

MINISTERUL EDUCAȚIEI ȘI CERCETĂRII  
UNIVERSITATEA „TIBISCUS” DIN TIMIȘOARA

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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 Silvici „Gheorghe Ionescu Șișești” București)

## PROGRAMME OF THE 2<sup>nd</sup> INTERNATIONAL CONFERENCE ON TOURISM AND SUSTAINABLE DEVELOPMENT TIMIȘOARA, MAY 23-24, 2025

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**FRIDAY, MAY 23rd 2025**

**The conference takes place online (Google meet) and in presence.**

<https://meet.google.com/mjx-yadf-hep>

Please make sure your devices are equipped with a microphone, webcam, and speakers.

**The average recommended time for each presentation is 15 minutes.**

10:00-10:15 Opening address

- Professor Radu RĂDUCAN, Tibiscus University of Timișoara
- Associate prof. PhD. **CIPRIANA SAVA**, Head of Organizing Committee, Tibiscus University of Timișoara

10:15-10.45 **Plenary lecture**

**Mihaela LAZOVIĆ**

**PSYCHOLINGUISTIC MOTIVATIONS FOR ANGLICISM USE IN  
TOURISM AND HOSPITALITY COMMUNICATION**

**10.45- 15.00 Paper presentations**

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**FRIDAY, 23rd MAY 2025, 10.45** Eastern European Time Zone  
(UTC+2)

<b>SECTION: TOURISM, SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION</b>	
<a href="https://meet.google.com/mjx-yadf-hep">https://meet.google.com/mjx-yadf-hep</a>	
<b>CHAIRPERSONS: Cipriana SAVA</b>	
<b>Time</b>	<b>Presenter</b>
<b>10.45</b>	<b>Joseph Abogenye ANUGA, Lami Lenton ANUGA, Zekeri MOMOH - DESERTIFICATION AND THE CHALLENGES OF FOOD SECURITY IN THE SAHEL REGION OF AFRICA</b>
<b>11.00</b>	<b>Zekeri MOMOH, Michael Mashal JEMLAK- AFRICA'S TOURISM DEVELOPMENT: CHALLENGES AND OPPORTUNITIES</b>
<b>11.15</b>	<b>Michael Mashal JEMLAK - Insecurity and the Challenges of Africa's Tourism Development</b>
<b>11.30</b>	<b>Daniela VĂLUŞESCU, I. PETROMAN, MARIA SAUER, IOAN ȚIBRU, I. SAUER, ANA GINA ARMAŞ, LOREDANA VĂDUVA - MEASURES TO IMPROVE THE MARKETING MANAGEMENT OF GOAT PRODUCTS</b>
<b>11.45</b>	<b>Loredana VĂDUVA, SAUER MARIA, ȚIBRU IOAN, VĂLUŞESCU DANIELA, PETROMAN IOAN, ARMAŞ ANA GINA - PASTORAL / RURAL SMART TOURISM</b>
<b>12.00</b>	<b>Cipriana SAVA - TOURISM FOR A STAY VERSUS ITINERANT TOURISM</b>
<b>12.15</b>	<b>Maria SAUER, PETROMAN IOAN, ȚIBRU I., VĂLUŞESCU DANIELA, ARMAŞ ANA GINA, MUNTEANU IULIA - SUSTAINABLE ENVIRONMENTAL MANAGEMENT IN SHEEP-FARMING AREAS</b>
<b>12.30</b>	<b>Ana Gina ARMAŞ, MUNTEANU IULIA, ALBULESCU MIHAELA, SAUER MARIA, VĂDUVA LOREDANA, PETROMAN IOAN – TOURISTS' MOTIVATIONS / REASONS FOR STAYING AT A SHEEP AND/OR GOAT FARM</b>
<b>12.45</b>	<b>Iulia MUNTEANU. VĂLUŞESCU DANIELA, ARMAŞ ANA GINA, ALBULESCU MIHAELA, PETROMAN IOAN, VĂDUVA LOREDANA - TOURIST GROUP MANAGEMENT AT AN AGRITOURISM GOAT FARM</b>
<b>13.00</b>	<b>Adila NURIC, Amela Kesetovic, Samir Nuric - MONITORING TERRAIN CHANGES DUE TO ORE EXPLOITATION USING DRONES</b>
<b>13.15</b>	

<b>SECTION: MANAGERIAL STRATEGIES AND ORGANISATIONAL CULTURE</b>	
<b>CHAIRPERSONS: Cristina Mihaela NAGY</b>	
<b>Time</b>	<b>Presenter</b>
<b>13.00</b>	<b>Marija JANOŠIK, Tijana ĐUKIĆ, Ana VELJI - USER-ORIENTED MARKETING MODELS FOR YOUTH ENTREPRENEURSHIP:</b>

	<b>INTEGRATING JTBD, DESIGN THINKING, AND CUSTOMER JOURNEY</b>
13.15	<b>Tijana ĐUKIĆ, Dragan DOLJANICA, Marija JANOŠIK - ADAPTIVE CHANGE MANAGEMENT IN THE DIGITAL ERA: COMPARATIVE ANALYSIS OF CLASSICAL AND CONTEMPORARY TRANSFORMATION MODELS</b>
13.30	<b>Nina NIKOLIĆ, Tijana ĐUKIĆ, Kristina JAUKOVIĆ - JOCIĆ - ASSESSING THE IMPACT OF DIGITAL MARKETING INTEGRATION ON ORGANIZATIONAL EFFICIENCY WITHIN MODERN BUSINESS FRAMEWORKS</b>

## **SECTION: INFORMATION TECHNOLOGY**

**CHAIRPERSONS:** Darjan KARABAŠEVIĆ

<b>Time</b>	<b>Presenter</b>
13.00	<b>Simona APOSTOL, Claudiu-Calin JUCŞOR, Tania PETCOVICI, Alin MUNTEANU - Enhancing Cloud Security and Organizational Resilience with Microsoft Defender for Cloud</b>
13.15	<b>Simona APOSTOL, Claudiu-Calin JUCŞOR, Tania PETCOVICI, Alin MUNTEANU - PowerBi application for software defect management in a company</b>
13.30	<b>Mihaela-Simona GALEA - ARTIFICIAL INTELLIGENCE AND ROMANIA'S NATIONAL STRATEGY</b>
13.45	<b>Ivan ŠUŠTER, Darjan KARABAŠEVIĆ, Dragiša STANUJKIĆ, Gabrijela POPOVIĆ, Ana VELJIĆ, Marko MARKOVIĆ- DATA PROTECTION AND SECURITY IN MYSQL DATABASE</b>
14.00	<b>Hadžib SALKIĆ, Nedžad KORAJLIĆ, Dušan RAJČEVIĆ - MODERN APPROACHES TO PROTECTIVE MEASURES IN CORPORATE SECURITY</b>
14.15	<b>Dušan RAJČEVIĆ, Hadžib SALKIĆ - CYBER THREATS: STATISTICAL INSIGHTS INTO MOBILE AND COMPUTER NETWORK SECURITY</b>

## **SECTION: SOCIAL AND EDUCATIONAL ENVIRONMENT**

**Link**

**CHAIRPERSONS:** Luiza CARAIVAN

<b>Time</b>	<b>Presenter</b>
13.00	<b>Nora Codruța CURTA - AN APPROACH FOR A QUALITY EDUCATION IN ROMANIA</b>
13.15	<b>Luiza CARAIVAN – The Use of AI in Teaching English for Specific Purposes</b>

13.30	<b>Iosif TÖRÖK - THE IMPACT OF PHYSICAL ACTIVITY ON ME HEALTH</b>
13.45	<b>Mirela TĂRĂBÎC - CULTURAL LIFE IN BANAT AND COMM CENSORSHIP ANALYZED FROM THE PERSPECTIVE OF HISTORY</b>
14.00	<b>Mirela TĂRĂBÎC - THE REORGANIZATION OF JUSTICE BY COMMUNIST REGIME ACCORDING TO THE CONSTITUTION O ROMANIAN PEOPLE'S REPUBLIC OF 1948 AND ITS CONSEQU ON ROMANIAN SOCIETY</b>
14.15	<b>Silvia Laura PASCU, Tania PETCOVICI - ENHANCING LANG ACQUISITION: EVALUATING THE EFFECTIVENESS OF MODER TRADITIONAL METHODOLOGIES</b>

#### **SECTION: LAW AND LEGISLATION IN TOURISM**

13.00	<b>Raluca BUCULEA – INFRAȚIUNEA DE ÎNȘELĂCIUNE PRIN PRISMA ACTIVITĂȚII DE TURISM ÎN ROMÂNIA (TOURISM FRAUD CASES IN ROMANIA</b>
13.15	<b>Lavinia-Olivia IANCU - REASSESSING COMI IN EU INSOLVENCY LAW: LEGAL CERTAINTY OR REGULATORY LOOPHOLE?</b>
13.30	<b>Carmen PÂRVULESCU - Considerații referitoare la încetarea de drept a contractului individual de muncă în cazul pensionării pentru limită de vârstă (Considerations on the legal termination of the individual employment contract in the event of retirement due to old age)</b>
13.45	<b>Tiberiu MEDEANU - Illegal clauses and penalties established when granting loans</b>