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BOOK OF ABSTRACTS

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THE IMPACT OF EMOTIONAL MARKETING AND PSYCHOLOGICAL FACTORS ON INDIVIDUALS' FINANCIAL DECISION-MAKING

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ABSTRACT: This study investigates how emotional marketing and psychological factors influence individuals' financial decision-making within the context of Albania's emerging market. Using structural equation modeling (SEM) with data from 400 respondents, the research examines how financial motivation, self-efficacy, and risk perception mediate the relationship between emotional marketing and financial well-being. Results show that emotional marketing enhances motivation and trust but can also lead to impulsive behavior when psychological self-regulation is low. The study extends behavioral finance theory by integrating affective marketing insights and provides policy implications for ethical financial communication and literacy in developing economies. A quantitative approach is employed using a structured 5-point Likert-scale survey, and data are analyzed through Structural Equation Modeling (SEM) to test the mediating effects of psychological factors between emotional marketing and financial well-being. Specifically, the model examines how emotional marketing exposure influences financial motivation and risk perception, which in turn affect financial self-efficacy, behavior, and subjective financial well-being. Grounded in the theories of Thaler's Behavioral Finance (2016) and Bagozzi's Affective Marketing (2019), the study reveals the psychological mechanisms through which marketing stimuli shape financial choices. The Albanian case offers an ideal empirical setting to observe these dynamics in a post-transition economy characterized by rising digitalization and limited financial literacy. Expected findings suggest that emotionally appealing marketing messages significantly enhance financial motivation and engagement but may also increase risk-taking behavior when self-efficacy is low. The findings extend behavioral finance theory by integrating affective marketing insights, revealing that emotional appeals enhance motivation but may elevate financial risk when self-efficacy is low.

Keywords: behavioral finance, emotional marketing, risk perception, financial motivation, psychological factors, financial well-being, decision-making

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NEEDS OF CAREGIVERS OF PEOPLE WITH DISABILITIES – A QUANTITATIVE APPROACH –

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ABSTRACT: Caregivers of persons with disabilities frequently report a complex interaction between their emotional, informational and practical needs, with informational support being the most frequently mentioned need. This information need is not only broad – it encompasses diagnosis, available treatments, future prospects and day-to-day management – but also closely linked to carers' emotional well-being and their ability to participate effectively in decision-making about caring for their children. Following a diagnosis, caregivers face uncertainty and confusion, exacerbating their emotional burden as they navigate with limited guidance from healthcare providers. This interdependence between emotional and informational needs becomes particularly evident when caregivers ask for practical advice – for example, how to interpret their child's emotions and respond appropriately. These tips not only help with daily care, but also reduce stress and increase their sense of competence. Ultimately, meeting these multiple needs requires coordinated interventions to improve access to accurate information, promote connections with informed peers, and provide emotional support, thus empowering caregivers to better support their children and themselves. This paper aims to comprehensively analyse and interpret valid results related to research on the needs of caregivers of people with disabilities. The main objective of this paper is to conduct a study on the needs of caregivers of people with disabilities (especially autism spectrum disorders). On the other hand, in order to achieve this goal, two important aspects must be taken into account: firstly, it is important to point out that the needs of caregivers differ due to the particularities of the condition and age of the person with disabilities. On the other hand, in order to have better access to information, respondents felt the need for guidance regarding family and children's rights.

Keywords: caregivers, emotional needs, person with disability, mental health, autism spectrum disorders

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DEVIANCE AND SOCIAL CONTROL: IN AGENCY RELATION'S PERSPECTIVE AND BEYOND

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ABSTRACT: The purpose of this paper is to analyse the social and economic costs generated by deviance within the framework of principal–agent relations between government and citizens. Building on classical and contemporary literature, the paper links deviant behavior, legitimacy, and mechanisms of social control, showing that the effectiveness of formal control depends not only on sanctions but also on citizens' trust in governmental authority. Recent studies highlight that declining institutional credibility and crisis-induced governance pressures intensify both deviant behavior and bureaucratic expansion, leading to rising societal costs. In this context, the paper argues that governments often use their position as agents to enlarge their influence through new regulations and institutions whose costs exceed their social benefits, echoing Parkinson's Law. The analysis suggests that sustainable social control requires proportional sanctions, transparent institutions, and stronger alignment between governmental actions and societal expectations.

Keywords: social control; negative sanctions; deviance; deviant behavior; social order; Parkinson's Law

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THE IMPACT OF PERSONALITY TRAITS ON THE INDIVIDUAL'S PASSION FOR PHOTOGRAPHY

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ABSTRACT: This research aims to conduct a preliminary exploration of the correlations between the primary personality factors of the Big Five model and the passion for photography, seeking to provide an initial answer to the question: are there specific personality traits characteristic of photography enthusiasts? Previous studies have either relied on descriptive statistics or provided insights into artistic creativity in general, without specifically diving into the field of photography. The first two objectives involve analyzing the differences between the control group and a photographer's sample regarding personality traits associated with the Extraversion-Introversion and Intellect-Imagination (Openness to experience) axes]. The third objective analyzes the relationship between the preference for landscape photography and personality traits related to the Extraversion-Introversion axis. Finally, a secondary objective investigates the relationship between the perception of photography as a means of creative expression and personality traits characteristic of the Intellect-Imagination axis. All the photographs presented in this paper belong to the survey participants from the control group, members of different Romanian photo communities.

Keywords: personality testing, Big 5, photography enthusiasts, control group, statistical analysis

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