10</sup> – 10<sup>15</sup>**     **Conference opening**  
**Assoc. Prof. Kálmán IMRE PhD**, Vicerector of Research, Innovation and Technology Transfer of University of Life Sciences "King Mihai I" from Timisoara
- 10<sup>15</sup> – 10<sup>40</sup>**     **Prof. Maria Carmen Chifiriuc, PhD**,  
*Exploring host-pathogen interactions: from understanding intimate mechanisms to achieving practical medical solutions*  
**University of Agronomic Sciences and Veterinary Medicine of Bucharest**
- 10<sup>40</sup> – 11<sup>05</sup>**     **Prof. Petru JITARU, PhD**  
*Food safety assessment at national scale: the French experience*  
**National Agency for Food, Environmental and Occupational Health Safety (ANSES), Unit Trace metals and minerals (ET2M), Maisons-Alfort, France**
- 11<sup>05</sup> – 11<sup>30</sup>**     **Prof. Mircea ILIESCU, PhD**  
*The Evolution of Human Diversity - a genetic perspective*  
**Institute of Continuing Education (ICE), University of Cambridge, UK**
- 11<sup>30</sup> – 12<sup>00</sup>**     **Questions & Answers**
- 12<sup>00</sup> – 14<sup>00</sup>**     **Lunch Break**
- 14<sup>30</sup> – 17<sup>30</sup>**     **Paper presentation on sections**
- 19<sup>00</sup> - 23<sup>00</sup>**     **Dinner „Flonta Restaurant”**

# ORAL PRESENTATIONS

May 30, 2024

## Faculty of Management and Rural Tourism – P.I. Otiman Amphitheater

### Moderators:

**Prof. Tiberiu IANCU PhD** - *ULS Timisoara*

**Prof. Tabita ADAMOV PhD** - *ULS Timisoara*

**Prof. Gabriela POPESCU PhD** - *ULS Timisoara*

**Prof. Sorin STANCIU** - *ULS Timisoara*

**Associate Prof. Ramona CIOLAC PhD** - *ULS Timisoara*

**Associate Prof. Andrea FEHER PhD** - *ULS Timisoara*

### Join Zoom Meeting

<https://us02web.zoom.us/j/83356047838>

**Meeting ID:** 833 5604 7838

**Passcode:** 624224

- 14<sup>30</sup> – 14<sup>45</sup>**      **Opening Ceremony**
- 14<sup>45</sup> – 15<sup>00</sup>**      **ADRIANA DE SERIO, ADRIAN KOREK, DONATO FORENZA**  
*Food and wine landscapes in the music for theater art to develop tourism and agricultural management*
- 15<sup>00</sup> – 15<sup>15</sup>**      **KOMALPREET KAUR, VANINA ADORIANA TRIFAN**  
*Sustainable human resource management: a catalyst for employer brand transformation*
- 15<sup>15</sup> – 15<sup>30</sup>**      **CAMELIA GAVRILESCU**  
*Romanian processed agri-food products: why a continuously negative trade balance?*
- 15<sup>30</sup> – 15<sup>45</sup>**      **IULIA SORINA DAN, IONEL MUGUREL JITEA**  
*Romanians' perception of organic products. a case study in the North West region of Romania*
- 15<sup>45</sup> – 16<sup>00</sup>**      **VLAD ISARIE, FELIX ARION**  
*Exploring innovative solutions for pasture utilization and their application potential for quality products certification in Romania*

- 16<sup>00</sup> – 16<sup>30</sup>** **Coffee break**
- 16<sup>30</sup> – 16<sup>45</sup>** **GABRIELA VLĂȘCEANU, FLOAREA NICOLAE, NICOLE PETCULESCU, MARIAN NICOLAE, ALEXANDRA MORCOVESCU**  
*Modernizing balneary tourism through adaptation to the wellness and spa segment*
- 16<sup>45</sup> – 17<sup>00</sup>** **JONEL SUBIĆ, MARKO JELOČNIK, VESNA GANTNER**  
*Economic-financial assessment of full-fat cheese production*
- 17<sup>00</sup> – 17<sup>15</sup>** **RADOSŁAW KNAP, MARCIN SUDOMIR, PIOTR PRUS**  
*Agricultural consulting in farm development management – Case study*
- 17<sup>15</sup> – 17<sup>30</sup>** **AURORA ELEONORA TWAROWSKA, NICOLAE BIBU, LAURA BRANCU**  
*Best management practices of cultural institutions managers during the covid-19 pandemic: the show must go on!*

**FRAIDAY, May 31, 2024**

**Faculty of Management and Rural Tourism –  
P.I. Otiman Amphitheater**

- 10<sup>00</sup> – 11<sup>00</sup>**    **Workshop**  
*Digitization and management of agricultural farms - the  
agriculture of the future*  
**Invitat: Ing. Dr. Costel PEICA – County Manager SC.  
Agrovir Consulting Romania SRL**
- 14<sup>45</sup> – 15<sup>00</sup>**    **Posters section**  
Faculty of Management and Rural Tourism

**POSTERS SECTION**  
**TOPICS: AGRICULTURAL MANAGEMENT, MARKETING  
AND CONSULTANCY & TOURISM**

**Moderators:**

**Prof. Elena PETȚ PhD - ULS Timisoara**  
**Prof. Luminița PÎRVULESCU PhD - ULS Timisoara**  
**Prof. Ioan PETROMAN PhD - ULS Timisoara**  
**Associate Prof. Diana RABA PhD - ULS Timisoara**

**DANIEL ANTAL, BARBARA KUDLACSEK, SANDOR GESZTI, KAROLY  
BODNAR**

*Data on the milk production of the tsigai sheep breed (review)*

**RAWIA ASHQAR, LOUREEN HADDAD**

*Stakeholders' involvement in school management and its impact on  
students' achievements: the case of Arab schools in Israel*

**IOANA MIHAELA BALAN, TEODOR IOAN TRASCA, REMUS  
GHERMAN, MONICA OCNEAN, ADRIAN-GHEROGHE FIRU-  
NEGOESCU, CAMELIA TULCAN, MARIA ROBERTA TRIPON**

*How many lives for our meal? exploring dynamics of animal slaughtering  
for food*

**IOANA MIHAELA BALAN, TEODOR IOAN TRASCA, REMUS GHERMAN, MONICA OCNEAN, ADRIAN-GHEROGHE FIRU-NEGOESCU, CAMELIA TULCAN, MARIA ROBERTA TRIPON**

*Diets of Romanians and populations from neighboring countries compared to the eat-lancet diet*

**ACHIM DANIEL BALUTA, RARES IAGARU, ANDREI STEFAN VASILE**  
*Rural tourism and agritourism, new elements of the development of the rural economy in Vaideeni commune, Vâlcea county*

**ADRIAN BĂNEȘ, MIROSLAV RAICOV, ANDREA FEHER, NICOLETA MATEOC-SÎRB**

*The irrigated area of Romania, how it evolved and what capabilities exist for the future*

**MARIA BALINT**

*Directions for capitalization the resources from Arad rural area through rural tourism – proposals*

**MARIA BALINT**

*Rural tourism entrepreneurship in Arad's villages-proposals*

**NICOLETA BUSA, IULIANA MERCE, VIRGIL NICULA, CASANDRA-MARIANA MĂNICA, OANA-DIANA CURTEANU (CRĂȘMARIU)**

*The tourism development of Caraș-Severin county in the period 2019 – 2020*

**NICOLETA BUSA, IULIANA MERCE, OANA-DIANA CURTEANU (CRÎȘMARIU)**

*Correlations between the existence of water mills in the Almajului Valley and the development of tourism*

**CIOLAC RAMONA, IANCU TIBERIU, POPESCU GABRIELA, ADAMOV TABITA, MARIN DIANA, FIRU-NEGOESCU ADRIAN**

*Study regarding the interest for Bihor county agritourism areas-analysis and proposals*

**CIOLAC RAMONA**

*Representative resources from Maramures. Visibility analysis and future proposals*

**IRINA ADRIANA CHIURCIU, ELENA SOARE, CARINA DOBRE**

*Authentic rural tourism, engine of rural development in Prahova county. Case study: Măgureni village*

**SIMONA CRISTINA CONSTANTINESCU, CARMEN SIMONA DUMITRESCU, ALEXANDRU IVANIC**

*Quality of accommodation and food services in a rural tourist pension*

**SIMONA CRISTINA, MANUELA-DORA ORBOI, CARMEN SIMONA DUMITRESCU, ALEXANDRU IVANIC**

*Consumer satisfaction study of public food services*

**BIANCA CSIZMADIA, DANIELA VĂLUȘESCU, MARIA SAUER, IOAN PETROMAN, LOREDANA VĂDUVA, CORNELIA PETROMAN**

*Importance of pasture floral composition in sheep raising*

**BIANCA CSIZMADIA, ANA GINA ARMAȘ, I. ȚIBRU, IOAN PETROMAN, LOREDANA VĂDUVA, CORNELIA PETROMAN**

*Integrated management in sheep production*

**ANCA MIHAELA DICU, DANIELA MARIA DIACONESCU, MARINELA PETRAN, LUMINIȚA CORNELIA PÎRVULESCU**

*The impact of the local brand in the development of gastronomic tourism*

**ANA-MARIANA DINCU, MANUELA DORA ORBOI, ANDREEA ADRIANA PETCOV, CAMELIA MĂNESCU, CLAUDIA SÎRBULESCU, OANA-MARIA SICOE-MURG**

*Career counselling and its role in the development of young people*

**CĂLIN DOBRA**

*Favorability assessment of Sichevita area for agritourism activities*

**CĂLIN DOBRA**

*Elements which give individuality to Sichevita commune. their capitalization through a specific tourist product*

**CARLO MARIUS DRAGOMIR, SIMONA-MARIA ILIE, MARIANA-ATENA POIANA, CORINA DANA MISCA, DELIA-GABRIELA DUMBRAVĂ, CAMELIA MOLDOVAN, VIORICA-MIRELA POPA, AURICA-BREICA BOROZAN, LUMINITA CORNELIA PIRVULESCU, DIANA-NICOLETA RABA**

*Impact of thermal preparation on sensory and physic-chemical properties of potatoes*

**CARMEN SIMONA DUMITRESCU, COSMIN SĂLĂȘAN, IASMINA IOSIM, COSMINA SIMONA TOADER, SIMONA CRISTINA CONSTANTINESCU, SORIN MIHAI STANCIU**

*Aspects regarding farm management and labour force- case study*

**CARMEN SIMONA DUMITRESCU, IOANA ANDA MILIN, IULIANA MERCE, IASMINA IOSIM, COSMIN SĂLĂȘAN, COSMINA SIMONA TOADER**

*Covid-19 impact on European tourism - case study*

**SANDOR GESZTI, BARBARA KUDLACSEK, DANIEL ANTAL, KAROLY BODNAR**

*World trends in beef consumption with a focus on Hungary*

**MARIUS-IONUȚ GORDAN, TABITA CORNELIA ADAMOV, IULIANA IOANA MERCE, IOANA ANDA MILIN, ANKA ROXANA PASCARIU, TIBERIU IANCU**

*Is Romanian rural tourism resilient to external shocks? Case study: covid-19 pandemic lockdowns and their consequences*

**IASMINA IOSIM, GABRIELA POPESCU, ANKA PASCARIU, DIANA MARIN, CARMEN DUMITRESCU, CRISTINA BABCSANYI, ANDREEA DRAGOESCU**

*Romanian travel agencies: re-building up corporate image through offers*

**IASMINA IOSIM, GABRIELA POPESCU, ANKA PASCARIU, DIANA MARIN, COSMIN SĂLĂȘAN, ANDREEA DRAGOESCU**

*Communicating/expressing emotions in organizations*

**IONUȚ BOGDAN ALEXANDRU ISDRARIU, MARIA SAUER, MIHAELA TOTH, LOREDANA VĂDUVA, ANA GINA ARMAS, IOAN SAUER, IOAN PETROMAN**

*Environmental management in pastoral systems*

**IONUȚ BOGDAN ALEXANDRU ISDRARIU, I. ȚIBRU, LOREDANA VĂDUVA, MIHAELA ALBULESCU, IOAN SAUER, IOAN PETROMAN**

*Grazing systems in sheep rearing*

**HIBA KHADIJA**

*The principal's leadership style influence on teamwork skills of teachers in Arab schools in Israel*

**BARBARA KUDLACSEK, SANDOR GESZTI, DANIEL ANTAL, KAROLY BODNAR**

*Equine assisted activities for children*

**DIANA MARIN, RAMONA CIOLAC, IASMINA IOSIM, CAMELIA MĂNESCU, ANA MARIANA DINCU, LOREDANA VĂDUVA, CORNELIA PETROMAN**

*Analysis of meat consumption preferences of consumers from Timis county*

**DIANA MARIN, RAMONA CIOLAC, IASMINA IOSIM, CAMELIA MĂNESCU, ANA MARIANA DINCU, LOREDANA VĂDUVA, CORNELIA PETROMAN**

*Study regarding the evolution of the trade balance of the meat sector at national and local level*

**ANAMARIA ROXANA MARTIN, MIRCEA CHIȚU, IOANA MIHAELA BĂLAN, TIBERIU IANCU**

*The cost of the food basket in Romania*

**IULIANA IOANA MERCE, IOANA ANDA MILIN**

*Table setting – restaurant etiquette*

**IULIANA IOANA MERCE, IOANA ANDA MILIN**

*Theoretical aspects regarding the advantages of a mobile fast food*

**IOANA ANDA MILIN, CARMEN SIMONA DUMITRESCU, CIPRIAN RUJESCU, MARIUS GORDAN, CLAUDIA SÎRBULESCU**

*Analysis of some indicators regarding European touristic activity*

**ANKA ROXANA PASCARIU, MARIUS GORDAN, IASMINA IOSIM, TABITA ADAMOV, TIBERIU IANCU**

*Communication strategies in agriculture campaigns*

**ANKA ROXANA PASCARIU, MARIUS GORDAN, CHENDE DRAGOȘ, CAMELIA MĂNESCU, ANDA MILIN, TABITA ADAMOV, TIBERIU IANCU**

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*Modernizing balneary tourism through adaptation to the wellness and spa segment*

## **TOPICS: ECONOMY AND RURAL DEVELOPMENT & AGRICULTURAL FINANCE, ACCOUNTING AND LEGISLATION**

### **Moderators:**

**Prof. Ioan BRAD PhD - ULS Timisoara**

**Prof. Nicoleta MATEOC-SÎRB PhD - ULS Timisoara**

**Prof. Cornelia PETROMAN PhD - ULS Timisoara**

**Associate Prof. Anda MILIN PhD - ULS Timisoara**

**TABITA ADAMOV, TIBERIU IANCU, ELENA PEȚ, LUMINIȚA  
PIRVULESCU, NICOLETA MATEOC-SÎRB, GABRIELA POPESCU**

*Aspects regarding the implications of entrepreneurship in the development  
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**TABITA ADAMOV, RAMONA CIOLAC, CAMELIA MANESCU, ADELINA  
VENIG, DRAGOȘ CHENDE, MARIUS GORDAN**

*The implications of the development of tourist activities in the rural space  
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**CRISTINA BÂLDAN, ALINA HAGIU, MARINELA BĂRBULESCU**

*Financing the common agricultural policy*

**CRISTINA BÂLDAN, ALINA HAGIU, MARINELA BĂRBULESCU**

*The role of education on economic growth and competitiveness in Romania*

**ANDREI BOTEZATU, NATALIA MOCANU**

*The intensive production system of table grapes in the pergola system  
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**SORINEL IONEL BUCUR**

*The Romanian agrifood sector – between sustainable development and  
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**ADRIAN BĂNEȘ, MIROSLAV RAICOV, ANDREA FEHER, COSMIN  
SĂLĂȘAN, MANUELA-DORA ORBOI**

*The current state and forecast of utilities in the western region of Romania*

**SELMA BINJAKU, SHKËLQIM FORTUZI**

*The impact of the fiscalization process on businesses in Albania*

**IOANA CAMELIA CHEBELEU, MIRCEA CHEBELEU, RAMONA  
VASILICA BACTER, ALINA MARIA GHERDAN**

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**DRAGOȘ CHENDE, TABITA ADAMOV, TIBERIU IANCU, ANDA, MILIN, RAMONA CIOLAC**

*Artificial intelligence and its implications in precision agriculture*

**AURELIA IOANA CHEREJI, IRINA ADRIANA CHIURCIU, IOAN CHEREJI jr., CRISTINA MARIA MAERESCU, DANIELA ȚUȚUI**

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*Crisis leadership: how to lead efficiently*

**ALINA HAGIU, MARINELA BĂRBULESCU**

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