UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA
FACULTY OF MANAGEMENT AND RURAL TOURISM
ACADEMIA ROMANIAN ACADEMY TIMISOARA BRANCH
ACADEMY OF AGRICULTURAL AND FORESTRY SCIENCES „GHEORGHE IONESCU - SISESTI" TIMISOARA BRANCH
ACADEMIC SOCIETY OF MANAGEMENT FROM ROMANIA TIMISOARA BRANCH
UNIVERSITY OF SZEGED FACULTY OF AGRICULTURE, HÓDMEZÖVÁSÁRHELY
HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES
INSTITUTE OF AGRICULTURAL ECONOMICS BELGRADE



THE 17th INTERNATIONAL SCIENTIFIC SYMPOSIUM "YOUNG PEOPLE AND MULTIDISCIPLINARY RESEARCH IN APPLIED LIFE SCIENCES"

SECTION
MANAGEMENT OF SUSTAINABLE RURAL DEVELOPMENT

TIMIŞOARA
NOVEMBER 13-14, 2025

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PhD Student Ana-Maria MARTIN - *University of Life Sciences Timisoara, Faculty of Management and Rural Tourism*
PhD Student Robert NEAGU - *University of Life Sciences Timisoara, Faculty of Management and Rural Tourism*

CONFERENCE PROGRAM

November 13, 2025

08^{30} – 10^{00} ***Participants arrival***
Aula Magna University of Life Sciences, Timișoara

10^{00} – 10^{10} ***Wellcome speach***
Prof. Cosmin POPESCU, Ph.D, *Rector of University of Life Sciences "King Mihai I" from Timisoara*

10^{10} – 10^{15} ***Conference opening***
Prof. Kálmán IMRE PhD, *Vice-Rector of Research, Innovation and Technology Transfer of University of Life Sciences "King Mihai I" from Timisoara*

10^{15} – 10^{30} ***Special Guest speach***
Dragoș – Cristian VLAD – *President of the Romanian Authority for Digitalization*

10^{30} – 10^{45} **Special Guest speach**
Sorin MIERLEA - *President of InfoCons – National Association for Consumer Protection*

10^{45} – 10^{50} **Special Guest speach**
Prof. Doina BANCIU, PhD – *President of the Romanian Academy of Scientists*

11^{50} – 11^{15} **Keynote Speaker**
Dr. Stefano MILIA, PhD – Restoring the "Invisible Resource": Innovative Strategies for Nitrate-Contaminated Groundwater in Agricultural Areas
Institute of Environmental Geology and Geoengineering, National Research Council, Italy

11^{15} – 12^{30} **Awarding of the Doctor Honoris Causa title**
Honoree speech
Prof. Dr. Ing. Petru ANDEA – Life in the Universe
Department of Power Engineering, Faculty of Electrical and Energy Engineering University of Politehnica Timișoara

12^{30} – 13^{30} ***Lunch Break, Yellow Building, First Floor***

13^{30} – 16^{30} ***Paper presentation on sections***

16^{30} – 23^{00} ***Dinner „Agora" Urban Agriculture Center USVT***

ORAL PRESENTATIONS

November 13, 2025
Faculty of Management and Rural Tourism – P.I. Otiman Amphitheater

Moderators:
Prof. Tabita ADAMOV PhD - *ULS Timisoara*
Prof. Tiberiu IANCU PhD - *ULS Timisoara*
Prof. Nicoleta MATEOC-SÎRB - *ULS Timisoara*
Prof. Anda MILIN PhD - *ULS Timisoara*
Prof. Gabriela POPESCU PhD - *ULS Timisoara*
Associate Prof. Ramona CIOLAC PhD - *ULS Timisoara*
Associate Prof. Andrea FEHER PhD - *ULS Timisoara*
Lecturer Anka PASCARIU PhD - *ULS Timisoara*
Lecturer Cosmina TOADER PhD - *ULS Timisoara*

13^{30} – 14^{00} ***Opening Ceremony***

14^{00} – 14^{10} **TRACY WANJIKU MOGEBI, ADRIENN SZARVAS**
Seeds of gold: A public consultancy-through-media model for smallholder farmers in Kenya

14^{10} – 14^{20} **LAURA CUSTODIO CRISTEA, COSMINA-SIMONA TOADER**
Authentic experiences in rural tourism: a comparative analysis of tourism offers in Spain and Romania

14^{20} – 14^{30} **IOANA ALEXANDRA MICULA, CLAUDIA VUȘCA, RAMONA BACTER, ALINA GHERDAN**
Agrotourism as a vector of economic diversification and revitalization of rural areas: A comparative analysis

14^{30} – 14^{40} **ALEXANDRU CRĂCIUN, VIOREL TODEA**
Sustainable concrete structures for rural development: innovations in civil engineering for low-infrastructure areas

14^{40} – 14^{50} **TEODORA MARIA ZOB, DOROTHEEA DUME, ALEXIA ANAMARIA MATEI, RAMONA VASILICA BACTER, ALINA EMILIA MARIA GHERDAN**
The economic role of animation in the development and competitiveness of the HoReCa industry

14^{50} – 15^{00} **MEHMET OZAN KARAKAYA, COSMINA-SIMONA TOADER**
Analysis of tourism offers from the perspective of cultural tourism. Case study Turkey

15^{00} – 15^{10} **NATALIA-MARIANA LASAC, ALEXIA-ANAMARIA MATEI, DOROTHEEA DUME, RAMONA VASILICA BACTER, ALINA EMILIA MARIA GHERDAN**
The impact of services quality in public alimentation regarding customers satisfaction

15^{10} – 15^{20} **PATRICK NORBERT MACAVEI, ANAMARIA POPESCU, DUMITRU CONDRAT, ANCA MIHAELA DICU**
Food integrity through financial responsibility and legislative control

15^{20} – 15^{30} **ARIANNA JOHANNA OAIE, ANTHONY RAFAEL MAGHIARI, JOHANNA MARGARETA KULCSAR, MONICA ANGELICA DODU, ALINA GHERDAN**
The relationship between digitalization and financial performance in HoReCa

15^{30} – 15^{40} **ȘTEFANIA ANDREEA BĂCILĂ, ADINA PATRICIA MĂRIOARA CRISTA, CIPRIAN IOAN RUJESCU, IOANA ANDA MILIN**
Tourists' perception of various tourist areas in Romania based on the value-for-money indicator

15^{40} – 15^{50} **MIHAI-ADRIAN COSTEA, ALEXANDRA - FORENTINA STOJKO, ELENA CLAUDIA SÎRBULESCU, ANDREA-ANA FEHER**
Solutions for financing businesses in Romanian agriculture

15^{50} – 16^{00} **DENISA IOANA MIRON, ANDREAS NAICE, CRISTIAN ADRIAN VANCEA, SIMONA CRISTINA CONSTANTINESCU, MANUELA DORA ORBOI**
Local tourism - a form of therapy through rediscovering the treasures around us and "healing close to home"

16^{00} – 16^{10} **MARIAN-OCTAVIAN TRĂILĂ, ROBERTA-NICOLETA REZMUVES, DANIEL LUCIAN ENACHE, OANA-MARIA SICOE-MURG, ANA-MARIANA DINCU**
Study regarding the agrotourism potential of Alba County

16^{10} – 16^{20} **REBECA CLAUDIA CHIRILĂ, NATALIA CUC, IULIA CRISTINA MUREȘAN**
Rural tourism in Romania: trends and economic impacts

16^{20} – 16^{30} **NATALIA CUC, REBECA CLAUDIA CHIRILA, IULIA CRISTINA MUREȘAN**
Balneoclimatic tourism in Romania: evolution and recovery

POSTER PRESENTATIONS

November 14, 2025
Faculty of Management and Rural Tourism – P.I. Otiman Amphitheater

9^{00} – 10^{30}	***Aula Magna - MDPI presentation*** *Generative AI using in Research, Scientific Writing and Publishing*
10^{30} – 11^{15}	***Senate Hall – Assoc. Prof. Corina MEGYESI, PhD*** *Technology Transfer Centers – a Bridge between Doctoral Research and the Socio-Economic Environment – presentation for PhD students*
11^{15} – 12^{00}	***Senate Hall – Prof. Isidora RADULOV, PhD*** *Technology Readiness Levels – a Tool for Assessing the Progress of Applied Research in Doctoral Programs – presentation for PhD students*
11^{00} – 12^{00}	**Posters section** Faculty of Management and Rural Tourism
12^{00}	**Discover Timișoara by yourselves**

POSTER PRESENTATIONS

Moderators:
Prof. Ioan BRAD PhD - *ULS Timisoara*
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Prof. Elena PEȚ PhD - *ULS Timisoara*
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Lecturer Diana MARIN PhD - *ULS Timisoara*

ALEX ALCAZ, DMITRII CARAMAN, ALEXANDRU ALEXEEV, ELENA TONEA, RINA ȚURCAN
The wine sector in Moldova under the lens of performance and resilience

ANA GINA ARMAȘ, LOREDANA VĂDUVA, MARIA SAUER, MIHAELA ALBULESCU, IOAN PETROMAN
Symbols and archetypes of the Țurcană sheep breed varieties exploited in the Banat mountains

MARIA ALICE BĂLAN, VERONICA LAURA DEMENESCU
Bridging rural traditions: a comparative study of Russian and Romanian folk influences in classical music

MARIA ALICE BALAN, VERONICA LAURA DEMENESCU
Harmonies of the homeland: George Enescu's integration of Romanian village life into music

GEORGIA BADEA, IONUȚ OPRESCU, DENISA SGÎRCEA, MONICA OCNEAN
Study on the development of the capital market at the European Union level

GEORGIA BADEA, DENISA NICOLETA SGÎRCEA, IONUȚ ALESSANDRO OPRESCU, ADRIAN FIRU, IOANA BĂLAN
Stunting prevalence among children from Romania and neighboring countries in the context of food security

IONUT PETRU BALEA, CĂLIN OPREA, MĂDĂLIN GEORGE MATEI, DARIA VICTORIA BOLOLOI, ANKA ROXANA PASCARIU
The impact of social media on self-esteem: communication, comparison, and digital identity

MARIA BALINT
Study regarding the types of tourism in Hunedoara county - priorities and development measures

MARIA BALINT
Hunedoara county - a region that can be valued through agritourism

CATALIN ALEXANDRU BITEA, BRIANA DAVID, IOANA MIHAELA BALAN, NICOLETA MATEOC-SIRB
Evolutions of areas cultivated with vines and of the grape production in Romania

SOLOMIA MADALINA BONA, IONELA PĂUNESCU, IOANA GHERASIMOAIE, ELENA PEŢ, MARIUS IONUŢ GORDAN
Visitor satisfaction and destination image: evidence from the Retezat National Park

LARISA-ELENA BRISCAN, THEODOR MUNTEAN, ELENA PET, TABITA ADAMOV
Development of rural tourism through the establishment of a leisure complex (swimming pool and restaurant) in Nitchidorf, Timis County

SARA BUCULEI, BIANCA GABRIELA CHIS NEDELCU, ESTERA OANCEA, IASMINA ABIGAELA LUPU, ANKA ROXANA PASCARIU
The art of communication through landscape: the meaning and symbolism of Japanese gardens

MARIA MARILENA BUȘTEAN, CRISTINA GOGA, DALIA MARILENA POPESCU, OANA SICOE-MURG, CAMELIA MĂNESCU
Education – a determining factor in the development of the Romanian rural area

MARIA MARILENA BUȘTEAN, ANA-MARIA LUCA, MIA STAMPAR, OANA SICOE-MURG, CAMELIA MĂNESCU
Access of children with special educational needs to education in rural areas: realities and directions for intervention

DIANA CEBOTARI, ELENA TONEA, INA GUMENIUC
Trends and perspectives for sustainable development of the agricultural sector in the Republic of Moldova in the context of European integration

DRAGOȘ-CIPRIAN CHENDE, ELENA PEȚ, VALENTINA TUDOR, RAMONA CIOLAC, ANDA MILIN
Mountain tourism as a tool for revitalizing isolated villages

DARIANA ELENA CHIPERI, REMUS BEJENAR, CLAUDIU DANIEL TOMA, MIHAELA IANCU, ANKA ROXANA PASCARIU
Traditions of the Mureș Valley and their potential for cultural tourism development: a case study on the "Dubași" of Săvârșin

VALENTINA DIANA CIOBANU, DAIANA PAULA MALCIU, ANITA ȘUBA, MARIUS GORDAN, ANKA ROXANA PASCARIU
The communication of industrial heritage: the waterworks plant of Timișoara between history and urban identity

FLORINA ARIANA COLGIA, TEODOR MATEOC-SÎRB, NICOLETA MATEOC-SÎRB
Preserving ancient symbols in rural areas of Banat

FLORINA COSMINA GEORGIANA COZMA, SEBASTIAN GHEORGHE ROXANA BÎTE, IASMINA IOSIM, ANKA ROXANA PASCARIU
Communication and competitive strategies in home & furniture retail: A comparative study

MĂDĂLINA-LAVINIA COZMA, PAUL DUMITRIU, CRISTINA-GABRIELA DUMITRIU, ANA-MARIANA DINCU, LOREDANA VĂDUVA
Methods for conserving natural and cultural resources through hunting tourism in Romania

BRIANNA NAOMI DAVID, LAURA VORNICU, MAROUA DAHBI, SAIDA ROXANA FEIER-DAVID, NICOLETA MATEOC-SÎRB
Study concerning climate change from the present time

SERGIU DELAN, MIHAI GHERHEȘ, CORICI FABIO NEAGU, ELENA TONEA, MONICA OCNEAN
Study on the need for information regarding the capital market in Romania

SERGIU DELAN, MIHAI GHERHES, FABIO ALEXANDRU NEAGU CORICI, TEODOR IOAN TRASCA, IOANA MIHAELA BALAN
Share of undernourished population in the world - dynamics and analysis

SERGIU CONSTANTIN DELAN, FABIO ALEXANDRU NEAGU, MIHAI GHERHES, MARIUS IONUȚ GORDAN, ELENA PET
Consumer preferences for artificial sweeteners and sugar alternatives

COSMIN DIMCEA, DRAGOȘ CIPRIAN CHENDE, GABRIELA CODREANU, ELENA TONEA, IULIANA MERCE
The impact of digitalization on small businesses in the public catering sector

COSMIN DIMCEA, DRAGOȘ CIPRIAN CHENDE, GABRIELA CODREANU, IOANA ANDA MILIN, IULIANA IOANA MERCE
Modern trends in public catering: from traditional to sustainable

ANA-MARIANA DINCU, MANUELA-DORA ORBOI, OANA-MARIA SICOE-MURG, CORINA SÎRBU, VIOLETA-ELENA DRĂGOI
Use of technology among teenagers: between necessity and dependency

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