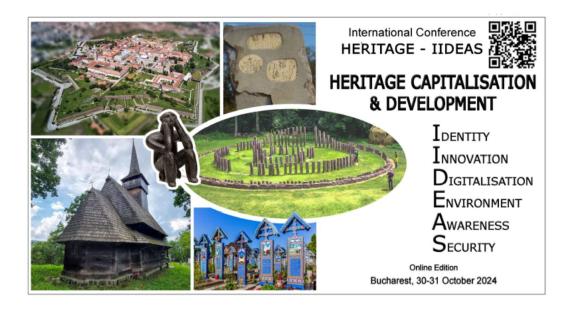


National Institute for Economic Research "Costin C. Kiritescu"



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 Mohammaed Habibus Sakalayen³, 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 Chișinău, Chișinău, Republic of Moldova

13:45 – 14:00 Cultural Heritage and Local Development: Tangent Alzheimer Care Breaza

Elena Sofia Coretchi, Petroșani University, Petroleum - Gas University of Ploiești, 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, Ștefan 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 Ploiești, Romania

14:30 – 14:45 Environmental Bio-Diversification and Its Impact on Public Health

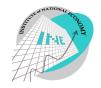
Corina Caușan¹, Ghenadie Radu², ¹University of European Political and Economic Studies "Constantin Stere", ²Technical University of Moldova

14:45 – 15:00 The impact of the VUCA world on the R&D sector in Romania

Florentina-Ștefania 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 Florescu², ^{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 Ștefănucă⁴, ^{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, Stefan 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 Frone ¹, Victor Platon², Andreea Constantinescu ³, 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

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

Patrick Mehedinţeanu, Institute of National Economy, Romanian Academy, Bucharest, Romania

17:15 – 17:30 **Closing remarks**