ROMANIAN ACADEMY
National Institute for Economic Research "Costin C. Kiritescu"
INSTITUTE OF NATIONAL ECONOMY

INTERNATIONAL CONFERENCE HERITAGE – IIDEAS

"HERITAGE CAPITALISATION AND DEVELOPMENT - IDENTITY, INNOVATION, DIGITALISATION, ENVIRONMENT, AWARENESS AND SECURITY"

2025 Online Edition

Leveraging AI for wider accessibility to innovative products & experiences and fostering adapted management models

https://www.ien.ro/content/heritage-iideas-conference

October 30-31, 2025, Bucharest, ROMANIA

Program

ROMANIAN ACADEMY
National Institute for Economic Research "Costin C. Kiritescu"
INSTITUTE OF NATIONAL ECONOMY

PARTNERS

CHAIR OF THE CONFERENCE

Valentina Vasile, Institute of National Economy, Bucharest, Romania

CO-CHAIR OF THE CONFERENCE

Marius Surugiu, Institute of National Economy, Bucharest, Romania

CONFERENCE OBJECTIVE

The goal of the conference is to examine the many facets of heritage capitalization and how it relates to contemporary issues such as digital transitions, energy problems, food crises, and environmental preservation. Heritage capitalization serves as a link between the past and the future in a world of swift change and increasing complexity. Our objective is to promote discussions, encourage teamwork, and increase awareness of the ways in which heritage may support sustainable development.

SCIENTIFIC BOARD

Adrian Ungureanu, Petroleum-Gas University of Ploiesti, Romania
Alba Kruja, Epoka University, Albania
Alina Brezoi, Petroleum-Gas University of Ploiesti, Romania
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Andreea Constantinescu, Institute of National Economy, Bucharest, Romania, Senior Researcher - Publication Coordinator

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2025 HERITAGE – IIDEAS

Program
First Day of Conference

October 30th, 10:00-12:45 – PLENARY SESSION - Keynote speakers

09:45 – 10:00 **Registration of participants**

10:00 – 10:15 **Welcoming remarks / Opening session**

Valentina Vasile, *Director of the Institute of National Economy, Romanian Academy, Romania*

10:15 – 13:00 **Presentation of papers in the plenary session and debates**
Keynote speakers

10:15 – 10.55 Preserving cultural heritage through sustainable tourism management
Alexandru Stratan[1], **Corina Gribincea**[2],[1,2]*Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova*

10:55 – 11:35 From cigarette butts to pavement-designed bricks. Assessing the ability to recycle small-scale waste into bricks within urban heritage. Case study: Ferdowsi Avenue, Tehran, Iran
Mahta Saremi, *University of Tehran, Iran*

11:35 - 12:15 Sophistication and sustainability: Leveraging economic complexity to decarbonize tourism air transport in a changing climate
Oana Madalina Driha[1], **Festus Fataj Adedoyin**[2], **Daniel Balsalobre-Lorente**[3], **Ilhan Ozturk**[4], [1]*University of Alicante*, D*epartment of Applied Economics, Spain*; [2]*Bournemouth University, Department of Computing and Informatics, United Kingdom*; [3]*University of Castilla-La Mancha, Department of Applied Economics I, Spain*; [4]*Nisantasi University, Faculty of Economics, Administrative and Social Sciences, Istanbul, Türkiye*

12:15 -12:45 Tools for promoting national heritage: A case study on film-induced tourism
Valentina Vasile[1], **Marius Surugiu**[2], **Raluca Mazilescu**[3], [1,2,3]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

12:45 – 13:00 Break

October 30th, 13:00 - 17:00 – Paper presentations

Each author will have 10 minutes to present their paper, followed by a short 5-minute Q&A session.

Within each day of the conference, the papers were listed in alphabetical order by the family name of the first author. The order of presentation within each session will be determined by the moderators.

Assessing the socio-economic impact of Kwete Cultural Festival on the wellbeing of Lamurde community in Adamawa State, Nigeria

Olugbenga Mayowa Agboola[1], Matilda Maddeino George[2], Olayinka Christopher Aina[3], Tolulope Adetayo Fajobi[4], *[1,2,3]Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria, [4]Department of Sociology, Afe Babalola University, Ado-Ekiti, Nigeria*

Local development and heritage identity. Case study: Pădurea Craiului Mountains

Daniela Antonescu[1], Ioana Cristina Florescu[2], *[1,2]Institute of National Economy, Romanian Academy, Bucharest, Romania*

Leveraging the urban physical internet for sustainable heritage management: Edge AI, federated learning, and digital twins

Fabrizio Benelli[1], Mario Caronna[2], Erdet Këlliçi[3], Franco Maciariello[4], *[1,4]Mercatorum University, Rome, Italy; [2]University of Siena, Italy; [3]Tirana Business University College, Tirana, Albania*

Bridging two accounting worlds: the bank versus corporate charts of accounts

Aurelia Damian[1], Daniela Rodica Iov[2], Dorian Florin Damian[3], *[1,2]Petroleum - Gas University of Ploiesti, Romania; [3]"Virgil Madgearu" Economic College, Ploiești, Romania*

Excessive spending - unproductive behavior or lack of financial education

Liviu-Gelu Drăghici[1], Marilena Drăghici[2], *[1]Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu", Institute of National Economy; [2]Vodafone Romania SA*

Osun Osogbo Sacred Grove in the virtual world: Exploring the prospects and challenges of digital technologies in the preservation of cultural heritage identities

Ngozi Ezenagu[1], Chinonso Chiamaka Iwuagwu[2], [1,2]*Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria*

Industrial relations and human development: A multidisciplinary perspective on Romanian labor policy

Cristian-Nicolae Ghena, *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu", Institute of National Economy*

Leveraging demographic heritage for sustainable development: Exploring fertility, migration, and health dynamics in Moldova through the generations and gender survey

Ecaterina Grigoraș[1], Tatiana Tabac[2], Maxim Slav[3], [1,2,3]*Center for Demographic Research, National Institute for Economic Research, Academy of Economic Studies of Moldova, Republic of Moldova*

Healthcare professional digital competencies: a systematic review

Ioana Guțu[1], Mihai Ilea[2], [1,2]*"Grigore T. Popa" University of Medicine and Pharmacy, Iași, Romania*

Artificial intelligence within the public and private institutional fields: A bibliometric analysis

Ioana Guțu[1], Mihai Ilea[2], [1,2]*"Grigore T. Popa" University of Medicine and Pharmacy, Iași, Romania*

Sustainable tourism in global leading destinations

Alina-Petronela Haller, **"***Gheorghe Zane" Institute for Economic and Social Research, Romanian Academy, Iași Branch, Romania*

Promoting agricultural products in Albania: From local production to regional and European export markets

Ariola Harizi, *"Aleksander Moisiu" University, Durres, Albania*

Educational policies for cultural heritage and identity building: Narrative communication as a tool for sustainable local development

Albana Hodaj[1], Ilindena Sotirofski[2], [1]*"Aleksandër Moisiu" University, Durrës, Albania, Faculty of Education, Continuing Education Center,* [2]*Youth for Women Foundation, Paris, France*

Secure Fintech for economic resilience: strengthening digital payments under the EU regulatory framework

Ionuț Horătău, *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu*

The industrial heritage of Prahova County, Romania - development, preservation, and sustainable transformation

Răzvan Gh. V. Ionescu, *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"; Institute of National Economy*

The resistance strategies of small companies and micro-enterprises, to the competition of large stores and "online" ones that use artificial intelligence

Florin Iordanoaia*, independent researcher*

Engaging Igbo cultural heritage identity of Ikeji Traditional Festival in contemporary Nigerian society: The pathway to local development

Chinonso Chiamaka Iwuagwu[1], Ngozi Ezenagu[2], Olugbenga Mayowa Agboola[3], [1,2,3]*Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria*

Methodological framework for identifying civic participatory techniques and tools to foster sustainable tourism development in multicultural Danube communities

Cristina Cornelia Florentina Lixăndroiu[1], Marioara Musteață-Pavel[2], [1,2]*The National Institute for Research and Development in Tourism, Bucharest, Romania*

The importance of the innovations to pass natural hazards in Romania

Patrick Mehedințeanu, *Institute of National Economy, Romanian Academy, Bucharest, Romania*

Post-socialist rural technical and industrial heritage

Alexandru-Sabin Nicula[1], Silvia-Teodora Duriga[2], Emanuela-Adina Nicula[3], [1,3]*School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C.Kirițescu", Institute for Economic Forecasting, Bucharest, Romania;* [2]*Babeș-Bolyai University, Faculty of Geography, Cluj-Napoca, Cluj, Romania*

Tourism and AI – Lowering or increasing inequalities?

Florin Marius Pavelescu[1], Cornelia Dumitru[2], [1,2]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

The regional development of Romania in a cross-border context: challenges and opportunities generated by current multicrises

Teodor Emanuel Petreanu[1], Otilia Manta[2], [1]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute of Economic Research "Costin C. Kirițescu";* [2]*Center for Financial and Monetary Research "Victor Slăvescu", Romania*

The role of economic interests in the development of cyclical security crises

Vasylyna Podliesna, *Institute for Economics and Forecasting, National Academy of Sciences of Ukraine, Kyiv, Ukraine*

Agricultural insurance as a mechanism for heritage capitalization and sustainable local development in the Western Balkans

Etmond Shkembi[1], Brunela Trebicka[2], [1,2]*"Aleksander Moisiu" University, Durres, Albania*

Measuring sustainable development in the context of Ethiopian cultural heritage

Getahun Worku Tadesse, *Werabe University, Ethiopia*

The regional configuration of energy supply in times of crisis

Stefan-Catalin Topliceanu, *"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Iași, Romania*

The role of labour force international mobility in cultural tourism development. Comparative analysis for origin and host countries

Valentina Vasile[1], Elena Bunduchi[1,2], Oana-Cătălina Ion[3], [1]*Institute of National Economy, Romanian Academy, Bucharest, Romania;* [2]*"George Emil Palade" University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș;* [3]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"; Institute of National Economy*

Closing remarks for the first day of the Conference

Second Day of Conference

October 31th, 09:15-12:15 – PLENARY SESSION - Keynote speakers

09:00 – 09:15 **Registration of participants**

09:15 – 09:30 **Welcoming remarks / Opening session**

Valentina Vasile, *Director of the Institute of National Economy, Romania*

09:30 – 12:30 **Presentation of papers in the plenary session and debates**
Keynote speakers

09:30 – 10:15 Mapping memory. Digital methods for documenting and interpreting rural heritage landscapes

Carol-Alexandru Mohr[1], Carmen-Emilia Chașovschi[2], *[1]Bucovina Institute of Romanian Academy, Rădăuți, Romania;[2]"Ștefan cel Mare" University, Suceava, Romania*

10:15 – 10.45 Alternative data sources for cultural tourism: beyond statistics, towards a living understanding of cultural heritage

Cristina Boboc, Bucharest University of *Economic Studies, Institute of National Economy, Romania*

10:45 – 11:15 Towards agile smart cities: Adaptive approaches to urban planning and digital transformation

Irina Rădulescu, *Petroleum & Gas University, Ploiești, Romania*

11:15 - 11:45 Rethinking heritage capitalization through the lens of sustainability. The role of circular economy

Vera Amicarelli, *University of Bari Aldo Moro, Italy*

11:45 -12:15 The innovation – purpose or need? The effect of financial inclusion on financial innovation

Florian Nuță, *Danubius University, Galați, Romania*

12:15 – 12:30 Break

October 31st, 12:30 - 17:00 – Paper presentations

Each author will have 10 minutes to present their paper, followed by a short 5-minute Q&A session.

Within each session of the Conference, the papers were listed in alphabetical order by the family name of the first author. The order of presentation of the papers within each session will be determined by the moderators.

Circular economy business models in the Danube region: Insights from Moldova and beyond

Nelli Amarfii-Railean, *"Alecu Russo" State University of Bălți, Republic of Moldova*

Private pensions: solutions for pensioners' income security in Romanian

Mădălina-Gabriela Anghel[1,2], Denis-Arthur Strijek[3], [1]*Romanian Academy, Institute of National Economy, Bucharest, Romania;* [2]*Artifex University of Bucharest, Bucharest, Romania,* [3]*Bucharest University of Economic Studies, Bucharest, Romania*

Economic dimensions of innovation in heritage capitalization: A business intelligence approach within the green and digital transitions

Iges Banda[1], Jora Banda[2], [1]*Western Balkans University, Tirana, Albania;* [2]*European University of Tirana, Tirana, Albania*

Big data-driven innovation economics in the twin transition of heritage capitalization

Jora Banda[1], Iges Banda[2], [1]*European University of Tirana, Tirana, Albania;* [2]*Western Balkans University, Tirana, Albania*

Innovation in heritage capitalization: State of art and implications of virtual museums in the Italian context

Maximilian Broglio, *Mercatorum University, Rome, Italy*

Reforming Ukraine's vocational education with regard to public-private partnership and post-war recovery

Tetiana Burlay, *Institute for Economics and Forecasting of National Academy of Science of Ukraine, Kyiv, Ukraine*

Analysis of ESG risks impact into internal control system of banks

Ion Cara, *Academy of Economic Studies of Moldova, Republic of Moldova*

AI and English mediation for cultural heritage: Enhancing accessibility in the green and digital transitions

Laura Centonze, *Mercatorum University, Rome, Italy*

How central banks support a balanced global transition

Aurora Cojocariu, *PhD student, Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu", Center for Financial and Monetary Research "Victor Slăvescu"*

Promoting sustainable development through digitalisation of cultural heritage

Andreea Constantinescu[1], Simona Frone[2], Victor Platon[3], Sorina Jurist[4], [1,2,3,4]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

EU policies and tools fostering sustainable development of local heritage

Andreea Constantinescu[1], Victor Platon[2], Simona Frone[3], Sorina Jurist[4], [1,2,3,4]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

Promoting national resorts through intelligent recommender systems

Alexandra Elena Drăghicescu[1], Andreea-Denisa Trășcan[2], Cristina Boboc[3,4], [1,2,3]*Bucharest University of Economic Studies, Romania;* [4]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

Digital transformation and the labour market: innovative strategies and public-private governance frameworks

Monica Dutcaș, *"Victor Slăvescu" Centre for Financial and Monetary Research, Romanian Academy, Bucharest, Romania; PhD student, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research*

Digital tools for safeguarding and promoting cultural heritage: A case study of UNESCO world heritage sites in Romania

Ionela Gavrilă-Paven, *"1 Decembrie 1918" University of Alba Iulia, Romania*

Taxation for heritage capitalisation in the twin transition: Incentives, PPP models and safeguards

Filippo Luigi Giambrone, *University of Sannio, Department of Law, Benevento, Italy*

The dual-purpose digital twin: Leveraging virtual models for sustainable heritage management and reduced environmental footprint

Md. Kawsar[1], Salma Akter[2], Farhana Foysal Satata[3], [1,2]*Business Administration Department, East West University, Dhaka, Bangladesh;* [3]*Department of Management, University of Dhaka, Shahbagh, Dhaka, Bangladesh*

The Role of entrepreneurial innovation in tourism industry at heritage places of Iraq: Evidence from Erbil Citadel

Diyar Mustafa Khoshnaw, *University of Kurdistan Hewler-UKH, Erbil, Iraq*

Heritage capitalization through AI and FinTech: Innovative financial instruments supporting accessibility, adaptive management, and sustainable development

Otilia Manta, *Romanian Academy, "Victor Slăvescu" Center for Financial and Monetary Research, Bucharest, Romania; Romanian Academy, Mountain Economy Centre CE-MONT, Vatra Dornei, Romania; Romanian-American University, Bucharest, Romania*

Statistical modelling as a functional heritage instrument for economic development: A predictive framework for key sectors in Albania

Xhuljeta Meçaj, "*Aleksandër Moisiu" University, Durrës, Albania*

Autonomous AI agents in business intelligence: Can they replace analysts in routine tasks?

Bogdan Mirea[1], Giani-Ionel Gradinaru[1,2], [1]*Bucharest University of Economic Studies, Bucharest, Romania;* [2]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

The transformation of the business environment in Romania under the impact of emerging technologies: An analysis of opportunities and constraints

Florentina-Ștefania Neagu, *Institute of National Economy, Romanian Academy, Romania*

Interpretation planning as an element of the strategy for tourism development at the municipal level in Bulgaria

Eleonora Negulova, *Department of Tourism, Faculty of Economics, South-West University "Neofit Rilski", Bulgaria*

Smart specialization at the regional level: From mapping regional potential to building innovation ecosystems

Diana Russu[1], Larisa Savga[2,3], [1]*Doctoral School of the State University of Moldova, Chișinau, Republic of Moldova;* [2]*Trade Co-operative University of Moldova, Chișinău, Republic of Moldova;* [3]*"Dunărea de Jos" University of Galați, Romania*

Fostering innovation and strengthening Moldovan higher education through the adaptation of Japanese policies and practices

Larisa Savga, *Trade Co-operative University of Moldova, Republic of Moldova; "Dunărea de Jos" University of Galați, Romania*

Financial innovation and sustainability: Emerging challenges and limitations in the digital era

Suzana Turcu, "*Francisc Rainer" Institute of Anthropology, Romania*

The role of competency-based education in the era of artificial intelligence and workforce digitalization

Emilia Țițan[1,2], Mihaela Mihai[1,2], Alexandru Marian Petrișor Tănase[1], Iliana-Brîndușa Caragea[1], [1]*Bucharest University of Economic Studies, Bucharest, Romania;* [2]*Institute of National Economy, Romanian Academy, Bucharest, Romania*

Artificial Intelligence (AI) a threat or a co-worker in the new paradigm of changing business and employment models? A case study for heritage economy

Valentina Vasile[1], Ioana Bărbulescu[2], [1]*Institute of National Economy, Romanian Academy, Bucharest, Romania;* [2]*PhD Candidate, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute of Economic Research 'Costin C. Kiritescu' & Institute of National Economy, Bucharest, Romania*

Models of sustainable social entrepreneurship: A comparative perspective on economic, civic, and religious organizations

Constantin-Daniel Văduva, *University of Bucharest, Bucharest, Romania*

Closing remarks of the Conference