

CAFEE

COMPETITIVENESS OF AGRO-FOOD
AND ENVIRONMENTAL ECONOMY

INTERNATIONAL CONFERENCE 2024

BRIDGING AGRIBUSINESS, SUSTAINABILITY,
AND THE NEXT WAVE OF TECHNOLOGICAL INNOVATION



7-8 NOV

THE BUCHAREST UNIVERSITY
OF ECONOMIC STUDIES

DEPARTMENT OF AGRIFOOD AND
ENVIRONMENTAL ECONOMICS

CAFEE 2024

PROGRAM

VIRGIL MADGEARU ROOM
ION ANGELESCU BUILDING
PIAȚA ROMÂNĂ 6, BUCHAREST



[CLICK HERE FOR THE ZOOM LINK](#)



THURSDAY, 7 NOVEMBER 2024

8:30 — 9:00

REGISTRATION

9:00 — 10:00

OPENING CEREMONY

NICOLAE ISTUDOR, RECTOR OF THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES, ROMANIA

ACHIM IRIMESCU, MINISTER PLENIPOTENTIARY REPRESENTING ROMANIA AT THE EU, ROMANIA

JONEL SUBIĆ, DIRECTOR OF THE INSTITUTE OF AGRICULTURAL ECONOMICS BELGRADE, SERBIA

ALEXANDRU STRATAN, RECTOR OF THE ACADEMY OF ECONOMIC STUDIES OF MOLDOVA, MOLDOVA

MIRELA STOIAN, DEAN OF THE FACULTY OF AGRI-FOOD AND ENVIRONMENTAL ECONOMICS @ASE, ROMANIA

RALUCA IGNAT, DIRECTOR OF THE AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE, ROMANIA

10:00 — 11:30

ROUND TABLE 1: **AGRI-BUSINESS REIMAGINED—MERGING CREATIVE ENTREPRENEURSHIP WITH CUTTING-EDGE TECHNOLOGY FOR INNOVATIVE FOOD SOLUTIONS**

ACHIM IRIMESCU, MINISTER PLENIPOTENTIARY REPRESENTING ROMANIA AT THE EU

RĂZVAN BOLOGA, FOUNDER & CEO @NEXTLAB.TECH

ALINA FLOROI, CULTURE & OPERATIONS COORDINATOR @WEWILDER BY WWF

RĂZVAN PRELIPCEAN, FOUNDER & CEO COOPERATIVA AGRICOLA „FERMIERII ISCUSITI” & FERMA NATURLEG

(CHAIR) RALUCA IGNAT, DIRECTOR OF THE AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

11:30 — 11:45

COFFEE BREAK

11:45 — 13:15

ROUND TABLE 2: **RESHAPING THE ECONOMY FOR SUSTAINABLE DEVELOPMENT THROUGH CIRCULAR BUSINESS MODELS, ECO-INNOVATION, AND RESILIENT POLICIES**

TEODORA PREOTEASA, STATE SECRETARY, MINISTRY OF INVESTMENTS AND EUROPEAN PROJECTS

ALICE NICHITA, CORPORATE AFFAIRS AND SUSTAINABILITY DIRECTOR @COCA-COLA HBC

MATEI TITIANU, CEO @AGRORUSAVA SRL

ALEXANDRU LAIBAR, EXECUTIVE DIRECTOR @COALIȚIA PENTRU ECONOMIE CIRCULARĂ

(CHAIR) CARMEN TRICĂ, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

13:15 — 14:30

LUNCH BREAK

THURSDAY, 7 NOVEMBER 2024

14:30 — 16:00

ROUND TABLE 3: **GREEN FINANCE UNPACKED: DRIVING SUSTAINABILITY THROUGH RENEWABLE ENERGY AND RESPONSIBLE CAPITAL**

ALEXANDRU STRATAN, RECTOR OF THE ACADEMY OF ECONOMIC STUDIES OF MOLDOVA

ANA ANDREEA RĂDOI, STRATEGY AND SUSTAINABILITY DIRECTOR @E.ON (EER)

ALECSANDRA RUSU, HEAD OF SERVICE – LEADER AXIS @THE MINISTRY OF AGRICULTURE AND RURAL DEVELOPMENT

MIHNEA JURCA, SUSTAINABILITY CONSULTING SERVICES - SENIOR MANAGER @DELOITTE

IOANA VOINESCU, HEAD OF SUSTAINABILITY, @BCR

(CHAIR) RALUCA MIHAELA DRĂCEA, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

FRIDAY, 8 NOVEMBER 2024

9:00 — 10:30

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION:

DANIEL VOICA, MASSEY UNIVERSITY, NEW ZEALAND

10:30 — 12:00

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION:

MIRELA CRISTEA, UNIVERSITY OF CRAIOVA, ROMANIA

12:00 — 12:15

COFFEE BREAK

12:15 — 13:45

SESSIONS FOR WORKING PAPERS

CONTRIBUTOR TO THE DISCUSSION:

GRAȚIELA GEORGIANA NOJA, WEST UNIVERSITY OF TIMIȘOARA, ROMANIA

13:45 — 15:00

LUNCH BREAK

15:00 — 15:30

CLOSING OF THE CONFERENCE





THE HOURS REFER TO BUCHAREST TIMEZONE EET.



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ROUND TABLE AGENDA

- HOW CAN ENTREPRENEURSHIP AND EMERGING TECHNOLOGIES REVOLUTIONIZE FOOD PRODUCTION AND LOGISTICS IN A SUSTAINABLE MANNER ACROSS ALL THREE DIMENSIONS: SOCIAL, ECONOMIC AND ENVIRONMENTAL?
- HOW CAN TECH-DRIVEN SOLUTIONS AND ARTIFICIAL INTELLIGENCE HELP ADDRESS FOOD SECURITY CHALLENGES WHILE REDUCING ENVIRONMENTAL IMPACT?
- HOW CAN SMALL AND MEDIUM-SIZED ENTERPRISES LEVERAGE TECHNOLOGY TO STAY BOTH ECONOMICALLY AND ENVIRONMENTALLY COMPETITIVE IN THE EVOLVING AGRI-BUSINESS LANDSCAPE?
- WHAT ARE THE KEY BARRIERS TO ADOPTING CUTTING-EDGE TECHNOLOGIES IN THE ROMANIAN AGRI-BUSINESS ENVIRONMENT, AND HOW CAN ENTREPRENEURS OVERCOME THEM?



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(CHAIR) CARMEN TRICĂ, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE


ROUND TABLE AGENDA


- HOW CAN POLICYMAKERS EMPOWER CIRCULAR BUSINESS MODELS TO DRIVE ECONOMIC GROWTH WHILE MAXIMIZING EFFICIENCY AND MINIMIZING ENVIRONMENTAL IMPACT?
- WHAT ARE THE MOST PROMISING ECO-INNOVATIONS CURRENTLY RESHAPING THE ECONOMY GLOBALLY, AND THROUGH WHAT TYPE OF POLICIES CAN THEY BE EMPOWERED AT NATIONAL LEVEL?
- WHAT POLICIES ARE NECESSARY TO CREATE A MORE SUPPORTIVE ENVIRONMENT FOR ECO-INNOVATORS AND SUSTAINABLE STARTUPS IN ROMANIA?
- DO WE NEED ADDITIONAL METRICS TO BE USED TO MEASURE THE SUCCESS OF CIRCULAR BUSINESS MODELS IN DRIVING SUSTAINABLE DEVELOPMENT?



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(CHAIR) RALUCA MIHAELA DRĂCEA, AGRI-FOOD AND ENVIRONMENTAL ECONOMICS DEPARTMENT @ASE

ROUND TABLE AGENDA

- HOW CAN FINANCIAL INSTITUTIONS INTEGRATE ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) CRITERIA INTO INVESTMENT STRATEGIES TO MAXIMIZE IMPACT?
- WHAT ARE THE KEY CHALLENGES AND OPPORTUNITIES IN MOBILIZING CAPITAL FOR RENEWABLE ENERGY PROJECTS IN EMERGING MARKETS?
- HOW CAN RESPONSIBLE CAPITAL BE ALIGNED WITH LONG-TERM SUSTAINABILITY GOALS WHILE DELIVERING COMPETITIVE RETURNS?
- WHAT ROLE DOES PUBLIC-PRIVATE COLLABORATION PLAY IN SCALING GREEN FINANCE FOR RENEWABLE ENERGY INITIATIVES?
- ARTIFICIAL INTELLIGENCE IN SUPPORT OF SUSTAINABILITY: INNOVATION OR BARRIER?



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WORKING PAPERS — SESSION 1: **THE AGRI-FOOD SECTOR INTO THE SPOTLIGHT: CONSUMPTION MODELS AND SOCIO-ECONOMIC INSIGHTS IN ROMANIA: PURCHASE POWER, NUTRITION, AND DIGITALIZATION**


CONTRIBUTOR TO THE DISCUSSION; SESSION MODERATOR:

DANIEL VOICA, MASSEY UNIVERSITY, NEW ZEALAND


- 1 A CLOSER LOOK AT THE ECONOMIST'S BIG MAC INDEX—KEY INSIGHTS**
NICOLAE IȘTUDOR, MARIUS CONSTANTIN, DONATELLA PRIVITERA, JEAN VASILE ANDREI, RALUCA IGNAT, IRINA-ELENA PETRESCU, ELENA-MĂDĂLINA DEACONU
- 2 STRUCTURAL AND DIMENSIONAL CHARACTERIZATION OF FARMS IN ROMANIA**
CARMEN LENUȚA TRICĂ, MAZURENCU-MARINESCU PELE MIRUNA, GEORGIANA-RALUCA LĂDARU, RALUCA MIHAELA DRĂCEA, BOGDAN CRISTIAN CHIRIPUCI, INA NIMERENCO
- 3 INVESTIGATION OF FAST-FOOD CONSUMPTION PREFERENCES AMONG STUDENTS**
GEORGIANA-RALUCA LĂDARU, IONUȚ LAURENȚIU PETRE, STELIANA MOCANU, RALUCA ANDREEA ION, BIANCA EUGENIA LEOVEANU-SOARE
- 4 DIGITALIZATION IN ROMANIAN AGRICULTURE: OPPORTUNITIES AND CHALLENGES**
TUDOR ANDREI HOLERGA, COSTIN STANESCU COVASALA, MIRELA STOIAN
- 5 ECONOMIC AND NUTRITIONAL IMPORTANCE OF FRUITS AND VEGETABLES IN ROMANIA**
GABRIELA-LARISA BARBU (DRAGNE), BOGDAN-IONUȚ PANCIU

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WORKING PAPERS — SESSION 2: **SUSTAINABILITY AND ENERGY TRANSITION IN EUROPE: ENVIRONMENTAL FOOTPRINTS, RENEWABLE RESOURCES, AND COMMUNITY PERSPECTIVES**


CONTRIBUTOR TO THE DISCUSSION; SESSION MODERATOR:
MIRELA CRISTEA, UNIVERSITY OF CRAIOVA, ROMANIA


- 1 SCIENTIFIC CONTRIBUTIONS TO DETERMINING THE NET CARBON FOOTPRINT FOR LIVESTOCK FARMS**
COSTEL NEGREI, LUXIȚA RIȘNOVEANU, RADU ANTOHE, CRISTIAN TEODOR, MARIANA CARMEN BURTEA, VIOREL FĂTU, RAUL POP, MIHNEA JURCA
- 2 REACHING OUT TO RURAL SUSTAINABILITY. CASE STUDY: ROMANIA AND BULGARIA AS EU MEMBERS**
MARIA CLAUDIA DIACONEASA, ALINA ZAHARIA
- 3 A COMPREHENSIVE BIBLIOMETRIC ANALYSIS OF RENEWABLE ENERGY**
CRISTIANA COSTACHE, GYÖNGYI TORÓ
- 4 QUESTIONNAIRE ON THE ROLE OF PROTECTED NATURAL AREAS IN MITIGATING AND ADAPTING TO CLIMATE CHANGE IN URBAN ENVIRONMENTS: COMPARATIVE PERSPECTIVES OF CITIZENS, EXPERTS, AND PUBLIC ADMINISTRATION EMPLOYEES**
BOGDAN DRAGNEA
- 5 BIOFUELS TRENDS IN CONTEMPORARY ECONOMY IN EUROPE**
ALINA-OANA CHIVA


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WORKING PAPERS — SESSION 3: **SUSTAINABILITY ACROSS SECTORS: SOCIO-ECONOMIC AND ENVIRONMENTAL PERSPECTIVES IN ECOSYSTEMS, AGRICULTURE, RETAIL, AND BEYOND**

CONTRIBUTOR TO THE DISCUSSION; SESSION MODERATOR:
GRAȚIELA GEORGIANA NOJA, WEST UNIVERSITY OF TIMIȘOARA, ROMANIA

- 1 ASSESSMENT OF ECONOMIC SIGNIFICANCE OF HUNTING SERVICES FOR THE BELGRADE ECOSYSTEM**
JONEL SUBIĆ, MARKO JELOČNIK, VELIBOR POTREBIĆ
- 2 ENVIRONMENTAL PERFORMANCE OF ROMANIAN AGRICULTURE**
FLORENTINA CONSTANTIN, LAURA CIOBANU
- 3 OPPORTUNITIES FOR DEVELOPING SUSTAINABILITY STRATEGIES IN RETAIL ACTIVITIES**
CĂTĂLIN CRĂCIUNEL
- 4 DISTRIBUTION NETWORKS AND THEIR IMPACT ON RURAL ECONOMY**
ȘTEFAN ALIN TODERAȘC
- 5 SOCIAL PLATFORMS IN DEVELOPING SUSTAINABLE BUSINESS ENVIRONMENT: A STUDY CASE**
SECIU CORNELIUS
- 6 THE IMPACT OF EARTH'S ORBIT EXPLOITATION ON THE QUALITY OF HUMAN LIFE**
SERGIU-IOAN SEUTEA