#### Contents

- 5 Asian Option Pricing Using the Physics-Informed Neural Networks Method Sungwon PARK, Kyoung-Sook MOON, Hongjoong KIM
- 21 Integrating of Data Envelopment Analysis and Discriminant Analysis to Predict the Bankruptcy of Firms: Application in Electricity Industry Asieh GHOLAMINEZHAD, Mohsen ROSTAMY-MALKHALIFEH, Farhad HOSSEINZADEH LOTFI, Tofigh ALLAHVIRANLOO
- **38** Factors of Success in Improving Performance in a Marketing Simulation Game

Ioana Cecilia POPESCU, Alin STANCU, Ștefan-Alexandru CATANĂ, Cătălin GRĂDINARU, Andreea BARBU, Lucian-Florin ONIȘOR, Mara PLOEȘTEANU

52 Exploring the Nexus between Innovation and Economic Growth. Empirical Evidence from European Countries

Ramona SIMUT, Simona-Aurelia BODOG, Alina BADULESCU, Daniel BADULESCU, Simona DZITAC, Mariana SEHLEANU

- 68 Optimal Local Decentralisation and Public Service Quality in the EU: A Sector-Specific Analysis
  Camelia OPREAN-STAN, Virgil CANDALE
- 86 Navigating Turbulence: Unveiling the Spillover Effects Between Non-Financial Risks and Banks

Dan Costin NIȚESCU, Adina Elena CĂLIN, Andreea Mădălina BOZAGIU, Eugen-Marian VIERESCU

104 Geopolitical Risk and Türkiye's Tourism Growth: Testing a Shifting Relationship

Uğur URSAVAS, Veli YILANCI, Sudeshna GHOSH

120 The Coordination Mechanism of Fresh Agricultural Products Supply Chain: A Game-Theoretic Approach Considering Retailer's Fairness Concern and Price Competition

Jing XI, Lingling LAI, Yong LI, Dongting YANG

138 Cybernetic Contributions of Artificial Intelligence to Economic Development in Romania

Carmen-Valentina RĂDULESCU, Ioan I. GÂF-DEAC, Florina BRAN, Camelia IACOB (PÂRGARU), Sorin BURLACU, Dumitru Alexandru BODISLAV, Ovidiu Cristian Andrei BUZOIANU

156 Forecasting the Weekly Spot Oil Price Using a Hybrid Model ARMA-GARCH-MLP and Prophet Forecasting Method

Salaheddine SARI-HASSOUN, Nacer BOUDJOURFA, Mohammed MEKIDICHE

#### 174 Collaborative Preservation Strategy of Agricultural Product Suppliers and Retailers: An Evolutionary Game and Simulation Analysis

Fengyi HE, Xiaomu TANG, Chuang ZHAO, Linhao LIU, Huibin SHI

### 192 The Role of Education and Digital Technology Advancements in Internet Banking Adoption across European Countries

Ofelia Ema ALECA, Florin MIHAI, Andrei STANCIU, Valerica MARES, Alexandru Adrian GAVRILĂ

# 209 Modelling Consumer's Attitude Towards the Use of Sports as a Marketing Platform. Sponsorship and Fans' Attitude Towards It in Eastern Europe Countries from an Ethical and Trustworthy Point of View

Mihaela CONSTANTINESCU, Ștefan-Claudiu CĂESCU, Alina Ștefania CHENIC, Andreea ORÎNDARU, Andreea PACHIȚANU, Florina BOTEZATU, Daniela MARINICĂ

## 227 The Challenges of International Tourism and Analysis of Romania's Competitiveness

Monica DUDIAN, Violeta-Andreea ANDREIANA, Georgiana Daniela STOICA, Alina CREȚU, Gabriel Laurențiu FRÂNCU, Raluca Andreea POPA, Giorgiana-Roxana ENE

## 243 The Impact of Managerial Practices Perception on Motivation and Performance at Work – An Analysis of Mediating Factors

Cosmin Silviu Raul JOLDEŞ, Lavinia Denisia CUC, Gabriel CROITORU, Dana RAD, Teodor CILAN, Cristian Virgil MARINAŞ, Monica TRICULESCU, Florentina PASCU

#### 259 The Gender Multiple Regression with OWA Operators

Martha FLORES-SOSA, Berenice MENDOZA-CARBAJAL, Jose M. MERIGÓ

# 274 Enhancing Fresh Supply Chain Performance: Examining Vertical Integration Strategies Through the Implementation of Blockchain Technology

Jinjin ZHAO, Guitao ZHANG, Shujun GUO, Guangyao HUO

# 293 Using the Omega Ratio for Optimal Asset Allocation in Commodities Dejan ŽIVKOV, Slavica MANIĆ, Marina GAJIĆ-GLAMOČLIJA

# 308 Distributed Real-Time Pricing for Smart Grid with Multiple Sellers and Integrated with Renewable Energy and Storage Devices

Junfeng CUI, Li TAO

## 324 An Optimised Deep Learning Model for Load Forecasting in Electric Vehicle Charging Stations

Vasanthan BUVANESAN, Manikandan VENUGOPAL, Kabil MURUGAN, Venbha VELUMANI SENTHILKUMAR

4 Vol. 59 Issue 1/2025