



Dimitrie Cantemir
University
Târgu Mureș

Università
degli Studi di Ferrara
Italia

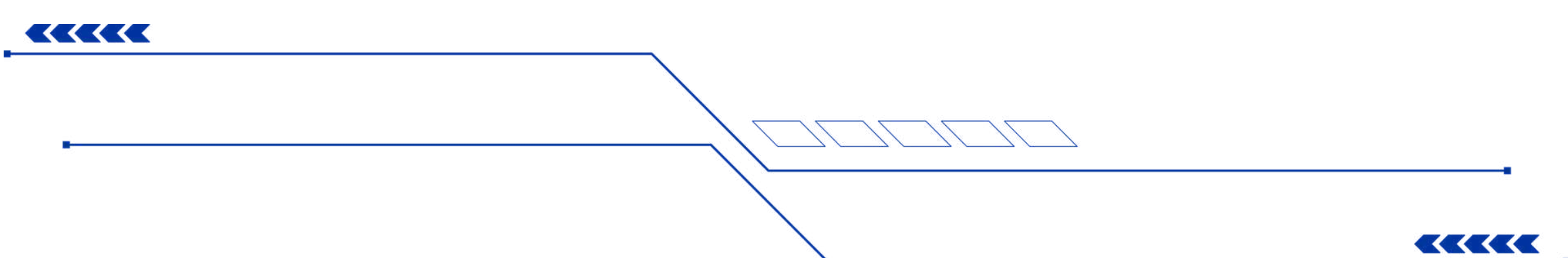


The International Conference

THE IMPACT OF DIGITALIZATION AND ARTIFICIAL INTELLIGENCE ON THE DEVELOPMENT OF POSTMODERN SOCIETY

- Challenges and Opportunities -

November 25-26, 2024



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CONFERENCE PROGRAMME

“Serafim Duicu” Library 25 november 2024

OFFICIAL OPENING

10.00 - 10.10

Opening speech: Associate Prof. PhD, Engineer Alexandru - Bogdan MURGU

Opening speech of the Pro-Rector from the University of Ferrara: Univ. Prof. PhD Prof. univ. dr. Paolo FRIGNANI

FACULTY OF MEDICINE

10.10 - 10.20

Topic: ROLE AND APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN ORAL SURGERY

Presentation: Univ. Prof. PhD Saverio CAPODIFERRO, Dr. Giuseppe D'ALBIS, Dr. Marta FORTE, Alexandra ARTIN, University of Bari „ Aldo Moro”

FACULTY OF PSYCHOLOGY

10.20 - 10.30

Topic: ADVANTAGES OF USING COMPUTER SYSTEMS IN PSYCHOLOGICAL EVALUATION

Presentation: Dean of the Faculty of Psychology, Univ. Lecturer PhD Andrei COTRUS

FACULTY OF MEDICINE

10.30 - 10.40

Topic: THE IMPACT OF DIGITALIZATION IN DENTO-SOMATO-FACIAL AESTHETICS - CONTEMPORARY COORDINATES

Presentation: Univ. Prof. Dr. Habil Magda Ecaterina ANTOHE, UMF „ Grigore Popa” Iași

FACULTY OF LAW

10.40 - 10.50

Topic: THE ROLE OF LAW IN THE DIGITAL ERA

Presentation: Univ. Prof. PhD Brîndușa GOREA and Univ. Assistant PhD Anca BOGDAN

COFFEE BREAK 10.50 - 11.10

FACULTY OF MEDICINE

11.10 - 11.20

Topic: ARTIFICIAL INTELLIGENCE AND DIGITAL PATHOLOGY - OPPORTUNITIES AND CHALLENGES

Presentation: Associate Prof. PhD, Cristina Gena DASCĂLU, UMF „ Grigore Popa” Iași

11.45 - 12.20

Topic: STUDY ON GUIDING ORTHODONTIC TREATMENTS WITH AN ARTIFICIAL INTELLIGENCE-BASED SOFTWARE

Presentation: Associate Prof. PhD Sorana BUCUR

FACULTY OF ECONOMIC SCIENCES

11.20 - 11.30

Topic: THE ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS OPTIMIZATION: BENEFITS AND RISKS

Presentation: Associate Prof. PhD Laura AVRAM

FACULTY OF GEOGRAPHY

11.30 - 11.40

Topic: ACADEMIC DIGITAL IDENTITY AND INTERNATIONALIZATION WITHOUT BORDERS

Presentation: Univ. Prof. Dr. Habil Mihai VODĂ

11.50 - 12.00

Topic: BETWEEN COVERS AND PIXELS. THE PALPABLE AND THE IMPALPABLE, OR THE TWO FACES OF ESCAPE

Presentation: Drd. Carmen Gabriela POPA

TEACHER TRAINING DEPARTMENT

12.10 - online

1. Topic: ARTIFICIAL INTELLIGENCE IN EDUCATION: INNOVATIVE STRATEGIES, CHALLENGES AND OPPORTUNITIES FOR THE SCHOOL OF THE FUTURE

Presentation: Univ. Prof. PhD Adriana TOMULEȚIU , Associate Prof. PhD Adela MORARU and Associate Prof. PhD Valentin CIOTEA

2. Topic: FUTURE SCENARIOS AND POLICY PROPOSALS TO ENSURE THE DEVELOPMENT OF EDUCATION AND TRAINING IN AN INCLUSIVE AND SUSTAINABLE WAY IN THE AGE OF ARTIFICIAL INTELLIGENCE

Presentation: Univ. Prof. PhD Paolo FRIGNANI



3. Topic: PROGRAMMING AN INTERACTIVE MAP TO ENHANCE CLIENTS' PARTICIPATION IN SITE SELECTION OF E-MARKETING, IN CAIRO AND GIZA GOVERNORATES- EGYPT

Presentation: Cairo University, Giza, Egypt:

- Reda ALKOT MOHAMED Geography Department, Faculty of Arts.

- Sayed Ahmed SAYED - Department of Computer Sciences, Faculty of Graduate Studies for Statistical Research, National Authority for Remote Sensing and Space Sciences, Egypt.

PRESENTATIONS ON SPECIALITY SECTIONS 26 november 2024

MEDICINE

10.00 - 14.00. Room A.21

1. DIGITAL AND AI APPLICATIONS IN PROSTHETIC SURGICAL REHABILITATION OF EDENTENT PATIENTS

Presentation: Associate Prof. PhD Ramona Diana FEIER, PhD student Mioara DARNEA, Univ. Assistant PhD student Dorin Ioan COCOȘ and Univ. Assistant PhD student. Mădălina DANCIU

2. THE USE OF THE HELKIMO INDEX IN MONITORING ATM DYSFUNCTIONS IN PATIENTS WITH INCLUDED LOWER MOLARS

Presentation: Univ. Assistant PhD student Dorin Ioan COCOȘ, Prof. Dr. Kamel EARAR, Associate Prof. PhD. Ramona Diana FEIER, Prof. Dr. Mariana PĂCURAR and Associate Prof. PhD. Sorana Maria BUCUR

3. PAEONIA TENUIFOLIA, PAEONIA PEREGRINA AND COTINUS COGGYGRIA IN THE SPONTANEOUS FLORA OF DOBROGA. SHARES AND BENEFITS

Presentation: PhD student Cristina BAZBANELA, Associate Prof. PhD Ramona FEIER, Prof. Dr. Olimpia DUMITRIU BUZIA, PhD student Monica DINU, Univ. Lecturer PhD Carmen GALEA, Univ. Assistant PhD student. Irinel LUNGU and Univ. Assistant PhD student Dorin Ioan COCOȘ

4. GERANIUM/LAVENDER ESSENTIAL OIL-BASED TRANSDERMAL SYSTEMS WITH POTENTIAL USES IN THE PATHOLOGY OF IMPACTED MOLARS

Presentation: Univ. Assistant PhD student Dorin Ioan COCOȘ, Prof. Dr. Kamel EARAR, PhD student Monica DINU, PhD student Ana Maria CHIRILOV, Associate Prof. PhD Ramona Diana FEIER and Prof. Dr. Mariana PĂCURAR

5. THE INFLUENCE OF GRAPE POLYPHENOLS IN THE MANAGEMENT OF INFLAMMATION AND THE REDUCTION OF OXIDATIVE STRESS

Presentation: Univ. Assistant PhD student Irinel LUNGU, Associate Prof. PhD Ramona Diana FEIER, PhD student Monica DINU, Prof. Dr. Olimpia DUMITRIU BUZIA, Univ. Lecturer PhD Carmen GALEA, PhD student Cristina BAZBANELA and Univ. Assistant PhD student Dorin Ioan COCOȘ

6. CBCT vs. OPG: A DETAILED COMPARISON OF IMAGING TECHNIQUES IN MOLAR INCLUSION

Presentation: Univ. Assistant PhD student Dorin Ioan COCOȘ, Associate Prof. PhD Ramona Diana FEIER, Prof. Dr. Kamel EARAR, Associate Prof. PhD Sorana Maria BUCUR and Prof. Dr. Mariana PĂCURAR

7. BEE VENOM - CURRENT STATE OF KNOWLEDGE, CHALLENGES AND PERSPECTIVES IN THERAPEUTIC USE

Presentation: PhD student Monica DINU, Associate Prof. PhD Ramona Diana FEIER, Prof. Dr. Olimpia DUMITRIU BUZIA, Univ. Assistant PhD student Irinel LUNGU, Univ. Lecturer PhD Carmen GALEA, PhD student Cristina BAZBANELA, PhD student Ana Maria CHIRILOV, and Univ. Assistant PhD student Dorin Ioan COCOȘ

8. FICUS CARICA: THE HEALING POWER OF THE FIG - FROM BONE PROTECTION TO NATURAL DENTAL INNOVATIONS

Presentation: PhD student Ana Maria CHIRILOV, Associate Prof. PhD Ramona Diana FEIER, Prof. Dr. Kamel EARAR, PhD student Monica DINU, Prof. Dr. Olimpia DUMITRIU BUZIA, Univ. Lecturer PhD Carmen GALEA, Univ. Lecturer PhD Dana BACIU and Univ. Assistant PhD student Dorin Ioan COCOȘ

9. CONSERVATIVE VERSUS SURGICAL TREATMENT IN THE MANAGEMENT OF CHRONIC PERIAPICAL PATHOLOGY

Presentation: Associate Prof. PhD Constanța MOCANU, Univ. Assistant PhD student Alexandra Camelia POGĂCIAN-MAIER and Univ. Lecturer PhD Radu Mircea SIRETEANU CUCUI

10. WORKSHOP: MEDICAL EMERGENCIES: INTERDISCIPLINARY APPROACHES

Presentation: Univ. Assistant PhD student Dorin Ioan COCOȘ, Associate Prof. PhD FEIER Ramona and Associate Prof. PhD Sorana Maria BUCUR



PSYCHOLOGY

10.00 - 14.00. Room A.01

1. ESSENTIAL STAGES IN CRISIS COUNSELING

Presentation: Univ. Prof. PhD Mihaela STOICA

2. THE IMPORTANCE OF CAREER COUNSELING

Presentation: Univ. Prof. PhD Mihaela STOICA

3. ASSESSMENT OF BIO-PSYCHO-SOCIAL FACTORS IN THE CONTEXT OF SEXUAL ACT WITH A MINOR

Presentation: Univ. Prof. PhD Camelia STANCIU

4. FUTURE JOBS IN THE ERA OF DIGITALIZATION, ARTIFICIAL INTELLIGENCE AND THE ROLE OF THE PSYCHOLOGIST IN EDUCATIONAL AND VOCATIONAL COUNSELING

Presentation: Associate Prof. PhD Sorina-Mihaela BĂLAN

5. ETHICAL AND MORAL ASPECTS RELATED TO THE USE OF ARTIFICIAL INTELLIGENCE IN THE SPHERE OF HUMAN PSYCHOLOGY

Presentation: Univ. Lecturer PhD Miruna IANCU

GEOGRAPHY

10.00 - 14.00. Room B.31

1. SUSTAINABLE TOURISM AND CIRCULAR ECONOMY: DEVELOPMENT MODELS FOR TOURIST DESTINATIONS IN TRANSYLVANIA

Presentation: Associate Prof. PhD Maria OROIAN

2. VULNERABILITIES AND RISKS IN THE DEVELOPMENT OF HUMAN SETTLEMENTS IN THE TRANSYLVANIAN PLAINS

Presentation: Associate Prof. PhD Ramona Flavia RAȚIU

3. DEPOLLUTION AND RURAL TOURISM: CHALLENGES AND OPPORTUNITIES IN THE HARTIBACIU PLATEAU. CASE STUDY

Presentation: Univ. Lecturer PhD Talita PASCU

4. COMBATING HAIL IN MURES AND ALBA COUNTIES

Presentation: Univ. Lecturer PhD Marius CIGHER

5. TOURIST VALUATION OF MOUNTAIN ROUTES IN GURGHIU MOUNTAINS THROUGH MOUNTAIN BIKE CIRCUITS

Presentation: Univ. Lecturer PhD Adrian TORPAN

6. PROTECTION OF CLIFFS-CASE STUDY

Presentation: Univ. Lecturer PhD Radu NEGRU

ECONOMIC SCIENCES

10.00 - 14.00. Room A.21

1. THE ROLE OF COMMUNICATION IN THE PROCESS OF PREVENTING AND COMBATING MONEY LAUNDERING

Presentation: Univ. Lecturer PhD Andreea IGNAT, Univ. Lecturer PhD Smaranda VANCEA

2. TEACHING ENGLISH ÎN THE CONTEXT OF AI INFLUENCE

Presentation: Univ. Lecturer PhD Raluca MOLDOVAN

3. USING AUTHENTIC MATERIALS IN ESP TO MAXIMISE LEARNING OUTCOMES

Presentation: Associate Prof. PhD Cristina BERARIU, Univ. Lecturer PhD MOLDOVAN, Univ. Lecturer PhD Anca NEMEȘ and Univ. Lecturer PhD Anca SLEV POP – LUPU

4. THE INFLUENCE OF AI IN THE DEVELOPMENT OF COMPANIES

Presentation: Univ. Lecturer PhD Susana IOSOF and Univ. Lecturer PhD Alina Nicoleta SOLOVĂSTRU

5. THE IMPACT OF DIGITAL TRANSFORMATION ON OPERATIONAL EFFICIENCY AND CUSTOMER EXPERIENCE IN TRADITIONAL BANKS: AN ANALYSIS OF THE INTEGRATION OF FINTECH TECHNOLOGIES

Presentation: Univ. Lecturer PhD Alina Nicoleta SOLOVĂSTRU and Univ. Lecturer PhD Susana IOSOF

6. THE IMPACT IN THE REORGANIZATION PROCEEDINGS OF INSOLVENCY COMPANIES

Presentation: Associate Prof. PhD Monica HORJA, Associate Prof. PhD Laura AVRAM

7. THE IMPACT OF THE STRUCTURE OF THE WORKING POPULATION IN ROMANIA AND THE LEVEL OF DIGITALIZATION OF THE ECONOMY

Presentation: Univ. Lecturer PhD Smaranda VANCEA, Univ. Lecturer PhD Andreea IGNAT



8. IMPLEMENTATION OF AI IN MANAGERIAL COMMUNICATION, INFLUENCE OF DECISIONS IN THE ORGANIZATION

Presentation: Univ. Lecturer PhD Florin Gabriel MESAROȘ and Univ. Prof. PhD Ioan RUS

9. PERSPECTIVES OF ROMANIAN TOURISM IN THE AGE OF DIGITALIZATION

Presentation: Univ. Prof. PhD Ioan RUS and Univ. Lecturer PhD Florin Gabriel MESAROȘ

10. USE OF ARTIFICIAL INTELLIGENCE IN PRODUCT QUALITY ASSURANCE

Presentation: Univ. Lecturer PhD Margareta CIOTEA

LAW

10.00 - 14.00. Room A.11

1. ON THE RIGHT TO VOTE OF PERSONS PLACED UNDER A JUDICIAL BAN OR WHO BENEFIT FROM JUDICIAL ADVICE OR SPECIAL PROTECTION

Presentation: Univ. Prof. PhD Teodor BODOAȘCĂ

2. LEGAL APPROACHES TO ARTIFICIAL INTELLIGENCE. CAN WE HIT A MOVING TARGET?

Presentation: Univ. Prof. PhD Brîndușa GOREA, Univ. Assistant PhD Anca BOGDAN

3. CHALLENGES OF DIGITALIZATION IN THE MATTER OF ADMINISTRATIVE CONTRACTS. FROM CLASSIC CONTRACTS TO SMART CONTRACTS

Presentation: Univ. Prof. PhD Emilia Lucia CĂTANĂ

4. THE CRISIS OF CULTURAL IDENTITY IN POSTMODERNITY - CHALLENGES AND IMPLICATIONS

Presentation: Associate Prof. PhD Doina DAVID

5. GLOBALIZATION/POSTMODERNITY, TECHNOLOGY AND CULTURAL SYNCRETISM

Presentation: Associate Prof. PhD Doina DAVID

6. THE TRANSFORMATIONS OF THE STATE-CHURCH RELATIONSHIP IN THE CONTEXT OF THE DEMOCRATIZATION PROCESS IN POSTMODERNITY

Presentation: Associate Prof. PhD Călin FLOREA

7. PROTECTION OF PERSONAL DATA IN THE CONTEXT OF EXPANDING DIGITALIZATION

Presentation: Associate Prof. PhD Oana Voica NAGY

8. THE IMPACT OF DIGITALIZATION ON EUROPEAN LEGISLATION IN THE FIELD OF COMPETITION

Presentation: Associate Prof. PhD Oana Voica NAGY, Radu IOSOF PhD

9. CONSIDERATIONS REGARDING THE MERGER OF ENERGY COMPANIES

Presentation: Associate Prof. PhD TONCEAN-LUIERAN

10. TRUST SERVICE PROVIDER UNDER THE REGULATION OF LAW NO. 214/2024 ON THE USE OF THE ELECTRONIC SIGNATURE, THE TEMPORARY STAMP AND THE PROVISION OF TRUST SERVICES BASED ON IT

Presentation: Associate Prof. PhD Ioana TONCEAN-LUIERAN

11. THE ELECTRONIC FILE

Presentation: Univ. Lecturer PhD Natalia SAHAROV

12. APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN LEGAL EMPLOYMENT RELATIONS

Presentation: Univ. Lecturer PhD Ribana CONȚ

13. INTEGRATING AI TO IMPROVE ENGLISH LANGUAGE LEARNING

Presentation: Univ. Lecturer PhD Anca SLEV POP-LUPU

14. USING AUTHENTIC MATERIALS IN ESP TO MAXIMISE LEARNING OUTCOMES

Presentation: Associate Prof. PhD Cristina BERARIU, Univ. Lecturer PhD MOLDOVAN, Univ. Lecturer PhD Anca NEMEȘ and Univ. Lecturer PhD Anca SLEV POP - LUPU

15. MATERNITY PROTECTION ASPECTS AT THE WORKPLACE

Presentation: Univ. Assistant PhD student Lăcrămioara COJOCARIU, Univ. Assistant PhD student Andrei MURGU

16. THEORETICAL AND PRACTICAL ASPECTS REGARDING THE REPLACEMENT OF THE JUDICIAL LIQUIDATOR IN INSOLVENCY PROCEEDINGS

Presentation: Univ. Assistant PhD Adrian BERECZKI

17. THE EUROPEAN SOCIAL CHARTER: NOW MORE IMPORTANT THAN EVER

Presentation: Univ. Assistant PhD Anca Bogdan, Univ. Assistant PhD Raluca HURUBĂ

18. ASPECTS RELATED TO THE LEGISLATION OF ARTIFICIAL INTELLIGENCE IN THE EUROPEAN UNION

Presentation: Radu IOSOF PhD



PROJECTS

12.00 Serafim Duicu Library

Opening speech:

Associate Prof. PhD Ramona Flaviu RAȚIU, Rector of "Dimitrie Cantemir" University of Târgu Mureș

Moderator:

Associate Prof. PhD. Sorina-Mihaela BĂLAN, Vice-Rector for Quality Management and Projects

Scientific Committee:

Associate Prof. PhD Doina DAVID, Scientific Vice-Rector

Associate Prof. PhD Maria OROIAN, Didactic Vice-Rector

Associate Prof. PhD Laura AVRAM, Dean of the Faculty of Economic Sciences, Erasmus+ Institutional Coordinator

I. Works of teaching staff/experts

1. BRIDGING GENERATIONS WITH AI: CREATIVE FUSION OF ART, STORYTELLING, AND DIGITAL COLLABORATION

Presentation: Ana Maria SOLIS, Expert EU Projects, SOLIS SRLS, Italia

2. LET'S TALK ABOUT TEACHING AND COACHING IN ROMANIAN AND TURKISH EDUCATION

Presentation: Associate Prof. PhD Sorina Mihaela BĂLAN, "Dimitrie Cantemir" University of Târgu Mureș and assoc. prof. PhD. Mehmet DURNALI, Zonguldak Bülent Ecevit University

3. AmImplantÎN ERA DIGITALĂ

Presentation: Mech. Eng. Sci. WeiXU, Uoh U.K., Associate Prof. PhD Ramona FEIER, Associate Prof. PhD Sorina-Mihaela BĂLAN and Associate Prof. PhD Eliza DRĂGAN, "Dimitrie Cantemir" University of Târgu Mureș, Faculty of Medicine

4. INNOVATION IN EDUCATION THROUGH ARTIFICIAL INTELLIGENCE, ERASMUS MOBILITY EXPERIENCES AT NYSA UNIVERSITY

Presentation: Associate Prof. PhD Maria OROIAN, Associate Prof. PhD Sorina-Mihaela BĂLAN, Univ. prof. PhD Brîndușa GOREA, Associate Prof. PhD Sorana BUCUR, Univ. Lecturer PhD Anca Viorica BOGDAN, Univ. Lecturer PhD Eniko PAPP, Univ. Lecturer PhD Radu NEGRU "Dimitrie Cantemir" University of Târgu Mureș

5. THE IMPACT OF SMARTPHONE USE ON SELF-RELATED COMPONENTS AND ON SOCIAL FUNCTIONING

Presentation: Univ. Lecturer PhD Monika CSIBI, "Dimitrie Cantemir" University, Faculty of Psychology and Univ. Lecturer PhD Sandor CSIBI, UMFST "George Emil Palade" Târgu Mureș

6. E-TWINNING PROJECTS: INTERNATIONAL COOPERATION, ANOTHER WAY OF LEARNING FOREIGN LANGUAGES

Presentation: Prof. Teodora BOAR, Unirea National College, Târgu Mureș

7. "Facts VET Force" no. 2023-2-ES01-KA210-000183017

Presentation: prof. Cristiana CHIRA, Association For Innovation and Valorisation in Education (AIVE)

8. DEVELOPING FLIPPED METHODS FOR TEACHING

Presentation: Prof. SAJGO Melinda, PhD Student Dorin LOBONT, prof. SZILAGYI Andras, National College Pedagogic „Mihai Eminescu” Târgu Mureș

9. CRED@Cooperation, REFORMATION, E-TRAINING AND DIGITALIZATION",no. 2023-1-RO01-KA121-SCH-000133626

Presentation: Prof. Carmen Ana TOT, prof. Gheorghită Adrian RUCOI, Transilvania Economic College of Târgu Mureș

10. ERASMUS+ "OPEN MINDS TO REAL NEEDS AND FULL RIGHTS" AND THE "STEP BY STEP TOWARDS SUCCESSFUL INCLUSION" PROJECT

Presentation: Prof. Anișoara MOGA and prof. PETERFFY Csilla, CSEI 1

11. FESTIVAL OF ARTISTIC TALENTS "I DISCOVER THE BEAUTY IN ME" AND THE PROJECT "TOGETHER WE TAKE COURAGE"

Presentation: Prof. Mihaela ȚAMBREA, prof. Mihaela MOLDOVAN, CSEI 1



12. ERASMUS+ VET ACCREDITATION "Electro2Smart", no. 2023-1-RO01-KA121-VET-000147196

Presentation: Prof. FODOR Edit (coordinator), Ionuț-Ciprian COZMA, Monica FRÂNCU, PÁL Ibolya-Edit, SELYEM Zoltán-Előd, Electromureș Technological High School

13. PROTOCOL AND COMMUNICATION IN THE BUSINESS ENVIRONMENT

Presentation: PhD Student., Director Prof. Andreea DUMITRACHE and Prof.ec. REICHENBERGER Iringó, Theoretical High School „Lucian Blaga” Reghin

14. EDUCATIONAL PROGRESS SUPPORTED BY SCHOOL DIGITALIZATION

Presentation: Prof. Carmen Angela NICOARĂ, Petelea Secondary School

II. Student presentations

1. FLIPPED METHODS FOR FUTURE

Presentation: Carmen Adriana GERMAN and ZSIDÓ Anitta, Faculty of Pedagogy of the Reformed University "Károli Gáspár", Hungary

2. CONTEMPORARY ISSUES IN SELECTED BUSINESS OPERATIONAL

Presentation: Oana IERNUTAN, Tania CRIȘAN, Adrian CHELARU, "Dimitrie Cantemir" University of Târgu Mureș

3. MARKETING IN THE AGE OF DIGITALIZATION AND AI: THE IMPACT ON SOCIETY AND CONSUMERS

Presentation: PRECUP Amalia, TUDOR Adriana, "Lucian Blaga" Reghin Theoretical High School

4. ERASMUS+ MOBILITIES 2023-2024, UNIREA NATIONAL COLLEGE, TÂRGU MUREȘ

Presentation: Antonia RASCU, Răzvan AZBE-VALCESCU, Vlad COSTEA-SIGARTAU, Unirea National College, Târgu Mureș

5. DIGITALIZATION AND ARTIFICIAL INTELLIGENCE: NEW OPPORTUNITIES AND CHALLENGES FOR POSTMODERN MARKETING"

Presentation: Flaviana POP, Andreea CIURBA, Theoretical High School „Lucian Blaga” Reghin

6. PRACTICAL TRAINING INTERNSHIPS THROUGH THE ERASMUS+ PROGRAM

Presentation: NAGHI Bianca, Daniel BĂCIULESCU and Nicholas HALALAI, Transilvania Economic College, Târgu Mureș

7. MARKETING AND ARTIFICIAL INTELLIGENCE: HOW DIGITALIZATION IS SHAPING THE FUTURE OF SOCIETY

Presentation: Maria CSUMA, Nadina CIOLOCA, Theoretical High School „Lucian Blaga” Reghin

8. PRACTICAL TRAINING INTERNSHIPS THROUGH THE ERASMUS+ PROGRAM

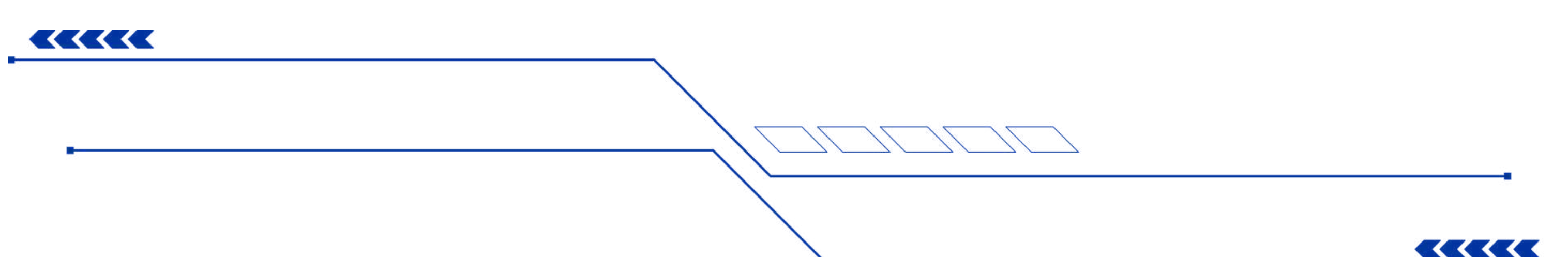
Presentation: Elisabeta ȘERBĂNECI, KACSÓ Norbert, Andreea-Maria FĂRCAȘ, DÓSA Sándor-András, Electromureș Technological High School Târgu Mureș

9. CONNECTING HUMANS WITH TECHNOLOGY: THE IMPACT OF DIGITALIZATION AND AI IN MODERN MARKETING

Presentation: NAGY Angéla, FÜLÖP Emma, Theoretical High School „Lucian Blaga” Reghin

10. CRIS-TIM IN THE AGE OF DIGITALIZATION: HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING MARKETING IN THE FOOD INDUSTRY

Presentation: SZÁSZ Evelin, GŐCZI András, Theoretical High School „Lucian Blaga” Reghin, „Cris-Tim”



"Dimitrie Cantemir" University of Târgu Mureș
in collaboration with
University of Ferrara-Italy

This conference aims to propose new approaches targeting paradigms of fundamental scientific fields from the perspective of the impact of Artificial Intelligence, as *AI* has a significant incidence on the development of postmodern society, influencing various areas such as law, psychology, geography, economics, medicine, and more.

In scientific research, *AI* facilitates the analysis of complex data and facilitates and enhances.

In Law, *AI* technologies generate challenges related to ethics and regulation, influencing how laws are applied.

In Psychology, *AI* improves diagnosis and therapy but raises concerns about privacy and the therapeutic relationship.

Geography benefits from *AI* in ecology, environmental protection, and resource management, while Economics explores automation and the role of *AI* in increasing business efficiency.

In medicine, *AI* optimizes diagnosis and treatments, but also raises ethical dilemmas.

Thus, the impact of *AI* is profound and multidimensional, reshaping the social and economic structures of contemporary society.

