



ROMANIAN ACADEMY
National Institute for Economic Research "Costin C. Kiritescu"

INSTITUTE OF NATIONAL ECONOMY



**The 2nd International Conference "HERITAGE
CAPITALISATION AND DEVELOPMENT - IDENTITY,
INNOVATION, DIGITALISATION, ENVIRONMENT, AWARENESS
AND SECURITY" HERITAGE – IIDEAS**

Program

2024 Online Edition

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

October 30-31, 2024, Bucharest, ROMANIA



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PARTNERS





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2024 HERITAGE - IIDEAS

Program

October 30th, 10:00-15:00 – 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, Romania
- 10:15 – 14:45 **Presentation of papers in the plenary session and debates**
- 10:15 – 11:00 “Masters of the Resin Tears”: Restructuring the Knowledge Pattern for Non-Captive Audiences with Serious Games to Elicit Transformational Experiences
Dorothea Papathanasiou-Zuhrt, Open University of Cyprus, Cyprus
- 11:00 – 11:45 Bridging Gaps or Breaking Grounds: Navigating the Economic, Environmental, and Community Challenges of Tourism Infrastructure Development in India’s Mountain State
Devkant Kala, School of Business, UPES, Dehradun, India
- 11:45 – 12:30 Central Bank Digital Currencies, Opportunities and Challenges to Financial/Economic Stability
Muhammad Ali Nasir, University of Leeds, United Kingdom
- 12:30 – 13:15 Identifying the Key Factors for Positioning Places in the Tourism Industry
José I. Rojas-Méndez, Sprott School of Business, Carleton University, Ottawa, Canada
- 13:15 – 14:00 The Role of Investments in the Valuation of Cultural Heritage in the Context of Sustainable Development
Mariana Lupan, “Stefan cel Mare” University, Suceava, Romania
- 14:00 – 14:45 NORO Green Cities: Pioneering Urban Sustainability through Norwegian-Romanian Collaboration
Irina Gabriela Rădulescu, Petroleum & Gas University of Ploiești, Romania
Valentina Vasile, Institute of National Economy, Romanian Academy, Romania
Emanuela Modoran, Audit SRL / European DIH Wallachia eHUB, Romania
- 14:45 – 15:00 **Q&A session**



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October 31st, 10:00-17:30 – Papers presentation

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

Chair: Raluca Mazilescu

Co-chair: Andreea Constantinescu

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

10:00 – 10:15 **Rural Development Versus Vernacular Heritage in Rural Areas. Conflicts and Synergies**

Carol Alexandru Mohr¹, Carmen Chasovschi², ¹Institutul Bucovina al Academiei Romane, Radauti; ²Univesitatea "Stefan cel Mare" din Suceava

10:15 – 10:30 **Cyber-Entrepreneurship and Its Applications in Contemporary Times: Opportunities and Challenges**

Lukman Raimi, Universiti Brunei Darussalam, Brunei

10:30 – 10.45 **Harnessing Cultural Heritage for Sustainable Development in the Republic of Moldova**

Alexandru Stratan¹, Corina Gribincea², ¹The Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova, ²National Institute for Economic Research of the Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

10:45 – 11:00 **Circular Economy after Covid-19 Pandemic**

Rodica Perciun¹, Corina Gribincea², ^{1,2}National Institute for Economic Research of the Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

11:00 – 11:15 **A Review of the Engagement of Stakeholders in UK Urban Heritage Regeneration Projects**

Tobenna Ndukwe¹, Kwasi Gyau Baffour², Uche Ogbonda³, Paul Jones⁴, ^{1,2,3,4}University of Salford, Greater Manchester, United Kingdom

11:15 – 11:30 **Implementation of Adaptative Re-use Public Sector Urban Heritage Regeneration Projects**

Paul Jones¹, Kwasi Gyau Baffour², Uche Ogbonda³, Tobenna Ndukwe⁴, ^{1,2,3,4}University of Salford, Greater Manchester, United Kingdom



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- 11:30 – 11:45 **Circular Economy and Industry 4.0 Integration in SME Sector: An Open innovation Perspective for Stakeholder's Collaboration**
Kriselda Sulcaj Gura¹, Servet Gura², Fatmir Guri³, ¹Department of Economy and Business, Beder University, Tirana, Albania, ²Department of Marketing, University of Tirana, Tirana, Albania, ³Department of Economy and Rural Development Policies/Agricultural University of Tirana
- 11:45 – 12:00 **Cultural Festivals: Catalysts For Social Integration and Tourism Development in Southwestern Nigeria**
Olugbenga Mayowa Agboola¹, Tolulope Adetayo Fajobi², Emmanuel Olanipekun Abe³, ¹Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria, ²Department of Sociology, Afe Babalola University, Ado-Ekiti, Nigeria, ³Department of Foreign Languages, Afe Babalola University, Ado-Ekiti, Nigeria
- 12:00 – 12:15 **The Role of Business Models in the Transition from Linear to Circular Economy. Case of Albania**
Albina Hysaj, Epoka University, Faculty of Economics and Administrative Science, Tirana, Albania
- 12:15 – 12:30 **Boosting Corporate Sustainability Through Entrepreneurship Education: A Systematic Literature Review**
Morufu Oladimeji Shokunbi¹, Lukman Raimi², Quazi Mohammed Habibus Sakalayan³, Iznan Tarip⁴, ^{1,2,3,4}School of Business and Economics, Universiti Brunei Darussalam, Brunei Darussalam
- 12:30 – 12:45 **Badagry Slave Relics and Local Development: Engaging Black Heritage Identity and Root Tourism**
Ezenagu Ngozi, Department of Tourism and Events Management, Afe Babalola University, Ado-Ekiti, Nigeria
- 12:45 – 13:00 **Tourism, Inequality and Reducing the Carbon Footprint of EU-27 Economies: Two Irreconcilable Goals?**
Florin-Marius Pavelescu¹, Cornelia Dumitru², Lucia Negrut³, Constantin Viorel Negrut⁴, ^{1,2}Institute of National Economy, Romanian Academy, Bucharest, Romania, ^{3,4}Faculty of Economics and Business Administration, West University Timisoara, Timisoara, Romania



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- 13:00 – 13:15 **The "Riviera Nistrului" Cluster - a Model of Coagulation of Local Tourism Businesses in an Efficient Partnership**
Viorel Miron¹, Marina Miron², ^{1,2}Association of Tourism Development in Moldova, Chişinău, Republic of Moldova
- 13:15 – 13:30 **Local Development through Heritage Identity Promotion in Ethiopia - A Complex Approach**
Getahun Worku Tadesse, Werabe University, Ethiopia
- 13:30 – 13:45 **The Fight Against "Speculation" in the Moldovan SSR in 1944-1961**
Adrian Dolghi, National Museum of Ethnography and Natural History, "Ion Creangă" State Pedagogical University of Chişinău, Chişinău, Republic of Moldova
- 13:45 – 14:00 **Cultural Heritage and Local Development: Tagent Alzheimer Care Breaza**
Elena Sofia Coretchi, Petroşani University, Petroleum - Gas University of Ploieşti, Romania
- 14:00 – 14:15 **The Right to Historical Memory: The Concept and National Protection and Gaps in the Legislation of the Republic of Moldova**
Veronica Cheptene, Moldova State University, Institute of legal, political and sociological research, Chisinau. Republic of Moldova
- 14:15 – 14:30 **The Land Reterritorialization in Romania – Synergy between Green Energy Production and Agriculture**
Constantin Anghelache¹, Mădălina-Gabriela Anghel², Ştefan Virgil Iacob³, Denis-Arthur Strijek⁴, ^{1,4}Bucharest University of Economic Studies, ^{1,2}Artifex University of Bucharest, ^{2,3}Institute of National Economy, Romanian Academy, Bucharest, Romania, ³Petroleum – Gas University of Ploieşti, Romania
- 14:30 – 14:45 **Environmental Bio-Diversification and Its Impact on Public Health**
Corina Cauşan¹, Ghenadie Radu², ¹University of European Political and Economic Studies "Constantin Stere", ²Technical University of Moldova
- 14:45 – 15:00 **The impact of the VUCA world on the R&D sector in Romania**
Florentina-Ştefania Neagu, Institute of National Economy, Romanian Academy, Bucharest, Romania



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- 15:00 – 15:15 **Local Development and Heritage Identity. Case Study: Dornelor Basin, Romania**
Daniela Antonescu¹, Ioana Cristina Florescu^{2, 1, 2}Institute of National Economy, Romanian Academy, Bucharest, Romania
- 15:15 – 15:30 **Cultural Heritage - Key Factor in the Development of Local Tourism in Breaza**
Irina Rădulescu¹, Adrian Ungureanu², Alina Brezoi³, Anișoara Ștefănuță⁴,^{1, 2, 3}Petroleum and Gas University, Ploiești, Romania, ⁴Prahova County Centre of Culture "Acad. Eugene Simion", Ploiești, Romania
- 15:30 – 15:45 **New Trends in the Development of Business Models and Public-Private Partnership**
Iulia Mariana Bălan (Mîndruță), Faculty of Economics, Administration, and Business, Ștefan cel Mare University of Suceava, Suceava, Romania
- 15:45 – 16:00 **Digital Transition and the Reform of the Tourism Sector**
Andreea-Oana Begu, Institute of National Economy, Romanian Academy, Bucharest, Romania / The Bucharest University of Economic Studies, Bucharest, Romania
- 16:00 – 16:15 **Digitization and Progress in the Promotion of Cultural Heritage. Comparative Aspects of the Digital Reform EU vs Romania**
Mihaela Andreea Stroe, Institute of National Academy, Romanian Academy, Bucharest, Romania
- 16:15 – 16:30 **Consolidation of Heritage Identity as a Premise for Effective Local Development**
Andreea Constantinescu¹, Victor Platon², Simona Frone³, Florin D. Frone⁴, Sorina Jurist⁵,^{1, 2, 3, 5}Institute of National Economy, Romanian Academy, Bucharest, Romania, ⁴University of Agriculture and Veterinary Medicine, Bucharest, Romania
- 16:30 – 16:45 **Immersive Museums: Enhancing Experiences and Visitor Engagement**
Raluca Mazilescu¹, Marius Surugiu², Camelia Surugiu³,^{1, 2}Institute of National Economy, Romanian Academy, Bucharest, Romania, ³Faculty of Administration and Business, University of Bucharest, Bucharest, Romania / National Institute for Research and Development in Tourism, Bucharest, Romania



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16:45 – 17:00 **Policies and Instruments Promoting Local Heritage Sustainable Development in the EU**

Simona Frone¹, **Victor Platon**², **Andreea Constantinescu**³, **Florin D. Frone**⁴,
Sorina Jurist⁵, ^{1,2,3,5}*Institute of National Economy, Romanian Academy,*
Bucharest, Romania, ⁴*University of Agriculture and Veterinary Medicine,*
Bucharest, Romania

17:00 – 17:15 **The Cultural Romanian Heritage by the Innovative Education for Children for the Economic Efficiency and Energetic Efficiency**

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

17:15 – 17:30 **Closing remarks**