

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES



Faculty of Management
Research Center
Project Management for Business



SAMRO
<http://www.samro.ro/>

Management and Economics Review

Vol. 9, Issue 2/2024 (June)

ISSN 2501-885X

www.mer.ase.ro
email: mer@man.ase.ro

**Bucharest
Editura ASE**

Editorial board:

Editor-in-chief: Carmen Nadia Ciocoiu

Managing editor: Corina Marinescu

Co-editors: Sofia Elena Colesca, Claudiu Cicea

Scientific board:

Adrian Curaj, Politehnica University of Bucharest, Romania

Aleksy Kwiklinski, The London Academy of Science and Business, United Kingdom

Alexandru Mihai Bugheanu, Bucharest University of Economic Studies, Romania

Aniko Csepregi, University of Pannonia, Hungary

Anne Charlote Taillandier, Universite d'Artois, France

Antonio Natera Peral, Universidad Carlos III de Madrid, Spain

Baiba Savrina, University of Latvia, Latvia

Behzad Mohammadian, University of Tehran, Iran

Catalina Crisan, Babes-Bolyai University, Romania

Catalina Radu, Bucharest University of Economic Studies, Romania

Constantin Bratianu, Bucharest University of Economic Studies, Romania

Cosmin Dobrin, Bucharest University of Economic Studies, Romania

Cristian Tiu, University at Buffalo, USA

Cristina State, Bucharest University of Economic Studies, Romania

Dan Popescu, Bucharest University of Economic Studies, Romania

Daniela Grigori, Universite Paris-Dauphine Paris 9, France

Francisco Puig, Universidad de Valencia, Spain

Ion Partachi, University of Economic Studies from Moldova, Moldova

Ion Popa, Bucharest University of Economic Studies, Romania

Irina-Eugenia Iamandi, Bucharest University of Economic Studies, Romania

Irina Salanta, Babes-Bolyai University, Romania

Joanna Sadkowska, University of Gdansk, Poland

Jonel Subic, Institute of Agricultural Economics, Belgrad, Serbia

Krystyna Leszczewska - Lomza State University of Applied Sciences (PWSIP), Poland

Lefteris Tsoulfidis, University of Macedonia, Thessaloniki, Greece

Maria da Conceição Pereira Ramos, Universidade do Porto, Portugal

Miguel Gonzalez-Loureiro, University of Vigo, Spain and Polytechnic of Porto, Portugal

Minodora Ursacescu, Bucharest University of Economic Studies, Romania

Monica Dudian, The Bucharest University of Economic Studies, Romania

Philipe Duez, Universite d'Artois, France

Răzvan Andrei Corboș, Bucharest University of Economic Studies, Romania

Răzvan Cătălin Dobrea, Bucharest University of Economic Studies, Romania

Roberto M. Constantino T., Metropolitan Autonomous University – X, Mexico

Salmi Mohd Isa, Graduate School of Business, Universiti Sains Malaysia, Malaysia

Sebastian Mădălin Munteanu, Bucharest University of Economic Studies, Romania

Simona Ștefan, Bucharest University of Economic Studies, Romania

Stephane Callens, Universite d'Artois, France

Vandana Deswal, Sheridan College, Toronto, Canada

ISSN 2501-885X

Published by: Editura ASE

Piata Romana no. 6, sector 1, code 010374,
Bucharest, Romania

Telephone numbers: +4(021) 319.19.00 / ext.
146, 460
www.editura.ase.ro, editura@ase.ro

Editorial director: Simona Bușoi
Editor: Silvia Răcaru

Typesetter: Emilia Velcu
Cover design: Livia Radu

The responsibility for opinions expressed by articles belongs to authors.

Table of contents

Attitude of Undergraduate Students toward Leisure Activities	216
Paul-Francois MUZINDUTSI	
Zandile MASANGO-MUZINDUTSI	
Foreign Direct Investment in West Africa: A Case of Anglophone versus Francophone Countries	225
Felicia Anikpe NAIMO	
Cyprian Oshiokpekai AIGBODIOH	
Ahmed Ede UWUBANMWEN	
Change Management during the COVID-19 Pandemic: A Case Study of a Major South African Hotels, Gaming, and Entertainment Group	242
Farai NYIKA	
Stacy DAVID-SOOBRAMONEY	
Sindisiwe NZIMANDE	
Assessing Algeria's Trade Performance within the African Continental Free Trade Area: Indicators-Based Approach	255
Samia ABID	
Institutional Investors Ownership and Financial Performance: An Empirical Study of CAC40 Companies.....	269
Sarra BOUDERMINE	
Djamel KEDDAM	
Interest Rate Channel and Household Consumption: Evidence from the West African Monetary Zone.....	282
Lawrence Babatunde ONI	
Abayomi Toyin ONANUGA	
Oluwaseyi Adedayo ADELLOWOKAN	
Socio-Cultural Environment, Conjugal Role Specification and Women's Entrepreneurial Performance in the Cameroonian Context	294
Nelson Aubin DIFFO LONTSI	
Joseph NZONGANG	
Interactions of Spot Foreign Exchange Markets among Taiwan, Hong Kong and Japan: Japanese Forward Premium/Discount as an Information Variable.....	308
Hsiang-Hsi LIU	
Does the Conflict-Related News from Donbass Affect the Volatility of the Renewable Energy Market?	331
Serkan ERYILMAZ	
Enes Burak ERGÜNEY	
Feyyaz ZEREN	
Samet GÜRSOY	

A Tale of Two 'Sities' (Universities): Navigating Organisational and Operational Strategies in Higher Education Institutions	346
David FOWLER	
Jon MUSGRAVE	
Jill MUSGRAVE	
 Current and Future Trends in Strategic Procurement with Generative AI.....	 361
Eleonora DIJMARESCU	
 How does Social Capital Impact SBA Loan Approvals in US Counties?	 374
Adham CHEHAB	
Yibo XIAO	
 Generation Y versus Generation Z: Correlation Analysis between the Living Standard and the Education Level	 390
Claudiu CICEA	
Corina MARINESCU	
Silviu-Gabriel BACIU	
George GREERE	
 Toward Medical Services Quality Improvement through Industry 4.0 in Healthcare	 401
Aurora PREDA	
Marcela PĂCURARU	
Ştefan TIRITEU	
Ciprian Sorin CHIRVASE	
Ştefănuț BUHUS	
Andreea ZAMFIR	
Elena-Oana CROITORU	