

Economie-Inovație-Comunicare-Universitară

19TH INTERNATIONAL SYMPOSIUM WORKSHOP

INNOVATIVE IDEAS



E I C U

Economy-Innovation-Communication-University

YEAR 17

NUMBER 21

JUNE 2026

MINISTRY OF NATIONAL EDUCATION
ROMANIA
TECHNICAL UNIVERSITY OF CLUJ NAPOCA
FACULTY OF SCIENCES
DEPARTMENT OF ECONOMICS
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NORTH UNIVERSITY CENTER OF BAI A MARE
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**ECONOMY- INNOVATION- COMMUNICATION- UNIVERSITIES
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19th INTERNATIONAL SYMPOSIUM WORKSHOP

INNOVATIVE IDEAS

1	POP Gheorghe	Technical University of Cluj Napoca Faculty of Sciences Romania
2	MOCAN Romeo	Technical University of Cluj Napoca Faculty of Sciences Romania
3	MAAK Julianna	Technical University of Cluj Napoca Faculty of Sciences Romania
4	BĂLĂNEAN Ștefania	Technical University of Cluj Napoca Faculty of Sciences Romania
5	CIURDAȘ Dariana Eneida	Technical University of Cluj Napoca Faculty of Sciences Romania
6	FARCAS Lorand Alexandru	Technical University of Cluj Napoca Faculty of Sciences Romania
7	FILIP Jerșșica Nicole	Technical University of Cluj Napoca Faculty of Sciences Romania
8	HOHAGYI Gabriela Paula	Technical University of Cluj Napoca Faculty of Sciences Romania
9		Technical University of Cluj Napoca

	POP Andreea	Faculty of Sciences Romania
10	POP Antonia	Technical University of Cluj Napoca Faculty of Sciences Romania
11	HUJA Adriana Maria	Technical University of Cluj Napoca Faculty of Sciences Romania
12.	HORȚ MUREȘAN Anamaria	Technical University of Cluj Napoca Faculty of Sciences Romania



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19th INTERNATIONAL SYMPOSIUM WORKSHOP INNOVATIVE IDEAS

1	POP Gheorghe	Study on the behavior of tourism service consumers in Maramureş County
2	MOCAN Romeo	Analysis of the evolution of the impact of investments on people in Romania
3	MAAK Julianna	Analysis of the degree of satisfaction of banking service users
4	BĂLĂNESCU Ștefania	Consumer behavior in choosing fuel stations in Romania
5	CIURDAȘ Dariana Eneida	Analysis of the impact of promotions and discounts on sales
6	FARCAS Lorand Alexandru	Analysis of consumer behavior of eco products
7	FILIP Jessica Nicole	Statistical analysis and identification of the entrepreneur's needs
8	HOHAGYI Gabriela Paula	Analysis of consumer behavior in the purchase of cosmetic products
9	POP Andreea	Customer satisfaction with the quality of services and products offered by lidl Romania
10	POP Antonia	The evolution and adaptation of firewood businesses to new legislative and environmental requirement
11	HORT MUREȘAN Anamaria	Entrepreneurship vs traditional employment

12	HUJA Adriana Maria	Statistical analysis and identification of entrepreneurs' needs
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**STUDY ON THE BEHAVIOR OF TOURISM SERVICE
CONSUMERS IN MARAMUREȘ COUNTY**

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Abstract: *Tourism is an important sector of the economy of Maramureş County, contributing to job creation, increasing population incomes and developing related activities, such as trade, transport and services (Ministry of Economy, 2023). The development of tourism stimulates investments in infrastructure and services, having a positive impact on regional development. At the same time, tourism contributes to promoting the image of Maramureş County at national and international level, consolidating its position on the tourism market. Consumer behavior in tourism services is influenced by social, economic and technological changes. A major trend is the shift towards experiential tourism, where tourists seek authentic, personalized and memorable experiences (Solomon, 2019). Digitalization plays a key role in the decision-making process, with online bookings, review platforms and social networks becoming primary sources of information and influence (Kotler & Keller, 2016). There is also an increase in interest in domestic, eco-friendly and rural tourism, as a result of concerns about safety and sustainability (UNWTO, 2022). This paper aims to analyze the behavior of consumers of tourist services in Maramureş County, based on a quantitative research conducted through a questionnaire. The practical part of the paper complements the theoretical foundations presented in the previous chapters, offering an applied perspective on how tourists perceive the tourist offer of Maramureş County, on the motivations that determine them to choose this destination, as well as on the degree of satisfaction resulting from the consumption of tourist services. In the current context, characterized by the intensification of competition between tourist destinations and the continuous change in consumer behavior, the analysis of tourists' preferences and perceptions becomes an essential tool for substantiating managerial decisions. In this sense, the research conducted allows the identification of the strengths and weaknesses of the tourist offer in Maramureş County, as well as the formulation of proposals for improvement.*

Keywords: *entrepreneur, needs, innovation, management change, tourism*

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ANALYSIS OF THE EVOLUTION OF THE IMPACT OF INVESTMENTS ON PEOPLE IN ROMANIA

MOCAN Romeo

*"The best investors are those who are willing to face uncertainty."
Ray Dalio*

Abstract: *This topic was chosen by us because recently a large part of the population has resorted to investments in order to develop itself economically. Investments represent one of the most important stimuli of an economic activity, sometimes even a condition of survival, since everyone wants to evolve and have a better life. Investments are decisions that involve expenses and then income for a certain activity that is expected to continue for a period of time. These decisions usually involve outflows of funds in the first periods and inflows somewhat later, being different from one situation to another. From this it follows that the time element is important in the theory of investments. The main objective in the theory of basic investments is profit and its maximization. When it comes to financial education, most of the time the basic notions are discussed first: income and expenses, only then can one move on to the next level, savings, and only then can one reach investments. Each investor will have to establish from the very beginning the objectives they are pursuing: what return expectation they have, what amounts they are willing to invest and, perhaps most importantly, what time horizon they allocate to the investment. Therefore, the population most likely to invest is the one between 18-30 years old who stands out for their high motivation for study and faces the challenges related to career development as well as the associated stress.*

Keywords: *customer, invest, brand, life cycle*

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ANALYSIS OF THE DEGREE OF SATISFACTION OF BANKING SERVICE USERS

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Abstract: *In a constantly evolving financial environment, customer satisfaction is an essential factor for the success and competitiveness of banking institutions. The economic landscape of 2026 in this sector tends to reach an increasingly pronounced digital maturity phase. This digitalization, which in the past decade was considered competitive superiority, for leaders such as Banca Transilvania, BCR, ING Bank and Raiffeisen Bank, is now a mandatory condition for survival. Market shares are currently shifting their focus from the area of physical presence to that of digital experience and emotional satisfaction. In this context, the expectations of banking service users are constantly increasing. The functionality of services is no longer the only indicator of satisfaction, but is combined with the speed of banks' reaction to new offers, strategies and ways of interacting with customers. The cessation of loyalty can sometimes even arise from a simple negative experience with the mobile application. In an increasingly competitive market with increasingly diverse financial alternatives, customer satisfaction influences not only loyalty, but also the ability to attract new customers and the image of the institution. The issue of service quality is a critical one in service industries, as companies seek to maintain and strengthen their competitive advantage. In the banking sector, where products are often undifferentiated, service quality becomes an essential tool for differentiation (Stafford, 1996). In this context, a banking institution can attract and retain customers by providing high-quality, personalized services adapted to current market requirements. Structural changes in the banking system have allowed banks to carry out a wider range of activities, which gives them an increased competitive advantage over non-banking financial institutions (Angur et al., 1999). Studying the degree of satisfaction of banking service users is vital to understand how they perceive the quality of interactions, both with regard to traditional and digital products. This paper aims to analyze the degree of satisfaction of banking service users*

Keywords: *market, customer, bank, demand*

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CONSUMER BEHAVIOR IN CHOOSING FUEL STATIONS IN ROMANIA

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Abstract: *Any scientific research endeavor starts from a clear and explicit definition of the objectives pursued, as they constitute the compass that guides the entire investigation process, from the design of data collection instruments to the interpretation of results and the formulation of conclusions. This research aims to analyze what factors influence consumers in Romania when choosing a gas station. The goal is to better understand how people make this decision and what their preferences are when choosing a gas station. In order to achieve the purpose of the research, the following specific objectives were established. The first objective consists of identifying the main criteria that consumers use when choosing a fuel station, including their ranking according to the importance given to them. The second specific objective aims to determine the degree of loyalty towards a certain network or brand of fuel stations and the factors that favor or disfavor this loyalty. The third aims to analyze consumer perception regarding the quality of fuels and services offered by the main operators on the Romanian market. The fourth objective consists of examining the relationship between the socio-demographic variables of the respondents and their consumption behavior on the fuel market. Any scientific research initiative starts from a clear and explicit definition of the objectives pursued, as they constitute the compass that guides the entire investigation process, from the design of data collection instruments to the interpretation of the results and the formulation of conclusions. This research aims to analyze what factors influence Romanian consumers when choosing a gas station. The goal is to better understand how people make this decision and what their preferences are when choosing a gas station.*

Keywords: *quality, customer, behavior, perception*

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ANALYSIS OF THE IMPACT OF PROMOTIONS AND DISCOUNTS ON SALES

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Abstract: *The relationship between promotions, perceived value and loyalty is conditioned by the way the commercial incentive is designed. Well-calibrated promotions can increase the attractiveness of the offer, encourage product trial and reinforce repeat purchases. Excessive or inconsistent promotions can shift the focus of the purchase decision from quality and brand identity to the simple search for the lowest price. For managers, the conclusion is clear: success does not lie in promoting as often as possible, but in using promotion as a complementary tool in a strategy that protects the meaning of the brand and transforms the transactional advantage into a lasting relationship with the customer. The impact of promotions on perceived value also varies depending on the brand's positioning. For brands that are focused on affordability, frequent discounts may be more easily accepted and reinforce the perception of a smart economic choice. For premium brands, however, excessive use of discounts can erode rarity, exclusivity, and prestige—the very components that justify a consumer's willingness to pay a higher price. That's why premium brands often prefer indirect benefits, limited editions, bundles with additional services, or benefits reserved for loyal customers, instead of massive, generalized discounts. Even when they use promotions, they try to maintain control over the context and avoid the impression of permanent clearance. From a strategic point of view, this confirms the idea that the effectiveness of a promotion should be evaluated in relation to the brand identity, not just the immediate result of the sale. A product with an extended warranty, free shipping, consulting, priority access, or rewards. In addition, promotions can increase perceived value when combined with non-monetary benefits and communication that emphasizes the solution offered to the customer, not just the numerical loyalty discount, can be perceived as more valuable than a product with a higher discount, but without such elements. This observation is important because it shows that companies have the relationship between promotions, perceived value, and loyalty is one conditioned by the way the commercial incentive is designed. Well-calibrated promotions can increase the attractiveness of the offer, encourage product testing, and reinforce repeat purchases. Excessive or inconsistent promotions can shift the center of gravity of the purchase decision from quality and brand identity to the simple search for the lowest price. For managers, the conclusion is clear: success does not lie in promoting as often as possible, but in using promotion as a complementary tool in a strategy that protects the meaning of the brand and transforms transactional advantage into a lasting relationship with the customer.*

Keywords: *consumer satisfaction, brand, discount*

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ANALYSIS OF CONSUMER BEHAVIOR OF ECO PRODUCTS

W

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Abstract: *With the increase in sensitivity to environmental issues, individual consumers have become the main driver of the design and development of eco products. With small regional differences, pollution prevention has become a major concern, as a result we can talk about a true eco trend and an eco-oriented consumer (Fiodorov & Zaplitnîi, 2023: 157). A product certified throughout the manufacturing process is called an ecological product. The procedure or process of manufacturing a product includes the consumption of raw materials, production, packaging and distribution. These products contain natural ingredients, are biodegradable, recyclable or compostable, being manufactured from clean energy sources (e.g. water, wind or solar energy) used for raw materials obtained from nature. The use of natural materials for product packaging facilitates their disposal, being biodegradable, recyclable or reusable (Mythily & Sanjeevkumar, 2024: 71-72). To designate food obtained without the use of synthetic chemicals (soil fertilizers, ingredients for feed preparation or food additives), the concept of “ecological product” is most often used, but also that of “bio product” or “organic product”. The differences between the terms “eco”, “bio”, “organic”, “ecological” are only terminological in nature. At a global level, the preference for one or another of the synonymous terms has imposed its prevalence in economic practice and in common vocabulary. Thus, in Germany, Spain, Denmark and Romania the term “ecological” is preferred, in France, Italy, Portugal and the Netherlands the most frequently used term is “biological”, while in Great Britain and the USA, the term “organic” is used (Voinea, 2010: 54). Organic foods are exclusively natural products, which fully respect biological processes, being certified by an approved body to bear the “eco”/“bio” label, which certifies that they were obtained according to recognized standards for organic agriculture (Dima, et al., 2005: 40).*

Keywords: *environment, ECO, satisfaction, consumer*

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STATISTICAL ANALYSIS AND IDENTIFICATION OF THE ENTREPRENEUR'S NEEDS

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Abstract: *This research aims to identify and analyze the needs of entrepreneurs and/or potential entrepreneurs in order to form a comprehensive overview of the perceptions, experiences, and requirements associated with the process of starting, developing, and managing a business. To achieve this objective, a descriptive study was conducted using a questionnaire-based survey method. Data collection took place in a single stage, classifying the research as a cross-sectional study. The sample consisted of 100 respondents, comprising both individuals interested in starting an entrepreneurial venture and existing entrepreneurs. The collected data were processed and analyzed using descriptive statistical methods. Each questionnaire item was analyzed, and the results were presented graphically to highlight the key needs, priorities, and barriers identified among the respondents. The data obtained were processed and analyzed using descriptive statistical methods. Each item of the questionnaire was analyzed, and the results were presented in the form of graphical representations to highlight the main needs, priorities, and barriers identified among the respondents.*

Keywords: *entrepreneur, job satisfaction, business, management change*

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ANALYSIS OF CONSUMER BEHAVIOR IN THE PURCHASE OF COSMETIC PRODUCTS

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Abstract: The applied research is based on the analysis and interpretation of data obtained through a questionnaire regarding consumer behavior in the cosmetics sector. The survey was created using Google Forms and distributed online in October 2025 to a sample of 304 individuals from Maramureș, Satu Mare, and the municipality of Bucharest. It was structured into distinct sections, each designed to gather relevant information on various aspects of consumer behavior regarding cosmetic products. The questionnaire covered individual characteristics, consumer behaviors and preferences in the cosmetics sector, and the impact of Romanian companies on the cosmetics industry. Microsoft Excel was used to analyze the collected data, enabling detailed processing and interpretation of the results. The analysis examined both general trends and any significant differences between various consumer groups, thereby providing a clearer understanding of consumption behavior in this field.

Keywords: market, satisfaction customers, quality

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**CUSTOMER SATISFACTION WITH THE QUALITY OF
SERVICES AND PRODUCTS OFFERED BY LIDL ROMANIA**

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Abstract: Amidst intensifying competition in the food retail sector, consumer satisfaction is a crucial element for developing and maintaining a company's competitive advantage. As customer preferences and expectations constantly evolve, retailers must continuously monitor consumer perceptions of their products and services to identify areas requiring improvement. This study aims to analyze customer satisfaction regarding the quality of products and services offered by Lidl Romania and to determine the key factors contributing to the customer shopping experience. Given Lidl's strong presence in Romania's food retail industry, understanding consumer perception of the company is of paramount importance, thereby justifying the choice of this topic. A survey method was selected for this study, utilizing an online questionnaire administered via Google Forms. The target population consisted of Lidl Romania customers, yielding 127 valid responses that serve as the basis for data analysis. The collected data enabled an analysis of respondent characteristics, purchasing behavior, perceptions regarding the quality of Lidl Romania's products and services, overall satisfaction, and the likelihood of recommending the organization. The results will test the initial hypotheses and help identify areas for improving the customer shopping experience. Data collection took place during March and April 2026, with the questionnaire distributed electronically via social media (Facebook and Instagram), WhatsApp, and the author's personal network. These distribution methods provided optimal access to a diverse sample of individuals with shopping experience at Lidl Romania. Data collection via the questionnaire yielded 127 valid responses, which constituted the research sample. The questionnaire included both closed- and open-ended questions regarding respondents' demographic characteristics, shopping frequency, reasons for patronizing Lidl stores, perceived product and service quality, as well as evaluations of the shopping experience and the likelihood of recommending the services.

Keywords: consumer, satisfaction, local product, market

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**THE EVOLUTION AND ADAPTATION OF FIREWOOD
BUSINESSES TO NEW LEGISLATIVE AND
ENVIRONMENTAL REQUIREMENT**

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Abstract: *Market outlooks are also influenced by European policies regarding emission reductions and energy efficiency. Currently, there is no European Union-wide ban on the use of firewood for heating; however, stricter standards are being promoted for combustion systems and the sustainable use of biomass. The primary objective of European policies is to reduce pollution and increase energy efficiency, not to completely eliminate wood-based heating. Under these circumstances, companies in the sector must adapt by diversifying their operations and shifting towards higher value-added products. Selling seasoned firewood, pellets, and biomass briquettes, or providing modern logistics services, are avenues that can help maintain long-term competitiveness. Furthermore, investments in digitalization, efficient inventory management, and online promotion can generate significant advantages in a constantly evolving market. In recent years, the economic landscape in Romania has been shaped by numerous legislative, technological, and environmental changes that have significantly impacted the operations of companies across various economic sectors. One of the fields directly affected by these transformations is the firewood trade—an activity that entails both compliance with strict regulations regarding the origin of the wood and continuous adaptation to market and consumer demands. In this context, companies operating in the harvesting, distribution, and sale of firewood must implement modern management and control solutions to maintain their competitiveness and comply with current legal regulations. Firewood is one of the most important energy sources used for home heating in Romania, particularly in rural areas and regions where access to other heating sources is limited or entails high costs. Consequently, the firewood market is of particular importance—both economically, by contributing to local business development and job creation, and socially, by providing an essential resource for the population.*

Keywords: *wood market, consumer, supply chain, market, quality*

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ENTREPRENEURSHIP VS TRADITIONAL EMPLOYMENT

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Abstract:: *The motivation for choosing the topic "Entrepreneurship vs. Traditional Employment" for this questionnaire stems from a desire to understand people's views on the advantages and disadvantages of these two career paths. In the current economic and social climate, many wonder whether the stability of a traditional job is more beneficial than the flexibility and potential for success offered by entrepreneurship. Through this questionnaire, we aim to explore perspectives on financial security, professional development opportunities, work-life balance, and the satisfaction derived from choosing a particular path. The results will provide a better understanding of the preferences and motivations driving people to choose a specific type of career. I believe the findings will be useful both to those just starting out and to those considering a career change. Thus, I hope this questionnaire offers a balanced view of the advantages and challenges associated with each option, helping individuals make more informed decisions as they seek a career path that suits their needs. The distinction between a conventional job and entrepreneurship begins with what an individual desires: security or freedom. Employees typically opt for a stable environment featuring fixed hours and a guaranteed salary, which offers predictability and comfort. They prefer working within a clearly defined system—with established rules and responsibilities—confident in the knowledge that they will receive a steady income at the end of the month. On the other hand, entrepreneurs are individuals who take risks to gain greater independence—both financial and in terms of time management. In turn, entrepreneurs are rewarded for the value they create. A questionnaire was administered to a sample of 348 respondents in the city of Baia Mare. Data collection took place online via the Google Forms platform between October 25 and November 9, 2025. A total of 12 questions were asked regarding individual characteristics and ambitions concerning both current and future careers,*

Keywords: *entrepreneur, motivation, business*

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STATISTICAL ANALYSIS AND IDENTIFICATION OF ENTREPRENEURS' NEEDS

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Abstract: *Theoretical analysis has highlighted that entrepreneurship is not limited to merely starting a business but entails risk-taking, innovation capacity,*

adaptability, and the identification of market opportunities. Furthermore, the literature emphasizes the significant role of self-efficacy, entrepreneurial education, and the social environment in shaping entrepreneurial behavior and fostering economic initiatives. The results of the empirical research, based on a survey of respondents, revealed that the majority of entrepreneurs perceive the current economic environment as dynamic and unpredictable, directly influenced by economic and fiscal policies, digitalization, and technological changes. At the same time, respondents believe that digitalization has a positive impact on business operations, contributing to increased efficiency, cost reduction, and improved communication with clients and partners. Regarding the challenges encountered in entrepreneurial activity, the results highlighted that access to stable and affordable financial resources is one of the most significant issues facing entrepreneurs. Additionally, a lack of fiscal predictability, bureaucracy, and difficulties in adapting to economic and legislative changes are perceived as factors hindering the development of the business environment. The research also demonstrated that entrepreneurs place great importance on entrepreneurial

Keywords: entrepreneur, quality, decision

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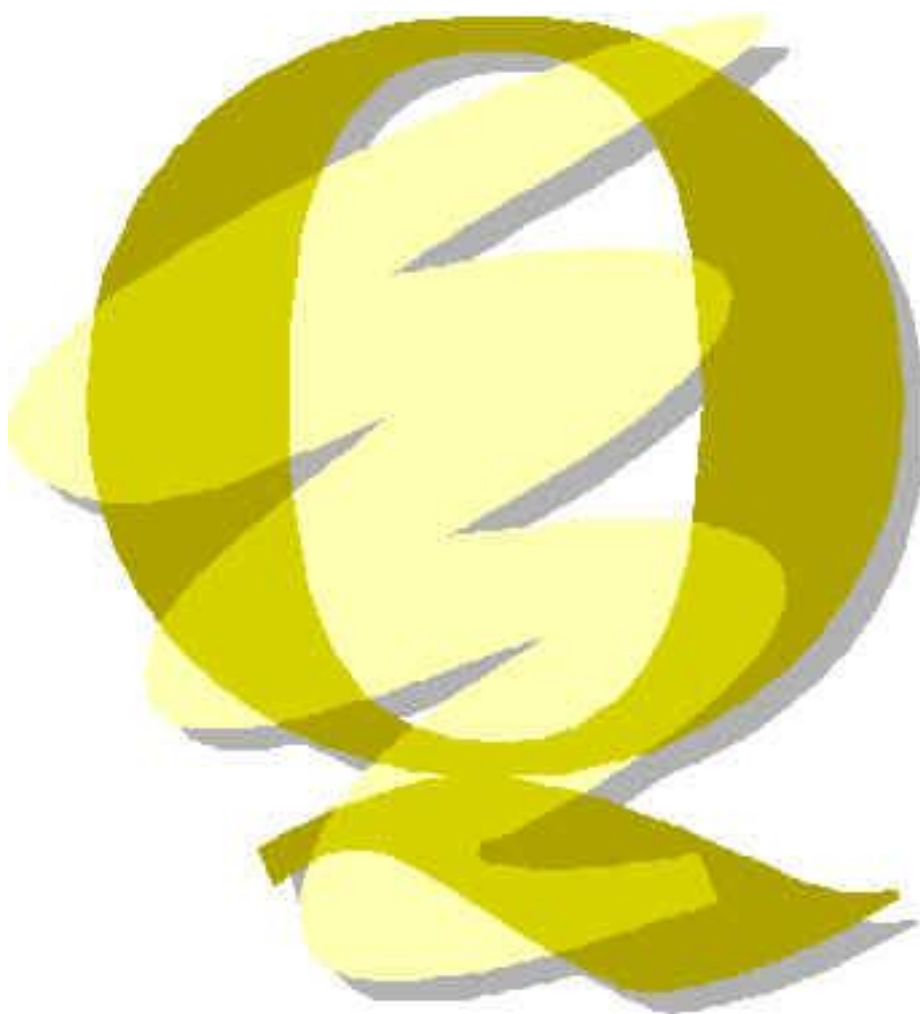
**MINISTRY OF NATIONAL EDUCATION
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ISSN 2067-5216