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**TIBISCUS UNIVERSITY OF**

**TIMIȘOARA**

**In collaboration with**



- Faculty of Applied Management, Economics and Finance, Business Academy University in Novi Sad, Serbia
- Fantasy Travel SRL
- Research and Development Centre for Sheep and Goat Breeding Caransebeș -"Gheorghe Ionescu Șișești" Academy of Agricultural and Forestry Sciences, Bucharest (Stațiunea de Cercetare-Dezvoltare pentru Creșterea Ovinelor și Caprinelor Caransebeș - Academia de Științe Agricole și Silvice „Gheorghe Ionescu Șișești” București)

**3<sup>rd</sup> INTERNATIONAL CONFERENCE ON  
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BOOK OF ABSTRACTS**

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**TIMIȘOARA  
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## **Ana ANUFRIJEV, Marko MILIĆ - EFFECTS OF GREEN INDUSTRIAL DEVELOPMENT POLICIES ON KEY MACROECONOMIC INDICATORS**

Over the past few decades, the global economy has faced significant challenges related to climate change, environmental degradation, and resource depletion, leading to the emergence of green industrial policies as a strategic response to the need for sustainable development. The early 21st century is characterized by the intensive integration of environmental objectives into economic strategies, with a particular focus on the development of clean technologies, renewable energy sources, and energy efficiency. This paper examines the impact of green industrial policies on key macroeconomic indicators, including economic growth, productivity, exports, and employment. The methodology is based on a comprehensive review of relevant literature, reports from international organizations, and illustrative case studies from Serbia. The findings indicate that green industrial policies contribute to structural economic transformation, enhance competitiveness, and create new employment opportunities, while simultaneously requiring substantial institutional and financial efforts. The paper concludes that green industrial policy represents a crucial instrument for ensuring long-term economic stability and resilience. It emphasizes the importance of a holistic and coordinated approach to policy implementation, integrating environmental, social, and economic dimensions to maximize sustainable development outcomes.

## **BOITUMELO Caroline - FACTORS PROHIBITING BEST ENVIRONMENTAL SUSTAINABILITY PRACTICES IN SMALL ACCOMMODATION BUSINESSES IN DEVELOPING AFRICAN ECONOMIES: CASE OF LESOTHO**

As one of the major segments in the tourism industry, the lodging sector plays a crucial role towards employment creation, contribution to the GDP, support for local businesses and community, and foreign exchange and direct investment among others. Lodging businesses are increasingly adopting environmental sustainability practices to promote profitability, recognition, and social responsibility. The aim of this research is to identify the factors that are prohibiting the implementation of good environmental sustainability programs within the small lodging establishments in Lesotho. This study uses qualitative research to gain insights on factors prohibiting best environmental sustainability practices. Based on the findings, strategies for improvement are provided to pave a way for implementation of practices that minimize the environmental impact to ensure compliance. The research further recommends future research

areas that can be explored regarding environmental sustainability issues within the lodging sector.

**Carmen Ileana DOBRESCU, Camelia TEODORESCU, Student Florian Alin BUTOI - ANALYSIS OF THE ACCESSIBILITY OF COMMERCIAL SPACES FOR PEOPLE WITH DISABILITIES. CASE STUDY: MALLS IN BUCHAREST**

Equal access to the physical environment and public services is a universal right, but people with disabilities face barriers that limit their independent access, both in public and commercial spaces. The purpose of this research is to study accessibility and identify the obstacles faced by people with mobility, vision, or hearing disabilities, particularly in commercial spaces. The main objective is to assess the degree of accessibility and the daily experience of people with disabilities in Bucharest malls such as Mega Mall, Veranda Mall, and ParkLake Mall. The specific objectives analyze transportation infrastructure, assess internal architectural barriers, and evaluate wayfinding and information systems. A mixed-methods approach was used, based on direct observations during fieldwork in the malls, the identification of encountered obstacles, and discussions with some customers. The ethnographic method, using semi-structured interviews, captured the opinions and experiences of people with disabilities, while the cartographic method identified the locations of the shopping centers and the means of transportation available for access. The results highlight certain barriers, such as the distance from the transit station to the entrance, separate entrances with different doors, inadequate elevators, poorly designed information signs (with small print or at an inappropriate height), as well as the lack of Braille signage. There has also been some progress through the implementation of assistive technologies (the STEP HEAR app used at Mega Mall) and the availability of accessible ramps and elevators, as well as moving walkways. These malls are of interest not only for retail but also for certain specialized services (medical), population registration, and passport issuance. Further modernization is needed in all malls to make them as accessible as possible.

**Ionuț Veniamin DOJANĂ**

**CALITATEA DE PRODUCĂTOR A IMPORTATORULUI DE PANOURI FOTOVOLTAICE DESTINATE PARCURILOR SOLARE PROPRII. Interpretare sistematică a Anexei nr. 5 lit. g) și lit. k)–m) din O.U.G. nr. 5/2015 privind deșeurile de echipamente electrice și electronice (DEEE)**

This paper examines a current legal issue in Romanian environmental law: whether the economic operator who imports photovoltaic panels not for resale to third parties, but for installation in its own solar park intended for the production and sale of electricity, qualifies as a “producer” within the meaning of G.E.O. No. 5/2015 on waste electrical and electronic equipment. The question remains officially unresolved in Romania and carries significant financial consequences, given the volume of photovoltaic panels imported each year by solar park

operators. Based on a systematic interpretation of Annex No. 5, letters g) point (iii), k), l) and m) of G.E.O. No. 5/2015, provisions that faithfully transpose Article 3 of Directive 2012/19/EU, the author demonstrates that such an operator unquestionably meets the legal definition of “producer” and, consequently, owes the contribution established by Article 9 paragraph (1) letter w) of G.E.O. No. 196/2005 on the Environmental Fund. This conclusion is consistent with the purpose of Directive 2012/19/EU, with the principle of extended producer responsibility, and with the polluter-pays principle enshrined in Article 191 paragraph (2) of the Treaty on the Functioning of the European Union. The paper separately addresses the practical consequences for photovoltaic operators, the particularity of solar panels as long life-cycle equipment, and puts forward concrete *de lege ferenda* proposals.

### **Jozsef GAL, Zhou DAI - CURRENT STATUS AND OPERATION OF CROSS-BORDER E-COMMERCE AND LOGISTICS, SOME SUSTAINABILITY RELATIONS IN CHINA**

Abstract: Cross-border e-commerce has emerged as a new type of international trade as a result of the widespread use of data, network technology, and information technology. The logistics model for cross-border e-commerce heavily influences consumer happiness and the direction of the industry going forward. The cross-border e-commerce logistics industry in China is booming, and it has already become an integral component in international business. In spite of these technological advancements, there remain some inflexible factors to do with the cross-border e-commerce market model. This article addresses the present development trend of cross-border e-commerce and emphasizes the role of network technology, 'big data', and information technology in advancing this area in order to address these issues. The key procedures of some cross-border e-commerce logistics models are then examined, along with their benefits and drawbacks. We examine in practice and focus on sustainability. It is discovered that there are now issues with high transportation costs, lengthy delivery times, inadequate information technology, and challenges with returning and exchanging goods. This essay concludes with various recommendations, such as the creation of an ideal cross-border e-commerce smart logistics information system and strong legislative and policy backing for sustainability.

### **GALEA MIHAELA SIMONA, MINCIUNĂ ROXANA DIANA - IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN ACCOUNTING PRACTICE**

The accelerated digital transformation of the global economy has led to the profound restructuring of organizational and administrative processes, and the field of accounting is among the sectors most influenced by the integration of emerging technologies. Artificial intelligence (AI) currently represents one of the principal catalysts of the modernization of financial-accounting practices, contributing significantly to the optimization of operational

flows, the increase of internal process efficiency, and the improvement of managerial decision-making foundations. The present research aims to highlight the impact of the implementation of artificial intelligence in accounting activity through a theoretical-applicative approach, based on the analysis of specialized literature and on the investigation of a case study regarding the integration of an intelligent automation system for the processing of accounting documents within a multinational company. The results of the research confirm that the adoption of solutions based on artificial intelligence leads to the increase of the degree of automation, the reduction of processing times, and the diminution of risks associated with human error, while also contributing to the redefinition of the role of the accounting professional in the contemporary digital economy.

**Ružica ĐERVIDA, Marija RUDINAC, Branka MARKOVIĆ, CONSUMER PERCEPTIONS OF PRIVATE LABELS IN THE REPUBLIC OF CROATIA WITH SPECIAL FOCUS ON THE “K PLUS” PRIVATE LABEL**

At the center of the business operations of modern companies are consumers, which is why companies invest significant resources in market research, product development, and the creation of marketing communication directed toward the target group. At the same time, consumer behavior is subject to constant changes under the influence of various factors, which requires companies to continuously monitor consumers' needs, attitudes, and purchasing habits. In this context, private labels are gaining increasing importance, having occupied an important position in the market over the past twenty years. Their competitive advantage is based primarily on a more favorable price, but also on the increasingly pronounced consumer perception that their quality does not lag behind that of manufacturer brands. The subject of this paper is consumer perceptions of private labels in the Republic of Croatia, with special focus on the K Plus private label of the retail chain Konzum plus d.o.o. The aim of the paper is to examine consumers' attitudes and perceptions of private labels, while the purpose of the paper is to consider the factors that influence consumers' purchase and evaluation of these products.

**Marica ĐERVIDA, Marina BOJANIĆ, Adriana RADOSAVAC - THE IMPORTANCE OF YOUTH EDUCATION FOR HUMAN CAPITAL DEVELOPMENT AND ECONOMIC GROWTH**

Education of young people represents one of the key factors of socio-economic development in modern societies. This paper analyzes the role of youth education in the development of human

capital and the economy, with a special focus on demographic and geographical aspects. The theoretical framework is based on human capital theory (Becker), while the analysis includes the impact of education on labor market trends, demographic processes, and regional disparities. The paper highlights the importance of aligning educational systems with labor market needs, as well as the role of education in mitigating negative demographic trends such as youth emigration and population aging. The geographical dimension of education is considered through regional inequalities in access to educational institutions and their impact on spatial population distribution. The conclusion emphasizes the need for an interdisciplinary approach to educational policies that integrate demographic, economic, and spatial development strategies. Education of young people is not only a pedagogical process but also a strategic investment in long-term sustainable development.

**Katarina N. ĐORĐEVIĆ, Marko MILIĆ - INDEBTEDNESS AND FINANCIAL LEVERAGE IN THE CONTEXT OF GLOBAL CHALLENGES**

In contemporary economic conditions characterized by frequent global disruptions, the issue of indebtedness and financial leverage is gaining increasing importance. This paper analyzes the role and effects of debt utilization within the capital structure of companies in the context of economic crises, inflationary pressures, and geopolitical instability. Particular attention is given to the relationship between risk and return, as well as to the ability of companies to maintain financial stability under conditions of heightened uncertainty. It is indicated that appropriate leverage management can serve as a driver of growth, but at the same time increases sensitivity to external shocks. The aim of this paper is to examine how changes in the global economic environment influence the choice of the level of indebtedness, as well as to highlight approaches that contribute to long-term financial sustainability. Special emphasis is placed on understanding how factors such as inflation, changes in interest rates, and market instability affect financial decision-making and the shaping of a company's capital structure.

The paper draws on relevant professional and scientific literature, as well as an analysis of key economic indicators, in order to examine different models of capital structure management and their applicability in changing business conditions. In addition, attention is focused on identifying practices that enable greater flexibility in financing and easier adaptation to uncertain market conditions, with the aim of preserving stability and ensuring sustainable business growth. The results indicate the need for a flexible approach to financing and timely adjustment of borrowing strategies. In conclusion, the paper emphasizes the importance of a balanced relationship between debt and equity as a key factor in preserving stability and competitiveness in the modern business environment.

**Irena GEDLE GIORGIS, Tijana ĐUKIĆ, Olgica MILOŠEVIĆ - A CAPABILITY MATURITY FRAMEWORK FOR GREEN AI KPIS IN ESG DECISION-MAKING**

Abstract: This research paper provides an organized framework for defining key performance indicators related to green AI performance through environmental impact assessment and social and governance (ESG) regulations. The study explores how to overcome definitional and clarity issues regarding how to assess the sustainability impact of green AI through key performance indicators (KPIs). The paper identifies the primary constraints related to the implementation of these types of KPIs, in addition to the various challenges related to establishing KPI definitions and measuring their environmental and social externalities. It also generates an organizational capability maturity model that enables an organization to integrate green AI KPIs into ESG-aligned decision-making in a systematic manner during the establishment, operation, and optimization phases. A key contribution is the development of a scalable and practical mechanism for transforming statistical data from mere reporting into greater value as a decision-support tool for stakeholders.

**IANCU Lavinia-Olivia, DUMITRU-BIROVESCU Loredana Octavia - THE PROFESSIONAL CONDUCT OF AUDITORS: BETWEEN ETHICS AND STANDARDISATION**

Recent developments in corporate reporting, driven by the expansion of sustainability reporting obligations, have prompted a reassessment of the role of the financial auditor and of the standards governing professional conduct. In this context, independence, objectivity, and professional scepticism can no longer be examined solely in relation to the audit of financial statements, but must also extend to non-financial information. The professional conduct standards applicable to auditors must be analysed in light of the principles enshrined in the International Code of Ethics issued by the IESBA, the International Standards on Auditing, and the European legal framework governing statutory audit and sustainability reporting. Particular attention is devoted to the impact of the CSRD Directive 1 and to the development of assurance services relating to ESG reporting, a field in which the risks associated with subjectivity, methodological shortcomings, and greenwashing practices require an expansion of the auditor's, professional obligations.

**Branislav IVKOVIĆ, Gordana PETROVIĆ - ECONOMIC AND ENVIRONMENTAL ASPECTS OF SITE SELECTION FOR THE CONSTRUCTION OF SANITARY LANDFILLS: A METHODOLOGICAL FRAMEWORK**

Abstract: The construction of sanitary landfills represents a key component of modern municipal solid waste management systems and carries significant implications for environmental protection, public health, and the economic sustainability of local and regional communities. Site selection for landfill development is a complex process that requires the integrated consideration of natural, environmental, economic, social, and institutional factors. The aim of this paper is to

provide a systematized methodological framework for sanitary landfill site selection, without focusing on a specific spatial unit, while also emphasizing the role of economic analysis in the decision-making process. The study is based on a review of relevant theoretical approaches, regulatory frameworks, and the application of analytical tools such as spatial analysis, multi-criteria decision-making, and cost-benefit analysis. The results indicate that the integration of economic and environmental criteria is essential for ensuring the long-term sustainability of waste management systems.

### **Branislav IVKOVIĆ, Oliver MOMČILOVIĆ, Adriana RADOSAVAC - IMPROVING THE STRATEGIC ADOPTION OF ARTIFICIAL INTELLIGENCE IN MARKETING USING THE DEMATEL METHOD**

**Abstract:** This paper examines the key factors influencing the successful adoption of artificial intelligence (AI) in enterprise marketing activities through the application of the DEMATEL method. The main goal is to identify the key strategic drivers and understand the cause-effect relationships among critical implementation factors. Based on the literature, 6 strategic factors were defined: (F 1 ) AI strategy and top management support, (F 2 ) Data infrastructure and quality, (F 3 ) Employee digital skills and AI literacy, (F 4 ) Personalization and customer experience, (F 5 ) Marketing automation and content creation, and (F 6 ) AI ethics, transparency, and compliance. Based on 12 expert evaluations, direct and total relation matrices were constructed, and the values of D, R, D+R, and D-R were calculated to determine factor prominence and causality. The results indicate that AI strategy (F 1 ) and data infrastructure (F 2 ) represent the main causal drivers with the strongest systemic impact, while personalization (F 4 ) is identified as a central but highly dependent outcome. The findings confirm that successful AI adoption in marketing requires a phased, systemic approach grounded in strategic vision and data readiness, rather than a fragmented implementation of automated tools.

### **Aleksa JAKICA, Oliver MOMČILOVIĆ, Adriana RADOSAVAC - IMPROVING THE DIGITAL TRANSFORMATION OF THE TOURISM SECTOR OF SMEs USING THE DEMATEL METHOD**

This paper examines the improvement of digital transformation in the tourism sector of small and medium-sized enterprises (SMEs) through the application of the DEMATEL method, with the aim of identifying key development priorities and causal relationships among digitalization projects. 6 strategic projects were defined: development of an integrated national digital tourism platform, implementation of smart destinations, digital marketing and branding, adoption of AR/VR technologies, digitalization of SMEs, and development of a tourism data analytics system. Based on 12 expert evaluations, direct and total relation matrices were constructed, and the values of D, R, D+R, and D-R were calculated to determine project prominence and causality. The results indicate that the digital platform and SME digitalization represent the main causal drivers with the strongest systemic impact, while digital marketing is central but highly

dependent. The findings confirm that successful digital transformation requires a phased, systemic approach grounded in infrastructure and capacity-building initiatives.

### **KOGOVSĀEK MOJCA - FOOD SAFETY CONCERNS AND HEALTH CONSCIOUSNESS ARE DETERMINING CONSUMERS' INTENTION TO PURCHASE ORGANIC FOOD**

The present study's objective is to determine consumers' purchase intention towards organic food. Although organic foods have grown in popularity, the organic food market in Slovenia has not been fully developed. Understanding the factors of purchase intention is crucial to achieving long-term goals. The current study is based on a web questionnaire survey completed by a sample of 106 individuals. According to the research results, food safety concerns, health consciousness, and ecological awareness significantly correlate with the intention to purchase organic food. Identification of factors that determine organic food purchase might be of great importance for establishing a marketing strategy that stimulates consumer attitudes towards purchasing organic foods while shaping effective communication messages.

### **KOGOVSĀEK MOJCA - SUSTAINABLE WATER CONSUMPTION ON THE HOUSEHOLD LEVEL IN SLOVENIA: AN EMPIRICAL STUDY**

Sustainable water consumption is increasingly significant. The three most prominent water consumption segments are industry, agriculture, and households. As a significant water consumer, each individual must be aware of the need to take part in the sustainable management of freshwater resources. The research objective is to analyse household water consumption and water conservation practices. The survey was conducted as an online questionnaire, completed by 105 respondents. The survey results show that most respondents are aware of the importance of water conservation, as confirmed by their everyday habits, such as turning off the tap while brushing teeth, using washing machines and dishwashers only when full, and collecting rainwater. It is also evident that respondents are willing to support stricter measures and invest in water-saving devices. To contribute to the field, the results add to the understanding of water-saving behaviour and, as such, help identify ways to change freshwater consumption behaviours.

### **MENZI Mhlanga, MOMOH Zekeri - THE IMPACT OF ENVIRONMENTAL PROTECTION EXPENDITURE ON POLLUTION: EVIDENCE FROM SELECTED DEVELOPING NATIONS**

Environmental protection expenditure is a significant approach for local governments to increase environmental quality; it plays a pivotal role in offering environmental treatment funds, guiding market investments and energy and conservation utilisation. This study will explore the environmental protection expenditure on 10 developing nations. The study will utilise the ordinary least squares (OLS) from 1990 to 2024 to analyse the data. It is expected that the

environment protection expenditure will have a noteworthy effect on pollution within the selection nations.

### **Branka MARKOVIĆ, Ružica ĐERVIDA, Srđan ŠUPUT - ANALYSIS OF BUSINESS SYSTEM EFFICIENCY BASED ON DEA METHOD**

This paper investigates whether DEA (Data Envelopment Analysis) can address performance issues of Decision-Making Units (DMUs) by evaluating key input and output parameters, as well as established performance measures relevant to the DMUs within a business system. The ability to make high-quality and timely decisions represents a key determinant of the overall efficiency and competitiveness of business systems. Accordingly, both the CCR and BCC models were applied to representative examples to compare the efficiency of different decision-making units and to identify potential opportunities for improving their performance. CCR is a model, it is mostly used in DEA analyses. It is also the most recognized model for calculating the overall efficiency of each unit, incorporating both pure technical efficiency and scale efficiency, which are combined into a single value based on the assumption of constant returns to scale. From which it can be concluded that each execution of action  $(k, i)$  implies the execution of action  $(kt, it)$  where  $t$  is a positive number. The presented model can be used to measure complete technical efficiency. In addition to the CCA model, another model can be used in DEA, which is the BCC model. It specifically measures pure technical efficiency, i.e., it isolates the impact of scale by comparing a given DMU only with units of similar size. The BCC model is applied in cases involving increasing or decreasing returns to scale—when a proportional change in input results in a more than or less than proportional change in output.

### **MLADIN Franca, NAGY Cristina Mihaela, GHINA Elena Doina - THE IMPORTANCE AND ROLE OF AUDIT DOCUMENTATION**

Audit documentation represents the essence of the auditor's effort to collect sufficient appropriate evidence, which will lead him to an audit conclusion that represents indisputable evidence of a quality audit. The mere existence of audit documentation does not implicitly determine and also does not guarantee that the respective audit is of quality. What is essential is the way in which the audit documentation is developed, is prepared adequately and sufficiently, as well as the correctness of its implementation and which contributes intensely to the quality of the audit. The documentation represents the fundamental basis with the purpose of supporting the data and information in the auditor's report and serves as a basis, argument for the opinion. At the same time, the audit documentation represents evidence for the audit conclusions regarding

the achievement of the general and specific objectives of the audit, it is a database that contains a quantity of data/information of profound importance.

### **MLADIN Franca, NAGY Cristina Mihaela - CASE STUDY ON SOME ACTIVITIES WITHIN THE AUDITED ENTITY**

The purpose of internal audit is to assist the entity's management in the efficient exercise of all responsibilities. In this context, it provides it with some analyses, certain assessments, and formulates recommendations regarding all activities that have been verified and examined. We can also state that internal audit also represents a key point regarding the development of all activities within an entity, as it systematically evaluates all mechanisms regarding risk management as well as corporate governance. The internal auditor analyzes all stages regarding the entity's activity that are of interest to management personnel, namely all financial and accounting elements in order to understand the operations subject to verification.

### **Darko MOSIĆ, Tijana Đukić, Marija MLADENVIĆ - FOMO-DRIVEN DIGITAL BEHAVIOR AND PSYCHOLOGICAL OUTCOMES: A CONCEPTUAL AND OPERATIONAL MODEL**

**Abstract:** The growing ubiquity of digital devices has heightened continuous connectivity, establishing fear of missing out (FOMO) as a principal motivator of online conduct. This research consolidates existing literature to analyze how FOMO influences compulsive digital involvement and leads to adverse psychological consequences. The results demonstrate that FOMO prompts compulsive monitoring, extended screen usage, and heightened social comparison, all of which are exacerbated by platform design elements like notifications and incessant information streams. These behavioral patterns correlate with worry, stress, diminished well-being, and sleep disruptions, frequently influenced by cognitive and emotional mechanisms. The study provides a conceptual and practical paradigm to address fragmentation in existing research by linking psychological triggers, behavioral responses, and outcomes. The model presents a systematic framework for comprehending FOMO-induced involvement and establishes a basis for subsequent empirical study and intervention development.

### **Cristina Mihaela NAGY, Elena Doina GHICA - PLAGIARISM AS A CORE ISSUE OF ACADEMIC INTEGRITY**

Academic integrity represents the foundation of the credibility of education and research, and plagiarism remains one of its most visible violations. The article analyzes plagiarism as a form of

academic fraud, highlighting its definitions, main forms, causes, and effects on the university environment. Both classical forms of plagiarism, direct copying, paraphrasing without citation, idea plagiarism, and self-plagiarism, and the recent challenges generated by digitalization and generative artificial intelligence are discussed. The paper argues that preventing plagiarism cannot be reduced to sanctions or to the use of similarity-detection software, but requires academic education, clear institutional rules, and the development of skills in citation, paraphrasing, and responsible writing

### **POPOVICI Daniela Marioara - OPTIMIZATION OF COST MANAGEMENT IN THE FRUIT PROCESSING INDUSTRY THROUGH THE APPLICATION OF THE PROCESS COSTING METHOD**

This paper addresses the complex issue of cost management within an industrial sector characterized by continuous production flows and pronounced seasonality: the production of natural juices. The main objective of the research is to analyze and implement the process costing method within the company S.C. NATURA FRESH S.R.L., demonstrating its superiority in providing accurate managerial information compared to traditional global costing methods. The methodology combines fundamental research, through a review of recent specialized literature, with applied research based on an observational case study. The segmentation of the technological process into three distinct phases — extraction, pasteurization, and conditioning/packaging — enabled the isolation of cost centers and the rigorous monitoring of resource consumption at each stage of transformation. The innovative element of the analysis lies in the application of the equivalent units method for the valuation of work-in-progress inventories, an approach that eliminates distortions in determining the final unit cost. The study results highlight that determining a unit cost of 8.3190 RON/liter is not merely an accounting exercise, but also a strategic tool for establishing the selling price and identifying operational inefficiencies, such as technological losses occurring on the bottling line. The research conclusions emphasize that, for an entity such as S.C. NATURA FRESH S.R.L., accuracy in allocating indirect costs and monitoring yields across production phases represents an essential pillar for maintaining competitiveness and optimizing the profit margin. The paper, therefore, provides a replicable model of best practices for entities with a similar profile in the fruit processing industry.

### **Haneta STEFANOVIĆ, Vuk MIRČETIĆ, Gabrijela POPOVIĆ - MODEL OF SELECTION OF AN EXTERNAL COMPANY FOR RECRUITING HUMAN RESOURCES USING THE AHP METHOD IN CONDITIONS OF A LACK OF INTERNAL LABOUR**

Abstract: In the company from Serbia, a challenge was set to choose the best external company, which is engaged in the implementation of the recruitment process of new personnel in accordance with the systematisation of jobs. The first part of the paper is devoted to introductory considerations and to the theoretical foundations of management and the Analytical Hierarchy

Process (AHP) method. The second part of the paper focuses on the practical application of the AHP method in selecting an external company for human resource recruitment. The importance of choosing an appropriate company is reflected in its role in the ongoing process of hiring new candidates. The paper presents the decision-making process in detail, with special emphasis on the structuring of decision-making problems. The applied multi-criteria decision-making method included data collection and processing, as well as defining the key elements of decision-making: goals, criteria, and alternatives. Based on the obtained percentage values, the identification of the optimal alternative, i.e., the choice of the company, was made as a result of the application of the AHP method. The goal of the research was to show how, by applying clearly defined criteria, a rational and well-founded decision can be reached. The results of this study can be of importance to both private and public organisations that are faced with the dilemma of choosing an external company for the recruitment and selection of new employees.

### **Ivan ŠUŠTER, Darjan KARABAŠEVIĆ - THE ROLE AND IMPORTANCE OF THE BUSINESS INTELLIGENCE SYSTEM IN THE MODERN PROCESS OF MAKING BUSINESS DECISIONS**

Abstract: By gathering, integrating, analyzing, and visualizing vast amounts of data, business intelligence (BI) provides a critical framework for contemporary businesses, facilitating data-driven decision-making. With a focus on important elements including data warehousing, OLAP systems, data mining, and real-time data access, this article describes the basic ideas of business intelligence (BI) and its associated discipline, business analytics. It demonstrates how these procedures turn unprocessed data into insightful knowledge that boosts competitiveness, maximizes resources, and improves organizational performance. The significance of data visualization for efficiently conveying insights and assisting with decision-making is also covered. In order to achieve long-term success in a dynamic corporate environment, the study finds that business intelligence (BI) is both a technological solution and a strategic requirement.

### **Boglárka SZÁSZ - ISSUES AND POSSIBLE SOLUTIONS TO REDUCE FOOD WASTE IN THE FOOD INDUSTRY**

Abstract: The aim of this study is to explore the complex causes of food waste generation and to identify the technological, industrial and consumer factors that play a decisive role in reducing waste. The research was based on qualitative and quantitative literature analysis, with special regard to the efficiency of industrial innovations, digital waste measurement systems, and biological treatment technologies such as composting and anaerobic digestion. The results show that the monitoring system supported by intelligent devices, the company's process optimization and influencing consumer behaviour can significantly reduce the amount of food waste. The

study also points out that the utilization of industrial by-products through value-added technologies creates new opportunities for energy and nutrient recycling, thereby strengthening the sustainability of circular economy systems. According to the summary of the research, effective food waste reduction requires coordinated cooperation between several sectors and an innovation-based strategic approach based on prevention and recycling

**Camelia TEODORESCU, Carmen Ileana DOBRESCU, Diana IONESCU-ANCULETE, Stefania Elena CALINOIU, Florian Alin BUTOI - BRÂNCUȘI – ARTIST, MAN, AND PHENOMENON**

Abstract. Every nation has a duty to honor its distinguished figures. Brancusi is not only an artist of extraordinary merit but also a phenomenon. This study aims to analyze these aspects related to the great artist. The methodology used to collect the data necessary for the analysis is based on an empirical study of a social survey and dialogue with residents of Romania from different geographic areas and of different ages. These were primarily intended to analyze the level of knowledge regarding the artist and his works. Another analysis focuses on the art itself, examining what artistic innovation entails, the cultural impact, and the symbolic dimension of Brancusi's work. The results of the empirical analysis highlight the fact that Brancusi is a cultural figure known and appreciated by the Romanian population. Each person was able to name at least three of the artist's works, his place of birth, and several aspects related to the great sculptor's life. These aspects contribute to Romanian culture, particularly in strengthening national culture and in developing aesthetic taste and artistic thought. Through his works, a connection is forged between tradition and modernity, with the aim of influencing new generations of artists and creators of works of art.

**Elena TONEA, Loredana VĂDUVA, Camelia MĂNESCU, Iuliana MERCE, Simona CONSTANTINESCU, Oana SICOE-MURG STUDY ON THE IMPORTANCE OF ACCOUNTING AND ECONOMIC MANAGEMENT IN AGRICULTURE**

The paper analyses the importance of accounting and economic management in agriculture, highlighting how these tools contribute to the efficiency, competitiveness and sustainability of agricultural holdings. The study uses theoretical and applied methods to demonstrate that accurate accounting, combined with rational resource management, allows for cost optimization, increased profitability, and informed managerial decisions. The conclusions emphasize that modern agriculture can no longer function without a well-structured economic and accounting system capable of supporting sustainable development.

## **Patrícia UDVARDI-KISS - THE FUTURE OF PEER-TO-PEER LENDING AND THE DIGITAL TRANSFORMATION OF THE FINANCIAL SECTOR**

Financial intermediaries offering alternative forms of lending are becoming more and more popular on the financial markets. These online marketplace-based lenders act as intermediaries between the credit provider and the borrowers. Community lending is one such alternative form of lending, which is called peer-to-peer lending. This business model is still relatively new, but the market is growing strongly. Peer-to-peer lending platforms have spread mainly in the United States and the United Kingdom. They are even less known in Europe, and especially in Eastern Europe. Compared to traditional financial institutions, these platforms have many advantages. These include low administrative costs and efficient operation. It is also important to note that peer-to-peer lending is coupled with high returns on the lender side and cheaper borrowing on the borrower side. However, this business model comes with several risk factors. These include a lack of liquidity and transparency, operational and technical failures, legal risk, and excessive leverage. The biggest risk for Creditors is default and total loss. As a result of the global economic crisis of 2008, platforms dealing with community loans began to grow rapidly. This will be a challenge in the future for both regulators and commercial banks, which may even see the platforms as potential competitors. The study reviews the FinTech industry, including the historical development, benefits and potential risks of peer-to-peer ending. It introduces the most well-known P2P platforms such as Zopa and Lending Club. Overall, it describes how technological innovations are shaping the modern financial world.

## **Ioan VARGĂ - THE CORRELATION BETWEEN MARGINALIZED URBAN AREAS AND THE SPATIAL DISTRIBUTION OF CRIMINALITY RATE IN THE 4<sup>th</sup> DISTRICT OF BUCHAREST. CASE STUDY: REȘIȚA-GIURGIULUI AREA (4<sup>th</sup> DISTRICT OF BUCHAREST)**

**Abstract.** This article analyses the marginalized urban areas within 4<sup>th</sup> District of Bucharest, exposing the results of socio-economic indicators, classified in three major categories, respectively human capital, occupation and housing. These three major categories aim to create a

complex and comprehensive perspective of an important community in the 4<sup>th</sup> District of Bucharest. The purpose of this study is to reveal a potential causality relationship between poor values of socio-economic indicators and the high rates of criminality recorded in these areas. In order to elaborate this study, three important methods were utilized: the case study method, studying the official documents provided by the local authorities in charge, and the cartographic method for showing the spatial distribution of the criminality rate in the field. The study has revealed a direct correlation between the marginalized urban areas and the highest criminality rates recorded in the field. It results in a direct causal relationship between the precarious socio-economic context and the increasing criminality phenomenon inside and surrounding these vulnerable urban areas.

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The length of the final paper should be no more than 12 pages in A4 size, including figures, tables and references. **Full papers may be submitted until 30<sup>th</sup> MAY 2026.**

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Please observe the following guidelines:

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