

# CONSUMER RIGHTS IN THE AGE OF THE CIRCULAR ECONOMY: TOWARDS SUSTAINABLE AND FAIR PRODUCTION AND CONSUMPTION PRACTICES

COST Action CA22124 – ECO4ALL

Book of Abstracts



## ECO4ALL

EU Circular Economy Network for All  
Consumer Protection through reducing, reusing, repairing



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“CONSUMER RIGHTS IN THE AGE OF THE CIRCULAR ECONOMY: TOWARDS SUSTAINABLE  
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**Adriana BUZDUGAN**, WG1 and WG2 member, Moldova State University, Moldova

## CONFERENCE PROGRAMME

<b>Day 1: March 26, 2026</b>	
09:30 – 10.00	<b>Registration of participants</b>
<b>Conference Opening</b> <b>Moderator: Maria Menshikova (Universitas Mercatorum, Italy)</b> <b>Room 1</b> <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ</a></b>	
10.00 – 10:30	<b>Institutional Greetings:</b> <ul style="list-style-type: none"> <li>- <b>Prof. Marco Mocella</b> - Full Professor in Labour Law, Rector's Delegate for Internationalization, Universitas Mercatorum (Italy), Director of the Department of "Law and Institutions"</li> <li>- <b>Prof. Alessandra Micozzi</b> - Full Professor of Applied Economics, Dean of the Faculty of Social and Communication Sciences, Coordinator of the PhD in "Sustainability and ESG Agenda"</li> </ul> <b>Conference Opening:</b> <ul style="list-style-type: none"> <li>- <b>Olesea Plotnic</b> - Action Chair, Moldova State University (Moldova)</li> <li>- <b>Maria Menshikova</b> - WG3 Leader, Universitas Mercatorum (Italy)</li> </ul>
<b>Keynote Speakers</b> <b>Moderator: Alessandra Ricciardelli (Universitas Mercatorum, Italy)</b>	
10:30 - 12:30	<b>Stefano Di Lauro</b> , Universitas Mercatorum (Italy) <i>Designing and Organizing Sustainable Work in the Age of the Circular Economy</i>
	<b>Mihaela Tofan</b> , Alexandru Ioan Cuza University of Iași, Institute of Legal Research of the Romanian Academy (Romania) <i>Aligning Law, Design and Policy Pathways to Fair Regulatory Incentives in Circular Transition</i>
	<b>Salvija Muleviciene</b> , Mykolas Romeris University (Lithuania) <i>How Far Law Can Go: The Logic and Limits of Using Legal Tools to Support Circular Economy</i>
	<b>Anton Fedosov</b> , FHNW University of Applied Sciences and Arts Northwestern Switzerland (Switzerland) <i>Designing for Technology-Mediated Sharing Practices and Sustainable Consumption</i>
	<b>Roido Mitoula</b> , Harokopio University of Athens (Greece) <i>SDG 9 and Circular Economy: the Role of Citizens in Promoting Sustainable and Fair Production and Consumption</i>
12:30 - 13:30	<b>Lunch time (free option for each participant based on per diem)</b>
<b>Session 1: Measuring Circular Efficiency: From Policy Metrics to Consumer Impact</b> <b>Moderator: Kosjenka Dumancic (University of Zagreb, Croatia)</b> <b>Room 1</b> <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ</a></b>	
	<b>Antonis A. Zorpas</b> , Open University of Cyprus (Cyprus) <b>Irene Voukkali</b> , Open University of Cyprus (Cyprus) <b>Valentina Phinikettou</b> , Open University of Cyprus (Cyprus) <b>Pantelitsa Loizia</b> , Envitech Ltd (Cyprus)

13.30 - 15.00	<p><b>Panayiota Kariou</b>, Envitech Ltd (Cyprus)  <b>Vincenzo Naddeo</b>, University of Salerno (Italy)  <b>Demetris F. Lekkas</b>, University of the Aegean (Greece)  <b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <i>An Overview of Plastic Pollution in the Environment</i></p>
	<p><b>Isidora Milošević</b>, University of Belgrade (Serbia)  <b>Victor Juc</b>, Institute of Legal, Political and Sociological Research (Moldova)  <b>Zorana Stanković</b>, University of Niš (Serbia)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Circular Economy in Smart cities: Technology transfer, innovation and the active role of consumers</i></p>
	<p><b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <b>Antonis Zorpas</b>, Open University of Cyprus (Cyprus)  <b>Demetris-Francis Lekkas</b>, University of the Aegean (Greece)  <i>Circular Bioeconomy to Support the Green Transition in Insular Areas</i></p>
	<p><b>Ivan Ciric</b>, University of Nis (Serbia)  <b>Milica Tasic</b>, University of Nis (Serbia)  <b>Ana Kitic</b>, University of Nis (Serbia)  <b>Zlatan Car</b>, Catholic University of Zagreb (Croatia)  <i>Data - Driven Assessment of Circular Energy Efficiency: An Explainable AI Approach</i></p>
	<p><b>Roxana Mădălina Stoica</b>, National Institute for Chemical-Pharmaceutical Research and Development (Romania)  <b>Nicoleta Ene-Stamate</b>, National Institute for Chemical-Pharmaceutical Research and Development-ICCF (Romania)  <b>Elena Simina Lakatos</b>, Institute for Research in Circular Economy and Environment “Ernest Lupan” (Romania)  <b>Elena Cristina Rada</b>, Insubria University (Italy)  <i>Sustainable Biosurfactant Production from Industrial Waste Using Pseudomonas Putida ICCF 391: a Circular Economy and Consumer Protection Perspective</i></p>
	<p><b>Demetris-Francis Lekkas</b>, University of the Aegean (Greece)  <b>Sevasti Spiridi</b>, University of the Aegean (Greece),  <b>Maria Hatziantoniou</b>, University of the Aegean (Greece)  <b>Irene Voukkali</b>, Open University of Cyprus (Cyprus)  <b>Ajtene Avdullahi</b>, University Isa Boletini in Mitrovica (Kosovo)  <b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <i>Utilization of Recycled Glass bottles in Cement Production: A Sustainable Approach for Waste Management and Construction Practices on Lesbos Island</i></p>
15.00 - 15.30	<p><b>Coffee break networking</b></p>
<p><b>Session 1: Measuring Circular Efficiency: From Policy Metrics to Consumer Impact</b>  <b>Moderator: Isidora Milošević (University of Belgrade, Serbia)</b>  <b>Room 1</b>  <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ</a></b></p>	

	<p><b>Jelena Titko</b>, EKA University of Applied Sciences (Latvia)  <b>Anna Strazda</b>, EKA University of Applied Sciences (Latvia)  <b>Kristīne Užule</b>, EKA University of Applied Sciences (Latvia)  <b>Vladimirs Šatrevičs</b>, Riga Technical University (Latvia)  <b>Jeļena Budanceva</b>, EKA University of Applied Sciences (Latvia)  <b>Tarlan Ahmadov</b>, University of Beira Interior (Portugal)  <i>Perception of Brand Humanization by University Students: Development and Testing of the Measurement Scale</i></p>
15.30 - 17.00	<p><b>Milena Rajic</b>, University of Nis (Serbia)  <b>Zorana Stanković</b>, University of Nis (Serbia)  <b>Isidora Milošević</b>, University of Belgrade (Serbia)  <b>Adriana Buzdugan</b>, Moldova State University (Moldova)  <b>Sehnaz Okkiran</b>, Gaziantep University (Türkiye)  <b>Vesna Jovanović</b>, University of Nis (Serbia)  <b>Snežana Radukić</b>, University of Nis (Serbia)  <i>Framework for Consumer-centric Circularity – the Local Symbiosis Index Linking Industrial Cooperation to Reducing, Reusing, and Repairing</i></p>
	<p><b>Esmā Nur Cinicioglu</b>, Istanbul University (Türkiye)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Heterogeneous Pathways to Circular Material Use in Europe: Country Clusters, Consumption-Related Outcomes, and Consumer Implications</i></p>
	<p><b>Mija Crnjaković</b>, University of Zagreb (Croatia)  <b>Kosjenka Dumančić</b>, University of Zagreb (Croatia)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Measuring Consumer-centred Circular Economy in Horizon Europe: Portfolio Analysis of Projects with Croatian Participation</i></p>
	<p><b>João Zambujal-Oliveira</b>, University of Madeira (Portugal)  <b>Marta Braulio-Gonzalo</b>, Universitat Jaume I (Spain)  <b>Debora Anelli</b>, Sapienza University of Rome (Italy)  <i>Measuring Circular Performance: A Composite Index for Organizational Sustainability</i></p>
<p><b>Session 2: Designing for Longevity: Innovations and Best Practices in Circular Product Design</b>  <b>Moderator: Stela Baltova (International Business School, Bulgaria)</b>  <b>Room 3</b>  <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/v-NZVYOyRvm_4-5zaRPuaQ">https://us06web.zoom.us/meeting/register/v-NZVYOyRvm_4-5zaRPuaQ</a></b></p>	
13.30 - 15.00	<p><b>Müslüm Kaplan</b>, Bartın University (Türkiye)  <b>Recep Türkay Kocaman</b>, Hof University of Applied Sciences (Germany)  <i>The Circular Economy Imperative: Synergistic Effects of Modularity, Disassembly, and Recyclability in Product Design</i></p> <p><b>Adriana Buzdugan</b>, Moldova State University (Moldova)  <b>Maria Hămuraru</b>, Moldova State University (Moldova)  <b>Florin Stancu</b>, SNTFG CFR Călători SA (Romania)  <i>Reusable Logistics Units in Rail Transport: Circularity “Beyond the Product” and Effects on the Total Cost to the Consumer</i></p> <p><b>Brikene Dionizi</b>, University of Shkoder (Albania)  <b>Ajtene Avdullahi</b>, University Isa Boletini (Kosovo),  <b>Sehnaz Okkiran</b>, Gaziantep University (Türkiye)</p>

	<p><i>From Wanting Less to Designing Less</i></p> <p><b>Evrin Celik Madenli</b>, University of Liverpool (UK)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Consumer Protection and the Longevity of Nanomaterials Blended Ultrafiltration Membranes for Circular Water Systems</i></p> <p><b>Yi Wang</b>, University of Bedfordshire (UK)  <b>Kesheng Wang</b>, Norwegian University of Science and Technology (Norway)  <i>Designing for Longevity and Consumer Protection: Integrating Eye Tracking and Quality Function Deployment in Circular Product Design</i></p>
15.00 - 15.30	<b>Coffee break networking</b>
<p><b>Session 2: Designing for Longevity: Innovations and Best Practices in Circular Product Design</b></p> <p><b>Moderator: Tatia Dolidze (European University, Georgia)</b></p> <p><b>Room 3</b></p> <p><b>Zoom: <a href="https://us06web.zoom.us/join/https://us06web.zoom.us/meeting/register/v-NZVYOyRvm_4-5zaRPuaQ">https://us06web.zoom.us/meeting/register/v-NZVYOyRvm_4-5zaRPuaQ</a></b></p>	
15.30 - 17.00	<p><b>Sarah Zimmermann</b>, The Rediscovery Centre (Ireland)  <b>Nicholas M. Holden</b>, University College Dublin (Ireland)  <i>Target Areas for Climate Action via Urban Circular Bioeconomy in Ireland: Built Environment, Food, Manufacturing, Transport Logistics, and People</i></p> <p><b>Julijana Angelovska</b>, University of Skopje (North Macedonia)  <b>Stela Baltova</b>, International Business School (Bulgaria)  <b>Nina Angelovska Stankov</b>, University of Skopje (North Macedonia)  <i>Circular Economy Performance in the European Union: Disparities, Trends, and the Relationship Between Resource Productivity and Circular Material Use</i></p> <p><b>Guranda Tchelidze</b>, Caucasus University (Georgia)  <b>Iurie Lisnic</b>, Academy of Legal Research (Moldova)  <i>Transposition of European Approaches in Georgia: The Waste Management Code, Extended Producer Responsibility (EPR) and the Circular Economy</i></p> <p><b>Anđelka Stojanović</b>, University of Belgrade (Serbia)  <b>Lidija Krstić</b>, University of Belgrade (Serbia)  <b>Maria Menshikova</b>, Universitas Mercatorum (Italy)  <b>Almudena Muñoz Puche</b>, Technological Centre of Furniture and Wood of the Region of Murcia (Spain)  <i>Integrating Environmental and Consumer Metrics to Understand Sustainable Purchasing Behavior: Insights From Circular Economy Practices</i></p> <p><b>Snežana Radukić</b>, University of Nis (Serbia)  <b>Tatjana Tambovceva</b>, Riga Technical University (Latvia)  <b>Şehnaz Okkiran</b>, Gaziantep University (Türkiye)  <b>Milena Rajić</b>, University of Nis (Serbia)  <i>Circular Effects of Sustainable Production and Consumption on Environmental Quality: a Cross-country Mediation Analysis</i></p> <p><b>Aleksandar Petrovski</b>, Ss. Cyril and Methodius University (North Macedonia)  <b>Aleksandar Andjelkovic</b>, University of Novi Sad (Serbia)  <b>Jan Kazak</b>, Wrocław University of Environmental and Life Sciences (Poland)  <i>Design for Reuse and Longevity of Circular Construction Products</i></p>

<b>Day 2: March 27, 2026</b>	
09:30 – 10.00	<b>Registration of participants</b>
<b>Session 3: Aligning Law and Design: Policy and Regulatory Pathways for a Fair Circular Transition</b> <b>Moderator: Veronica Lopotenco (United Nations Development Programme, Moldova)</b> <b>Room 1</b> <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/gg4wVsR9TGi7aXuo89JzUQ">https://us06web.zoom.us/meeting/register/gg4wVsR9TGi7aXuo89JzUQ</a></b>	
10.00 - 11.15	<b>Anatoliy Goncharuk</b> , Hauge School of Management, NLA Høgskolen (Norway) <b>Iliya Kerezhev</b> , University of National and World Economy (Bulgaria) <i>Bridging Consumer Perceptions and Circular Economy Efficiency: Evidence from a Post-transition EU Economy</i>
	<b>Jiří Strouhal</b> , Pan-European University Prague (Czech Republic) <b>Sajani Karunaratne</b> , TalTech (Estonia) <b>Emil Velinov</b> , University of Applied Sciences (Latvia) <i>Beyond the Green Deal: A Comparative Analysis of Circular Economy Transitions in the Visegrad Group and Baltic States</i>
	<b>Ana Maria Cristișor</b> , Moldova State University (Moldova) <b>Dorina Cimil</b> , University of Bucharest (Romania) <i>Segmented Liability in Online Legal Advice: A Reconceptualization of Responsibility Toward the Digital Consumer</i>
	<b>Oliva M. D. Martins</b> , CITEc - Instituto Politécnico de Bragança (Portugal) <b>Natacha de Jesus Silva</b> , UNIAG-Instituto Politécnico de Bragança (Portugal) <b>Maria Menshikova</b> , Universitas Mercatom (Italy) <b>Kosjenka Dumančić</b> , University of Zagreb (Croatia) <i>A Mind Map of Factors Influencing the Choice of Eco-friendly and Sustainable Products: Insights From Neuromarketing</i>
	<b>Gulnaz Alasgarova</b> , Institute of Law and Human Rights (Azerbaijan) <b>A. Özlem Önder</b> , Ege University (Türkiye) <i>Gaps and Misalignments in Policy Implementation of Circular Economy</i>
11.15 - 11.45	<b>Coffee break networking</b>
<b>Session 3: Aligning Law and Design: Policy and Regulatory Pathways for a Fair Circular Transition</b> <b>Moderator: Nicholas M. Holden, University College Dublin (Ireland)</b> <b>Room 1</b> <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/gg4wVsR9TGi7aXuo89JzUQ">https://us06web.zoom.us/meeting/register/gg4wVsR9TGi7aXuo89JzUQ</a></b>	
11.45 - 13.00	<b>Katerina Bojkovska</b> , University "St. Kliment Ohridski" - Bitola (North Macedonia) <b>Viktorija Stojkovski</b> , University "St. Kliment Ohridski" – Bitola (North Macedonia) <b>Nikolche Jankulovski</b> , University "St. Kliment Ohridski" – Bitola (North Macedonia) <b>Goran Mihajlovski</b> , University "St. Kliment Ohridski" - Botola (North Macedonia) <b>Iurie Lisnic</b> , Academy of Legal Research (Moldova) <i>Circular policy framework in the food sector for bridging regulation business</i>

	<p><i>practices and consumer protection in the Republic of North Macedonia</i></p> <p><b>Iuliana Violeta Enache</b>, Bucharest University of Economic Studies (Romania)  <b>Adrienne Csizmady</b>, ELTE Centre for Social Sciences (Hungary)  <i>Inflation Targeting, Consumer Behaviour, and Sustainable Consumption: a Comparative Perspective on Central and Eastern Europe</i></p> <p><b>Elif Korkmaz Tümer</b>, Ege University (Türkiye)  <b>Erol Türker Tümer</b>, Dokuz Eylül University (Türkiye)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>The Relationship Between Good Governance and Circular Economy Performance in the EU</i></p> <p><b>Başak Turan İçke</b>, Istanbul University (Türkiye)  <b>Ece Kozol</b>, Istanbul University (Türkiye)  <b>Sandra Tobon</b>, Universidad Autónoma de Madrid (Spain)  <i>Turning Circular Fashion Awareness Into Everyday Practice: a Multi-level Analytical Framework</i></p> <p><b>Narine Kochinyan</b>, Yerevan State University (Armenia)  <b>Maria Menshikova</b>, Universitas Mercatorum (Italy)  <b>Hayk Sargsyan</b>, Yerevan State University (Armenia)  <b>Sona Sargsyan</b>, Yerevan State University (Armenia)  <i>The Impact of Cultural Codes on Circular Economy Efficiency in the Context of SDG 12</i></p>
<p><b>Special Session 4 for Young Researchers: From Awareness to Action: Engaging Consumers and Businesses in Circular Practices</b>  <b>Moderator: Tarlan Ahmadov (University of Beira Interior, Portugal)</b>  <b>Room 3</b>  <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw">https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw</a></b></p>	
10.00 - 11.15	<p><b>Tarlan Ahmadov</b>, University of Beira Interior (Portugal)  <b>Maria Menshikova</b>, Universitas Mercatorum (Italy)  <i>The role of Digital Platforms in Enabling Consumer Circularity of Small Electronics</i></p> <p><b>Grennda Guerra</b>, Federal University of Pernambuco (Brazil)  <b>Nimra Ahmed</b>, University of Zurich (Switzerland),  <b>Anton Fedosov</b>, FHNW University of Applied Sciences and Arts Northwestern Switzerland (Switzerland)  <i>Designing Sharing and Circular Economy Platforms with Cultural Considerations</i></p> <p><b>Katarina Katavić</b>, Josip Juraj Strossmayer University of Osijek (Croatia)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Corporate Sustainability Due Diligence Directive (CSDDD) In Practice: Analysis Of Obligations and Implementation Challenges</i></p> <p><b>Ana Kitic</b>, University of Niš (Serbia)  <b>Lidia Petrova Galabova</b>, Technical University of Sofia (Bulgaria)  <i>Engaging Consumers and Firms Through Circular Business Models: From Awareness to Sustainable Action</i></p> <p><b>Gökçe Manavgat</b>, Toros University (Türkiye)  <b>Mija Crnjaković</b>, University of Zagreb, Zagreb (Croatia)  <i>From Industrial Circularity to Well-being: Assessing the Social Efficiency of the Circular Economy in the EU</i></p>

11.15 - 11.45	<b>Coffee break networking</b>
<b>Special Session 4 for Young Researchers: From Awareness to Action: Engaging Consumers and Businesses in Circular Practices</b> <b>Moderator: Tarlan Ahmadov (University of Eastern Finland)</b> <b>Room 3</b> Zoom: <a href="https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw">https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw</a>	
11.45 - 13.00	<b>Danijela Pantović</b> , University of Kragujevac (Serbia) <b>Sllavka Kurti</b> , University of Tirana (Albania) <b>Sanja Peković</b> , University of Montenegro (Montenegro) <i>Gender Differences in Motivations to Consume in Restaurants with a Green Dimension</i>
	<b>Dadiana Dabija</b> , Stefan cel Mare University of Suceava (Romania) <b>Cecilia Isola</b> , University of Genoa (Italy) <i>A Consumer Cycle Framework for Assessing Circular Economy Performance at the Use Phase</i>
	<b>Irena Baláková</b> , Mendel University (Czech Republic) <b>Michaela Kundrátová</b> , Mendel University (Czech Republic) <b>Adriana Buzdugan</b> , Moldova State University (Moldova) <i>Motivations and Barriers to Re-use Practices: A Segmented Consumer Perspective in Czechia</i>
	<b>Viktorija Stojkovski</b> , University St. Kliment Ohridski - Bitola (North Macedonia) <b>Katerina Bojkovska</b> , University St. Kliment Ohridski - Bitola (North Macedonia) <b>Nikolche Jankulovski</b> , University St. Kliment Ohridski - Bitola (North Macedonia) <b>Adriana Buzdugan</b> , Moldova State University (Moldova) <i>Enhancing Circular Economy Outcomes Through Strategic Collaboration: Management Approaches for Policymakers, Business and Consumers</i>
	<b>Atakan Durmaz</b> , Samsun University (Türkiye) <b>Tarlan Ahmadov</b> , University of Beira Interior (Portugal) <i>Circular Futures in Migration: Sustainable and Circular Economy Practices Among Migrant Entrepreneurs in Türkiye</i>

## A MIND MAP OF FACTORS INFLUENCING THE CHOICE OF ECO-FRIENDLY AND SUSTAINABLE PRODUCTS: INSIGHTS FROM NEUROMARKETING

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**Abstract.** Neuromarketing evaluates human expressions to understand people's behavior, and marketing can exploit the main factors associated with each behavior to help individuals make more conscious and environmentally friendly decisions. The decision-making process is complex, but through emotional responses to experiences (products or advertisements), communication can be more assertive if it considers consumer perception. Attractive eco-friendly packaging and messaging, innovative design, and consumer-centred marketing strategies can influence the decision to purchase eco-friendly and sustainable products, especially when they take into account the level of awareness of perceived value among consumers and buyers. Despite considerations (rational, emotional, and associated risks), can people see the same product differently? To answer this question, the objective of this research was defined: to develop a comprehensive understanding of the factors that influence the consumer decision-making process. On November 27, 2025, this research develops a literature review in Web of Science Core Collection, searching article related to Neuromarketing, to understand the decision-making process of consume, which can be applied to the eco-friendly and sustainable products campaign. The results structured the factors into five dimensions, and a map mind emerges from it.

**Keywords:** consumer behaviour, neuromarketing, sustainability, circular economy, social marketing.