



TECHNICAL UNIVERSITY OF MOLDOVA

Faculty of Economic Engineering and Business

CONFERENCE PROGRAMME

The 6th Economic International Conference

„COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT”

organised by

Technical University of Moldova,

Faculty of Economic Engineering and Business

in partnership with the Stefan cel Mare University of Suceava,

with the support of ICA and Erasmus+ Project Skills4future

[in mixed format \(online & off-line, bd. Dacia, 41, bl.10, room 415\)](#)

[LINK TO CONFERENCE](#)

November 7-8, 2024

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Carmen Adina PASTIU, professor, PhD, 1 Decembrie 1918 University of Alba Iulia, Romania.
Iuliu ȚURCAN, assoc. prof., PhD, Technical University of Moldova.
Angela ALBU, assoc. prof., PhD, Stefan cel Mare University of Suceava, Romania.
Nicolae ȚURCANU, assoc. prof., PhD, Technical University of Moldova.

CONFERENCE PROGRAMME

November 7nd

09:30-10:00	Welcome & Registration of participants
10:00-10:10	Opening remarks and Welcoming speeches
10:10-12:30	Plenary Session
12:30-13:30	Lunch
13:30-18:00	Sections' Presentations
10:10-12:30	<p>Plenary Session aud. 10-415 (link)</p> <p>Moderator – Rafael CILOCI, PhD., Assoc.prof., Dean FEEB</p> <p>POTENTIAL AND CHALLENGES OF THE EU FOOD QUALITY SCHEMES FOR REGIONAL AND TRADITIONAL PRODUCTS - POLISH EXPERIENCES AND IMPLICATIONS FOR MOLDOVA Agata MALAK-RAWLIKOWSKA, PhD. hab. <i>Warsaw University of Life Sciences - WULS, Poland</i></p> <p>THE ROLE OF SHORT FOOD SUPPLY CHAINS IN ADVANCING THE GLOBAL AGENDA FOR SUSTAINABLE FOOD SYSTEMS TRANSITIONS Rico IHLE, PhD. <i>Wageningen University, Netherlands</i></p> <p>HOW INNOVATION AND DIGITALIZATION ARE TRANSFORMING THE UNIVERSITY Carmen NASTASE, PhD. <i>„Stefan cel Mare” University of Suceava, Romania</i></p> <p>CHALLENGES AND OPPORTUNITIES IN MONGOLIA’S ECONOMIC DIVERSIFICATION Kadirbyek DAGYS, PhD. candidate <i>Wageningen University, Netherlands</i> <i>Mongolian University of Life Sciences, Mongolia</i> Wim HEIJMAN, PhD. <i>Wageningen University, Netherlands</i> <i>Czech University of Life Sciences Prague, Czech Republic</i> Liesbeth DRIES, PhD. <i>Wageningen University, Netherlands</i> Bakyei AGIPAR, PhD. <i>Mongolian University of Life Sciences, Mongolia</i></p> <p>IMPROVING CONSUMER EXPERIENCE IN ONLINE BUSINESS USING AI Carmen Adina PASTIU, PhD. <i>„1 Decembrie 1918” University of Alba Iulia, Romania</i> Silvia MAICAN, PhD. <i>„1 Decembrie 1918” University of Alba Iulia, Romania</i> Andreea MUNTEAN, PhD. <i>„1 Decembrie 1918” University of Alba Iulia, Romania</i></p>

SUSTAINABLE LEARNING: STRATEGIES FOR TEACHING GREEN SKILLS
Theodora DOLTU, PhD.
University POLITEHNICA of Bucharest, Romania

**CONNECTING THE AGRICULTURAL POLICIES OF THE REPUBLIC OF MOLDOVA
TO THE PAC UNDER THE PRE-ACCESSION CONDITIONS TO THE EU**
Aurelia LITVIN, PhD. hab.
Technical University of Moldova, Republic of Moldova

November 8rd

10:00-12:00

Closing conference

SECTIONS' PRESENTATIONS

13:30-18:00

Section: EUROPEAN POLICIES & EUROPEAN INTEGRATION
aud. 10-417 ([link](#))

Moderators:
Tatiana MUNTEANU, PhD., TUM
Elena MOROI, PhD., TUM

13:30-18:00

**Section: SUSTAINABLE DEVELOPMENT, INNOVATIONS, EDUCATION AND
DIGITALIZATION**
aud. 10-415 ([link](#)) and aud. 10-416

Moderators:
Rafael CILOCI, PhD., TUM
Rina ȚURCAN, PhD., TUM

Moderators:
Iuliu ȚURCAN, PhD., TUM
Alina STRATILA, PhD., TUM

13:30-18:00

Section: MANAGEMENT & LEADERSHIP
aud. 10-415 ([link](#))

Moderators:
Rafael CILOCI, PhD., TUM
Rina ȚURCAN, PhD., TUM

13:30-18:00

Section: MARKETING & LOGISTIC
aud. 10-417 ([link](#))

Moderators:
Tatiana MUNTEANU, PhD., TUM
Elena MOROI, PhD., TUM

13:30-18:00

Section: FINANCE & ACCOUNTING
aud. 10-417 ([link](#))

Moderators:
Tatiana MUNTEANU, PhD., TUM
Elena MOROI, PhD., TUM

SECTION I

EUROPEAN POLICIES & EUROPEAN INTEGRATION

[aud. 10-417 \(link\)](#)

DIANA REIANU, PhD.

Babeş-Bolyai University, Cluj-Napoca, Romania

PUBLIC CONSULTATION AND STRENGTHENING THE LEGITIMACY OF DECISION-MAKING PROCESSES

Radu RADUCAN, PhD.

Tibiscus University of Timișoara, Romania

Cristina Mihaela NAGY, PhD.

Tibiscus University of Timișoara, Romania

Andreea ADAM (WEISNER), PhD.

West University of Timișoara, Romania

INSURANCE, EUROPEAN FUNDS, CIRCULAR ECONOMY, AND MANAGEMENT: PILLARS OF SUCCESS IN THE NEW ECONOMY

Lucia ADASCALIȚA, PhD.

Technical University of Moldova, Republic of Moldova

Viorica CAZAC, PhD.

Technical University of Moldova, Republic of Moldova

Nicoleta VASILIEV

Technical University of Moldova, Republic of Moldova

ANALYSIS OF THE IMPLEMENTATION OF PLASTIC RECYCLING STRATEGIES IN THE REPUBLIC OF MOLDOVA. CASE STUDY

Sargis GEVORGYAN, PhD.

Weihenstephan-Triesdorf University of Applied Sciences, Germany

COMPARISON OF FOOD WASTE MANAGEMENT POLICES BETWEEN GREECE AND ARMENIA: POSSIBLE RECOMMENDATIONS FOR ARMENIA

VEACESLAV BARDAN, PhD.

Technical University of Moldova, Republic of Moldova

THE IMPACT OF LIGHT POLLUTION ON THE ENVIRONMENT AND HUMAN SOCIETY

Andreea ADAM (WEISNER), PhD.

West University of Timișoara, Romania

DRIVING SUSTAINABILITY, CROSS-BORDER PARTNERSHIPS AND EUROPEAN FUNDING IN CIRCULAR ECONOMY REPORTING

MIHAI POPESCU, PhD.

„Stefan cel Mare” University of Suceava, Romania

SOCIAL POLICY IN THE EUROPEAN UNION. SOCIAL PROTECTION MEASURES

Viorica URSU, PhD.

Technical University of Moldova, Republic of Moldova

Monica Adriana TEGLEDI, PhD.

Petroleum-Gas University of Ploiești, Romania

Iurie IVANOV, PhD.

Technical University of Moldova, Republic of Moldova

Alexandru GRIBINCEA, Master student

Technical University of Moldova, Republic of Moldova

AGRICULTURAL LAND AND AGRICULTURE IN THE SUSTAINABLE DEVELOPMENT OF THE EUROPEAN UNION

Viorica CAZAC, PhD.

Technical University of Moldova, Republic of Moldova

Lucia ADASCALIȚA, PhD.

Technical University of Moldova, Republic of Moldova

Nicoleta VASILIEV, PhD.

Technical University of Moldova, Republic of Moldova

REGULATIONS ON SUSTAINABILITY IN THE PACKAGING SECTOR

Liliana JITARI, MSc.

Technical University of Moldova, Republic of Moldova

UNCERTAINTY IN REAL ESTATE EVALUATION PROCESS. INTERNATIONAL EXPERIENCE

CATALIN DRAGOI, Researcher

“Victor Slăvescu” Centre for Financial and Monetary Research, Romanian Academy, Romania

ROMANIA’S BUDGET DEFICIT IN THE EUROPEAN CONTEXT

ALEXANDRU GHENCEA, PhD. student

„Dunărea de Jos” University, Galați, Romania

THE EVOLUTION OF MOLDOVA’S COMPETITIVE MARKET: GENERATING AGRO-FOOD INCOME BY CHANGING THE VECTOR FROM EAST TO WEST

SECTION II

SUSTAINABLE DEVELOPMENT, INNOVATIONS, EDUCATION AND DIGITALIZATION

[aud. 10-415 \(link\)](#)

Camelia MILEA, PhD.

“Victor Slăvescu” Centre for Financial and Monetary Research, Romanian Academy, Romania

DIRECTIONS OF ACTION FOR ATTENUATING ROMANIA’S FOREIGN DEFICIT

Ana Maria BUCACIUC, PhD.

„Stefan cel Mare” University of Suceava, Romania

SUSTAINABLE DEVELOPMENT OPPORTUNITIES THROUGH ECONOMIC COLLABORATION: FOSTERING ECONOMIC GROWTH AND COMPETITIVENESS IN BORDER REGIONS

Georgiana CHITIGA, PhD.

“Victor Slăvescu” Centre for Financial and Monetary Research, Romanian Academy, Romania

CHALLENGES AND OPPORTUNITIES IN THE FINANCING OF THE CLIMATE TRANSITION AT THE EU LEVEL

Larisa BUGAIAN, PhD. hab.

Technical University of Moldova, Republic of Moldova

ECONOMIC AND SOCIAL EFFICIENCY OF JOINT INTER-UNIVERSITY PROGRAMS

Ciprian APOSTOL, PhD.

“Alexandru Ioan Cuza” University, Romania

ARTIFICIAL INTELLIGENCE - THE TECHNOLOGY THAT TRANSCENDS OUR IMAGINATION

Ruxandra BEJINARU, PhD.

„Stefan cel Mare” University of Suceava, Romania

Marian-Vlăduț TOMA, PhD. student

„Stefan cel Mare” University of Suceava, Romania

INCREASING THE EFFICIENCY OF BUSINESS OPERATIONS THROUGH MICROLEARNING, BPM AND RPA

Călin Lucian BÎZU, PhD.

University of Agricultural Sciences and Veterinary Medicine „Ion Ionescu de la Brad”, Romania

PROMOTING THE DIGITALIZATION OF PUBLIC SERVICES IN MOLDOVA AND ROMANIA THROUGH CREATING THE COMMON DIGITAL SPACE

Silvia Elena ISACHI, Researcher

“Victor Slăvescu” Centre for Financial and Monetary Research, Romanian Academy, Romania

ENERGY TRANSFORMATION – SUSTAINABILITY THROUGH EFFICIENCY

Mariana PAVLENCU, PhD.

„Stefan cel Mare” Academy of Ministry of Internal Affairs of the Republic of Moldova

Igor SOROCEANU, PhD. student

„Stefan cel Mare” Academy of Ministry of Internal Affairs of the Republic of Moldova

THE HISTORICAL-POLITICAL FACTORS THAT CONDITION THE APPEARANCE AND EVOLUTION OF ELECTORAL CRIMES

Otilia-Maria BORDEANU, PhD.

„Stefan cel Mare” University of Suceava, Romania

Carmen NASTASE, PhD.

„Stefan cel Mare” University of Suceava, Romania

Lucia MOROȘAN-DĂNILĂ, PhD.

„Stefan cel Mare” University of Suceava, Romania

STUDENT AND STAFF ENGAGEMENT FOR CLIMATE CHANGE: LESSONS FROM THE ILCA PROJECT

Maria OLEINIUC, PhD. hab.

„Alecu Russo” State University of Balti, Republic of Moldova

DIAGNOSIS ON STUDENTS' FEEDBACK FOR DISCIPLINE "SUPPLY AND DISTRIBUTION MANAGEMENT" OF INNOVATIVE STEAM CURRICULUM WITHIN THE SKILLS4FUTURE PROJECT

K.A. PYLYPENKO, PhD.

Melitopol State Pedagogical University named after Bohdan Khmelnytskyi Zaporizhzhia, Ukraine

O.A. MARCHENKO, PhD.

Melitopol State Pedagogical University named after Bohdan Khmelnytskyi Zaporizhzhia, Ukraine

N.V. RUNCHEVA, PhD.

Melitopol State Pedagogical University named after Bohdan Khmelnytskyi Zaporizhzhia, Ukraine

DIRECTIONS FOR THE DEVELOPMENT OF AGRITOURISM IN MOLDOVA AND UKRAINE

Cornelia CRUCERESCU, PhD.

Technical University of Moldova, Republic of Moldova

Nino KONTSELIDZE, PhD. student

Batumi Shota Rustaveli State University, Georgia

CASE STUDY OF MOLDOVA AND GEORGIA ON NATIONALIZATION OF SUSTAINABLE DEVELOPMENT GOALS INDICATORS

Lucia MOROȘAN-DĂNILĂ, PhD.

„Stefan cel Mare” University of Suceava, Romania

Otilia-Maria BORDEANU, PhD.

„Stefan cel Mare” University of Suceava, Romania

Claudia-Elena GRIGORAȘ-ICHIM, PhD.

„Stefan cel Mare” University of Suceava, Romania

Dumitru FILIPEANU, PhD.

Gheorghe Asachi Technical University of Iasi, Romania

TELEWORK AS A SUSTAINABLE BUSINESS SOLUTION: ADVANTAGES, CHALLENGES AND FUTURE PERSPECTIVES

Irina TODOS, PhD.

Cahul State University, Republic of Moldova

Ludmila ROȘCA-SADURSCHI, PhD.

Cahul State University, Republic of Moldova

Liliana CECLU, PhD.

Cahul State University, Republic of Moldova

THE DEVELOPMENT OF STUDENTS' SKILLS FROM THE PERSPECTIVE OF THE EVOLUTION OF INDUSTRY 4.0

Natalia REMEȘOVSCI, PhD.

Academy of Economic Studies of Moldova, Republic of Moldova

CONSUMER EDUCATION AS A MEANS OF DEVELOPING SUSTAINABLE CONSUMPTION

Carol Alexandru MOHR, PhD.

Bucovina Institute of the Romanian Academy, Rădăuți, Romania

Carmen CHAȘOVSCI, PhD.

„Stefan cel Mare” University of Suceava, Romania

STEPHEN THE GREAT CULTURAL ROUTE: PREREQUISITES FOR A SUSTAINABLE CULTURAL TOURISM PRODUCT

Vladimir POLCANOV, PhD.

Technical University of Moldova, Republic of Moldova

Alina POLCANOVA, PhD.

Technical University of Moldova, Republic of Moldova

Alexandru RĂȘCOVOI, PhD.

Technical University of Moldova, Republic of Moldova

Alexandru CÎRLAN, PhD.

Technical University of Moldova, Republic of Moldova

OPTIMIZING PRE-DESIGN RESEARCH QUALITY SYSTEM TO ENHANCE CONSTRUCTION SAFETY

Anișoara Niculina APETRI, PhD.

„Stefan cel Mare” University of Suceava, Romania

Andreea Mihaela PAULIUC

„Stefan cel Mare” University of Suceava, Romania

EVALUATION OF THE CURRENT STATE OF THE ROMANIAN SOCIAL PROTECTION SYSTEM AND ANALYSIS OF ITS SUSTAINABILITY

Aurelia LITVIN, PhD. hab.

Technical University of Moldova, Republic of Moldova

Elena FLEACĂ, PhD.

University POLITEHNICA of Bucharest, Romania

EDUCATION FOR THE DEVELOPMENT OF STEAM SKILLS FROM THE PERSPECTIVE OF CURRENT CHALLENGES IN THE CONTEXT OF EU ACCESSION

Călin Lucian BÎZU, PhD.

University of Agricultural Sciences and Veterinary Medicine „Ion Ionescu de la Brad”, Romania

DIGITAL PUBLIC ADMINISTRATION – A PARADIGM OF GOOD GOVERNANCE

Ancuța AGHENIȚEI, PhD.

„Stefan cel Mare” University of Suceava, Romania

WORKFORCE PERFORMANCE AND COMPETITIVENESS IN ROMANIA: HOW IMPORTANT ARE DIGITAL SKILLS?

Mihail CIOBANU, Researcher

Academy of Economic Studies of Moldova, Republic of Moldova

TENDENCIES IN THE POST-PANDEMIC LABOR MARKET IN REPUBLIC OF MOLDOVA IN REGIONAL ASPECT

Igor SOROCEANU, PhD. student

„Ion Creangă” State Pedagogical University, Republic of Moldova

THE CHARACTERISTICS OF THE PRINCIPLES OF ORGANIZING ELECTIONS IN THE REPUBLIC OF MOLDOVA

SECTION II

SUSTAINABLE DEVELOPMENT, INNOVATIONS, EDUCATION AND DIGITALIZATION

aud. 10-416

Maria GHEORGHÎȚA, PhD.

Technical University of Moldova, Republic of Moldova

PROMOTING SUSTAINABILITY IN THE LIGHT INDUSTRY OF THE REPUBLIC OF MOLDOVA WHILE ENSURING COMPETITIVENESS

Alina POLCANOVA, PhD.

Technical University of Moldova, Republic of Moldova

Vladimir POLCANOV, PhD.

Technical University of Moldova, Republic of Moldova

ECONOMIC AND SOCIAL FEATURES OF CONSTRUCTION IN COMPLEX ENGINEERING AND GEOLOGICAL CONDITIONS

Rina ȚURCAN, PhD.

Technical University of Moldova, Republic of Moldova

Daniela POJAR, PhD.

Technical University of Moldova, Republic of Moldova

IMPACT OF INDUSTRY 4.0 TECHNOLOGIES ON SKILL REQUIREMENTS AND WORKFORCE AVAILABILITY IN KEY SECTOR

Svetlana ALBU, PhD. hab.

Technical University of Moldova, Republic of Moldova

Ion ALBU, PhD.

Technical University of Moldova, Republic of Moldova

WASTE MANAGEMENT ISSUES IN THE CONSTRUCTION SECTOR IN THE REPUBLIC OF MOLDOVA

Ala OBERȘT, PhD.

Technical University of Moldova, Republic of Moldova

ANALYSIS OF SUSTAINABLE DEVELOPMENT PRACTICES IN THE EUROPEAN UNION: A PERSPECTIVE ON ACHIEVED SUCCESSES AND ENCOUNTERED CHALLENGES

Rafael CILOCI, PhD.

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Iuliu ȚURCAN, PhD.

Technical University of Moldova, Republic of Moldova

THE INNOVATION THE DRIVER FOR CIRCULAR ECONOMY

Maria GHEORGHÎȚA, PhD.

Technical University of Moldova, Republic of Moldova

Alina STRATILA, PhD.

Technical University of Moldova, Republic of Moldova

Ina GUMENIUC, PhD.

Technical University of Moldova, Republic of Moldova

TRANSFORMATION OF MOLDOVA'S AGRICULTURAL SECTOR: NEW CHALLENGES AND INVESTMENT OPPORTUNITIES

Anatol RACUL, PhD.

Technical University of Moldova, Republic of Moldova

ASSESSING THE SUSTAINABLE DEVELOPMENT OF RURAL AREAS IN THE REPUBLIC OF MOLDOVA THROUGH MULTINOMIAL LOGISTIC REGRESSION OF THE DEGREE OF COMMERCIALIZATION OF AGRICULTURAL PRODUCTION

Andrei ZBANCĂ, PhD.

Technical University of Moldova, Republic of Moldova

Cornelia CRUCERESCU, PhD.

Technical University of Moldova, Republic of Moldova

THE COMPETITIVENESS OF THE FRUIT BUSHES AND STRAWBERRIES SECTOR IN THE REPUBLIC OF MOLDOVA AND WAYS TO INCREASE EFFICIENCY FOR SUSTAINABLE DEVELOPMENT

Maria-Liliana MARIAN, PhD.

Technical University of Moldova, Republic of Moldova

Sergiu TUZLUCOV

Technical University of Moldova, Republic of Moldova

CONCRETE PRODUCED WITH THE ADDITION OF AGGREGATES FROM WASTE (GLASS WASTE, COAL ASH AND RUBBER PARTICLES)

Ana LEȘAN, PhD.

Technical University of Moldova, Republic of Moldova

REAL ESTATE INVESTMENTS ENGINE OF DEVELOPMENT OF SUSTAINABLE LOCAL COMMUNITIES IN THE REPUBLIC OF MOLDOVA

Elena MOROI, PhD.

Technical University of Moldova, Republic of Moldova

PERSPECTIVES ON THE DEVELOPMENT OF RURAL SERVICES IN MOLDOVA THROUGH THE CREATION OF SMART VILLAGES

Elena ȘCERBACOV, PhD.

Technical University of Moldova, Republic of Moldova

ANALYSIS OF THE CEREALS INSURANCE DEGREE OF THE REPUBLIC OF MOLDOVA

Anatol RACUL, PhD.

Technical University of Moldova, Republic of Moldova

COMPARATIVE ANALYSIS OF SUSTAINABLE DEVELOPMENT IN THE CONSTRUCTION SECTOR IN ROMANIA AND THE REPUBLIC OF MOLDOVA

Stela CUCOȘ, PhD. student

Technical University of Moldova, Republic of Moldova

DIRECTIONS FOR IMPROVING MANAGEMENT METHODS IN THE CONSTRUCTION SECTOR

Liudmila BOTNARI, PhD. student

Technical University of Moldova, Republic of Moldova

FACTORS IMPACTING ON BUSINESS EFFECT AND EFFICIENCY

Vasile ȘORONGA, PhD. student

Technical University of Moldova, Republic of Moldova

THE ROLE OF CADASTRE IN THE SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF MOLDOVA

SECTION III

MANAGEMENT & LEADERSHIP

[aud. 10-415 \(link\)](#)

Pini DAVIDOV, PhD. hab.

Azrieli Academic College of Engineering, Israel

IMPLEMENTATION OF PROJECT MANAGEMENT KNOWLEDGE AREAS BY PROJECT MANAGERS

Margareta VÎRCOLICI, PhD.

Technical University of Moldova, Republic of Moldova

Natalia ȘESTENCO-DIACEK, PhD. student

Technical University of Moldova, Republic of Moldova

THE CONTRIBUTION OF THE ROAD TRANSPORT SECTOR TO THE ECONOMY OF THE REPUBLIC OF MOLDOVA

Viorica CUCONAȘU, PhD. student

Academy of Economic Studies of Moldova, Republic of Moldova

THE ROLE OF PROFESSIONAL NETWORKS AND MENTORSHIP IN SUPPORTING CAREER DEVELOPMENT WITHIN A SUSTAINABILITY CONTEXT

Marcela BOTNARU, PhD. student

Technical University of Moldova, Republic of Moldova

ENTREPRENEURIAL EDUCATION AND SUSTAINABLE DEVELOPMENT IN THE REPUBLIC OF MOLDOVA: SYNERGIES AND FUTURE PERSPECTIVES

Margareta VÎRCOLICI, PhD.

Technical University of Moldova, Republic of Moldova

Natalia ȘESTENCO-DIACEK, PhD. student

Technical University of Moldova, Republic of Moldova

CONCEPTS RELATED TO QUALITY AND ASSOCIATED INDICATORS IN TRANSPORT SYSTEMS MANAGEMENT

SECTION IV

MARKETING & LOGISTIC

[aud. 10-417 \(link\)](#)

Ruxandra BEJINARU, PhD.

„Stefan cel Mare” University of Suceava, Romania

AI-DRIVEN MARKETING: TRENDS AND IMPACTS OF NEW MEDIA ON BUSINESS PROMOTION STRATEGIES

Carmen Adina PASTIU, PhD.

“1 Decembrie 1918” University of Alba Iulia, Romania

Silvia MAICAN, PhD.

“1 Decembrie 1918” University of Alba Iulia, Romania

Andreea MUNTEAN, PhD.

“1 Decembrie 1918” University of Alba Iulia, Romania

USING NEUROMARKETING TO INCREASE COMPETITIVE ADVANTAGE

Svetlana DIACONU, PhD.

Moldova State University, Republic of Moldova

THE INFLUENCE OF MULTICULTURALISM ON CONSUMER PERCEPTIONS OF MARKETING COMMUNICATION STRATEGIES: AN APPLIED ANALYSIS OF DOMESTIC COMPANIES

Elena NIREAN, PhD.

Moldova State University, Republic of Moldova

THE IMPACT OF GREEN MARKETING ON CONSUMER BEHAVIOR

Olesea ROTARU, PhD.

Academy of Economic Studies of Moldova, Republic of Moldova

APPROACHING BUYER BEHAVIOR THROUGH THE PRISM OF REAL ESTATE MARKET SEGMENTATION IN THE REPUBLIC OF MOLDOVA

Tatiana MUNTEANU, PhD.

Technical University of Moldova, Republic of Moldova

IMPACT OF THE ADVERTISING MESSAGE ON THE PURCHASE DECISION AND COMPLIANCE WITH ADVERTISING ETHICS IN THE REPUBLIC OF MOLDOVA

Lilia CHIRIAC, PhD.

Technical University of Moldova, Republic of Moldova

Iulia RACU, PhD. hab.

“Ion Creangă” State Pedagogical University, Republic of Moldova

THE ROLE OF EMOTIONAL INTELLIGENCE IN SHAPING FUTURE MARKETERS

Larisa TRIFONOVA, PhD.

Moldova State University, Republic of Moldova

THE ART OF PERSONALIZATION IN MARKETING STRATEGIES: TRENDS AND SOLUTIONS

Diana MEMEȚ, PhD.

Technical University of Moldova, Republic of Moldova

Rodica BURBULEA, PhD.

Technical University of Moldova, Republic of Moldova

THE IMPACT OF MARKETING STRATEGIES ON THE WINE INDUSTRY

Svetlana BOGDANOVA, PhD.

Technical University of Moldova, Republic of Moldova

CONSUMER BEHAVIOR IN THE DIGITAL ECONOMY: THE INFLUENCE OF THE INTERNET AND SOCIAL MEDIA

Rodica BURBULEA, PhD.

Technical University of Moldova, Republic of Moldova

STUDYING THE NEEDS AND PREFERENCES OF AGRICULTURAL PRODUCT CONSUMERS

Andrei GANGAN, PhD.

Technical University of Moldova, Republic of Moldova

WASTE RECYCLING AS A SOURCE OF SUPPLY FOR ENTERPRISES

SECTION V

FINANCE & ACCOUNTING.

[aud. 10-417 \(link\)](#)

Neli MUNTEAN, PhD.

Technical University of Moldova, Republic of Moldova

Irina FUSARU, PhD. student

Moldova State University, Republic of Moldova

Olena KOLISNYK, PhD.

State Tax University, Irpin, Ukraine

USABILITY OF Z-SCORE FOR PREDICTING BANKRUPTCY RISK: A CASE STUDY FOR AGRARIAN SECTOR ENTITIES IN MOLDOVA

Florina NISTOR (CREȚU), PhD.

„Stefan cel Mare” University of Suceava, Romania

CURRENT STATUS OF RESEARCH ON ANNUAL FINANCIAL STATEMENTS AND TAX EVASION – A BIBLIOMETRIC ANALYSIS

Tetiana MELIKHOVA, PHD.

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IMPROVING DOCUMENTATION OF THE AUDIT OF CASH OPERATIONS TO IMPROVE ACCOUNTING IN THE ENTERPRISE MANAGEMENT SYSTEM

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TRANSFORMATION OF ACCOUNTING FUNCTIONS AND TASKS IN THE CONTEXT OF POST-WAR ECONOMIC RECOVERY IN UKRAINE

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EXPERIENCE, PROBLEMS AND SOLUTIONS IN THE FIELD OF ACCOUNTING FOR THE COSTS RELATED TO THE FINALIZATION OF AGRICULTURAL PRODUCTS

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