

- ## Note from the Editor-in-Chief

And recently, October 24-25, 2024 in Târgoviște we enjoyed the well-organized 5th International Conference Global Interferences of Knowledge Society (GIKS) by the Faculty of Economics, from Valahia University of Târgoviște.

ROMANIAN DISTRIBUTION COMMITTEE

E.C.R. National Symposia, 1996, 1997

The first two E.C.R. National Symposia (Efficient Consumer Response) were organized by the Romanian Distribution Committee organized in partnership with Valahia University of Târgoviște, in 1996 and 1997, in Târgoviște, both events enjoying the remarkable involvement and participation of the distinguished Founder and Rector of Valahia University of Târgoviște, Prof. Dr. Doc. Eng. Florea Oprea.

ECR
ECR National Symposium

Simpozion Național ECR

FLOREA OPREA, Theodor Purcarea, Virgil Popa

Theodor Purcarea, Virgil Popa

Ion Stegăroiu, Ana Lucia Ristea

Athènes Palace Hilton: Diplomatic Conference Room

24th International Congress of A.I.D.A. Brussels

20th Anniversary of the Romanian Distribution Committee

The Successful 5th International Conference Global Interferences of Knowledge Society (GIKS), October 24-25, 2024

Valahia University of Târgoviște



This reputed scientific event, the 15th in a series (being an actively contribution to improving the world by the rich academic tradition of the **Faculty of Economics, from Valahia University of Târgoviște**, Romania since 1994), brought together academics and researchers to discuss the latest trends and challenges in specific various topics and perspectives, the well-organized lessons and the engaging keynote speakers reconfirming that content is everything.

The inspiring **Conference Opener**, the *Head of the Organizing Committee*, Assoc. Prof. PhD **Maria-Cristina Ștefan, Dean of the Faculty of Economics, Valahia University of Târgoviște**, demonstrated the qualities of decisiveness and clear communication, being innovative, energetic, and enjoying making things happen. The attendees benefitted of a well-planned professional event, appreciating the memorable experience created by the *Organizing Committee* (Prof. PhD Valentin Radu, Assoc. Prof. PhD Luiza Ionescu, Prof. PhD Florin Radu, Assoc. Prof. PhD Laura Marcu, Prof. PhD Gabriel Croitoru, Assoc. Prof. PhD Gabriel Cucui, Lect. PhD Cristina-Maria Voinea, Lect. PhD Andreea-Violeta Andreiana, Assoc. Prof. PhD Marius-Dan Coman, Lect. PhD Loredana-Cristina Tănase, Assist. Prof. PhD Alina-Iuliana Tăbîrcă, Assoc. Prof. PhD Valentina-Ofelia Robescu, Laborant Emanuel Itigan).

The Official Opening took place on Thursday, October 24, 2024, the valuable Opening Speakers (introduced by the Head of the Organizing Committee, Assoc. Prof. PhD **Maria-Cristina Ștefan**, Dean of the Faculty of Economics) capturing audience's attention and creating an enriching experience: Prof. PhD **Claudia Gilia**, President of the Senate, and Assoc. Prof. PhD **Ion Claudiu Sălișteanu**, Rector, Valahia University of Târgoviște; Prof. PhD **Doina Banciu**, President, Academy of Romanian Scientists; Prof. PhD **Maria Negreponti Delivanis**, President, Doctor Honoris Causa Club of Valahia University (she is also a distinguished member of the editorial board of our Romanian Distribution Committee Magazine: <https://www.crd-aida.ro/2010/11/1/%e2%80%99eminente-madame-maria-negreponti-delivanis-s%e2%80%99est-joint-au-comite-de-redaction-de-la-revue-du-comite-roumain-de-la-distributio/>); Prof. PhD **Alain Redslob**, President, Association Internationale des Economistes de Langue Française, France (Professeur émérite en Sciences économiques, Université Paris-Panthéon-Assas); Prof. PhD **Marian Siminică**, Executive Director, Institute of Financial Studies, Romania o Prof PhD **Ion Stegăroiu**, Former Dean, Faculty of Economics, Valahia University.

There have been 8 (+5) speakers in the Plenary Session: the above-mentioned distinguished Professors **Alain Redslob** and **Maria Negreponti Delivanis**; **Kanji Tanimoto**, Professor of Business and Society at School of Commerce, Waseda University, Tokyo, Japan; **Alain Burlaud**, Professeur émérite du Conservatoire National des Arts et Métiers (CNAM), Ancien titulaire de la chaire de Comptabilité et contrôle de gestion; Prof. **Bénédicte Fauvarque-Cosson**, General Administrator of the French National Conservatory of Arts and Crafts (CNAM, France) – Video message; Prof. **Maria Niculescu** (and **Cristina-Elena Voicu**, CeSAD, West University of Timișoara, Romania); Prof. **Dedhy Sulistiawan**, **Felizia Arni Rudiawarni**, **Yudha Aryo Sudibyo** (University of Surabaya and Universitas Jenderal Sudirman, Indonesia), and **Valentin Radu**, University of Targoviste, Romania; Prof. **Lyudmila Mihaylova** and **Emil Papazov** (University of Ruse “Angel Kanchev”, Bulgaria and University of National and World Economy – Sofia, Bulgaria).

It is also worth mentioning that the distinguished Professor **Maria Niculescu** (former Professor at Valahia University of Târgoviște) highlighted, among other aspects, the imperative of taking into consideration “The Corporate Sustainability Reporting Directive” (https://finance.ec.europa.eu/capital-markets-union-and-financial-markets/company-reporting-and-auditing/company-reporting/corporate-sustainability-reporting_en), that entered into force on 5 January 2023. Allow us to also remember that as first Romanian Director of the National Institute of Economic Development (INDE, ASE Bucharest, in collaboration with CNAM France), she supported the Romanian Distribution Committee during the proceedings of **the 24th International Congress of A.I.D.A. Brussels** (organized in Bucharest, at Athénée Palace Hilton, on **18-19 May 1998**; the reception dinner took place at the Palace of the National Military Circle – see the picture below the Note from the Editor-in-Chief – and the next day, at the Palace of the Parliament, there was a Folkloric Evening, with the participation of the Army Artistic Ensemble).



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Agenda

Digital marketing and e-commerce in AI era

- Knowledge Management, Knowledge Based Society... **Knowledge Application**
- When **adopting AI**... key challenges that economic development leaders should be aware of
- Sectors' and functions' **transformation with AI**. Globally competitive value chains. **SCM4ECR 2024**
- To drive value creation, **E-Commerce organizations leverage data analytics**
- Marketing strategies are **continuously disrupted by Gen AI**
- **Digital Marketing** as one of the 7 primary activities in the E-Commerce Value Chain
- **E-Commerce comparison** of the well-known retail giants Amazon and Walmart
- **Digital Marketing** – Key (about to happen soon) technology shifts: **AI adoption is accelerating**; Privacy adds additional obstacles; **Superapps provide a single gateway for multiple customer interactions** across social media, E-Commerce and advertising... **Digital Experience**
- Gen AI is a transformational technology for Digital Marketing, impacting martech future
- Gen AI and LLMs enhance E-Commerce search capabilities, allowing for more interactive and personalized shopping experiences
- **Generative discovery**, the next evolution in E-Commerce search and product findability
- **Gen AI technologies' design and deployment** are moving far faster than our collective response to understand and shape them
- Let's be prepared for **Gen AI's next inflection point**, taking a structured approach... and staying ahead of the times!
- Understanding the E-Commerce ecosystem and embracing **AI-powered CX** future!

