



# **„Dimitrie Cantemir” Christian University** ***Transforming Business and Governance:*** ***AI and Digitalization in the Modern Era***



**This conference has two sub-conferences:**

- 1. AI in International Business Education and Research**

**Thursday, May 15<sup>th</sup>, 2025**

- 2. Digitalization of Public Sector Administration**

**Friday, May 16<sup>th</sup>, 2025**



# AI in International Business Education and Research

**Date** Thursday, May 15th, 2025

**Location** Amphitheatre 45

This international conference program is designed to be both educational and research-oriented, focusing on the integration of AI into business education and its transformative role in international business practices especially in management. The event features modern, relevant topics, interactive workshops, and high-level discussions to foster a comprehensive understanding of AI's impact on education and research in international business.

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## 8.30 – 9.00 | Registration & Networking

Participants can register, collect conference materials, and network with other attendees.

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## 9.00 – 9.30 | Opening Ceremony

*Location: Amphitheatre 45*

- Welcome Address by **Ms. President Corina Dumitrescu, Dimitrie Cantemir Christian University**

### **Ms. President's Keynote Speech: AI in the New Era of Education**

Introduction to the "*Transforming Business and Governance*" conference series and to the conference **AI in International Business Education and Research**

- Overview of the Day's Sessions and Objectives  
**Professor Adina Musetescu, Dimitrie Cantemir Christian University**
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## 9.30– 10.15 | Keynote Address: The Role of AI in Higher Education - Shaping Global Business Education

*Speaker:* **Prof. Emerita Dr. Okhwa Lee, Chungbuk National University, South Korea**

This session will explore how Artificial Intelligence is revolutionizing global higher education and how it can be integrated into curricula to better prepare students for the future of international business. The speaker will draw on experiences and research from Chungbuk National University and global examples.

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### **10.15 – 11.00 | Panel Discussion: AI Integration in International Business Curriculum**

**Moderator: Prof. Adina Musetescu, Dimitrie Cantemir Christian University**

- *Panelists:*
  - **Prof. Emerita Dr. Okhwa Lee, Chungbuk National University, South Korea**
  - **PhD Alexandra Banzea, Director of Research, Aerofina S.A. Company**
  - **Prof. Petronela Nedea, Dimitrie Cantemir Christian University**

The panel will explore practical approaches to integrating AI into international business education, discussing challenges, opportunities, and the impact of AI tools in business decision-making.

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### **11.00 – 11.15 | Break**

Participants can engage in networking.

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### **11.15 – 11.45 | AI in Research Methodology and Business Analytics**

***Speaker:* Prof. Radu Sorin, Dimitrie Cantemir Christian University**

This session will dive into how AI technologies are transforming business research methodology and enabling more effective data analysis, trend forecasting, and business intelligence in international markets. Example from the field of management.

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### **11.45– 12.30 AI-Powered Business Models in Global Markets**

***Speaker:* Director George Cima, Master of International Business, UCDC Alumni**

This session will explore emerging AI-driven business models that are transforming global commerce. The session will examine how companies use AI to enhance business operations across international borders, with case studies from leading organizations.

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### **12.30 – 13.15 | Lunch Break**

Lunch, providing an opportunity for networking and informal discussions.

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### **13.15 – 14.15 | Interactive Workshop: Implementing AI in International Business**

***Facilitators:* Prof. Irina Nicolau, Dimitrie Cantemir University**

***Prof. Adina Musetescu, Dimitrie Cantemir Christian University***

This interactive workshop will guide participants on how to incorporate AI tools in the classroom to improve student engagement, learning outcomes, and industry connections.

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### **14.15– 15.00 | Virtual Presentation: The Future of AI in Cross-Cultural Business Practices**

***Speaker (online):* Mr. Csongor Barabasi, CEO and Founder, Bonsai Labs, UK, International Business and AI Expert**

This presentation will explore the intersection of AI and cross-cultural business, analysing how AI can enhance decision-making, communication, and collaboration in international teams.

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### **15.00 – 15.45 | Case Study: Real-World Applications of AI in International Business**

***Speaker:* Director Laurentiu Dumitrescu, Business representative, PEIKKO company, Corporation Partner**

This case study session will focus on real-world examples of AI applications in international business, from marketing and logistics to strategy development and consumer behaviour analysis.

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## **15.45 – 16.30 | Closing Panel: Preparing Future Leaders for AI-Driven Global Business**

**Moderator: Professor Adina Musetescu, „Dimitrie Cantemir” Christian University**

- *Panelists:*
  - **Prof. Emerita Dr. Okwa Lee, Chungbuk National University, South Korea**
  - **Mr. Laurentiu Dumitrescu, Director, PEIKKO company, Industry Expert**
  - **Prof. Irina Nicolau, Dimitrie Cantemir Christian University**

The discussion will address the skills and knowledge that future international business leaders need to acquire in a world increasingly influenced by AI. Panelists will also discuss the ethical implications and societal impacts of AI in business.

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## **16.30 – 17.00 | Closing Remarks and Certificates of Participation**

An informal networking session where participants can exchange ideas, discuss potential collaborations, and reflect on the day's sessions.

**Moderator: Professor Adina Musetescu, Dimitrie Cantemir Christian University**

- Q&A
- Final Thoughts from Conference Chair
- Acknowledgments to Speakers, Participants
- Distribution of Certificates of Participation to Attendee

# Digitalization of Public Sector Administration

**Date** Thursday, May 16th, 2025

**Location** Amphitheatre 45

The program covers Romania's public sector administration, the challenges and strengths, along with a focus on Finland's digitalization in public administration. The day ends with small group activities for participants.

This program blends academic insights, practical challenges, international perspectives, and hands-on activities to foster learning and exchange on digital public sector administration.

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## 8.30 – 9.00 | Registration

*Participants check in and enjoy while networking.*

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## 9.00 – 9.15 | Opening Remarks

- **Welcome:** Ms. President Corina Dumitrescu, Dimitrie Cantemir Christian University
  - **Speaker:** Prof. Vice Rector Dr. Dragos Radulescu, Conference Chair, Dimitrie Cantemir Christian University
  - **Overview:** Introduction to the conference objectives and a brief outline of the day's program.
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## 9.15 – 10.00 | Keynote Speech: The Importance of Digital Transformation in Public Administration

- **Mr. Marian Aurelian Bârgău,** General Director, Bucharest Street Administration
- **Mr. Mihai Fenzel,** Public Integrity Specialist at the National Anticorruption Directorate, Romania
- **Description:** These keynotes will set the stage by discussing the role of digitalization in modernizing the public sector. It will explore how digital tools can improve efficiency, transparency, and service delivery to citizens.



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## 10.00 – 10.45 | Session 1: Overview of the Romanian Public Sector Administration

- **Prof. Dr. Cristian Sorin Dumitrescu, Dimitrie Cantemir Christian University**, Expert in Public Administration
- **Description:** A deep dive into the structure of Romania's public sector administration, focusing on the existing frameworks and processes. The session will explore the current state of digitalization efforts, the strengths, and the gaps that need to be addressed.

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## 10.45 – 11.00 | Break

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## 11.00 – 11.45 | Session 2: Challenges and Opportunities in Romania's Public Sector Digitalization

- **Ms. Anca Păiușescu, Advisor at the General Secretariat of the Government/Innovation Laboratory**
- **Mr. Marian Panait, Public Administrator of the city Sinaia, UCDC Alumni**
- **Description:** This session will highlight the main challenges faced by Romania in the digitalization of its public sector, including issues like legacy systems, lack of infrastructure, and regulatory hurdles. It will also touch upon the potential solutions and ongoing initiatives.

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## 11.45 – 12.30 | Session 3: Finland's Model of Digitalization in Public Sector Administration

- **Director Mikko Mattinen, Head of International Affairs Unit Digital and Population Data Services Agency, Helsinki Finland**
- Finland has been a global leader in public sector digitalization. This session will provide an in-depth look into Finland's public administration system, the digital tools they have implemented, and the results they have achieved. Key themes include e-government services, digital citizen engagement, and cross-sector integration.



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**12.30 – 13.30 | Lunch**

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**13.30 – 14.15 | Session 4: Comparative Analysis: Romania vs. Finland in Digital Public Sector Transformation**

- **Director Mikko Mattinen, Head of International Affairs Unit Digital and Population Data Services Agency, Helsinki Finland**
  - **Description:** This session will draw a comparison between Romania and Finland in terms of their digitalization efforts. It will analyse the successes of Finland and explore what Romania can learn from these international best practices.
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**14.15 – 15.00 | Session 5: The Role of AI, Big Data, and Cloud Computing in Digitalizing Public Services**

- **Prof. Dr. Ion Zgura, Dimitrie Cantemir Christian University, Expert in AI and Public Administration**
  - **Description:** This session will focus on the advanced technologies that are shaping the future of digital public sector administration. The session will explain how AI, big data, and cloud computing are revolutionizing the way governments deliver public services.
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**15.00 – 15.15 | Break**

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**15.15 – 16.00 | Panel Discussion: Overcoming Barriers to Digitalization in Romania**

- **Moderator: Prof. Bogdan Radu**
- **Panelists:**
  - **Prof. Dr. Cristian Sorin Dumitrescu, Dimitrie Cantemir Christian University, Expert in Public Administration**
  - **Prof. Dr. Ion Zgura, Dimitrie Cantemir Christian University, Expert in AI and Public Administration**

- **Director Mikko Mattinen, Head of International Affairs Unit Digital and Population Data Services Agency, Helsinki Finland**
  - **Description:** This panel will bring together experts from Romania and Finland to discuss the challenges faced by Romania in the digital transformation process, and offer practical solutions based on international experiences.
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## **16.00 – 17.00 | Small Group Work: Brainstorming Session on Digitalizing Romania's Public Administration**

- **Moderator: Prof. Bogdan Radu**

*Participants break into small groups for an interactive workshop. Each group will work on creating a roadmap for improving Romania's public sector digitalization, focusing on specific aspects like government service delivery, citizen engagement, and the role of emerging technologies by the support of director Mikko Mattinen.*

- **Objectives:**
    - Identify key barriers to digitalization in Romania's public sector.
    - Suggest actionable solutions for overcoming these barriers.
    - Develop recommendations for a strategic roadmap to enhance digital public administration in Romania.
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## **17.00 – 17.30 | Group Presentations and Closing Remarks**

*Each group will present their proposed roadmap and solutions to the audience. Afterward, a final reflection and closing remarks will conclude the conference.*

- **Speaker: Prof. Dragos Radulescu**
- **Description:** Summarizing the key takeaways from the conference and setting the stage for further collaboration and implementation of ideas.
- **Diploma**





# „Dimitre Cantemir” Christian University

Splaiul Unirii nr. 176,  
Sector 4, București

+4 021 330 79 00

+4 021 330 79 11

+4 021 330 79 14

secretariat@ucdc.ro

www.ucdc.ro