









TECHNICAL UNIVERSITY OF MOLDOVA

Faculty of Economic Engineering and Business

CONFERENCE PROGRAMME

The 5th Economic International Conference

"COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT"

organised by

Technical University of Moldova,

Faculty of Economic Engineering and Business

in partnership with the National Institute of Economic Research

and Stefan cel Mare University of Suceava,

with the support of Central and South Eastern Europe

in mixed format (online & off-line, bd. Dacia, 41, bl.10, room 309)

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CONFERENCE PROGRAMME

November 2nd

| | NOVEILIDEI Z |
|-------------|--|
| 09:30-10:00 | Welcome & Registration of participants |
| 10:00-10:10 | Opening remarks and Welcoming speeches |
| 10:10-12:00 | Plenary Session |
| 12:00-13:00 | Lunch |
| 13:00-15:30 | Sections' Presentations |
| 15:30-16:00 | Coffee-brake |
| 16:00-17:00 | Sections' Presentations |
| 10:10-12:00 | Plenary Session (<u>link</u>) |
| | Moderator – Rafael CILOCI, PhD., Assoc.prof., Dean FEEB |
| | HETEROGENEITY ON THE BOARD OF DIRECTORS AND IPO SURVIVAL Ruth O. SAGAY, PhD. School of Management, Swansea University, Swansea, United Kingdom Marc GOERGEN, PhD. IE Business School, IE University, Madrid, Spain European Corporate Governance Institute (ECGI), Brussels, Belgium Svetlana MIRA, PhD. Cardiff Business School, Cardiff University, Cardiff, United Kingdom Onur Kemal TOSUN, PhD. Cardiff Business School, Cardiff University, Cardiff, United Kingdom IMPROVING THE QUALITY OF HIGHER EDUCATION IN THE REPUBLIC OF MOLDOVA BY DEVELOPING STEAM SKILLS Aurelia LITVIN, PhD. hub. Technical University of Moldova, Republic of Moldova Rina ŢURCAN, PhD. Technical University of Moldova, Republic of Moldova Iuliu ŢURCAN, PhD. Technical University of Moldova, Republic of Moldova |
| | THE ASSESSMENT OF ECO-INNOVATION PERFORMANCES THROUGH THE EU ECO-INNOVATION INDEX. ADVANTAGES AND CRITICAL APPROACH Angela ALBU, PhD. "Stefan cel Mare" University of Suceava, Romania |
| | DIGITAL PRODUCTS & PRODUCTS WITH NETWORK EFFECTS – INTRODUCING THE 'THREE FOLD CANVAS' Donato MASI, PhD. Aston Business School, United Kingdom Andrei STAN, PhD. stud. Aston Business School, United Kingdom |

November 3rd

10:00-12:00 Closing conference

SECTIONS' PRESENTATIONS

| 13:00-17:00 | Section: EUROPEAN POLICIES AND EUROPEAN INTEGRATION (link) |
|-------------|--|
| | Moderators: Rafael CILOCI, PhD., TUM Rina ȚURCAN, PhD., TUM |
| 13:00-17:00 | Section: SUSTAINABLE DEVELOPMENT, INNOVATIONS AND CIRCULAR ECONOMY (<u>link</u>) |
| | Moderators: Iuliu ȚURCAN, PhD., TUM Victoria IORDACHI, PhD., NIER |
| 13:00-17:00 | Section: MANAGEMENT AND LEADERSHIP (<u>link</u>) |
| 1000 | Moderators: Alina STRATILA, PhD., TUM Lucia MOROSAN-DANILA, PhD., "Stefan cel Mare" University of Suceava, Romania |
| 13:00-17:00 | Section: MARKETING OF THE XXI CENTURY (<u>link</u>) |
| | Moderators: Tatiana MUNTEANU, PhD., TUM Mariana LUPAN, PhD., "Stefan cel Mare" University of Suceava, Romania |
| 13:00-17:00 | Section: FINANCE AND ACCOUNTING (link) |
| | Moderators: Alina POLCANOVA, PhD., TUM Olena LEMISHKO, PhD., NUBiP of Ukraine |
| 13:00-17:00 | Round table: PERFORMANCE - A DETERMINING FACTOR IN THE SUSTAINABLE DEVELOPMENT OF RURAL AREAS (link) |
| | Moderators: Aurelia LITVIN, PhD. hab., TUM Theodora DOLTU, PhD., National University of Science and Technology Politehnica Bucharest, Romania |

SECTION I

EUROPEAN POLICIES AND EUROPEAN INTEGRATION

Diana Gabriela REIANU, PhD.

Babeş-Bolyai University, Romania

THE LOCALIZATION OF THE GLOBAL AGENDA: A LEADING ROLE FOR LOCAL GOVERNMENTS IN ACHIEVING THE SDGS

Alina Georgeta AlLINCĂ, PhD.

"Victor Slavescu" Financial and Monetary Research Center, NIER, Romanian Academy, Romania

A COMPARATIVE ANALYSIS BETWEEN THE EVOLUTION OF SOME MACROECONOMIC INDICATORS IN ROMANIA AND THE REPUBLIC OF MOLDOVA

Oleg MOROZ, PhD.

The Engineering Educational and Scientific Institute of Zaporizhzhia, Ukraine

JUSTIFICATION OF PUBLIC ADMINISTRATION REFORM IN UKRAINE ON THE WAY OF EUROPEAN INTEGRATION AFTER THE END OF THE WAR

Elena MOROI, PhD.

Technical University of Moldova, Republic of Moldova

ANALYSIS OF THE COMPETITIVENESS OF THE NATIONAL ECONOMY IN THE CONTEXT OF ENSURING ECONOMIC SECURITY

Cornelia CRUCERESCU, PhD.

Technical University of Moldova, Republic of Moldova

COMPARATIVE ANALYSIS OF THE PROGRESS OF THE IMPLEMENTATION OF THE BRAND PROJECTS OF THE EUROPEAN UNION IN THE COUNTRIES OF THE EASTERN PARTNERSHIP

Alexandru MARIT, PhD.

Academy of Economic Studies of Moldova, Republic of Moldova

Călin Lucian BÎZU, PhD.

"Stefan cel Mare" University of Suceava, Romania

APPROACHES TO SCIENTIFIC RESEARCH METHODOLOGY IN GENERAL. TECHNICAL METHODS AND TACTICAL-METHODOLOGICAL RECOMMENDATIONS OF COMPUTER CRIME INVESTIGATION IN PARTICULAR

SECTION II

SUSTAINABLE DEVELOPMENT, INNOVATIONS AND CIRCULAR ECONOMY

Monica Adriana ŢEGLEDI, PhD.

Petroleum - Gas University of Ploiesti, Romania

George ENESCU, PhD.

Petroleum - Gas University of Ploiesti, Romania

Boni STRĂOANU, PhD.

Petroleum - Gas University of Ploiesti, Romania

ANALYSIS OF ROMANIA'S LITTLE AND MEDIUM COMPANIES IN ORDER TO INCREASE THE LEVEL OF DIGITIZATION

Carmen NASTASE, PhD.

"Stefan cel Mare" University of Suceava, Romania

Mihai POPESCU, PhD.

"Stefan cel Mare" University of Suceava, Romania

DIGITAL TRANSFORMATION OF THE BUSINESS FOR A SUSTAINABLE ECONOMY

Veronika PRYKHODKO, PhD.

Odessa State Environmental University, Ukraine

Vladyslav MYKHAILENKO, PhD.

Odessa State Environmental University, Ukraine

Tamerlan SAFRANOV, PhD.

Odessa State Environmental University, Ukraine

MUNICIPAL SOLID WASTE MANAGEMENT IN UKRAINE AS A PART OF SUSTAINABLE DEVELOPMENT STRATEGY

Ciprian APOSTOL, PhD.

"Alexandru Ioan Cuza" University, Romania

SUSTAINABILITY - FAD OR NECESSITY

Maria GHEORGHITA, PhD.

Technical University of Moldova, Republic of Moldova

Alina STRATILA, PhD.

Technical University of Moldova, Republic of Moldova

Iuliu TURCAN, PhD.

Technical University of Moldova, Republic of Moldova

PERSPECTIVES FOR IMPROVING THE ENVIRONMENT OF THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF LONG-TERM DEVELOPMENT OF WATER SUPPLY, SEWERAGE AND WASTE MANAGEMENT ENTERPRISES

Alina POLCANOVA, PhD.

Technical University of Moldova, Republic of Moldova

Olga OSTALTSEVA, PhD.

Belarusian State University of Physical Culture, Belarus

PROJECT RISKS IN THE CONSTRUCTION OF WIND POWER PLANTS IN MOLDOVA

Dumitru TRACI, PhD.

Shevchenko State University, Republic of Moldova

FINANCIAL MANAGEMENT AS THE MAIN MECHANISM FOR SUSTAINABLE DEVELOPMENT OF AGRICULTURAL ENTERPRISES

Iulian CONDRATOV, PhD.

"Stefan cel Mare" University of Suceava, Romania

Pavel STANCIU, PhD.

"Stefan cel Mare" University of Suceava, Romania

COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT IN ROMANIA: A BALANCING ACT FOR SMES

Rodica PERCIUN, PhD. hab.

National Institute of Economic Research / Academy of Economic Studies of Moldova, Republic of Moldova

PUBLIC PERCEPTION OF SUSTAINABLE CHEMICALS MANAGEMENT IN REPUBLIC OF MOLDOVA

Andrei ZBANCĂ, PhD.

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Ghenadie NEGRITU, PhD.

Technical University of Moldova, Republic of Moldova

Elena ŞCERBACOV, PhD.

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ANALYSIS OF THE COMPETITIVENESS OF THE CEREALS SECTOR IN THE CONTEXT OF ORGANISATIONAL AND LEGAL FORMS OF FARM MANAGEMENT FOR THE 2023-2024 SEASON

Georgiana CHITIGA, PhD.

"Victor Slavescu" Centre for Financial and Monetary Research, Romanian Academy, Romania

THE ENVIRONMENT IN A SUSTAINABLE EUROPE

Rafael CILOCI, PhD.

Technical University of Moldova, Republic of Moldova

Iuliu TURCAN, PhD.

Technical University of Moldova, Republic of Moldova

THE NEED FOR REPUBLIC OF MOLDOVA TO MOVE TO CIRCULAR ECONOMY

Cristian CHELARIU. PhD.

Suffolk University, Boston, USA

Madalina POPESCU

Romania

Maria GHEORGHITA, PhD.

Technical University of Moldova, Republic of Moldova

FAST FASHION VS. VINTAGE FASHION – AN EXPLORATORY ANALYSIS OF ROMANIAN YOUTH SUSTAINABILITY PERCEPTIONS

Grigore BALTAG, PhD.

Technical University of Moldova, Republic of Moldova

THE METHODOLOGICAL ASPECTS OF AGRICULTURAL POLICY

Maria ORHEAN-VRANCEANU, PhD.

"Stefan cel Mare" University of Suceava, Romania

Carmen NASTASE, PhD.

"Stefan cel Mare" University of Suceava, Romania

THE KEY FACTOR IN THE DEVELOPMENT OF GREEN ENTREPRENEURSHIP

Ina GUMENIUC, PhD.

Technical University of Moldova, Republic of Moldova

ENTREPRENEURSHIP DEVELOPMENT TRENDS IN THE REPUBLIC OF MOLDOVA

Camelia MILEA, PhD.

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

CHARACTERISTICS OF TOURISM IN THE REPUBLIC OF MOLDOVA

Iuliu TURCAN, PhD.

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Rina TURCAN, PhD.

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Alina STRATILA. PhD.

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DIGITALISATION AND ITS ROLE IN THE DEVELOPMENT OF CIRCULAR ECONOMY BUSINESS MODELS

Gabriela-Cornelia PICIU, PhD.

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

THE EFFECT OF INTRODUCING A CARBON TAX IN CASES OF HIGH AND LOW ECONOMIC GROWTH

Sergiu ŢIRIGAN, PhD.

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INDUSTRIAL SYMBIOSIS IN THE AGRICULTURAL SECTOR: REALITIES, PERSPECTIVES

Ion ALBU. PhD.

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Svetlana ALBU, PhD. hab.

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Adrian-Alexandru ŞERBĂNOIU, PhD.

Technical University "Gheorghe Asachi" lasi, Romania

SOLUTIONS TO MAINTAIN AND INCREASE THE VALUE OF THE BUILT HERITAGE IN THE MUNICIPALITY CHISINAU

Vladimir POLCANOV, PhD.

Technical University of Moldova, Republic of Moldova

Alina POLCANOVA, PhD.

Technical University of Moldova, Republic of Moldova

INFLUENCE OF ENGINEERING-GEOLOGICAL CONDITIONS ON THE COST OF RECONSTRUCTION IN THE CENTRAL PART OF CHISINAU

Elena ŞCERBACOV, PhD.

Technical University of Moldova, Republic of Moldova

Andrei ZBANCĂ, PhD.

Technical University of Moldova, Republic of Moldova

ANALYSIS OF THE IMPORT OF MILK AND DAIRY PRODUCTS OF THE REPUBLIC OF MOLDOVA

Larisa ŞAVGA, PhD.

Trade Co-operative University of Moldova, Republic of Moldova

Veronica BUTNARU

Feodosie PITUŞCAN, PhD.

Trade Co-operative University of Moldova, Republic of Moldova

TOWARDS A FAIR AND SUSTAINABLE TRADE IN THE MUNICIPALITY OF CHISINAU

Eugeniu STOIAN, PhD. student

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Carolina ANDRONIC

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SUSTAINABILITY OF FREIGHT LOGISTICS IN THE REPUBLIC OF MOLDOVA

Vlada VUTCARĂU, PhD. student

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THEORETICAL ASPECTS OF PLASTIC WASTE MANAGEMENT

Cristina SARBAN, PhD. student

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STATE POLICIES IN THE FIELD OF AGRICULTURE AND THEIR IMPACT ON THE QUALITY OF LIFE OF THE POPULATION OF THE REPUBLIC OF MOLDOVA

SECTION III

MANAGEMENT AND LEADERSHIP

Cristian CHELARIU, PhD.

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Elena Lidia ALEXA, PhD.

Technical University "Gheorghe Asachi", Iasi, Romania

Mirza Mohammad DIDARUL ALAM, PhD.

Sultan Qaboos University, Muscat, Oman

INDIVIDUAL-LEVEL ANTECEDENTS OF SOCIAL ENTREPRENEURSHIP INTENTIONS AMONG BUSINESS STUDENTS FROM MOLDOVA

Larisa BUGAIAN, PhD. hab.

Technical University of Moldova, Republic of Moldova

LEADERSHIP AND MANAGEMENT - THE EXPERIENCE OF HIGHER EDUCATION INSTITUTIONS IN MOLDOVA

K.A. PYLYPENKO, PhD.

Melitopol State Pedagogical University named after Bohdan Khmelnytskyi Zaporizhzhia, Ukraine

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FACTORS AND FUNCTIONS OF STRATEGIC DEVELOPMENT MANAGEMENT OF THE ENTERPRISE

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Alexandru CIUBUC, PhD. student

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COST OPTIMISATION - AN IMPORTANT DIRECTION TO ENHANCE THE EFFICIENCY OF TELECOMMUNICATIONS COMPANIES

Aurelia LITVIN, PhD. hab.

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Alina STRATILA, PhD.

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BEST PRACTICES OF STEAM SKILLS DEVELOPMENT IN HIGH EDUCATION

Ala OBERŞT, PhD.

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Valentina BULGARU, PhD.

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APPROACHES FROM EMPLOYERS' PERSPECTIVE IN THE ENTREPRENEURIAL TRAINING OF STUDENTS IN THE

TEXTILE-LEATHER INDUSTRY

Svetlana BOGDANOVA, PhD.

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GENDER STRUCTURE OF EMPLOYMENT IN EDUCATION AND SCIENCE IN THE REPUBLIC OF MOLDOVA

Stela CUCOS

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ON THE ISSUE OF IMPROVING SOCIO-ECONOMIC METHODS OF CONSTRUCTION COMPLEX MANAGEMENT

Natalia CĂRBUNE

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OPTIMISATION OF POSTS - AN IMPORTANT FACTOR IN SUSTAINABLE DEVELOPMENT OF THE COMPANY

Natalia ŞESTENCO-DIACEK, PhD. student

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THE FEATURES OF COMPETITIVENESS FACTORS FOR FREIGHT AUTO-TRANSPORT COMPANIES

Violeta BULAT, PhD. student

The German Development Cooperation through GIZ Moldova, 'lon Creangă' State Pedagogical University, Republic of Moldova

Sergiu BACIU

National Agency for Quality Assurance in Education and Research (ANACEC), Republic of Moldova

EVALUATION SERVICES AS AN ENTREPRENEURIAL ACTIVITY

SECTION IV

MARKETING OF THE XXI CENTURY

Lilia CHIRIAC, PhD.

Technical University of Moldova, Republic of Moldova

THE MARKETING APPROACH IN CULTURAL TOURISM

Tatiana MUNTEANU, PhD.

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Alina STRATILA, PhD.

Technical University of Moldova, Republic of Moldova

DEVELOPMENT OF THE DISTRIBUTION CHAIN FOR MOLDOVAN FRUITS

Maria GRIGORAS, PhD.

Technical University of Moldova, Republic of Moldova

TYPOLOGY OF THE "BUY NOTHING" CONSUMER IN THE REPUBLIC OF MOLDOVA

Rodica BURBULEA, PhD.

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Svetlana GANGAN, PhD.

Technical University of Moldova, Republic of Moldova

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Sergiu MÎRZA, PhD.

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Oleg ONOFREI, PhD. student

Technical University of Moldova, Republic of Moldova

THE IMPORTANCE OF STUDYING THE FACTORS OF THE MARKETING ENVIRONMENT FOR WHITE SEA BUCKTHORN PRODUCERS

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Melitopol State Pedagogical University named after Bohdan Khmelnytskyi Zaporizhzhia, Ukraine

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European Humanities University, Vilnus, Lithuania

MARKETING PROMOTION OF GASTRONOMY TOURISM IN UKRAINE

Diana MEMET, PhD.

DIGITAL MARKETING IN THE LIGHT OF PROMOTING AND STRENGTHENING THE IMAGE ON THE MARKET

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FINANCE & ACCOUNTING.

Anișoara Niculina APETRI, PhD.

"Stefan cel Mare" University of Suceava, Romania

QUANTITATIVE AND QUALITATIVE APPROACHES TO THE DEGREE OF BANKING PENETRATION OF THE POPULATION IN ROMANIA

Vadim COJOCARI, PhD.

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Maryna DUBININA, PhD.

Mykolayiv National Agrarian University, Ukraine

ACCOUNTING AND TAX ASPECTS OF AGRICULTURAL PRODUCT STORAGE LOSSES

Tatiana ȚAPU, PhD.

Technical University of Moldova, Republic of Moldova

PROBLEMS AND SOLUTIONS IN ACCOUNTING FOR WORK IN PROGRESS IN POULTRY FARMING

Neli MUNTEAN, PhD.

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Irina FUSARU, PhD. student

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Gabriela VALUTA, PhD.

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FORECAST OF THE EVOLUTION OF NUMBER OF INSOLVENCIES IN REPUBLIC OF MOLDOVA

Oxana BEDA, PhD.

Technical University of Moldova, Republic of Moldova

Liliana MARDARI

Technical University of Moldova, Republic of Moldova

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Theodora DOLTU, PhD.

National University of Science and Technology Politehnica Bucharest, Romania

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Agata MALAK-RAWLIKOWSKA, PhD.

Instytut Ekonomii i Finansów, Wydział Ekonomiczny, Warszawa, Poland

SUSTAINABLE SOLUTIONS MEETING THE CHALLENGES IN PROFESSIONAL AGRIBUSINESS EDUCATION IN MOLDOVA - THE EXAMPLE OF E-AGRIMBA LEARNING SYSTEM

Alice BUZDUGAN, PhD.

ISOB Institute for socio-scientific consultancy, Regensburg, Germany

RISK MANAGEMENT AND SUSTAINABILITY IN HIGHER EDUCATION: THE CASE OF THE ERASMUS+ CBHE PROJECT MHELM

Andrei ZBANCĂ, PhD.

Technical University of Moldova, Republic of Moldova

ANALYSIS OF THE COMPETITIVENESS OF THE CEREAL SECTOR IN THE CONTEXT OF THE ORGANIZATIONAL AND LEGAL FORMS OF ADMINISTRATION OF AGRICULTURAL HOLDINGS FOR THE 2023-2024 SEASON

Natalia ZAMFIR, PhD.

State University of Moldova, Republic of Moldova

ACHIEVING SUSTAINABLE DEVELOPMENT GOALS THROUGH IMPLEMENTATION OF THE CLIMATE ACTION ACT

Iulian GANGAN, PhD. student

Academy of Economic Studies of Moldova, Republic of Moldova

ECOLOGICAL MARKETING - AN INTEGRATED PART OF SUSTAINABLE DEVELOPMENT

Eugeniu STOIAN, PhD. student

Academy of Economic Studies of Moldova, Republic of Moldova

THE PLACE OF GLOSA C1 IN SUSTAINABLE AGRICULTURAL DEVELOPMENT