

*Executive Unit for Financing Higher Education, Research, Development and Innovation (UEFISCDI) -
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*Complex project "Empirical modeling and experimental development of tools associated with emerging
technologies in the field of online social networks"*

INTERMEDIATE SCIENTIFIC REPORT 4

Testing and validation of futureweb network modules and dissemination of project results

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BUCHAREST

The complex project "Empirical modeling and experimental development of tools associated with emerging technologies in the field of online social networks" (FutureSocialWeb) proposes the study of emerging technologies in the field of information and communication technology in relation to online social networks, with the degree and mode of adoption of potential users of these technologies, assessing the impact they will generate on the socio-economic environment. The main objective of the proposed project is to carry out scientific studies and research in order to achieve empirical models and experimental developments to assess the impact of these new technologies, which include complex analysis and recommendation systems (deep learning), the Internet of Things (Internet of Things), of body-worn communication devices (Wearables), neuronal analysis (pupilometers, galvanometers or EEG), augmented reality and semantic searches in the field of online social networks. The results of the studies and researches will be transferred to the market, ensuring the improvement of the institutional performance, the correlation and coordination of the activities and resources of the public research organizations involved in the project and the valorization of the results in the economic and social environment. The proposed approach envisages the study of these technologies in five distinct subprojects (dedicated to deep learning technologies, those associated with mobile devices (IoT and wearables), those in the field of neural studies, those of augmented reality, respectively in the field of semantic web studies). The complex project offers modern solutions, specific to Web 3.0 for the study of emerging technologies that will impact the future of economic and social interactions. The project is implemented in the three regions of Romania from which the partners come, with significant benefits for strengthening their research capacity.

The project is implemented by a consortium that includes the Academy of Economic Studies in Bucharest (coordinator), through the research centers CEMARK (in the economic field) and Oracle (in the ICT field), "Tranilvania" University of Brasov, which participates in the project through the Center for Economic Research (in the economic field), in collaboration with the R&D center of the university and the "Dunărea de Jos" University of Galati, which

participates through the Research Center for Strategies for the Development of Competitive Economic Systems (in the economic field) and the Research Center in Electronics, Information Technology and Communications (in the ICT field), ensuring a synergy of researchers from the two thematic areas, essential for the success of the proposed project.

All the assumed objectives of the project, until the current date, have been achieved. Thus, scientific studies and researches have been undertaken, being carried out both experimental developments (platforms AIMedia, ARMeania, NeuroMedia, Integrated Mobile Social Networks, Semantic Media), as well as the integration of all the technologies developed within the subprojects, at the level of the FutureWeb platform. The studies and models carried out have been published within numerous scientific communications and articles (so far, 37 communications in scientific conferences have been made, 22 articles published in ISI indexed journals, respectively 25 articles published in other journals indexed in international databases). Also, analyses and studies were carried out at the level of the five assumed subprojects, corresponding to five emerging technologies used in the field of social sciences in general, with a focus on the marketing field, approached with priority within the present project.

Act. 4 **Large-scale dissemination of the project results (through workshops and scientific conferences, marketing offers and the production of articles in publications of wide interest at the level of the local community and at national level)**

The main purpose of the exploitation and dissemination of the results corresponds to the mission assumed within the project, to provide the business community with access to new technologies that can contribute to increasing the efficiency of marketing campaigns. The plan for the dissemination of the activities and results obtained within the FutureWeb project was structured in three directions:

- Activities ment to increase the visibility of activities and to disseminate the results of the FutureWeb project.
- Activities ment to increase the visibility of the research offer of the three partner universities through the ERRIS platform
- Activities ment to facilitate communication between the project partners – the Academy of Economic Studies Bucharest, Transilvania University of Brasov, Dunărea de Jos University of Galați and the stakeholders involved.

Audiences

The activities and messages generated by the project activities and results were directed to the following audiences:

- end users of the FutureWeb platform (managers and employees of digital agencies, freelancers, bloggers, vloggers)
- end users of the ERRIS platform
- stakeholders, experts or practitioners in the field
- decision-makers at local, regional, national level
- mass-media
- the general public

Ways of disseminating and exploiting the results of the Future WEB project:

- <https://futureweb.unitbv.ro/index.php/> project website
- the websites of the universities involved in the project (www.ase.ro, www.ugal.ro, www.unitbv.ro)
- ERRIS platform
- meetings and visits to the three universities
- scientific events within the three universities
- existing contacts and networks
- articles presented at international conferences
- articles published/accepted in BDI/ISI/international conference volumes

In order to promote the FutureWeb application among potential users, on 07.05.2021, a webinar was organized, attended by close to 30 people interested in implementing the FutureWeb application. The content of the webinar was recorded in full, on the Zoom platform. Also, the presentation of FutureWeb functionalities at the Successful Entrepreneurs Workshop of 01.01.2021, through the FutureWeb platform and through the Facebook page of the event: <https://www.facebook.com/events/360645478578698>

Also, the dissemination of the results was achieved by publishing scientific papers registered in the ISI system, as well as in other BDI, by participating in conferences and by promoting the project activities and results on its own website, on the ERRIS platform and by other ways provided in the promotion plan (e.g.: posters, roll-ups displayed within the participating universities, as well as on the occasion of the events carried out within the project).

Thus, in 2021, 20 publications were published starting from the results of futureweb studies and activities, namely:

1. 11 articles indexed in the ISI:

1. Nichifor, E.; Lixăndroiu, R.C.; Chițu, I.B.; Brătucu, G.; Sumedrea, S.; Maican, C.I.; Tecău, A.S. (2021). Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative

- Components. *J. Theor. Appl. Electron. Commer.* 16, 2319–2340. <https://doi.org/10.3390/jtaer16060128>
2. Nichifor, E.; Lixandriou, R.C.; Sumedrea, S.; Chitu, I.B.; Bratucu, G. (2021). How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation. *Sustainability*, 13, 6845. <https://doi.org/10.3390/su13126845>
 3. Maican, C., Lixandriou R., Cazan, A.M., Dovleac, L. (2021). Exploring the Factors Influencing the Use of Communication and Collaboration Applications. *Journal of Organizational and End User Computing*, 33(4):94 DOI:10.4018/JOEUC.20210701.0a5
 4. Nichifor, E.; Lixăndriou, R.C.; Chitu, I.B.; Bratucu, G.; Trifan, A. (2021). How Does Mobile Page Speed Shape in-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania. *J. Theor. Appl. Electron. Commer. Res.* 2021, 16, 1369–1389. <https://doi.org/10.3390/jtaer16050077>
 5. Lixandriou, R.; Cazan, A.-M.; Maican, C.I. (2021). An Analysis of the Impact of Personality Traits towards Augmented Reality in Online Shopping. *Symmetry* 2021, 13, 416. <https://doi.org/10.3390/sym13030416>
 6. Suci (Voda), A.-D.; Tudor, A.I.M.; Chitu, I.B.; Dovleac, L.; Bratucu, G. (2021). IoT Technologies as Instruments for SMEs' Innovation and Sustainable Growth. *Sustainability* 13 (2), 6357, <https://doi.org/10.3390/su13116357>
 7. Orîndaru, A.; Popescu, M. F.; Alexoaiei, A. P.; Căescu, Ş.C. ; Florescu, M.; Orzan, O. (2021). Tourism in a Post-COVID-19 Era: Sustainable Strategies for Industry's Recovery. *Sustainability* 13 (12), <https://doi.org/10.3390/su131267>
 8. Orîndaru, A.; Popescu, M. F... Căescu, Ş.C. ; Botezatu, F.; Florescu, M.; Runceanu-Albu, C. C.; (2021). Leveraging COVID-19 Outbreak for Shaping a More Sustainable Consumer Behavior, *Sustainability* 13 (11), <https://doi.org/10.3390/su131157>

9. Căescu, Ș.C. .; Botezatu, F.; Chivu, R. G.; Botezatu, F.; Popa, I.C.; Florescu, M.; (2021). The impact of online marketing on the use of textile packaging: an approach to consumer behaviour, *Industria Textilă* 72 (2), <https://doi.org/10.3390/su131157>
10. Micu, A., Micu, A.E, Geru, M., Capatina, A., & Muntean, M. C. (2021). Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations. *Amfiteatru Economic*, 23 (56), 137-154, ISSN1582-9146
11. Wilk, V., Cripps, J, Capatina, A., Micu, A., Micu, A. E, (2021). The state of #digitalentrepreneurship: a big data Leximancer analysis of social media activity. *International Entrepreneurship and Management Journal*, January 2021, 1-18, ISSN: 1554-7191

2. 5 articles indexed in other BDI:

1. Muntean, D.R. și Caescu, S.C, 2021, Color Perception Analysis on Consumers, in *Journal of Emerging Trends in Marketing and Management*, no.1/2021, pp.174-181, ISSN: 2537-5865, Ed. ASE, indexata BDI (RePEc, Index Copernicus).
2. Tilibasa, M.A. și Acatrinei, C, 2021, Insights into the Digital Transformation of the Educational System in the Context of the Covid-19 Crisis, in *Journal of Emerging Trends in Marketing and Management*, no.1/2021, pp.203-205, ISSN: 2537-5865, Ed. ASE, indexata BDI (RePEc, Index Copernicus).
3. Avram, C., Rusu, R. (2021). Addressing Sentiment Analysis Challenges within AI Media Platform: The Enabling Role of an AI Powered Chatbot, *Proceedings of International Conference "Risk in Contemporary Economy 22th Edition, 2021, Galati, Romania, disponibil online la adresa: <http://www.rce.feaa.ugal.ro/images/stories/RCE2021/AvramRusu.pdf>*.
4. Orzan, M.C., Zara, A., Caescu, S.C., Constantinescu, M.E. și Orzan, O.A, 2021, Social Media Networks as a Business Environment, in *Review of International Comparative Management*, 22 (1), pp. 64-73, ISSN 1582-3458, indexata BDI

(RePEc, Index Copernicus, EBSCO, Cabell's, CEEOL),
<http://www.rmci.ase.ro/ro/no22vol1/05.pdf>

5. Epuran Gh., Ivasciuc Ioana-Simona, Chitu Ioana-Bianca (2021). The Augmented Reality Technologies in Tourism: A State of Art. in Proceedings of the International Conference "Risk in Contemporary Economy", ISSN 2067-0532, June 4th, Galati, Romania, disponibil online la adresa:
<https://www.researchgate.net/publication/348326870> The Augmented Reality Technologies in Tourism A State of Art
3. 4 communications in international conferences:
1. Goga E., Grejda/an E.F., Trifu D. și Orzan, M.C, 2021, Neuromarketing Tools Involved in a Study for Perceptions Towards Vaccination Against Covid-19 in Romania, Proceedings of the 13th International Conference on Education and New Learning Technologies (EDULEARN21), 5-6 iulie, pp. 12241-12247, ISSN 2340-1117, <http://dx.doi.org/10.21125/edulearn.2021.2570>
 2. Orzan, M.C., Zara A., Platon O. și Ciocodeica, D.F, 2021, Consumers' perceptions about the economic and social consequences of the COVID-19 pandemic in Romania, in Proceedings of the European Marketing Academy EMAC 2021 Annual Conference, 25-28 mai, Madrid, Spania
 3. Orzan, M.C., Platon, O., Zara, A. și Ciocodeica, D.F, 2021, Factors affecting consumers' attitude and intentions towards online events during the COVID-19 pandemic, in Proceedings of the European Marketing Academy EMAC 2021 Regional Conference, 22-24 septembrie, Varsovia, Polonia
4. 1 chapter ina book published by an international publishing house:
1. Delcea C., Cotfas L.A., Mierzwiak R. și Orzan, M.C, 2021, Consumers' Influence in Online Social Networks Regarding Recycling Habits, in Bilgin, M.H., Danis, H., Demir, E. și Vale, S., 2021, Eurasian Business Perspectives: Proceedings of the 29th Eurasia Business and Economics Society Conference, 10-12 octombrie, pp.

Also, the patent application "FutureWeb Platform" was submitted with the number 63270123 of 21.10.2021 to the United States Patent and Trademark Office, for the protection of the original concepts made within the FutureWeb platform, respectively for a potential subsequent use of them.