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



INTERNATIONAL CONFERENCE HERITAGE – IIDEAS

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

2026 Online Edition

Digital Innovation & AI: A Double-Edged Sword for Sustainable Heritage Capitalization

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

October 28-29, 2026, Bucharest, ROMANIA

Program

PARTNERS


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Valentina Vasile, Institute of National Economy, Bucharest, Romania

CO-CHAIRS OF THE CONFERENCE

Marius Surugiu, Institute of National Economy, Bucharest, Romania
Raluca Mazilescu, 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
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Raluca Mazilescu, Institute of National Economy, Romania, Senior Researcher - Technical Coordinator
Andreea Constantinescu, Institute of National Economy, Bucharest, Romania, Senior Researcher - Publication Coordinator
Sorina Jurist, Institute of National Economy, Bucharest, Romania, Assistant Researcher – Publication Assistant

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2026 HERITAGE - IIDEAS

Program

First Day of Conference

October 28th, 10:00-12:00 - PLENARY SESSION - Keynote speakers

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

10:00 - 10:15 **Opening remarks**

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

10:15 - 12:00 **Presentation of papers in the plenary session and debates**

10:15 - 10:45 **Students' perception of the connection between artificial intelligence and cultural heritage**

Georgiana-Raluca Lădaru, *The Bucharest University of Economic Studies, Romania*

10:45 - 11:15 **Heritage is our future capital: heritage capitalisation turns living cultural, historical, scientific, and natural assets into an integrated public-value agenda for sustainable development - not merely a strategy for monetisation**

Shashi Kant Gupta[1,2], [1]*Lincoln University College, Petaling Jaya, Selangor, Malaysia;* [2]*Translational Research, Lincoln Innovation Hub, Malaysia*

11:15 - 11:40 **From black gold to green value: Sustainable reuse of industrial heritage in cultural tourism of Ploiești**

Mirela Panait[1,2], Ștefan Iacob[1,2], Adrian Ungureanu[1], [1]*Petroleum-Gas University of Ploiești, Romania;* [2]*Institute of National Economy, Bucharest, Romania*

11:40 - 12:00 **Romanian castles and palaces through visitors' eyes**

Marius Surugiu[1], Valentina Vasile[2], Camelia Surugiu[3], Raluca Mazilescu[4], Răzvan Vasile[5], [1,2,4]*Institute of National Economy, Bucharest, Romania, Romania;* [3]*Faculty of Administration and Business, University of Bucharest, Romania;* [5]*National Institute of Economic Research "Costin C. Kirițescu"; Bucharest University of Economic Studies, Romania*

12:00 - 12:15 Break

October 28th, 12:15 - 18:00 - Paper presentations: SESSIONS 1 and 2

Each author will have 10 minutes to present their paper.

Chair: Marius Surugiu
Co-chair: Raluca Mazilescu

SESSION 1

Digital innovation and cultural heritage capitalisation in the European Union: opportunities, divides and sustainability risks in the AI era

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

Heritage-led growth in Old Dhaka: mapping the economic value of Mughal-era urban fabric

Taufiq Monowar Sun[1], Shruti Ghosh Vobani[2], Abu Hena Md. Nayeem[3], *[1,2]East West University, Dhaka, Bangladesh, [3]University of Rajshahi, Rajshahi, Bangladesh*

Digital transformation and cultural heritage capitalization: an institutional framework for efficiency, transparency and public access in the context of the twin transition

Alina Codreanu[1], Dumitru Robu[2], *[1,2]Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova*

Sustainable economic growth and SDG8: a comparative analysis of accounting indicators across the food industries of Poland, Romania and Slovenia

Aurelia Damian[1], Daniela Rodica Iov[2], Boni Mihaela Străoanu[3], Dorian Florin Damian[4], *[1,2,3]Petroleum - Gas University of Ploiesti, Romania; [4]"Virgil Madgearu" Economic College, Ploiești, Romania*

Geographical indications as regional heritage catalysts: trends and regional disparities in the Republic of Moldova

Alexandra Novac, *National Institute for Economic Research, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova*

Central banks, cultural heritage and climate risk

Aurora Moldoveanu (Cojocariu), *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"; "Victor Slăvescu" Centre for Financial and Monetary Research*

AI-generated storytelling of cultural heritage: the effects of perceived authenticity and emotional engagement on tourists' visit intention

Samia Jahan Mim[1], Kazi Tasnim Ahoshan Prova[2], *[1,2]Business Administration Department, East West University, Dhaka, Bangladesh*

Economic restructuring and fixed assets valorisation in post-communist Romania

Alexandru-Sabin Nicula[1], Florin-Marius Pavelescu[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 for Economic Forecasting, Bucharest, Romania; [2] Institute of National Economy, Bucharest, Romania*

The geometry of industrial relations: an equilateral triangle model of institutional balance

Cristian-Nicolae Ghena, *Romanian Academy, Doctoral School of Economical Sciences, National Institute for Economic Research "Costin C. Kirițescu"; Institute of National Economy; Affiliate doctoral researcher with the Institute for Political Studies of Defence and Military History, Bucharest, Romania*

The evolution of Romania's foreign trade during the interwar period (1919–1939)

Eduard Popa, *Romanian Academy, Doctoral School of Economical Sciences, National Institute for Economic Research "Costin C. Kirițescu"; Institute of National Economy, Bucharest, Romania*

SESSION 2

Artificial intelligence-assisted decision support for sustainable built heritage conservation: a human-in-the-loop framework and the operational role of Wallachia eHub

Costin Lianu[1], Irina Gabriela Radulescu[2], Marioara Abrudeanu[3], Flavio Nicolae Finta[4], *[1] University of Bucharest, Romania; [2] Petroleum-Gas University of Ploiești, Romania; [3,4] National University of Science and Technology POLITEHNICA Bucharest, University Center Pitesti, România*

Heritage as a strategic tourism resource: geopolitical tensions, crisis and the reconfiguration of cultural destinations

Florentina-Stefania Neagu, *Institute of National Economy, Bucharest, Romania*

Investment activity and increased exports in The Republic of Moldova

Ilian Galben[1], Petru Roșca[2], *[1,2]Free International University of Moldova, Chisinau, Republic of Moldova*

Research - innovation and their role in economic development

Petru Roșca, *Free International University of Moldova, Chisinau, Republic of Moldova*

Decision intelligence (DI) as a new stage in the development of business analytics

Nino Samchkuashvili[1], Tamar Dudauri[2], Nikoloz Darchiashvili[3], *[1,3]Georgian National University SEU, Tbilisi, Georgia; [2]Caucasus International University, Tbilisi, Georgia*

Mitigating the environmental footprint of next-gen AI data centers

Răzvan-Andrei T. Coteț, *Romanian-American University, Bucharest, Romania*

Sustainable development - a landmark in local heritage promotion

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

Second Day of Conference

October 29th, 10:00-17:00 - Paper presentations: SESSIONS 3, 4, 5, and 6

09:45 - 10:00	**Registration of participants**
10:00 - 12:45	**Paper presentations: SESSIONS 3 and 4**
12:45 - 13:00	Break
13.00 - 17.00	**Paper presentations: SESSIONS 5 and 6**

Each author will have 10 minutes to present their paper.

Chair: Andreea Constantinescu
Co-chair: Daniela Antonescu

SESSION 3

From digital heritage to economic value: AI-powered experiences and generation Z's visit intention in Bangladesh - a stimulus-- organism - response perspective

Ifta Ahad[1], Raisa Jahan Binti[2], [1,2] *Department of Business Administration, East West University, Dhaka, Bangladesh*

The green cost of going digital: carbon break-even thresholds for digital heritage tourism

Imtiaz Ahmed[1], Md. Kawsar[2], Irfan Sakib Bhuiyan[3], [1,2,3]*Department of Business Administration, East West University, Dhaka, Bangladesh*

Digital innovation in cultural heritage capitalization: design and development of an immersive virtual reality environment for the Berat Ethnographic Museum

Sokol Shurdhi, *Department of Applied and Computer Sciences, Barleti University, Tirana, Albania*

Artificial intelligence implementation in anti-money laundering systems: an assessment of challenges and future prospects

Stela Ciobu[1], Victoria Iordachi[2], [1]*Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova;* [2]*National Institute for Economic Research of the Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova*

From pixels to places: does digital heritage visibility create economic value?

Imtiaz Ahmed[1], Md. Kawsar[2], [1,2] *East West University, Dhaka, Bangladesh*

Walking Over the dictator: circularity, futurity and the economics of memory displacement in the Pyramid of Tirana

Mentor Beqa, *Department of Public Administration, Faculty of Political Science and Law, "Aleksandër Moisiu" University of Durrës, Albania*

Digital transformation of traditional banks toward cashless transactions: neobanking initiatives as enablers of the green–digital twin transition toward SDGs 8, 9 and 12 in Bangladesh

Mithila Farjana[1], Salma Akter[2], [1,2] *East West University, Dhaka, Bangladesh*

Artificial Intelligence and the changing business model: mapping AI adoption patterns and the SME gap in Europe

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*

African intangible and tangible heritage in the digital age: exploring the resilience of indigenous beliefs and practices

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

Geoeconomics – risks and threats in an interdependent world

Luminița Horhotă, *Romanian American University, Bucharest, Romania*

SESSION 4

Financing Jamdani supply chains sustainably through public-private partnerships: a model for the commercialization of heritage crafts in Bangladesh

Maisha Akter, *East West University, Dhaka, Bangladesh*

Cultural heritage - the geopolitics of cultural patterns. From the competition of models to a world order without cultural models

Radu Baltasiu, *The European Centre for Ethnic Studies, Romanian Academy; University of Bucharest*

Between the machine and the hand: digital innovation, human labour, and the sustainable capitalisation of Rajshahi silk heritage

Md Abu Faisal[1], **Md Toufik Monowar Sun**[2], [1]*Rajshahi Government Polytechnic Institute, Rajshahi, Bangladesh;* [2]*East West University, Dhaka, Bangladesh*

Public-private partnerships in Albania's tourism sector: a business model for sustainable destination development

Morena Boja[1], **Oriola Domi**[2], [1,2]*"Aleksander Moisiu" University of Durres, Albania*

AI-driven political finance monitoring: a comparative analysis of electoral performance and financial transparency in the Republic of Moldova

Petru Lungu, *Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova*

Anti-gender backlash and the heritage sector: a study on the instability of public-private relations and the influence of politically backed rhetoric

Cristiana-Alexia Ciobanu (Pătrașcu), *University of Bucharest, Bucharest, Romania*

Brand equity as a strategic asset in public-private partnerships for cultural heritage capitalization: a qualitative exploration

Jawad Md. Asadullah[1], **Salma Akter**[2], **Anisa Bushra Faiza**[3], [1,2,3]*East West University, Dhaka, Bangladesh*

Aspects regarding social impact of digital, environmental transition in business environment

Florina Popa, *Institute of National Economy, Romanian Academy, Bucharest, Romania*

Household debt in Romania: determinants, characteristics and implications for financial development

Marilena Drăghici (Bunea)[1], Liviu-Gelu Drăghici[2], [1]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research; "Victor Slăvescu" Centre for Financial and Monetary Research;* [2]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, "Costin C. Kirițescu" National Institute of Economic Research; Institute of National Economy, Bucharest, Romania*

Digital transformation of financial auditing through number-theoretic methods: Dirichlet series, the Riemann Zeta function and accounting anomaly detection

Manuela-Violeta Tureatcă[1], Valentin Sava[1,2], Cătălin Ciobotă[3], Lidia Mușat (Ciobotă)[3], [1]*„Dunărea de Jos" University of Galați, Romania;* [2]*Institute of National Economy, Romanian Academy, Bucharest, Romania;* [3]*„Valahia" University of Târgoviște, Romania*

Taylor series as a mathematical instrument for modeling accounting processes and financial decision-making

Manuela-Violeta Tureatcă[1], Valentin Sava[1,2], Cătălin Ciobotă[3], Lidia Mușat (Ciobotă)[3], [1]*„Dunărea de Jos" University of Galați, Romania;* [2]*Institute of National Economy, Romanian Academy, Bucharest, Romania;* [3]*„Valahia" University of Târgoviște, Romania*

The Abel transform as a mathematical model for reconstructing hidden economic information in complex financial systems

Lidia Mușat (Ciobotă)[1], Cătălin Ciobotă[2], [1,2]*„Valahia" University of Târgoviște, Romania*

SESSION 5

Preservation or dispossession? Wikidata and the coloniality of heritage data infrastructures

Victor Tuon Murari, *Federal University of Santa Maria, Brazil*

Local development and heritage identity. Case Study - Bucovina de Munte microregion

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

Digital platforms, disintermediation and financial agency: insights from Nakshi Katha artisans in Bangladesh

Taufiq Monowar Sun[1], Farhana Islam[2], Farhana Foysal Satata[2], [1,2]*East West University, Dhaka, Bangladesh;* [3]*Southeast University, Dhaka, Bangladesh*

From physical to phygital: innovation pathways in heritage-based circular business models

Taufiq Monowar Sun[1], Fariha Tarannum Ridhita[2], Md. Kawsar[2], [1,2,3] *East West University, Dhaka, Bangladesh*

Rule of law and corruption in the governance of natural resource rents in ECOWAS

Lawal Olamilekan Abdulwahab[1], Pang Wei Loon[2], Roslee bin Hj Baha[3], Ahmed M. Khalid[4], [1,2,3] *Department of Economics, University of Brunei Darussalam, School of Business and Economics, Bandar Seri Begawan, Brunei Darussalam;* [4]*Department of Economics, Lahore University of Management Sciences, Lahore, Pakistan*

Leveraging Kwete Cultural Festival for sustainable tourism, local economic development and destination competitiveness in Lamurde community, Adamawa State, Nigeria

Olugbenga Mayowa Agboola[1], Olayinka Christopher Aina[2], [1,2]*Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria*

SESSION 6

From data to decisions: Human-AI loops for trustworthy cultural heritage management

Elisabetta Doria[1], Maya Moussallieh[2], Marco Morandotti[3], [1,2,3] *Department of Civil Engineering and Architecture, University of Pavia, Pavia, Italy*

Valuing the past to build the future: heritage asset accounting and urban competitiveness in the Context of SDG 8 and SDG 11

Nusrat Jahan Toma[1], Jawad Md. Asadullah[2], Md. Munem Mahmud Nafi[3], [1,2,3] *East West University, Dhaka, Bangladesh*

Navigating the safety - convenience paradox in Dhaka's transition toward e-rickshaw-based smart urban mobility

Mithila Farjana[1], Syeeda Raisa Maliha[2], [1,2] *Business Administration Department, East West University, Dhaka, Bangladesh*

Digital innovation for sustainable smart cities: synergies and governance challenges of artificial intelligence, the Internet of Things and blockchain

Antonia Pătrașcu[1,2], [1] *Faculty of Economic Sciences, Petroleum-Gas University of Ploiești, Ploiești, Romania;* [2] *University of Craiova, Doctoral School of Economic Sciences "Eugeniu Carada", Craiova, Romania*

Sustaining financial innovation through central bank policy in payment services

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"; "Victor Slăvescu" Centre for Financial and Monetary Research*

Digital transformation in the contemporary economy: implications for markets, organisations and development

Mara-Teodora Bratu[1], Dana-Maria Mureșan (Naghiu)[2], Natalia-Nicoleta Ograen (Neamțu)[3], Maria-Elena Seemann[4], Anca Veronica Marin (Udrea)[5], Alexandru-Sabin Nicula[6], [1,3,5] *Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu"; Institute for World Economy., Bucharest, Romania;* [2,4] *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, Bucharest, Romania;* [6] *National Institute for Economic Research "Costin C. Kirițescu", Romanian Academy, Bucharest, Romania*

Dynamic analysis of the relationship between the national unemployment rate and wage dynamics in Romania's IT&C industry (2008–2025): a time series econometric approach

Otilia Elena Manta[1], Suzana Mihaela Turcu[2], Teodor Emanuel Petreanu[3], [1]*Center for Financial and Monetary Research "Victor Slăvescu", Bucharest, Romania;* [2,3]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute of Economic Research "Costin C. Kirițescu"; Center for Financial and Monetary Research "Victor Slăvescu", Bucharest, Romania*

Leveraging the digital diaspora: how remote work and digital nomadism shape cultural heritage conservation in home countries

Valentina Vasile[1,2], Oana-Cătălina Ion[3], Răzvan Vasile[4], [1]*Institute of National Economy, Romanian Academy;* [2]*"Nicolae Titulescu" University from Bucharest, Romania;* [3]*Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute of Economic Research "Costin C. Kirițescu"; Institute of National Economy, Romanian Academy, Bucharest, Romania;* [4]*Bucharest University of Economic Studies, Bucharest, Romania*

The remittance-heritage paradox in Eastern Europe: a panel data econometric analysis of cultural capital valorization

Răzvan Vasile[1], Valentina Vasile[2,3], [1]*Bucharest University of Economic Studies, Bucharest, Romania;* [2]*Institute of National Economy, Romanian Academy, Bucharest, Romania;* [3]*"Nicolae Titulescu" University from Bucharest, Romania*

The concept of smart city - an original approach

Patrick Stefan Mehedinteanu, *Institute of National Economy, Romanian Academy, Bucharest, Romania*

The role of digital transformation in strengthening organizational resilience

Marian-Cristian Jarcă, *National University of Political Studies and Public Administration, Bucharest, Romania*

Closing remarks of the Conference