

## CALL FOR PAPERS - EURINT CONFERENCE SPECIAL SESSION

### **[-] Business Resilience in AI Era: Strategies for Communication, Engagement, and Decision-Making in Times of Crisis**

Chairs: Professor, PhD Oana Carmen Țugulea; Phd. Student Andreea-Isabella Moroșanu; Phd. Student Lucian Barbacaru (Alexandru Ioan Cuza University of Iasi, Romania)

#### **EURINT 2025 – INTERNATIONAL CONFERENCE**

#### **Building tomorrow's Europe: strategies for integration, growth and resilience**

15-18 May, Alexandru Ioan Cuza University of Iasi, Romania

In an economic environment characterized by uncertainty and rapid transformation, organisations must cultivate resilience while maintaining a delicate balance between efficiency, innovation, and strategic communication. However, contemporary business dynamics often prioritize performance metrics over employee well-being, raising critical questions about long-term sustainability. The accelerating integration of artificial intelligence and digital transformation has profoundly reshaped decision-making frameworks, crisis management protocols, and workplace structures.

This special session seeks to explore the multifaceted role of AI-driven decision-making, neuromarketing, crisis communication, and organisational psychology in enhancing business resilience. By addressing these dimensions, the session aims to offer valuable insights into adaptive strategies fostering long-term sustainability and competitive advantage in volatile economic landscapes.

We invite scholars, researchers, and practitioners in the fields of business administration, communication studies, organizational psychology, and artificial intelligence to submit their extended abstracts and contribute to this timely and important discussion.

The deadline for online registration and submission of extended abstracts is 1 April 2025.

More information about the conference can be found on the website: <http://eurint.uaic.ro>. When registering, please indicate that your presentation should be included in this Special Session.