

INTERNATIONAL SCIENTIFIC CONFERENCE



MODERN PARADIGMS IN THE DEVELOPMENT OF THE NATIONAL AND WORLD ECONOMY

17th Edition



October 24-26, 2024
"REGINA MARIA" HALL

Moldova State University



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DESCRIEREA CIP A CAMEREI NAȚIONALE A CĂRȚII DIN REPUBLICA MOLDOVA

Modern Paradigms in the Development of the National and World Economy", international scientific conference (17 ; 2024 ; Chișinău). International Scientific Conference "Modern Paradigms in the Development of the National and World Economy", 17th Edition, October 24-26, 2024 / scientific committee: Hamuraru Maria (president) [et al.]. – Chișinău : Editura USM, 2024. – 78 p.

Antetit.: Moldova State University, Facultatea de Științe Economice [et al.]. – 50 ex.

ISBN 978-9975-62-770-2.

33(082)

M 84

The International Scientific Conference

„Modern paradigms in the development of the national and world economy”, the 17th Edition
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ȚURCAN Olesea, lecturer assistant

CONTACTS

*MD-2000, Moldova State University, Chisinau
Alexe Mateevici Street, 60, Main Building, „Regina Maria” Hall
Tel.: (+373) 68120207 E-mail: msu.conference.2024@gmail.com*

CONFERENCE PROGRAMME

Thursday, October 24	
Main Building, „Regina Maria” Hall (137)	
09:00 – 09:55	Welcome & Registration of participants
10:00 – 11:00	<p>Opening Session</p> <p>Igor ȘAROV, PhD, Professor, Rector Moldova State University</p> <p>Otilia DANDARA, PhD. Hab., Professor, Deputy Rector for Didactic Activity, Moldova State University</p> <p>Maria HĂMURARU, PhD, Associate Professor, Dean of Faculty of Economic Sciences</p> <p>Lorenzo TOMASSONI, Ambassador of Italy in Republic of Moldova</p> <p>Katarina FRIED, Ambassador of Sweeden in Republic of Moldova</p> <p>Andrei CHISTOL, State Secretary, Ministry of Culture, Republic of Moldova</p> <p>Olivia SIV, Technical Coordinator, Technical Cooperation and Silk Road, UN Tourism (World Tourism Organization)</p> <p>Dawit HAILE, Dean of College of Engineering and Technology, Virginia State University, United States of America</p> <p>LINK: https://meet.google.com/var-vwhk-rvz</p>
11:00 – 13:00	<p>Plenary Session</p> <p>Ceslav CIOBANU, PhD., Professor, Virginia State University, USA, ECONOMICS OF THE ARTIFICIAL INTELLIGENCE: CHALLENGES, ADVANTAGES AND RISKS</p> <p>Joon Suk LEE, PhD., Professor, Virginia State University, USA, EMBODIED ARTIFICIAL INTELLIGENCE (EAI) IN TRIPLE SPACE</p> <p>Florian Marcel NUȚĂ, PhD., Professor, Danubius International University THE ROLE OF POVERTY AND GENDER ON HOUSEHOLDS’ ENERGY USE IN SELECTED EUROPEAN COUNTRIES</p> <p>Gabriela IGNAT, PhD., Associate Professor, "Ion Ionescu de la Brad" University of Life Sciences, Iasi, Romania MODERN PARADIGMS IN AGRICULTURAL DEVELOPMENT: INNOVATION, SUSTAINABILITY AND DIGITAL TRANSFORMATION</p> <p>Diana LAZĂR, PhD., Moldova State University, Chisinau, Republic of Moldova UNLOCKING THE POTENTIAL OF WINE TOURISM IN MOLDOVA: A CATALYST FOR INVESTMENT AND SUSTAINABLE DEVELOPMENT</p> <p>Alina Cristina NUȚĂ, PhD., Associate Professor, Women Researchers Council, UNEC, Azerbaijan</p>

	<p>ROLE OF FINANCIAL DEVELOPMENT AND INCLUSIVITY IN MODERATING THE ENVIRONMENTAL EFFECTS ON HUMAN DEVELOPMENT</p> <p>LINK: https://meet.google.com/var-vwhk-rvz</p>
13:00 – 14:00	Coffee Break
Sections' Presentations	
<p>Section 1: The complexities of marketing in the context of economic globalization</p> <p>Main Building, „Regina Maria” Hall (137) <i>Moderator: Associate Professor, PhD Maria HAMURRU</i> LINK: https://meet.google.com/var-vwhk-rvz</p>	
14:00 – 16:30	Paper Presentations
16:30 – 17:30	Final Discussions and Conclusions
<p>Section 2: Modern ways of achieving managerial performance</p> <p>Main Building, Hall 141 <i>Moderator: Associate Professor, PhD Boris COREȚCHI</i> LINK: https://meet.google.com/abw-avsr-xhu</p>	
14:00 – 16:30	Paper Presentations
16:30 – 17:30	Final Discussions and Conclusions
<p>Section 3: Financial System Development: Issues and Prospects</p> <p>Main Building, Hall 145 <i>Moderator: Associate Professor, PhD Andrei MULIC</i> LINK: https://meet.google.com/jwh-mqia-auy</p>	
14:00 – 16:30	Paper Presentations
16:30 – 17:30	Final Discussions and Conclusions
<p>Section 4: Shaping the Sustainable Future: Trends and Insights in Accounting, Audit and Economic Analysis</p> <p>Main Building, „Virgil Madgearu” Hall (436) <i>Moderator: Associate Professor, PhD Maria COJOCARU</i> LINK: https://meet.google.com/mkq-pvmy-cvk</p>	
14:00 – 16:30	Paper Presentations
16:30 – 17:30	Final Discussion
18:00 – 20:00	Official Dinner
Friday, October 25	
Main Building, „Regina Maria” Hall (137)	
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<p>Section 5: Sustainable strategies for ensuring the economic well-being and financial resilience of citizens</p> <p>Main Building, „Regina Maria” Hall (137) <i>Moderator: Associate Professor, PhD Adriana BUZDUGAN</i> LINK: https://meet.google.com/eou-vczr-yma</p>	

10:00 – 12:00	Paper Presentations
12:00 – 13:00	Final Discussions and Conclusions
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Section 6: Innovation and Sustainability in Tourism Main Building, „Regina Maria” Hall (137) <i>Moderator: Natalia ȚURCANU</i> LINK: https://meet.google.com/zat-cwfb-meg	
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Saturday, October 26	
Training of Trainers (ToT): Innovation and Sustainability in Tourism KAZAK Club <i>Moderator: Associate Professor, PhD Veronica BULAT</i>	
10:00 – 10:10	Registration and Welcome Coffee
10:10 – 10:30	Opening Remarks Tatiana DURLEȘTEANU, Representative from RCRA Vladimir DOLGHI, Deputy Rector of Moldova State University Olivia SIV, UN Tourism Technical Cooperation and Silk Road
10:30 – 12:00	Olivia SIV, Pauline DUNOYER DE SEGONZAC , Technical Cooperation and Silk Road, UN Tourism (World Tourism Organization) Sustainable tourism and best practices from un tourism
12:00 – 13:00	Maria HĂMURARU, PhD., Associate Professor Panel Discussion: New Qualification Standards in Tourism. Overview of the new qualification standards for Hotel Services, Tourism, and Leisure. Discussion on the impact of these standards on tourism education.
13:00 – 13:30	Coffee Break
Practical Session at KAZAK Club: Sustainability in practice KAZAK Club <i>Moderator: Victor Cazac, Owner of KAZAK Club</i>	
13:30 – 14:00	Victor CAZAC , Owner of KAZAK Club- Equestrian and Agricultural Tourism Complex, Gratiesti village, Moldova. Presentation and tour of the location Case study discussion: the infrastructure and the sustainable principles applied in KAZAK Club.
14:00 – 14:30	Closing Remarks and Next Steps
We look forward to welcoming you to the 2024 "Modern Paradigms in the Development of the National and World Economy" Conference to share in the experience and joy of the event!	

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Main Building, Hall 145

Moderator: Associate Professor, PhD Andrei MULIC

LINK: <https://meet.google.com/jwh-mqia-auy>

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We look forward to welcoming you to the 2024 "Modern Paradigms in the Development of the National and World Economy" Conference to share in the experience and joy of the event!

PLENARY SECTION

ECONOMICS OF THE ARTIFICIAL INTELLIGENCE: CHALLENGES, ADVANTAGES AND RISKS

Ceslav CIOBANU

Virginia State University, United States of America

CCiobanu@vsu.edu

Purpose of the article: Economics and economic research have been revolutionized in the age of Big Data and Artificial Intelligence. The “Race between Man and Machine” is becoming a hot topic for economists, philosophers, physicists, researchers, consultants, entrepreneurs etc. It is not accidental that the 2024 Nobel Prize in physics was awarded to scientists John Hopfield and Geoffrey Hinton who along with Yann LeCun are referred to as the modern “godfathers of AI”; Nobel Prize in chemistry - to prominent Google’s AI specialists Demis Hassabis, John Jumper (Deep Mind chief executive, rector of the AI lab) and biochemist David Baker.

Methodology: Being heavily influenced by engineering and mathematics through various modeling, simulation techniques and experimental methodologies, modern economics, its methods of teaching and research should be revisited and reinvented, adjusted to new reality. This shifts the character and focus of the economics discipline from Theoretical to Empirical Economics. The AI requires an interdisciplinary approach, combining economics, statistics and computer science (machine learning). Approaching the AI from economic point of view, as Daron Acemoglu (Massachusetts Institute of Technology, 2024 Nobel laureate in economics, along with Simon Johnson and James Robison) observed, it is important to avoid a “false dichotomy between disastrous and totally benign effect of automation”.

Key words: economic identity of AI, risks and limitations of AI, Digital Revolution and AI.

EMBODIED ARTIFICIAL INTELLIGENCE (EAI) IN TRIPLE SPACE

Joon Suk LEE

Virginia State University, United States of America

jlee@vsu.edu

ORCID iD: 0009-0009-9334-0621

Purpose of the article: The research explores how technology like mobile devices and laptops shapes how individuals coordinate during joint tasks. Recently, have been expanded tih work to investigate interactions between humans and Embodied Artificial Intelligence (EAI), which differs significantly from traditional human-computer interactions. Unlike standard computers, embodied AI agents operate in physical spaces alongside humans, allowing for real-time, dynamic interactions that involve more than just cognitive coordination.

Embodied AI brings new dimensions to collaboration, such as physical awareness, proximity, and the ability to engage in non-verbal communication. These interactions, being more physically immersive, require unique coordination strategies compared to typical computer mediated tasks. By studying how human agents interact with embodied AI in collaborative environments, the research aims to develop frameworks that improve communication and task-sharing, enhancing the effectiveness of human-EAI teams.

Keywords: artificial intelligence, real time, cognitive coordination.

THE ROLE OF POVERTY AND GENDER ON HOUSEHOLDS' ENERGY USE IN SELECTED EUROPEAN COUNTRIES

Florian Marcel NUȚĂ

Danubius International University

floriann@univ-danubius.ro

ORCID ID: 0000-0001-8663-4183

Alina Cristina NUȚĂ

Women Researchers Council, UNEC, Azerbaijan & Danubius International University

alinanuta@univ-danubius.ro

ORCID ID: 0000-0003-3248-644X

Purpose of the article: In the context of Sustainable Development Goals, declining poverty (Goal 1) and achieving gender equality (Goal 5) are still behind the track, and the gaps are not yet ready to be rapidly fulfilled. As part of Goal 7, energy consumption-related targets still lack the potential to be targeted. Considering these elements, this study aims to determine the impact of poverty and gender equality on the energy consumption of households in several European countries. Using data from 2010 to 2022 and a pooled OLS based on Driskoll-Kraay estimators, we found statistically significant results regarding the impact of poverty (a negative sign) and gender (a negative sign) on household energy consumption. Accordingly, various stakeholder recommendations are presented based on the study results.

Keywords: social inequality; gender; energy; SDGs; OLS

MODERN PARADIGMS IN AGRICULTURAL DEVELOPMENT: INNOVATION, SUSTAINABILITY AND DIGITAL TRANSFORMATION

Gabriela IGNAT

University of Life Sciences "Ion Ionescu de la Brad", Iasi, Romania,

gabriela.ignat@iuls.ro

ORCID: 0000-0003-1184-4172

Lilia ȘARGU

Institutul Național de Cercetări Economice, Chișinău, Republica Moldova;

lsargu@mail.ru

ORCID: 0000-0001-7495-0656

Ioan PRIGOREANU

University of Life Sciences "Ion Ionescu de la Brad", Iasi, Romania,

ioan.prigoreanu@iuls.ro

ORCID: 0000-0002-1106-9359

Purpose of the article: In recent years, modern paradigms in the development of national and global economies have focused on integrating technological innovation, sustainability and digitization into traditional economic models. Key trends shaping these paradigms include the shift to green economies, driven by environmental challenges such as climate change and resource scarcity, and at the global level, the growth of interconnected markets through globalization and the digital economy has transformed patterns of production, consumption and trade.

Originality: For agriculture, these paradigms emphasize innovation such as precision agriculture, bioengineering and the use of artificial intelligence and data analytics to increase productivity while reducing environmental impacts. The move towards sustainable and resilient agricultural practices reflects a broader global commitment to achieve food security and address climate risks. National economies are also adapting to these changes by promoting policies that support renewable energy, circular economies and digital transformation, ensuring that growth is aligned with social and environmental objectives.

This approach creates new opportunities for economic diversification and boosts resilience in the face of global challenges such as economic instability and environmental degradation.

Keywords: innovation, sustainability, digital transformation, sustainable agriculture, green economy.

UNLOCKING THE POTENTIAL OF WINE TOURISM IN MOLDOVA: A CATALYST FOR INVESTMENT AND SUSTAINABLE DEVELOPMENT

Diana LAZĂR

Moldova State University, Chisinau, Republic of Moldova

diana.h.lazar@gmail.com

ORCID ID: 0009-0008-5308-8137

Purpose of the article: This article explores the untapped potential of Moldova's wine tourism sector as a key driver for attracting investment and fostering economic growth. Moldova's Wine Route of Moldova, the country's premier tourism route, is integrated into the Iter Vitis Les Chemins de la Vigne network, accredited by the Council of Europe, underscoring the role of heritage preservation and protection. Over the past decade, the number of wineries offering wine tourism services has increased sevenfold, reaching around 50 by 2024. These services range from wine tours and tastings to dining, accommodation, festivals, MICE events, and other wine-related experiences.

Originality: Wine tourism is crucial for small winegrowers, many of whom depend heavily on domestic markets. By selling up to two-thirds of their production directly from the cellar door, these growers reduce sales costs, increase profit margins, and gain economic resilience. The employment intensity in the tourism sector of a winery is also significantly higher, with five times more staff required than for wine production alone. Additionally, wineries involved in tourism act as regional growth hubs, driving socio-economic development through the hub-and-spoke model, which benefits other local entrepreneurs and small businesses. Despite this growth and positive impact, wine tourism remains an underexploited investment opportunity.

Conclusions: It concludes that targeted investments in infrastructure, marketing, and public-private partnerships are essential to unlock the full potential of wine tourism, creating substantial opportunities for both the wine industry and regional development.

Methodology: This study adopts a mixed-method approach, combining quantitative analysis of investment trends, export data, and financial performance indicators with qualitative interviews of key stakeholders in Moldova's wine sector.

Keywords: Moldova, wine sector, investment potential, foreign investment, wine industry competitiveness, economic development.

ROLE OF FINANCIAL DEVELOPMENT AND INCLUSIVITY IN MODERATING THE ENVIRONMENTAL EFFECTS ON HUMAN DEVELOPMENT

Alina Cristina NUȚĂ

Women Researchers Council, UNEC, Azerbaijan & Danubius International University

alinanuta@univ-danubius.ro

ORCID ID: 0000-0003-3248-644X

Purpose of the article: World governments must address economic development targets while prioritizing achieving sustainable development goals (SDGs), which creates complex challenges. In a multiple-crisis context, it is critical to efficiently use limited resources and leave no one behind, socially speaking. This research aims to evaluate the significance of a mature and inclusive financial architecture in environmental quality, emphasizing the impact of human development. The main results emphasize that financial development helps curb the negative effects of human development on environmental degradation, as measured by carbon emissions and ecological footprint, in developed countries. The study uses a panel of 25 European countries between 1996 and 2019. It employs the two-step Generalized Method of Moments (GMM) as the primary estimator to reveal the empirical effects, with the Driscoll–Kraay estimator serving as a robustness test. Additionally, we explore the influence of several other features, such as economic freedom, renewable energy, and green innovation, in curbing environmental impact.

Keywords: Sustainable development goals (SDGs), Financial architecture, Environmental degradation, Renewable energy.

Section 1: The complexities of marketing in the context of economic globalization

CHALLENGES OF IMPLEMENTING CIRCULAR ECONOMY PRINCIPLES IN EU TRANSPORT LOGISTICS

Maria HĂMURARU

Moldova State University, Chisinau, Republic of Moldova

maria.hamuraru@usm.md

ORCID ID: 0000-0002-8197-2973

Veronica BULAT

Moldova State University, Chisinau, Republic of Moldova

veronica.bulat@usm.md

ORCID ID: 0000-0002-6051-3460

Purpose of the article: This article investigates the challenges associated with implementing green transport logistics within the European Union, with a particular focus on the urgent need to adopt sustainable practices in the logistics sector. It highlights the growing environmental concerns linked to traditional transport methods and stresses the importance of transitioning towards greener alternatives to reduce the carbon footprint and meet sustainability goals.

Methodology: The study utilizes a qualitative approach, analyzing existing literature and case studies related to green transport initiatives across the European Union. It explores current policy frameworks, industry best practices, and relevant EU regulations, aiming to identify the key barriers that hinder the adoption of sustainable logistics. The research also highlights potential solutions and strategies that can help address these challenges.

Conclusions: The results reveal that although significant strides have been made toward green transport logistics in the EU, numerous challenges remain. Regulatory inconsistencies, technological limitations, high implementation costs, and a lack of cooperation among stakeholders continue to pose obstacles. The article emphasizes the need for a comprehensive and coordinated approach that involves both the public and private sectors. By fostering collaboration and ensuring stronger policy support, the EU can overcome these hurdles and advance towards more sustainable logistics practices.

Originality: This article makes a valuable contribution to the ongoing discussions on sustainable logistics by focusing specifically on the unique challenges faced by the European Union. Its findings provide actionable insights for policymakers, industry leaders, and academics, offering a deeper understanding of how to navigate the complexities of green transport in the EU context.

Keywords: Green transport logistics, European Union, sustainability, logistics challenges, environmental policy.

PROMOTING MOLDOVA: THE IMPACT OF THE *MOLDOVA IN PROGRESS* JOURNAL ON NATIONAL VISIBILITY

Luigi SAVOIA

The founder of „Moldova in Progress” Journal, Italy

Purpose of the article: The article explores the role of the journal platform *Moldova in Progress* in promoting the Republic of Moldova on both a regional and international scale. It aims to highlight the effectiveness of the platform as a promotional tool for Moldova's culture, economy, tourism, and investment opportunities. By examining the content and strategies employed by the journal, the article assesses how it contributes to the country's image-building efforts.

Methodology: The research is based on a qualitative analysis of articles and publications featured in *Moldova in Progress*. Data was gathered from various issues of the journal, focusing on the themes, target audience, and distribution channels. Interviews with the editorial team and experts in international promotion were conducted to gain deeper insights into the journal's strategic role in enhancing Moldova's visibility.

Additionally, secondary sources were used to compare the journal's impact with similar promotional tools used by other countries.

Conclusions: The analysis shows that *Moldova in Progress* plays a significant role in promoting the Republic of Moldova by presenting a comprehensive and positive image of the country. The journal effectively reaches international audiences, fostering connections and attracting foreign investors, tourists, and cultural enthusiasts. It has successfully positioned Moldova as a developing nation with rich traditions and a promising future. However, the article suggests that there is room for improvement in expanding the journal's reach and diversifying its content to appeal to broader markets.

Originality: This study provides a unique analysis of a specific journal's role in national promotion, filling a gap in the literature on Moldova's public diplomacy and international image-building strategies.

Keywords: Republic of Moldova, *Moldova in Progress*, national promotion, public diplomacy, international image-building.

FOSTERING GROWTH: PROMOTING ECONOMIC RELATIONS IN EUROPEAN UNION FOR MOLDOVA DIASPORA EMPOWERMENT

Natalia ANTOCI

Moldova State University, Chisinau, Republic of Moldova

antocinatalia57@gmail.com

ORCID ID: 0000-0002-7433-106X

Pietro IANQUINTA

UNICAL - Università della Calabria, Italy

pietro.iaquinta@unical.it

Iris CEKANI

University of Tirana, Albania

info@unitir.edu.al

Francesco FAVIA

Pavaresia University College, Vlore, Albania

Purpose of the article: This article explores the influence of the evolving economic relationship between Italy and the Republic of Moldova on the strengthening of the Moldovan diaspora in Italy. By examining the multifaceted dimensions of this relationship, the study aims to highlight how economic ties can foster community cohesion and support among Moldovans living abroad.

Methodology: The research employs a mixed-methods approach, integrating both quantitative and qualitative data. Surveys were conducted among members of the Moldovan diaspora in Italy to gather insights into their perceptions of economic opportunities and community dynamics. Additionally, interviews with key stakeholders, including policymakers and community leaders, were undertaken to contextualize the economic developments and their effects on diaspora consolidation.

Conclusions: The findings indicate that the strengthening of economic ties between Italy and the Republic of Moldova significantly contributes to the cohesion of the Moldovan diaspora. Increased investment opportunities, remittances, and business collaborations have fostered a sense of community among Moldovans in Italy, enhancing their cultural identity and support networks. The article concludes that promoting economic relations is crucial for the diaspora's social and economic empowerment.

Originality: This study offers a novel perspective on the interplay between economic relations and diaspora dynamics, emphasizing the importance of economic factors in shaping community identity and solidarity. It contributes to the existing literature by providing empirical evidence from the Moldovan context and highlighting the broader implications for similar diasporic communities.

Keywords: Economic relations, diaspora consolidation, Moldova, Italy, community cohesion, remittances, investment opportunities.

INNOVATION STRATEGIES FOR THE NATIONAL ECONOMIES' DEVELOPMENT

Anton NEPYTALIUK

Vinnitsia Institute of Trade and Economics of State University of Trade and Economics,
Vinnitsia, Ukraine

a.nepytaliuk@vtei.edu.ua

ORCID iD: 0000-0002-7890-3889

Purpose of the article: The paper aims to assess the interrelations between economic growth, competition, and innovation and to conceptualize the economic policy's measures for stimulating innovative development

Methodology: We focused on a sample of national economies that made their transition from centralized planning to the market in the 1990s, and later either joined or declared their intentions to join the EU. We decomposed the national economies elements interconnection's emergent potential and refined the economic growth-friendly public policy mix. We applied statistical methods and comparative analysis to investigate the indicators dynamics' peculiarities.

Conclusions: Businesses, institutions of higher education, and scientific centers should cooperate intensively to create a new growth-friendly economic paradigm. That cooperation could include support of scientific and pedagogical personnel participation in international conferences and symposia, direct business financing of applied studies and co-financing of fundamental research. The practices of registration, promotion, protection, and support of intellectual property rights should be enriched.

Originality: We pointed out that a prudent cooperation of public authorities, civil society and business could contribute to sustainable economic growth. In contrast to rather selfish concept of Homo oeconomicus, the rational idea of mutually beneficial agents' cooperation should form the basis for the modern economic paradigm.

Keywords: competition, economic growth, high-tech economy, innovation, sustainable development.

THE MARKETING AUDIT: REDEFINING CONTENT AND AREAS OF INQUIRY

Ala TABARCEA

Moldova State University, Chisinau, Republic of Moldova

ala.tabarcea@usm.md

ORCID iD: 0000-0001-7300-1491

Purpose of the article: This article seeks to clarify the fundamental purpose, objectives, and areas of research related to marketing audits. The focus is on identifying the types of companies that typically seek audit services and understanding their motivations for doing so. By examining this area, the study aims to shed light on how marketing audits contribute to business growth, efficiency, and strategic decision-making.

Methodology: The research involves an in-depth analysis of both international and local perspectives from academic and industry experts on the subject of marketing audits. The examination of these diverse viewpoints allows for the identification of theoretical and practical benchmarks that are valuable for both students and professionals in the marketing field. The study also draws comparisons between different approaches to marketing audits in various economic contexts.

Conclusions: The results indicate that medium and large-sized companies are the primary users of marketing audit services, typically seeking these services to improve sales performance, reorganize their management structures, and enhance overall marketing efficiency. This highlights the growing recognition of marketing audits as essential tools for identifying inefficiencies and uncovering areas for strategic improvement in business operations.

Originality: This article adds to the existing body of literature by synthesizing a broad range of perspectives on marketing audits, providing a fresh understanding of their application in modern business practices. It challenges the assumption that previous studies have already offered a complete guide for professionals, suggesting that further exploration of this topic is both necessary and beneficial.

Keywords: Marketing audit, economic agents, sales performance, management reorganization, marketing efficiency, theoretical benchmarks.

THE IMPACT OF DIGITAL MARKETING CHALLENGES ON THE PERFORMANCE OF COMPANIES

Silvia Elena ISACHI

„Victor Slăvescu” – Centre for Financial and Monetary Research,
Romanian Academy, Bucharest, Romania
silvia.isachi@gmail.com

ORCID iD: [0009-0004-5404-9050](https://orcid.org/0009-0004-5404-9050)

The purpose of this article is to analyze the impact of digital marketing challenges on the performance of companies, focusing on technological difficulties, strict regulations and the increasing costs of digital advertising.

The methodology used includes a qualitative literature review and relevant case studies illustrating how these challenges affect revenue, brand image and customer retention. The findings show that the lack of rapid adaptation to technological innovations and inefficient data management negatively affects the performance of companies, including, while an omnichannel approach and the use of artificial intelligence can help overcome these obstacles.

The originality of the research lies in the integrated exploration of emerging challenges and proposed solutions, providing a practical insight into how companies can navigate a dynamic and complex digital environment to maintain their competitiveness and improve performance.

Keywords: Digital marketing, company performance, technological challenges, online advertising, artificial intelligence.

BLOCKCHAIN TECHNOLOGY FOR SUPPLY CHAIN TRANSPARENCY AND EFFICIENCY

Roberto GALANTI

University Sancti Cyrilly, Malta
rgalanti@unicyрил.org

Antonella PERRI

Luiss Guido Carli University, Rome, Italy
LCASudio_Legale@yahoo.com

ORCID iD: 0000-0002-0605-4048

Purpose of the article: This article aims to explore the application of blockchain technology in enhancing transparency and efficiency within supply chain management. It seeks to address current challenges in supply chain operations, such as lack of trust, data discrepancies, and inefficiencies, by demonstrating how blockchain can provide a decentralized and immutable record of transactions.

Methodology: The research employs a mixed-method approach, incorporating a literature review of existing studies on blockchain applications in supply chains, along with case studies of organizations that have successfully implemented blockchain solutions. Qualitative interviews with industry experts further support the findings, providing insights into best practices and potential barriers to implementation.

Conclusions: The findings reveal that blockchain technology significantly improves supply chain transparency by enabling real-time tracking of goods, enhancing data accuracy, and fostering trust among stakeholders. Furthermore, its decentralized nature reduces operational inefficiencies and streamlines processes, ultimately leading to cost savings and increased accountability.

Originality: This article contributes to the existing body of knowledge by providing a comprehensive analysis of blockchain technology's impact on supply chain management. It highlights practical examples of implementation and offers a framework for organizations considering blockchain adoption.

Keywords: Blockchain, Supply Chain Management, Transparency, Efficiency, Decentralization, Trust, Data Accuracy.

VISUAL MERCHANDISING ACROSS CULTURES

Mariana STOICA

Moldova State University, Chisinau, Republic of Moldova

mariana.stoica@usm.md

ORCID iD: [0000-0002-1624-7353](https://orcid.org/0000-0002-1624-7353)

Purpose of the article: The purpose of this article is to explore the relationship between visual merchandising techniques and cultural contexts, analyzing how these factors influence consumer behavior across various regions. It aims to provide insights for marketers and retailers on the importance of culturally informed visual merchandising strategies in global markets.

Methodology: The research employs a comparative analysis of case studies from multiple countries. It examines various visual merchandising strategies such as color symbolism, product placement, and storytelling within distinct cultural settings, investigating how these elements shape consumer perceptions, decision-making, and brand loyalty.

Conclusions: The study concludes that cultural values, traditions, and consumer expectations play a pivotal role in shaping visual merchandising strategies. Brands that effectively incorporate cultural nuances into their visual merchandising can create stronger consumer connections, improving engagement and fostering brand loyalty across diverse markets.

Originality: This research adds to the discourse on international marketing by highlighting the crucial role of cultural understanding in visual merchandising. It emphasizes the need for brands to tailor their retail strategies according to cultural contexts, offering new insights into enhancing retail effectiveness on a global scale.

Key words: Visual merchandising, cultural context, consumer behavior, international marketing, globalization, brand loyalty, retail strategies, case studies, cultural values.

INNOVATION - THE KEY TO SUCCESS IN MARKETING ACTIVITY OF THE COMPANY

Nadejda NAZAR

Moldova State University, Chisinau, Republic of Moldova

nadejda.nazar@usm.md

ORCID iD: [0000-0002-6285-9270](https://orcid.org/0000-0002-6285-9270)

Purpose of the article: The article aims to explore the role of innovation in the marketing strategy of enterprises, highlighting how it contributes to success and competitiveness in the market.

Methodology: The analysis is based on case studies and industry examples, as well as literature review on marketing innovation. Quantitative and qualitative data were used to highlight the impact of innovation on organizational performance.

Conclusions: Innovation is key to adapting to market changes and meeting customer needs. Companies that invest in innovation are more likely to attract and retain customers, thereby improving financial results. By adopting innovative strategies, businesses can better respond to customer needs and quickly adapt to market changes. Innovations in products, services and promotional methods can attract new customer segments and improve the consumer experience. Also, the use of digital technologies and analytical data allows for better personalization of offers and more effective communication.

Originality: The article brings an integrative approach to marketing innovation, combining theoretical insights with practical examples, highlighting its importance in today's business context.

Keywords: innovation, marketing, competitiveness, strategy, customer satisfaction.

TEACHING ECONOMICS IN TRANSITIONING SOCIETIES: REFLECTIONS ON PRACTICE

Mikhail ZELDIN-GIPSMAN

MSES, Ariel University, Israel

mishag@ariel.ac.il.

ORCID iD: 0000-0003-1783-1604

Maria KACIUROVSKAIA

New Economic School, London Business School, Great Britain

mkaciurovskaia@nes.ru

ORCID iD: 0009-0002-9037-0437

Artem RAZUMOVSKII

CERGE-EI, Budapest University of Technology and Economics, Hungary

Artem.Razumovskii@cerge-ei.cz

Purpose of the article: This essay explores teaching methods of economic sciences based on the authors' experiences in developing Eastern European countries. It particularly focuses on insights from the Autumn Moldovan School of Economics held in 2024. Economics andragogy requires a balance between active learning and the provision of necessary technical, theoretical, and applied foundations. Local socio-economic and institutional context crucial for student engagement. The central challenge lies in the agile management of the competing priorities.

Keywords: Economics Andragogy; Teaching Economic Sciences; Economic Methodology

THE IMPACT OF DIGITALIZATION ON THE NATIONAL AND WORLD ECONOMY: COMPARATIVE ANALYSIS

Dumitru STOICA

Moldova State University, Chisinau, Republic of Moldova

dumitru.stoica@usm.md

ORCID iD: 0000-0002-2275-5960

Purpose of the article: Digitalization has become a crucial factor in the transformation of national economies and the global economy, bringing considerable benefits, but also major challenges. This paper analyzes the impact of digitalization on national and global economies through a comparative approach, assessing how the adoption of new digital technologies influences productivity, competitiveness and economic growth. The study also examines the differences between advanced and emerging economies in terms of the level of digital integration, innovation capacity and technological infrastructure.

Conclusions: In developed economies, digitalization has led to a significant increase in operational efficiency and has fostered the transition to business models based on automation and artificial intelligence. In emerging economies, digitalization has created new development opportunities, but the lack of digital infrastructure and technological education remain major challenges.

The methodology for this paper likely involves a comparative analysis between advanced and emerging economies, using both qualitative and quantitative approaches.

Originality: The paper provides practical examples of the impact of digitalization on key economic sectors such as manufacturing, financial services, and international trade. In conclusion, adopting a coherent digitalisation strategy is essential to ensure sustainable economic growth and reduce disparities between economies in the digital age.

Keywords: digitalisation, global economy, competitiveness, digital strategy.

OPPORTUNITIES FOR THE VALUATION OF TOURIST DESTINATIONS IN THE REPUBLIC OF MOLDOVA BY STRENGTHENING THE BRAND IDENTITY OF THE DESTINATION BY REGIONS

Tatiana LUCA

Moldova State University, Chisinau, Republic of Moldova,

tatiana.luca@usm.md

ORCID ID: 0000-0002-4974-5519

Purpose of the article: This article aims to highlight the importance of strengthening the brand identity of tourist destinations in the Republic of Moldova by region. It explores how enhancing regional branding can capitalize on the country's cultural, historical, and natural heritage, contributing to increased tourism attractiveness, diversification of the tourism offers, and sustainable development of the sector.

Methodology: The article employs a qualitative analysis of the key elements that contribute to the brand identity of different regions in Moldova. These include cultural traditions, gastronomy, wine, natural landscapes, historical monuments, and local events. The analysis focuses on how these elements can be strategically used to build a coherent and distinctive regional tourism brand.

Conclusions: Strengthening the brand identity of Moldova's regions is essential for boosting their appeal to various tourist segments, enhancing the country's international tourism profile, and fostering economic and social development at the local level. A well-defined and coherent regional brand can serve as a powerful tool in promoting sustainable tourism growth.

Originality: The article provides an in-depth exploration of the unique regional attributes of Moldova and presents a strategic approach to building a regional tourism brand. It offers new insights into how regional branding can serve as a driver for tourism development and local economic growth, particularly in emerging destinations like Moldova.

Key words: Tourism potential, brand identity, regional tourism, Republic of Moldova, sustainable development, cultural heritage, tourism diversification.

THE ROLE OF MARKETING RESEARCH AS A STRATEGIC TOOL IN THE CONTEXT OF INTENSIFIED COMPETITION AND RAPID MARKET CHANGES

Ina DOMBROVSKI

Moldova State University, Chisinau, Republic of Moldova,

ina.dombrowschi@usm.md

ORCID ID: 0000-0003-3168-5244

Purpose of the article: In a highly competitive and rapidly evolving business landscape, companies must adopt strategic methodologies to secure long-term success. This article examines the crucial role of marketing research as a vital tool for gathering insights about the market, consumers, and competitors. The study aims to evaluate the significance of marketing research amidst increasing competition and market volatility, highlighting the key advantages it offers to businesses.

Methodology: The research employs a comprehensive literature review to gain insights into the significance of marketing research in today's dynamic environment. Various research methods were applied, including observation, analysis and synthesis, comparison, and monographic approaches, to ensure a well-rounded examination of the subject matter.

Conclusions: Findings from the study demonstrate that marketing research is instrumental in identifying market opportunities, comprehending consumer behavior, and facilitating informed decision-making. These factors collectively contribute to achieving a sustainable competitive advantage for businesses operating in challenging market conditions.

Originality: This study provides a nuanced understanding of the multifaceted benefits of marketing research, positioning it as an essential component for businesses striving to navigate competitive pressures and market changes effectively.

Keywords: marketing research, competition, competitive advantage, market, consumers.

RELATIONSHIP MARKETING AS A MODERN MARKETING CONCEPT IN THE REPUBLIC OF MOLDOVA

Nelly DILAN

Moldova State University, Chisinau, Republic of Moldova,

neli.dilan@usm.md

ORCID ID: 0009-0003-8326-6129

Purpose of the article: The article aims to analyze the application of relationship marketing as a modern marketing concept in the Republic of Moldova, highlighting its significance in fostering customer loyalty and competitive advantage for Moldovan companies.

Methodology: The study employs a qualitative analysis of current marketing practices in Moldovan companies, focusing on the implementation and development of relationship marketing strategies.

Conclusions: Relationship marketing is crucial for Moldovan businesses in a highly competitive market. By transitioning from traditional customer acquisition approaches to relationship-based strategies, companies can enhance customer retention and foster long-term loyalty, which is essential for sustainable growth.

Originality: This article provides an in-depth exploration of the specific context of relationship marketing within the Republic of Moldova, offering fresh insights into the strategic evolution of marketing practices in the region.

Key words: Relationship marketing, customer loyalty, competitive advantage, Republic of Moldova, marketing strategy, customer retention.

THE ECONOMIC PECULIARITIES OF LONELINESS

Olesea ȚURCANU

Moldova State University, Chisinau, Republic of Moldova

olesea.turcanu@usm.md

ORCID ID: 0009-0008-0117-9088

Purpose of the article: The importance of studying the phenomenon of loneliness from an economic perspective has become more prominent since the COVID-19 pandemic when people had to stay in continuous isolation for a long time. This study highlights the costs and benefits of loneliness.

Methodology: The research focuses on synthesizing approaches from specialized literature, observing statistical data, and analyzing official documents, which allows for highlighting the economic specificity of loneliness in an extremely dynamic world.

Conclusions: The economic consequences of loneliness are demonstrated by the increase in health costs, changes in private consumption, income inequality, increased investments for social assistance granted to lonely people, changes in the labor market, etc. At the same time, loneliness as a state projects a separate niche for developing services intended for this population segment, offering a potential for positive change. The result of the study presents the interdependence between loneliness as a social phenomenon and the economy as a system.

Originality: Identifying problems related to loneliness through the prism of economic processes is relevant in the context of global and national changes. Thus, living apart from other members of society configures new ways of exploring the economic aspects of loneliness.

Keywords: loneliness, consumption, labor market, income inequality, social isolation, the economy of loneliness.

THE ROLE OF PLANNING MARKETING ACTIVITIES IN THE PERFORMANCE APPRAISAL PROCESS ENTERPRISE

Daria ISPRAVNIC

Moldova State University, Chisinau, Republic of Moldova
ispravnic.daria@gmail.com
ORCID iD: 0009-0003-4968-3535

Purpose of the article: The purpose of this paper is to examine the effectiveness and the efficiency of marketing activities in the company's performance evaluation process. We will examine the planning of marketing activities under the aspect of success factors of an organization, essential to economic development and social, miraculous solution that solves problems, the basic tool in achieving great performance, but also in risk avoidance.

Methodology: Considerations on the theoretical aspect, as well as the analysis of empirical material of a secondary and primary nature, were conducted using the literature studies method and qualitative research methods. This research is a descriptive study with quantitative and qualitative approaches using the marketing tools key performance indicator in planning period of marketing activities, as well as business perspectives by comparing the targets and their achievements to produce evaluation of the company's performance.

Conclusions: The results of this study indicate marketing planning, which is an integral part, includes the implementation of marketing strategy decisions that will help the company achieve its overall strategic goals. The importance of evaluating strategic planning is one of the significant needs for a company.

Originality: In this article, we aim to provide an in-depth and original insight into the role and importance of marketing planning in evaluation of the company's performance.

Keywords: marketing planning, company performance, marketing effectiveness.

SUSTAINABILITY THROUGH GREEN LOGISTICS: OPPORTUNITIES AND RISKS

Elena CARP

Moldova State University, Chisinau, Republic of Moldova
elena.carp@usm.md
ORCID iD: 0000-0003-0399-6141

Andreea BULGARI

Moldova State University, Chisinau, Republic of Moldova
bulgari.andreea@gmail.com
ORCID iD: 0009-0006-4957-1113

Purpose of the article: This article aims to analyze the role of green logistics as a vital component of sustainable development, highlighting its potential to create economic, social, and environmental benefits. It focuses on the integration of sustainable practices in logistics and their impact on business success and resource optimization.

Methodology: The research is based on the analysis of successful companies that have implemented green logistics practices. Through case studies, the study elucidates how ecological and sustainable elements are incorporated into logistics chains, identifying opportunities and risks.

Conclusions: The findings demonstrate that adopting green logistics practices significantly contributes to business success. Green logistics not only reduces the environmental impact of companies but also enhances their public image, strengthens customer loyalty, and fosters long-term competitive advantages.

Originality: This study provides a comprehensive exploration of green logistics, emphasizing its strategic importance in today's global economy. By integrating environmental considerations into logistics chains, businesses can create added value and maintain competitiveness, making green logistics a cornerstone of sustainable business strategies.

Key words: green logistics, sustainable development, logistics chain, sustainability, resource optimization, business success, environmental impact, competitive advantage.

FACILITATING TRADE IN THE EUROPEAN UNION THROUGH THE PROMOTION OF RAILWAY TRANSPORT

Florin STANCU

PhD international student, Romania
Doctoral School of Legal and Economic Sciences
florin.stancu@gmail.com
ORCID iD: 0009-0003-0763-067

Purpose of the Article: The article investigates the role of railway transport in enhancing trade within the European Union (EU). It emphasizes the potential of rail transport to improve connectivity, reduce transportation costs, and support sustainable economic growth. By focusing on the promotion of railway systems, the study highlights how EU member states can improve the efficiency of goods movement and contribute to environmental goals.

Methodology: The research is based on an analysis of statistical data related to the volume of trade carried by rail in different EU countries. It includes case studies and reviews of policies that national governments have implemented to promote railway transport. The study also examines the challenges of expanding railway infrastructure and the impact on both domestic and cross-border trade flows.

Conclusions: The article concludes that promoting railway transport can significantly strengthen trade relations within the EU and enhance the region's global competitiveness.

Originality: This study offers a detailed analysis of railway transport's impact on trade facilitation within the EU, combining statistical data and case studies. It also explores the intersection of transportation policy and sustainable trade development, contributing to a deeper understanding of how rail infrastructure development can influence trade dynamics.

Keywords: Railway transport, European Union, trade facilitation, sustainability, transport policy, cross-border trade, infrastructure development.

SUSTAINABLE MARKETING STRATEGIES AS A KEY BUSINESS TOOL

Ludmila GOLOVATAIA

Moldova State University, Chisinau, Republic of Moldova
ludmila.golovataia@usm.md
ORCID iD: 0000-0002-1616-3723

Farida Nemiri YAICI

Bejaia University, Algeria
farida_nemiri@yahoo.fr

Purpose of the article: The purpose of this article is to explore how sustainable marketing strategies can serve as a critical tool for businesses to address global challenges and contribute to the achievement of long-term sustainability goals. It highlights the growing recognition among companies that investing in social and environmental improvements enhances both reputation and profitability.

Methodology: The article uses a theoretical analysis of current business practices related to sustainable marketing, focusing on the relationship between company strategies, consumer expectations, and the practical challenges of implementing sustainability in production processes.

Conclusions: The article concludes that while sustainable marketing is essential, it must be integrated into a comprehensive company-wide strategy to be effective. A disconnect often exists between consumer demands and the feasibility of businesses meeting those expectations, particularly in terms of cost and time. Companies that successfully align their marketing efforts with broader sustainability goals can achieve long-term profitability and societal benefits.

Originality: The article offers a fresh perspective on the role of sustainable marketing within the broader context of business strategy, emphasizing the need for a holistic approach rather than isolated marketing efforts. It contributes to the ongoing discussion on how businesses can balance consumer demands with the practical realities of sustainability.

Key words: sustainable marketing, business strategy, consumer demands, social responsibility, environmental sustainability.

INNOVATION - STRONG FACTOR IN THE DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP

Margareta BRADU

Moldova State University, Chisinau, Republic of Moldova

margaretabradu26@gmail.com

ORCID ID: 0000-0003- 4789 – 3881

Purpose of the article: This article aims to explore the role of innovation as a crucial driver for the advancement of innovative entrepreneurship, particularly within the context of the Republic of Moldova.

Methodology: The author conducts a thorough analysis of fundamental concepts related to innovative entrepreneurship and examines the economic resources that influence its development.

Conclusions: The research findings suggest that innovation has the potential to be a significant factor in fostering innovative entrepreneurship in the Republic of Moldova.

Originality: This article contributes to the understanding of the interplay between innovation and entrepreneurship, highlighting how economic resources can shape the innovative landscape.

Keywords: inventiveness, innovation, innovative company, innovative activity, innovative entrepreneurship, innovative economy.

NON-RESIDENT RENDERS TRANSPORTATION SERVICES TO REPUBLIC OF MOLDOVA RESIDENT: PRACTICAL AND TAX ASPECTS

Liudmila TODOROVA

Moldova State University, Chisinau, Republic of Moldova

ludmila.todorova@usm.md

ORCID iD: 0000-0002-1616-3723

Purpose of the article: Many entities use transportation services provided by a non-resident carrier. Thus, if the route of rendering transportation services includes the territory of our country, the entire income of the non-resident is recognized as received from the Republic of Moldova and, therefore, is subject to taxation in Moldova. This article deals with the tax consequences of international transportation services rendered to us by a non-resident legal entity and by a non-resident individual.

Methodology: The provisions of international treaties prevail over the tax legislation of the Republic of Moldova. Withholding tax at source can be avoided if the non-resident carrier has tax residency in a country with which the Republic of Moldova has signed a convention on avoidance of double taxation on income tax and has submitted documents confirming his tax residency in this state. If the executor is a non-resident of the Republic of Moldova, the resident customer needs a clear understanding of what documents should be drawn up when receiving transportation services, in what order this operation is subject to VAT, whether income tax is withheld at the source of payment and in what amount, how the receipt of transportation services is reflected in accounting, what is the regime of deduction of expenses for import operations of services in determining the base subject to income tax.

Conclusions: The provision of transport services by legal entities and individuals - non-residents of the Republic of Moldova to legal entities - residents of the Republic of Moldova, for which the place of supply is the Republic of Moldova, is considered as import of services and is subject to taxation in the Republic of Moldova. Both VAT payers and non-payers are obliged to charge and pay VAT on imports of services, including international transportation services. VAT non-payers are also obliged to submit a VAT return. If transportation is performed between points located outside the territory of the Republic of Moldova, income tax is not withheld from transportation services.

Keywords: The import of services, international transport services, non- residents, a certificate of residency, an international Treaty, the Convention on the avoidance of double taxation.

FROM CONSCIOUS RESPONSES TO SUBCONSCIOUS INSIGHTS: REVOLUTIONIZING MARKETING RESEARCH WITH NEUROMARKETING

Vali ALIYEV

PhD international student, Azerbaijan
Doctoral School of Legal and Economic Sciences
valialiyev01@gmail.com
ORCID iD: 0009-0001-3732-8849

Purpose of the article: This article explores the limitations of traditional marketing research methods, such as surveys, experiments, and focus groups, which have been the mainstay for organizations in understanding consumer desires, needs, and attitudes. It highlights the critical shortcomings of these methods, particularly their reliance on honest responses and their inability to capture subconscious consumer behavior.

Methodology: The study reviews existing literature to analyze the effectiveness of traditional marketing research compared to neuromarketing techniques. It categorizes neuromarketing tools into three groups: those that measure metabolic brain activity, those that record electrical brain activity, and those that do not require brain activity monitoring.

Conclusions: The findings suggest that traditional marketing methods fail to predict consumer behavior accurately due to their focus on conscious decision-making processes. This results in a disconnect between research outcomes and actual consumer behavior at the point of purchase. Neuromarketing, by accessing subconscious processes, offers a more comprehensive understanding of consumer attitudes and can enhance the effectiveness of marketing strategies.

Originality: This article contributes to the field of marketing by integrating neuromarketing insights, addressing gaps in traditional research methods, and emphasizing the importance of understanding the subconscious mind in shaping marketing messages.

Keywords: Neuromarketing, consumer behavior, traditional marketing research, subconscious processes, neuroimaging, marketing strategies.

GREEN LOGISTICS – A KEY ASPECT IN TRANSPORT ETHICS AND SOCIAL RESPONSIBILITY

Elena CARP

Moldova State University, Chisinau, Republic of Moldova
elena.carp@usm.md
ORCID iD: 0000-0003-0399-6141

Purpose of the article: This article aims to examine green logistics as a key element of sustainability within supply chain operations. It explores the integration of environmental considerations into logistics processes, emphasizing the need to minimize the negative environmental impacts of transport and distribution activities. The study highlights the importance of optimizing transportation in addressing pressing ecological challenges, especially as the transport sector is responsible for more than two-thirds of global carbon dioxide emissions.

Methodology: The paper conducts a comprehensive review of the specialized literature on green logistics and eco-friendly freight transport.

Conclusions: Green logistics is an indispensable part of modern transportation systems, both nationally and internationally. It plays a crucial role in addressing environmental issues by reducing pollutant emissions and promoting sustainable practices in logistics. Moreover, the adoption of green logistics contributes to both the economic performance of companies and their social responsibility toward the environment and consumers.

Originality: The article provides a focused analysis of green logistics as a tool not only for improving transportation efficiency but also for fostering sustainable development. It highlights the dual impact of green logistics on the economy and the environment, offering insights into how companies can integrate eco-friendly practices into their operations for long-term sustainability.

Key-words: green logistics, green transport, sustainable development, emissions, environment, sustainability, social responsibility.

Section 2: Modern ways of achieving managerial performance

THE INFLUENCE OF INNOVATIVE MARKETING ON THE DEVELOPMENT OF BUSINESS IN THE REPUBLIC OF MOLDOVA

Alexandr CEAIKOVSKII

Moldova State University, Chisinau, Republic of Moldova

alexandr.ceaikovskii@usm.md

ORCID iD: [0000-0003-2233-1225](https://orcid.org/0000-0003-2233-1225)

Boris COREȚCHI

Moldova State University, Chisinau, Republic of Moldova

boris.coretchi@usm.md

ORCID iD: [0000-0001-8841-4838](https://orcid.org/0000-0001-8841-4838)

Purpose of the article is to examine the role of innovative marketing in enhancing business competitiveness in Moldova, exploring key factors, case studies, and the impact of digital transformation on marketing strategies.

Methodology: The article employs a combination of methods, including the analysis of statistical data, previous studies, and reports on marketing trends in Moldova. Comparative and synthesis methods are used to evaluate the effectiveness of innovative marketing approaches. Additionally, the study references examples of successful implementations and the influence of digital transformation on marketing strategies in Moldova.

Conclusions: The article concludes that innovative marketing presents significant opportunities for business growth in Moldova. By adopting new marketing tools and strategies, companies can enhance competitiveness, increase customer engagement, and improve productivity. Despite challenges such as limited budgets and infrastructure, Moldovan businesses are actively embracing innovative marketing, driven by digital transformation, internet penetration, and government support. To stay competitive, companies must continuously adapt to evolving market trends and technological advancements.

Originality: The originality of this article stems from its exploration of innovative marketing in the specific context of Moldova, showcasing local case studies and addressing unique challenges and opportunities. It contributes fresh insights into how Moldovan businesses leverage digital transformation and government support to enhance their marketing strategies.

Keywords: innovation, marketing, technology, digital transformation.

THE ROLE OF FAMILY BUSINESSES IN THE DEVELOPMENT OF RURAL ENVIRONMENT

Olga SÂRBU

Moldova State University, Chisinau, Republic of Moldova

olga.sarbu@usm.md

ORCID iD: [0000-0001-6333-0101](https://orcid.org/0000-0001-6333-0101)

Purpose of the article: The article aims to emphasize the significant role of family businesses in fostering rural development, particularly in supporting local economies, creating jobs, and preserving cultural traditions.

Methodology: The research utilizes a qualitative analysis of specialized literature, interviews with family business owners and local authority representatives, and data from the National Bureau of Statistics. Methods such as direct observation and SWOT analysis were also employed.

Conclusions: The study demonstrates that family businesses play a vital role in rural development by preserving traditions, maintaining local cultural identity, and enhancing the quality of life in rural areas.

Originality: This research provides a unique contribution by offering an integrated perspective on the economic and social dynamics in rural areas, highlighting how family businesses can support rural communities in a constantly evolving economic and societal landscape.

Key words: Family businesses, rural development, local economy, cultural identity, job creation, qualitative analysis.

SUSTAINABLE DEVELOPMENT OF THE RURAL SPACE IN THE REPUBLIC OF MOLDOVA BY INCREASING THE EFFICIENCY OF THE USE OF LAND RESOURCES IN THE AGRICULTURAL SECTOR

Dragoş CIMPOIEŞ

Moldova State University, Chisinau, Republic of Moldova

dragos.cimpoies@usm.md

ORCID: 0000-0001-8267-5738

Lidia CRUDU

Technical University of Moldova, Chisinau, Republic of Moldova

lidia.crudu@gmail.com

ORCID: 0009-0007-8040-4716

Anatol RACUL

Technical University of Moldova, Chisinau, Republic of Moldova

anatol.racul@gmail.com

ORCID: 0000-0001-8135-1897

Purpose of the article: The evaluation of the agricultural land in the Republic of Moldova represents the main factor in the sustainable rural space development and it emphasizes economic criteria for the efficiency of land resources. The hedonic price in the sales-purchase transactions of parcels in agricultural land may be the scientific innovation and originality of the geographically weighted regression methodology with the spatial approach in the used econometric model.

Conclusions: The price of agricultural land used parcels in Maiovca village, Ocnîța district were evaluated by using the data from transactions registered in 2022 and the results of the geographically weighted regression (GWR) stands up the suitable conclusions of the licensed assessors in the field.

Originality: The autocorrelation coefficient value evaluated by spatial autoregressive model (SAR) is $\rho = 0.072$ according to Cobb Douglas model confirms the high quality of the regression techniques carried out and the used spatial methodology can be implemented in cadastral practice for the taxation in the agrarian sector.

Methodology: The GWR utility proposed in this methodology has advantage in research area because of the similar evaluation techniques carried out in the countries of the European Union that are adjacent to the Republic of Moldova.

Keywords: agricultural land, cadastral code, transactions evaluation, spatial econometric model, adjacency matrix.

THE INVOLVEMENT OF THE DIASPORA IN THE SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF MOLDOVA

Tatiana BUJOR

Moldova State University, Chisinau, Republic of Moldova

tatiana.bujor@usm.md

ORCID iD: 0000-0001-5583-8802

Purpose of the article is to examine the role of migration in the sustainable development of countries of origin, transit, and destination. It also emphasizes the interaction between emigration and local development to strengthen the development of countries of origin and highlights the contributions of migrants to their home communities

Methodology: The research applies various methods such as statistical data analysis, document analysis, and case studies. These methods provide a comprehensive view of the impact of migration on sustainable development across different types of countries (origin, transit, and destination).

Conclusions: The study concludes that the positive experience of certain countries, such as the Republic of Moldova, challenges the perception that emigration represents a permanent loss for the countries of origin.

Instead, diaspora representatives act as agents of development, contributing social capital, facilitating reforms, and supporting Moldova's integration into the European Union.

Originality: The study offers a fresh perspective by highlighting how migrants, particularly from countries like Moldova, contribute to the sustainable development of their countries of origin, dispelling the stereotype that migration is inherently detrimental to these countries.

Keywords: diaspora, emigration, investments, migration, program, remittances, sustainable development.

MANAGEMENT OF THE CUSTOMS SYSTEM IN THE CONTEXT OF INTEGRATION EUROPEAN: PROGRESS AND PERSPECTIVES IN THE REPUBLIC OF MOLDOVA

Elena BĂDĂRĂU

Moldova State University, Chişinău, Republic of Moldova

el.badarau@gmail.com

ORCID iD: 0009-0009-5635-0986

Purpose of the article: The article details the progress and future plans of the Customs Service of the Republic of Moldova in institutional development and technological modernization. One of the main objectives is improving infrastructure, implementing modern information technologies, and establishing appropriate regulatory frameworks. Ongoing development focuses on reducing bureaucracy through transitioning to electronic documentation and simplifying administrative procedures. The article emphasizes the importance of international cooperation in the context of global trade and economic security. It highlights the necessity of aligning Moldova's customs practices with international standards, with a focus on adherence to international treaties and bilateral cooperation with multiple states. Another focal point is the implementation of the ASYCUDA World customs automation system, which standardizes and automates customs processes, facilitates information exchange, and reduces administrative costs. This system is presented as an efficient solution for managing trade flows and customs procedures.

In conclusion, the article underscores Moldova's continued commitment to modernizing and enhancing its customs services in line with international practices, through the adoption of modern technologies and strengthened international cooperation in this field.

Keywords: customs reform, international trade, European integration, customs efficiency, information technologies, international cooperation, legislative changes.

INNOVATION, A KEY ELEMENT IN INCREASING PERFORMANCE MANAGERS OF SMALL ENTREPRENEURS

Slavic GÎRNEȚ

"Bogdan Petriceicu Hasdeu" State University, Cahul, Republic of Moldova

girnet_slavic@yahoo.com

ORCID ID: 0000-0002-7628-0788

Purpose of the article: Under modern conditions, entrepreneurial activity of all types is growing considerably in the market economy. In the last twenty years, the number of entrepreneurs in society has increased almost 3 times. The development of human society in the XXI, is characterized by an uncontrolled fluctuation of influencing factors (financial crises, energy crises, war and military conflicts, pandemics and natural calamities tech.), fluctuation which conditions an unstable activity environment, difficult to predict and anticipate possible trends manifestation. A fact that creates a series of risks for economic activity in contemporary society, such as: - increase in raw material, energy, fuel costs; reducing the purchasing power of the population; reducing the mobility of trade flows; increasing unemployment, inflation and reducing the welfare of individuals in society.

In the conditions stated above, entrepreneurial innovation activity is a real and effective means of exiting small entrepreneurs from the risk situations created and maintained, and increase of the entrepreneurial result, specific precondition, also for entrepreneurial activity in the Republic of Moldova.

Keywords: Innovation, Entrepreneurship, Small Businesses, Performance Enhancement, Risk Management, Republic of Moldova, Economic Instability.

THE IMPORTANCE OF INCREASING SME SUSTAINABILITY THROUGH THE IMPLEMENTATION OF INFORMATION TECHNOLOGIES

Andrei POPA

"Bogdan Petriceicu Hasdeu" State University, Cahul, Republic of Moldova

4andreipopa@gmail.com

ORCID iD: [0000-0003-2006-6923](https://orcid.org/0000-0003-2006-6923)

Purpose of the Article: Sustainable development is a paradigm for the development of the 21st century global economy, the overall goal of which is to balance the goals of economic prosperity with the responsibility to ensure further social development and environmental protection. In the context of sustainable development, digitalization offers a number of opportunities for small and medium-sized enterprises (SMEs) and is necessary for SMEs to remain competitive. The COVID-19 pandemic has accelerated the use of information technology by SMEs and highlighted the potential of ICT for future economic growth. Despite the significant benefits provided by ICT, the smaller size of SMEs often acts as a barrier to digital transformation, slowing down the modernization of small businesses, especially due to a lack of internal resources and knowledge or due to a lack of financing. These delays in the implementation of information technology negatively affect the performance of SMEs. The aim of this study is to review best practices in enhancing small business sustainability through digital transformation and to identify ways and means to support small and medium-sized enterprises (SMEs) to facilitate their successful development.

Keywords: sustainable development, SMEs, information technologies, digital transformation.

CUSTOMER INTERACTION PECULIARITIES WITHIN „TERMoeLECTRICA” J.S.C. IN THE CONTEXT OF THE REGULATIONS IN THE THERMAL ENERGY SECTOR OF THE REPUBLIC OF MOLDOVA

Denis BUNDUCHI

Academy of Economic Studies of Moldova, Chişinău, Republic of Moldova

bunduchidenis@gmail.com

ORCID: 0009-0003-6643-2746

Purpose of the article: This article presents a specialized analysis of the particularities of customer relationship management within “Termoelectrica”; J.S.C., taking as a starting point the legislative context and regulations applicable in the thermal energy sector in the Republic of Moldova. The research explores the complex regulatory framework influencing the company’s activity, including national and local laws and regulations on electricity and energy. The research was based on a documentary analysis and case study methodology, focusing on the identification and categorization of “Termoelectrica”; customers according to the type of activity carried out and their specific needs. The article also provides an overview of the particularities of company-customer interactions in the context of complex production processes and multilevel regulations.

Key words: Management, relations, customers, regulations, energy, interactions, production.

OPINION POLLS DURING THE ELECTIONS

Igor SOROCEANU

Ion Creangă State Pedagogical University, Chişinău, Republic of Moldova

soroceanuuigor@gmail.com

ORCID: [0000-0002-8719-0454](https://orcid.org/0000-0002-8719-0454)

Purpose of the article: Opinion polls give voters a clear picture of the current state of the electoral competition. By regularly publishing poll results, voters can observe how public preferences are evolving and make informed decisions based on this information. These polls not only inform the public about the leading candidates in voter preferences, but also highlight the issues and campaign themes that are important to the electorate. In addition, they contribute to the political education of voters, giving them a better understanding of electoral dynamics.

Keywords: public perception, manipulation, mass media, digital age, modern technologies, ethics, etc.

THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOR IN THE PAINTING INDUSTRY

Sergiu AFTENEV

ASEM, Chişinău, Republic of Moldova

aftenev.sergiu@gmail.com

ORCID ID: 0009-0009-7477-3034

Purpose of the article: In the digital world, the power of social networks is becoming increasingly evident in mass communication. Companies that capitalize on the advantages of this phenomenon are making their presence felt on social media platforms through company and brand pages. Hence, the purpose of the research is to investigate how social media, and specifically related platforms, affect paint industry customer behavior and to examine how paint companies use these platforms to adapt to changing market conditions.

Methodology: In order to provide a thorough knowledge of the phenomenon, the present research uses exploratory and qualitative approaches for the theoretical analysis of the influence of social networks on customer behavior in the painting industry.

Originality encompasses a focused examination of how social media affects painting industry customer behavior, emphasizing the ways in which platforms like Instagram can affect the choices consumers undertake and the advertising tactics used by businesses in this industry.

Conclusions: Social media consumers increasingly follow more and more brand accounts, getting a fast flow of information, allowing them to express their ideas more effectively, research brands and interact with them.

Key words: Social media, consumer behavior, paint manufacturing industry, digital management marketing.

MANAGING THE SOCIO-PSYCHOLOGICAL CLIMATE WITHIN THE AUTHORITIES OF THE CENTRAL PUBLIC ADMINISTRATION IN THE REPUBLIC OF MOLDOVA

Tatiana TOFAN

Moldova State University, Chişinău, Republic of Moldova

tatianatofan@yahoo.com

ORCID iD: 0009-0005-9098-7922

Purpose of the article: In this article, the specifics of managing the socio-psychological climate within the central public administration authorities of the Republic of Moldova were analyzed in general. The legislative framework for creating and managing a positive socio-psychological climate in the collective to increase the job satisfaction of the staff in public institutions was analyzed. Proposals were made to improve the process of

managing the socio-psychological climate within the central public administration authorities of the Republic of Moldova.

The methodological support of scientific research is based on the systemic approach and the use of various methods, namely: analysis of the concepts and characteristics of the socio-psychological climate, observation, comparison, induction and deduction.

Conclusions: For the good functioning and development of a public authority, it is not always enough for the top manager to ensure a good organizational performance, but also to create a favorable climate for individual and collective performances, as well as to maintain a positive psychological climate within the institution.

Originality: Studying the socio-psychological climate within the central public administration authorities of the Republic of Moldova at the current stage.

Keywords: socio-psychological climate, central public authorities, creating the socio- psychological climate, managing the socio-psychological climate in central public authorities etc.

ECONOMIC GROWTH OF THE REPUBLIC OF MOLDOVA BETWEEN TRANSITION AND INTEGRATION

Nicolae VEREJAN

Moldova State University, Chisinau, Republic of Moldova

ndverejan@gmail.com

ORCID iD: 0009-0003-0827-2940

Purpose of the article: The purpose of this article is to explore the dynamics of the Republic of Moldova's economic growth within the context of its post-Soviet trajectory and European integration efforts. It examines key economic challenges such as political instability, lack of structural reforms, and reliance on external resources while assessing the impact of regional and international integration processes on Moldova's economy.

Methodology: The article employs a critical analysis of economic statistics, alongside case studies, to evaluate the Moldovan economy's current state. It also considers the effects of both regional and global influences on the country's economic development.

Conclusions: The findings highlight the need for an integrated approach that merges internal structural reforms with effective external cooperation. This approach is seen as essential for achieving sustainable and inclusive economic development in Moldova, while addressing its vulnerabilities to global challenges.

Originality: This study provides a unique perspective on Moldova's economic evolution by critically assessing both internal and external factors affecting its growth. It offers innovative solutions to promote sustainable economic development and enhance resilience against global risks.

Key words: Republic of Moldova, economic growth, post-Soviet transition, European integration, structural reforms, regional integration, sustainable development, external cooperation.

THEORETICAL APPROACHES REGARDING THE FORMATION OF THE TERM "ENTREPRENEURIAL ECOSYSTEM"

Natalia VINOGRADOVA

National Institute for Economic Research, ASEM, Chişinău, Republic of Moldova

vinogradova.natalia@ase.md

ORCID iD: 0000-0003-4485-668X

Purpose of the article: An important condition for the effective functioning and development of entrepreneurship is a favorable socio-economic environment. The conditions for entrepreneurship have been actively researched since the 1950s, with the terms used to describe them varying significantly. Over the past decade, the set of participants and external environmental factors affecting enterprises has been reflected in the interdisciplinary concept of the "entrepreneurial ecosystem". The purpose of this article is to analyze existing definitions of the entrepreneurial ecosystem, identify its main characteristics, and distinguish it from similar concepts.

The methodology employed includes a theoretical analysis of existing scientific publications on entrepreneurial ecosystems, a comparison of this concept with similar terms, and the synthesis of the authors' own definition of the term "entrepreneurial ecosystem";

Key words: business climate, business environment, entrepreneurial ecosystem, entrepreneurship.

CONCEPT AND WORLD EXPERIENCE OF ADAPTING SURVIVAL STRATEGIES AS A FACTOR OF SUSTAINABLE DEVELOPMENT

Ana SOCOLOVA

Moldova State University, Chisinau, Republic of Moldova

anna.socolova@usm.md

ORCID: [0000-0002-6320-5543](https://orcid.org/0000-0002-6320-5543)

Ana VOLOSIUC

Moldova State University, Chisinau, Republic of Moldova

anna.volosiuc@usm.md

ORCID: 0000-0002-6748-6661

Purpose of the article: This article examines the concept of adapting survival strategies as a critical factor in achieving sustainable development. It highlights how crises, while posing threats, also offer opportunities for transformation by driving businesses to innovate and adjust to new realities. The paper aims to explore both the theoretical and practical aspects of survival strategies and their role in balancing economic, social, and environmental interests.

Methodology: The study analyzes global experiences of adapting survival strategies in various economic sectors, with a focus on real-world crisis examples. Successful cases are highlighted, and challenges encountered during adaptation are identified. The analysis involves a comparative approach, assessing how adaptive strategies contribute to long-term sustainability goals.

Conclusions: The article concludes that adaptive survival strategies are essential for businesses to navigate crises and thrive in uncertain environments. These strategies not only help companies survive but also promote sustainable development by aligning economic growth with social stability and environmental protection. The paper suggests that ongoing adaptation will be crucial as global challenges continue to evolve.

Originality: The article provides a comprehensive overview of the concept of survival strategies in the context of sustainability. By integrating examples from various industries, it offers insights into the practical application of adaptive strategies and highlights their importance for future development.

Keywords: adaptation of survival strategies, sustainable development, change management, agility concept, scenario planning, antifragility, organizational learning theory, resilience, ambidexterity, lean startup.

PERSPECTIVES ON THE REFORM OF HIGHER EDUCATION IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF THE LABOR MARKET

Tatiana DIACONU

Moldova State University, Chisinau, Republic of Moldova

tatiana.diaconu@usm.md

Orcid ID: 0000-0003-0423-9257

Lilia DRAGOMIR

Moldova State University, Chisinau, Republic of Moldova

lilia.dragomir@usm.md

ORCID ID: 0009-0006-7216-8592

Purpose of the article. This article aims to analyze the situation of higher education in the Republic of Moldova and the impact of educational reforms on the labor market. According to this study, there is a risk that higher education may fail to meet the future needs of the national economy.

Methodology. A series of methods were used to create this article, such as comparison, generalization, data grouping, analysis, and formulation of arguments. In addition, this study is based on the author's analysis of data processed from the National Bureau of Statistics.

Conclusion. The delayed reforms of higher education in the Republic of Moldova have led to a decline in its quality and competitiveness. Therefore, measures such as increasing budget allocations for education, financial incentives for teaching staff, and adapting study programs to the demands of the labor market are essential to improve the quality of higher education, making it more relevant in the future.

Keywords: higher education, labor market, students, educational reforms, risks.

SUSTAINABLE COMPETITIVE ADVANTAGE CENTERED ON DEDICATION AND PEOPLE POWER

Irina RAEVSKAIA

Moldova State University, Chisinau, Republic of Moldova

irinaraevskaia@gmail.com

ORCID iD: 0000-0002-7749-1237

Purpose of the article: Human capital has an essential role in measuring the performance of organizations. The creation of a sustainable competitive advantage based on human resources contributes to: talent and skills, organizational culture, effective collaboration, motivation and involvement and inspired Leadership.

Methodology: The methodological approach consists in the study and analysis of specialized literature, in the analysis of statistical data and practical examples.

Conclusions: Ensuring sustainable competitive advantage is a must for any organization. Competitive advantage that can only be achieved by generating synergy between all the factors involved in the organizational process, in which a priority role belongs to human resources.

Originality: Human capital, skills, attitudes, experience, knowledge, creativity, contribute decisively to ensuring the competitiveness and sustainability of any type of organization.

Keywords: human capital, human resources, competitive advantage, organizational performance.

THE TRANSPOSITION AND CULTIVATION OF THE PRINCIPLES OF REALIZATION OF ELECTORAL RIGHTS IN THE OBJECTIVE REALITY: REPUBLIC OF MOLDOVA VERSUS ROMANIA

Andrei POPA

"Bogdan Petriceicu Hasdeu" State University, Cahul,

Republic of Moldova

4andreipopa@gmail.com

ORCID iD: [0000-0003-2006-6923](https://orcid.org/0000-0003-2006-6923)

Purpose of the article: The rule of law is inconceivable without respect for fundamental human rights and freedoms, the supremacy of the law and a democratic system, which can be ensured, first of all, by organizing, conducting and totalizing the results of elections in accordance with certain standards and democratic principles.

Thus, under the following conditions, we propose that in this scientific approach we address some conceptual milestones of the finalization of the principles of the realization of electoral rights in accordance with the provisions of the legislation of the Republic of Moldova, including by exemplifying these principles in Romania.

Keywords: electoral campaign, guiding rules, legality, free expression, vote secrecy, sustainable development, transparency, etc.

DIFFICULTIES IN MANAGING THE ENERGY CRISIS: SOLUTIONS TO ENHANCE ECONOMIC SECURITY

Valentin CUTCOVSCHI

Moldova State University, Chisinau, Republic of Moldova

vcutcovschi@gmail.com

ORCID iD: 0000-0002-0481-9174

Purpose of the article: is to identify the difficulties arising in the management of the energy crisis and to analyze the ways and policies developed by which the state can develop new strategies for increasing economic security.

Methodology: materials and methods used in this work include literature review, bibliographic research, analysis of national statistical data, consultation of international economic and statistical reports.

Conclusions: energy crisis management methods serve as a catalyst for developing a sustainable economy and ensuring stable economic security. A proper approach to this problem can strengthen economic stability and ensure a sustainable and resilient energy supply in the future.

Originality: of this theme lies in the interdisciplinary approach to the relationship between the energy crisis and economic security, highlighting how difficulties can affect economic stability and national security. The paper explores possible solutions and innovative strategies for managing energy crises, considering their impact on modern economies.

Keywords: energy crisis, difficulties, energy efficiency, policies, economic security.

Section 3: Financial System Development: Issues and Prospects

SUSTAINABLE PUBLIC PROCUREMENT AS A TOOL FOR ACHIEVING ECONOMIC PERFORMANCE IN THE REPUBLIC OF MOLDOVA

Maria PAPANA

Doctoral School of Legal and Economic Sciences, Moldova State University

papana.maria@usm.md

ORCID: 0009-0002-0613-7916

Andrei MULIC

Moldova State University, Chisinau, Republic of Moldova

andrei.mulic@usm.md

ORCID iD: 0000-0001-6207-1216

Purpose of the article is to research the sustainability, efficiency and integrity of the public procurement system in the Republic of Moldova and the impact of the sustainable public procurement system on the growth and development of a sustainable economy.

Methodology includes theoretical concepts in the field of sustainable public procurement, as well as various techniques: analysis, synthesis, induction, deduction, the complex and systemic methodological approach of contemporary economic concepts, tabular and graphic representation.

Conclusions: Sustainable public procurement has a major impact on economic development and is a priority for the Republic of Moldova. The rational spending of public money and good procurement management depends on the efficiency of public procurement procedures, the degree of transparency ensured during the procurement cycle, but also on the proper coordination of the process.

Originality: The development of a sustainable economy, through the performance of public procurement, thus contributing to ensuring a competitive and sustainable national public procurement system, capable of providing "value for money".

Keywords: strategic documents, financial security, National Public Budget, budgeting.

DEVELOPMENT OF THE FINANCIAL SYSTEM IN THE DIGITAL ERA: CHALLENGES AND FUTURE PERSPECTIVES

Otilia MANTA

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

otilia.manta@rgic.ro

ORCID iD: 0000-0002-9411-7925

Elena RUSU

Moldova State University, Chisinau, Republic of Moldova

gogolnicencoe@mail.ru

ORCID iD: [0000-0001-8593-0079](https://orcid.org/0000-0001-8593-0079)

Purpose of the article: The purpose of this paper is to analyze the evolution of the financial system in the context of digital transformation, highlighting the main challenges faced by the sector and identifying future perspectives for its development. The study aims to explore how digitalization influences traditional financial models, focusing on both opportunities and risks.

Methodology: The research is based on a qualitative analysis of recent studies, reports, and statistical data concerning the impact of digitalization on the financial system. The methodology involves a comprehensive review of academic literature, industry trends, and case studies from various financial institutions that have adopted digital technologies.

Conclusions: The paper concludes that digital transformation is reshaping the financial landscape by introducing innovative solutions such as fintech, blockchain, and artificial intelligence. However, these advancements also pose significant challenges, including regulatory issues, cybersecurity risks, and the need for

upskilling the workforce. The future of the financial system will likely depend on finding a balance between leveraging technology and managing the associated risks.

Originality: The originality of this study lies in its approach to synthesizing both the theoretical framework and practical implications of digitalization in the financial sector. By addressing both current challenges and long-term perspectives, the paper offers a comprehensive view on how digital technologies are expected to transform the financial system in the coming years.

Keywords: Financial system, digitalization, fintech, blockchain, artificial intelligence, cybersecurity, digital transformation, future trends.

CLIMATE CHANGE AND DIVIDEND POLICY. EMPIRICAL EVIDENCE FOR EUROPEAN FIRMS

Sorin Gabriel ANTON

Alexandru Ioan Cuza University of Iasi, Iasi, Romania

sorin.anton@uaic.ro

ORCID iD: [0000-0001-7124-9274](https://orcid.org/0000-0001-7124-9274)

Purpose of the article: Climate risk has garnered increasing attention in both business and finance literature, yet empirical studies on how climate change affects firms' financial decisions remain limited. This paper seeks to evaluate the influence of climate vulnerability (CV) on the dividend policies of European listed firms during the period 2010–2021. Using a panel logit model, the analysis reveals that firms in countries with higher exposure to climate risks are less likely to distribute dividends. The study further extends the empirical investigation by examining the effect of climate vulnerability on dividend payout levels, as measured by the dividend payout ratio and dividend yield. Results from the Prais-Winsten regression model, incorporating Panel Corrected Standard Errors (PCSE), indicate that climate vulnerability has a statistically significant positive impact on dividend payments. Overall, the findings underscore the relevance of climate change considerations in corporate financial decision-making.

Keywords: climate change, climate vulnerability, financial decisions, dividend policy.

THE MONETARY POLICY OF THE NATIONAL BANK OF POLAND DURING THE COVID-19 PANDEMIC

Alina DANIŁOWSKA

alina_danilowska@sggw.edu.pl

ORCID iD: 0000-0002-4977-3210

Institute of Economics and Finance, Warsaw University of Life Sciences-SGGW

Andrzej JĘDRUCHNIEWICZ

andrzej_jedruchniewicz@sggw.edu.pl

ORCID iD: 0000-0002-3133-6880

Institute of Economics and Finance, Warsaw University of Life Sciences-SGGW

Joanna WRZESIŃSKA-KOWAL

44vetla wrzesinska-kowal@sggw.edu.pl

ORCID iD: 0000-0001-5492-8187

Institute of Economics and Finance, Warsaw University of Life Sciences-SGGW

Purpose of the article: The first cases of disease caused by the coronavirus emerged in December 2019 in China. The virus's rapid spread prompted the World Health Organisation to declare a pandemic on 11 March 2020. Governments around the world responded immediately. Due to the lack of effective vaccines for treating COVID-19, governments introduced non-pharmaceutical measures restricting human contact, such as border closures, quarantines, bans on public assemblies, lockdowns, and more. These measures had an immediate negative impact on the economy. Parallel to governments, central banks took monetary policy measures. In April,

the European Central Bank called for flexibility in conducting operations to absorb the impact of credit risk developments and mitigate excessive pro-cyclicality. Poland's central bank responded to the pandemic as early as March. The main objective of the Polish central bank from the beginning of the pandemic was to cushion its negative impact on the economy by supporting the functioning of the financial system and facilitating the flow of credit to economic agents. The paper aims to identify the actions of the National Bank of Poland during the COVID-19 pandemic and to show the impact of these actions. The analysis covers the years 2020-2023. The easing of the NBP's monetary policy in 2020 was reflected in several measures: interest rate cuts, reduction of the reserve requirement rate, and bond purchases. The central bank's first interest rate cut occurred in March 2020, followed by others in April and May. The reserve requirement rate was reduced from 3.5% to 0.50% in April. The NBP purchased securities through structured outright open market operations for PLN 107.1 billion. This was a significant increase from previous years. In contrast, securities for PLN36.9 billion were purchased in 2021. At the end of that year, the NBP began to tighten monetary policy. It continued this course in 2022 and 2023, as inflationary pressures were extreme. The main positive effects of the NBP's policy during the pandemic years (2020-21) included the impact on the growth of global demand, maintaining low unemployment, indirect support for businesses and households, and providing liquidity to commercial banks. In contrast, the main adverse effects were high consumer and producer inflation, rising inflation expectations, declining savings, and increasing private and public debt.

Keywords: National Bank of Poland, COVID-19, monetary policy, interest rate cuts, inflation, bond purchases, economic impact.

INFORMATION COMPONENT OF ENSURING THE ENTERPRISE FINANCIAL SECURITY

Nadiia DAVYDENKO

State Tax University, Irpin city, Kyiv region, Ukraine

davidenk@ukr.net

Irina Teodora MANOLESCU

"Alexandru Ioan Cuza University" of Iasi, Iasi, Romania

irina.manolescu@gmail.com

Alina BURIAK

State Tax University, Irpin city, Kyiv region, Ukraine

buriak.av@ukr.net

Purpose of the article: This article aims to explore effective strategies for preventing information risks within enterprises, establish a comprehensive algorithm for diversifying these risks at various levels of information support, and propose a series of measures to safeguard information systems, ultimately enhancing the financial security of enterprises.

Methodology: The research employs a range of general scientific methods, including a systematic approach to articulate the essence of financial security as an economic concept. Additionally, methods of scientific abstraction and synthesis are utilized to identify the potential impacts of information risks. Conclusions are drawn through generalization, supported by a robust information base comprising research from both Ukrainian and international scholars.

Conclusions: The study emphasizes the critical role of information support in ensuring an enterprise's financial security. It addresses the necessary measures to mitigate information risks and presents a developed scheme for integrating information support into the framework of enterprise financial security.

Originality: This article contributes to the field by outlining novel approaches to information risk management and presenting a structured framework for integrating information support into financial security strategies for enterprises.

Keywords: financial security, information security, information risks, enterprise, control.

PRIVATE PENSION FUNDS AND THEIR ROLE IN ENSURING THE FINANCIAL SECURITY OF CITIZENS

Svetlana GHERJAVCA

Moldova State University, Chisinau, Republic of Moldova

46vetlana.gherjavca@usm.md

ORCID iD: 0009-0002-2994-8412

Purpose of the article: The purpose of the article is to investigate the role of private pension funds for citizens in terms of financial security.

Methodology: The carried-out research was based on fundamental methods of investigation of national legislation regulating pension funds, as well as international, quantitative and qualitative, inductive and deductive and synthesis methods. Scientific publications were studied, which allowed a comparative study of the researched problem.

Conclusions: The research allowed the author to conclude that private pension funds play an important role in ensuring the security and well-being of the population. At the same time, pension funds are a means of saving, but also of investment and an alternative to state pension funds.

Originality: The originality of the research lies in the study of a problem that needs to be solved in the Republic of Moldova, namely the creation of the necessary conditions for the operation of private pension funds and, respectively, the provision of real opportunities for saving and financing for the population.

THE EVOLUTION TRENDS OF THE PAYMENT SYSTEM IN THE REPUBLIC OF MOLDOVA

Ivan LUCHIAN

Moldova State University, Republic of Moldova

ivan.luchian@usm.md

ORCID ID: 0000-0002-8683-7228

Angela FILIP

Moldova State University, Chisinau, Republic of Moldova

filip77@mail.ru

ORCID ID: 0000-0003-2359-860X

Purpose of the article: The payment system is a complex of mechanisms designed to carry out the clearing and settlement of monetary transactions and other financial transactions. It contains a set of arrangements regarding the satisfaction of obligations assumed by payers and provides for the use of payment instruments. The article aims to analyze the payment systems and its evolution trends in the fast changing digitization era.

Methodology: In order to carry out the study, observation and analysis research methods were applied. The reports of the National Bank of Moldova published on the Internet were used as base information.

Conclusions: Over the last two decades in the Republic of Moldova, important successes have been noted in the development of the payment system and all its basic components: the automated system of internal payments, the system of the Single Central Securities Depository and payment instruments. Additionally, the services provided by banks and the payment systems have been increasingly integrated into remote banking through an extensive digitisation process.

Originality: The originality of the article is determined by the attempt to make certain conclusions about the quantitative and qualitative changes that took place within the payment systems of the Republic of Moldova over the last six years

Keywords: payment system; bank; payment instrument; digitization

THE ROLE OF THE PRODUCTION OF TABLE GRAPES IN THE DEVELOPMENT OF THE ECONOMY

Natalia MOCANU

Moldova State University, Chisinau, Republic of Moldova mocanunatalia@gmail.com

ORCID 0000-0002-8523-1080

Andrei BOTEZATU

Technical University of Moldova, 168 Stefan cel Mare Blvd., Chisinau, Republic of Moldova

ORCID 0009-0006-2189-6418

Nadea DAVIDENCO

State Tax University, Irpin city, Kyiv region, Ukraine

davidenk@ukr.net

ORCID ID: 0000-0001-7469-5536

The purpose of the article: the theoretical and methodological elaboration of the role of the production of table grapes in the development of agriculture and the proposal of new scientific-practical solutions to improve the production process of table grapes in the current conditions of the Republic of Moldova.

Methodology: To achieve the established objectives, a diverse set of methods specific to economic research was used, such as the analytical method, the descriptive method, the synthesis

method, the economic-mathematical method, the graphic and tabular methods, being complemented by quantitative and qualitative analysis, induction and deduction, comparison and grouping, systemic approach.

Conclusions: The table grape sector represents a basic pillar of agricultural development in the Republic of Moldova, directly contributing to the formation of state and local budget revenues, due to the link between grape production and the processing industry.

Originality: The subject of the development of the table grape sector, essential for the viticulture field, was addressed thematically or partially. It is one of the basic branches of material production, all the more so since the economic and social development of the current world is in close correlation with the pillar of success in agriculture and cannot be conceived without the great improvement of this branch of production. The export of table grapes in the total production of grapes in the period 2001/2005 was 9.8%; 2006/2010 – 47.2%; 2011/2015 – 46.8%; 2016/2020 – 54.8%; 2021/2023 – 64.2%. Thus, 2/3 of all table grapes produced in the Republic of Moldova went for export.

Keywords: agriculture, association of producers, economic efficiency, wine production, wine, sector, table grapes, Republic of Moldova.

SUSTAINABLE FINANCING: EUROPEAN OPPORTUNITIES AND TRENDS

Daniela BUMBAC

BC Moldindconbank SA, Chisinau, Republic of Moldova

bumbacdany@gmail.com

ORCID iD: 0000-0002-8457-0398

The purpose of the article: in recent years we are witnessing the ever-increasing integration of finances oriented towards economic and social well-being, compared to those oriented only towards increased financial benefits consists in identifying the fine role.

Methodology: Sustainable finance encourages transparency and long-term thinking in investments that move towards environmental goals and include all sustainable development criteria identified by the UN's Sustainable Development Goals (SDGs). By stimulating responsible investment, sustainable finance contributes to reducing greenhouse gas emissions, mitigating the negative impact of climate change on economic development, and directly helps to build a global economy that promotes social well-being in the medium and long term.

Conclusions: At the EU level, sustainable financing aims to support economic growth, while reducing pressures on the environment in order to contribute to the achievement of the climate and environmental objectives of the European Green Deal, taking into account social and governance aspects. One of the main objectives being

the identification and promotion of investments in sustainable activities to enable the European Union to achieve climate neutrality by 2050

Originality: The EU Taxonomy adopted in 2020, is the cornerstone of the EU Action Plan for Sustainable Finance, in this way the European Union has taken important steps to build a sustainable financial ecosystem.

Keywords: sustainable financing, EU Taxonomy, European Green Deal

THE RISK FACTORS SPECIFIC TO THE FINANCIAL MANAGEMENT IN THE HEALTH SYSTEM OF THE REPUBLIC OF MOLDOVA

Natalia NOVITCHII

Academy of Economic Studies of Moldova, Chişinău, Republic of Moldova

natalia.novitchii@gmail.com

ORCID: 0009-0002-9031-6828

Purpose of the article: This article aims to explore and analyze the specific risk factors of financial management in the healthcare system of the Republic of Moldova. It focuses on identifying these risks and the necessary strategies to manage them effectively, ensuring that financial, material, and human resources are used efficiently to achieve strategic and operational objectives while minimizing potential losses.

Methodology: The research employs an analysis of risk management practices within the healthcare system, evaluating various risk factors specific to financial management and their impact. It includes a review of relevant literature and best practices to identify both external and internal risks specific to financial management in the healthcare system.

Conclusions: The study concludes that financial management in the healthcare system is exposed to a variety of risks, including operational inefficiencies and external economic pressures. Effective risk management is essential to reduce exposure to financial losses and ensure the financial sustainability and resilience of the healthcare system for a sustainable future.

Originality: This article provides a unique perspective, focusing on the intersection of financial management and risk in the healthcare system, highlighting the complexity of managing financial resources in a sector where strategic and operational outcomes are directly linked to promoting, restoring, and maintaining the population's health. It offers new insights into risk management practices.

Keywords: financial management, healthcare system, risk management, risk factors, financial risks.

THE PARTICULARS OF STATE DEBT DEVELOPMENT IN THE REPUBLIC OF MOLDOVA

Victoria LISNIC

National College of Commerce of ASEM

victoralisnic2018@gmail.com

ORCID ID: 0009-0008-1332-6567

Marina IOVU-CARAUŞ

National College of Commerce of ASEM

ORCID ID: 0009-0008-7166-293X

Purpose of the article: The state debt is the totality of the state's (Government's) loans in different forms to natural and legal persons, other states, international institutions and other subjects. The purpose of this publication was to determine the basic characteristics of the evolution of the state debt in the Republic of Moldova. Applying observation and analysis as research methods, the main trends of the evolution of the state debt in the Republic of Moldova were examined. During the last decade, the state debt of the Republic of Moldova experienced a vertiginous upward evolution. In this expansion of the state debt, in the Republic of Moldova, emphasis is placed on increasing short-term loans and on the internal financial market. From a short-term perspective, the state debt of the Republic of Moldova is in a fully sustainable state, but the rate of growth of the debt exceeding that of the Gross Domestic Product raises some long-term concerns.

Keywords: State debt, Republic of Moldova, short-term loans, internal financial market, sustainability, debt growth trends.

CURRENT TRENDS IN THE DEVELOPMENT OF THE BANK DEPOSIT MARKET IN THE REPUBLIC OF MOLDOVA

Angela FILIP

Moldova State University, Chisinau, Republic of Moldova
filip77@mail.ru

ORCID ID: 0000-0003-2359-860X

Inesa BRUMĂ

Moldova State University, Chisinau, Republic of Moldova
ina_rum@mail.ru

ORCID ID: [0000-0002-0901-5191](https://orcid.org/0000-0002-0901-5191)

Purpose of the article: A bank deposit is an amount of money held in a bank account for the purpose of saving or for use as collateral. The deposit account is opened at sight or term, with or without related interest. The history of the banking system in the Republic of Moldova demonstrates a contradictory evolution concerning the attraction of deposits by banking institutions. The purpose of this article is to determine the current trends of bank deposits market in the Republic of Moldova

Methodology: The study was carried out based on the reports of the National Bank of Moldova and the opinions expressed by experts in the Internet space.

Conclusions: At the moment, the market of bank deposits is constantly growing, being mostly formed by large banks. The main share of bank deposits belongs to individuals and legal entities. At the same time the banks are actually withdrawing from this market as depositors. Geopolitical, economic and financial instability are factors causing the instability of bank deposits. Strengthening the system of guaranteeing the population's deposits can partially solve this problem.

Originality: The article originality is reflected in its effort to identify and prove the current trends in the development of the bank deposit market by analyzing the empirical and non-numerical data. In addition to the data analysis, the originality of the article is determined by the intention to formulate recommendations for further development.

Keywords: bank, customer, deposit, deposit guarantee.

MAIB – BRIEF HISTORY, RESEARCH, AND ANALYSIS OF THE LEADER IN THE BANKING MARKET

Maria FIȘTIC

Moldova State University, Chisinau, Republic of Moldova,
mariafistic45@gmail.com

ORCID ID: 0009-0001-6547-4210

Purpose of the article: The article aims to provide a comprehensive overview of the MAIB Group's history, development, and market position as a leader in Moldova's banking sector. It highlights the bank's financial performance in 2023, its lending and deposit activities, and key events during the analyzed period, along with the bank's future strategic directions, particularly in digital financial ecosystems.

Methodology: The research employs a combination of comparison, graphical representation, scientific abstraction, analysis, and synthesis to examine MAIB's financial and operational indicators, as well as its key activities.

Conclusions: MAIB is established as the largest bank in Moldova, maintaining its leadership in the banking sector through successful financial performance, substantial growth in lending and deposits, and continuous efforts to enhance customer experience. The bank is well-positioned to lead the market in digital financial solutions.

Originality: This article provides a unique blend of historical insights and current analysis of MAIB's operations, highlighting its strategic evolution and success as a banking leader in Moldova.

Key words: MAIB, Moldova banking sector, financial performance, lending and deposits, digital financial ecosystems.

Section 4: Shaping the Sustainable Future: Trends and Insights in Accounting, Audit and Economic Analysis

PECULIARITIES OF DETERMINING QUARTILES, MEDIAN AND RANGE IN THE APPLICATION OF ARM'S LENGTH TO TRANSFER PRICING

Maria COJOCARU

Moldova State University, Chisinau, Republic of Moldova

maria.cojocaru@usm.md

ORCID: 0000-0003-0357-5689

Valentina PANUŞ

Moldova State University, Chisinau, Republic of Moldova

valentina.panus@usm.md

ORCID ID: 0009-0000-0621-2096

Valentina PALADI

Moldova State University, Chisinau, Republic of Moldova

valentina.paladi@usm.md

ORCID ID: 0000-0003-0371-4183

Purpose of the article: The development and adjustment of the secondary framework on transfer pricing in the Republic of Moldova, as well as the approval of transfer pricing implementation rules, is a research area that has been little explored in the literature. The growing interest in this topic stems from the fact that the business environment is confronted with numerous uncertainties (both methodological and practical) regarding the proper implementation of the new provisions outlined in both the Tax Code of the Republic of Moldova and Order No. 9/2024 on transfer pricing. In this context, the authors have formulated the purpose of the research as identifying and resolving ambiguities related to the interpretation, understanding, and application of the terms "lower quartile," "upper quartile," "median value," and "range" in applying the arm's length principle for determining transfer pricing.

Methodology: The research conducted, along with the conclusions presented in this article, is based on a detailed analysis of the provisions stipulated in the applicable legal acts and relevant literature, through the application of scientific methods such as induction, deduction, analysis, synthesis, professional reasoning, mathematical-statistical methods, and critical analysis. These methods were employed to substantiate the authors' own reflections and ideas.

Conclusions: The findings of this research provide methodological recommendations for the use of these terms in applying the arm's length principle to determine transfer pricing. The study concludes that, for the most accurate application of these terms and to address other problematic aspects found in the relevant documents, it is necessary for the responsible authority to develop a more detailed and explicit secondary framework.

Originality: This research is original at the national level as it clarifies the application of the terms "quartiles," "median," and "range" in the context of applying the arm's length principle for determining transfer pricing.

Keywords: transfer pricing, lower quartile, upper quartile, median value, range.

APPROACHES TO THE PRACTICE OF INTERNAL CONTROL SYSTEM IN INSURANCE COMPANY MANAGEMENT

Cristina DOLGHI

Moldova State University, 60 Alexei Mateevici, Chisinau, Republic of Moldova

c.dolghi@cie.md

ORCID ID: 0000-0001-8836-7576

Purpose of the article: The given study focuses on the problems of implementation and practice of internal control within national insurance companies. With the entry into force on 01.01.2023 of Law 92/2022 on insurance or reinsurance activity, they have the obligation to establish and implement, consistently, an effective internal

control system, which has a managerial function, and by exercising its control function, the governing bodies and management at all hierarchical levels ascertain the deviations resulting from the established objectives, analyze the causes and order the corrective or preventive measures that are required to ensure the sustainable development of the entities in the sector given of the economy.

Conclusions: Internal control activities are adapted to the specifics of the insurance company's activity and correspond to the way in which its activity is structured, organized and administered, the type, volume, number and complexity of concluded insurance contracts and includes at least: organizational and administrative controls, management methods of activity and separation of personnel functions and obligations, accounting and financial reporting policies, security policies, risk management and control strategies and procedures, and procedures for ensuring business continuity.

Methodology: The study was carried out on the basis of general and special scientific methods, such as: quantitative and qualitative methods, methods of analysis and synthesis, the study of legislative and normative acts in the field, specialized literature and the transposition of own practice in the management of the insurance company's activity.

Originality: Based on the research carried out, the author proposed the establishment of policies and procedures that could minimize the risks of the entities in the given sector related to their business practice, the implementation of measures to reduce risks to an acceptable level and ensure the sustainable development of insurance companies.

Keywords: insurance company, insurance activity, internal control, risk management, control policies.

THE IMPACT OF COST INFORMATION ON MANAGERIAL DECISIONS

Galina LUȘMANSCHI

Moldova State University, Chisinau, Republic of Moldova

galina.lusmanschi@usm.md

ORCID iD: 0000-0001-7037-1710

Maria BOGOI

Moldova State University, Chisinau, Republic of Moldova

tinevschi@mail.ru

ORCID iD: 0000-0003-3393-104X

Lucia MOROȘAN-DĂNILĂ

Universitatea Stefan cel Mare din Suceava, România

lucia.danila@usm.ro

ORCID ID <https://orcid.org/0000-0001-6588-989X>

Natalia APETRI

Moldova State University, Chisinau, Republic of Moldova

natalia.apetri@usm.md

ORCID iD: 0000-0001-7037-1710

Purpose of the article: The results of the enterprise's activity depend on the continuous sequence of taken decisions, which have an effect on its activity. In the process of making managerial decisions, it is important to have information about costs, which leads to the choice of action courses in order to maximize profit. As an integral part of management accounting, cost accounting must provide operational and useful information in the decision-making process, starting with the composition of production costs and ending with the preparation of management reports.

Methodology: The study draws on the principles of management accounting, particularly focusing on cost accounting practices. It explores how detailed cost information, from the breakdown of production expenses to the generation of management reports, influences managerial choices.

Originality: This article provides a practical insight into how cost accounting serves as a vital tool for managers. It underlines the necessity of integrating cost information into the broader management accounting framework to support strategic decision-making, with a focus on profitability.

Keywords: Management accounting, production costs, relevant costs, irrelevant costs, managerial decisions, management reports.

INDEPENDENCE OF THE SUPREME AUDIT INSTITUTION – PREREQUISITE FOR A MODERN MANAGEMENT OF PUBLIC FINANCES

Tatiana ŞEVCIUC

The Court of Accounts of the Republic of Moldova

sevciuctatiana83@gmail.com

ORCID ID: [0000-0001-7886-4165](https://orcid.org/0000-0001-7886-4165)

Purpose of the article: The activity of Supreme Audit Institutions in a state serves as a crucial element in the functionality of the public finance management system, providing oversight and control over the budgetary process. The topicality of this research derives from the importance and relevance of the independence of Supreme Audit Institutions (SAI) which can be understood as its ability to function autonomously from the government, without external influences and unjustified control, and is a fundamental condition for the SAI to effectively fulfill its legal mandate. The purpose of this scientific paper consists in the complex and comprehensive examination of the independence of Supreme Audit Institutions, as essential preconditions of a modern management of public finances. In order to achieve the set goal, various research methods were used, starting with the analysis of the requirements of international standards regarding, as well as the synthesis of fundamental arguments regarding the importance of ensuring the functionality and independence of a Supreme Audit Institution in maintaining and strengthening the national system of public finance management. Following the analysis carried out, we can conclude on the need to strengthen governmental and parliamentary efforts in order to ensure the independence of the Supreme Audit Institution of the Republic of Moldova, according to INTOSAI requirements, a fact that will directly contribute to the European path of the country.

Keywords: audit, audit standards, independence, public finances, Supreme Audit Institution

CLOUD ACCOUNTING AND ARTIFICIAL INTELLIGENCE – ESSENTIAL PARTNERS FOR THE ACCOUNTING PROFESSION IN THE DIGITAL ERA

Natalia GAVRILAŞ

Moldova State University, Chisinau, Republic of Moldova

natalia.gavrilaş@usm.md

ORCID iD: 0000-0002-2788-7065

Oxana COSTEŞCHI-JUŞCA

Moldova State University, Chisinau, Republic of Moldova

oxana.costetchi.jusca@usm.md

ORCID iD: [0000-0002-3898-4792](https://orcid.org/0000-0002-3898-4792)

Elena BESPALCO

Moldova State University, Chisinau, Republic of Moldova

elena.bespalco@usm.md

ORCID iD: 0009-0000-3509-3268

Purpose of the article: This research is to analyze the impact of cloud accounting and artificial intelligence (AI) on the accounting profession in the context of the digital age. The study aims to investigate how the integration of these technologies is redefining accounting processes, increasing operational efficiency, facilitating data-driven decisions and contributing to the transition of accountants from transactional roles to strategic functions. At the same time, the research aims to identify the challenges and opportunities that companies encounter in adopting these technological solutions, as well as how the transformation influences compliance, security and scalability within financial operations.

Methodology: The research combines literature review with case studies to provide a clearer insight into the partnership between cloud accounting and artificial intelligence (AI). The literature review summarizes existing research on the adoption of cloud and AI technologies in accounting, focusing on their benefits, challenges and strategic implications. Case studies are used to examine real examples of companies that have successfully implemented cloud accounting and AI, highlighting best practices and the results achieved.

Conclusions: Cloud accounting and artificial intelligence not only complement each other, but are critical factors for the future of the accounting profession. The integration of these technologies brings significant advantages, such as optimized automation of repetitive tasks, real-time access to data, and the use of advanced analytics for forecasting and decision-making.

Originality: There is highlighted the synergy between cloud accounting and AI, a relatively less addressed topic in the accounting literature. Although previous research has addressed cloud computing and artificial intelligence separately, this study uniquely explores how their integration is fundamentally transforming both accounting practices and the profession as a whole. The study highlights the potential of AI-enriched cloud platforms to redefine the role of accountants while providing clear direction for future developments in the field. The originality of the paper lies in its visionary analysis of how these technologies will continue to influence the accounting industry in the context of globalization and digitization.

Keywords: cloud accounting, software as a service, artificial intelligence, accounting, finance.

REVIEW OF THE INDICATOR FRAMEWORK FOR ASSESSING THE CONTRIBUTION OF BUSINESS TO THE MAINTENANCE OF NATURAL CAPITAL

Irina GOLOCIALOVA

Moldova State University, Chisinau, Republic of Moldova

irina.golocialova@usm.md

ORCID iD: [0000-0003-0357-5689](https://orcid.org/0000-0003-0357-5689)

Seval SELIMOGLU

Anadolu University, Eskisehir, Turkey

sselimoglu@anadolu.edu.tr

ORCID iD: [0000-0003-1185-9980](https://orcid.org/0000-0003-1185-9980)

Maria COJOCARU

Moldova State University, 60 Alexei Mateevici, Chisinau, Republic of Moldova

maria.cojocar@usm.md

ORCID iD: [0000-0003-0357-5689](https://orcid.org/0000-0003-0357-5689)

Bülent AÇMA

Anadolu University, Eskisehir, Turkey

bacma@anadolu.edu.tr

ORCID iD: [0000-0001-9385-6649](https://orcid.org/0000-0001-9385-6649)

Silvia ZAHARCO

Moldova State University, Chisinau, Republic of Moldova

silvia.zaharco@usm.md

ORCID iD: [0000-0003-0988-9152](https://orcid.org/0000-0003-0988-9152)

Florentina JOMIR

Moldova State University, Chisinau, Republic of Moldova

florentina.jomir@usm.md

ORCID iD: [0000-0001-9986-0091](https://orcid.org/0000-0001-9986-0091)

The purpose of this article is to analyze and evaluate the current framework of indicators used at the European and international levels to measure the contribution of the agricultural sector to the maintenance of natural capital, with a special focus on small farms. The research, conducted within the framework of the Moldovan-Turkish project 24.80013.0807.1TR "The Model of Accounting and Reporting Changes in Agribusiness Ecosystem Assets in the Context of an Environmental Crisis" explores key indicators that allow for the assessment of the impact of agricultural economic activities on natural resources, such as resource consumption, carbon emissions, biodiversity, and land use.

Methodology: The paper identifies the strengths and weaknesses of the current evaluation framework and proposes improvements to ensure greater clarity, comparability, and relevance of the collected data. The authors of the study used a combination of qualitative and quantitative methods: comparative analysis of the indicator frameworks used by international organizations such as the UN, EU, and other regulatory bodies; furthermore, comparative analysis was also applied to compare different sets of sustainability indicators, highlighting the similarities and differences between frameworks proposed by various organizations; the analysis of sustainability reports and case studies to assess current reporting practices and the use of indicators related to natural capital.

The **conclusions** of the study underline the necessity for a more integrated and easily applicable system of indicators that better reflects the complexity of interactions between agricultural businesses and ecosystems. The implementation of these indicators would facilitate more effective management of natural capital, the assessment of ecosystem assets, and support efforts to achieve the Sustainable Development Goals 2030 in both Moldova and Turkey.

Originality: By identifying gaps and proposing improvements, the paper aims to contribute to the development of an integrated, relevant, and applicable system of indicators for small-sized farms. This framework would facilitate the effective management of natural capital and support efforts to achieve the Sustainable Development Goals 2030 in both Moldova and Turkey.

Keywords: accounting, agribusiness ecosystem asset, natural capital, indicators.

ACCOUNTING AS A MANAGEMENT TOOL FOR GREENHOUSE GAS EMISSIONS IN AGRICULTURE: STANDARDS AND STRATEGIES FOR SUSTAINABILITY

Ghenadie TIMOFTI

Moldova State University, Chisinau, Republic of Moldova

ghenadietimofti@gmail.com

ORCID iD: [0000-0002-9294-5612](https://orcid.org/0000-0002-9294-5612)

Silvia ZAHARCO

Moldova State University, Chisinau, Republic of Moldova

silvia.zaharco@usm.md

ORCID iD: [0000-0003-0988-9152](https://orcid.org/0000-0003-0988-9152)

Ela MALAI

Moldova State University, 60 Alexei Mateevici, Chisinau, Republic of Moldova

ela.malai@usm.md

ORCID iD: [0009-0009-2578-3308](https://orcid.org/0009-0009-2578-3308)

The purpose study is to analyze the role of accounting in mitigating the impact of greenhouse gas emissions generated by agricultural activities, considering current international standards, directives, and European policy documents. The research focuses on identifying the most effective accounting practices and reporting strategies that can contribute to reducing emissions in the agricultural sector and promoting sustainability.

Methodology: The applied methodology combines qualitative and quantitative techniques and methods. Through document analysis, a synthesis of the main concepts and theoretical approaches related to accounting and greenhouse gas emissions reporting in agriculture has been conducted, correlating them with the accounting practices adopted by agricultural farms. Additionally, a comparative analysis of international practices was performed to gain insights into the effectiveness of accounting reasoning in managing emissions.

The **research results** highlight that the implementation of rigorous accounting standards significantly contributes to the reduction of greenhouse gas emissions. The study also identified various reporting methods that can help farmers monitor their environmental impact and implement more ecological and efficient solutions.

The originality of the research lies in the integrated analysis of accounting as a management tool for greenhouse gas emissions in agriculture, as well as in the proposal of concrete recommendations for improving accounting practices in this sector. This innovative approach underscores the importance of accounting in achieving sustainability goals and combating climate change.

Keywords: accounting, GHG emissions, agriculture, standards, climate change.

RISK MANAGEMENT STRATEGIES ASSUMED BY ENTITIES IN THE INSURANCE INDUSTRY

Vladimir DOLGHI

Moldova State University, Chisinau, Republic of Moldova

vdolghi.usm@gmail.com

ORCID iD: [0009-0008-8480-7720](https://orcid.org/0009-0008-8480-7720)

Purpose of the article: The insurance industry in the modern economy interacts with many aspects of business activities, but also of daily life, and is an important mechanism for redistributing funds in the economy, providing compensation for unplanned losses that are the subject of insurance. Insurance companies, in their activity, face a variety of risks, which come from external and internal sources. A requirement established within its management is the assessment of risks in accordance with the development directions and strategies at different hierarchical levels, which are internally consistent and is achieved through the implementation of effective risk management techniques, the main purpose of which is to establish the processes and the procedures necessary to identify, assess, monitor, manage and report, on an ongoing basis, the risks to which it is exposed or to which its activity may be exposed, as well as their interdependencies. All this implies effective measures to prevent or minimize the risks associated with the insurance company's activity.

The methodology of the given research presents: the study of published materials related to the topic addressed, at the national and international level; analysis of the normative framework in the field; the study of business processes specific to the activity of the insurance company; transposing own experience in the managerial and financial field.

Originality: Based on the research carried out, rigorous analysis and a deep understanding of the risks assumed by entities in the insurance sector, the author proposed a model risk management plan with control and applied measures, responsibilities for tracking and reporting risks within the company of insurance.

Keywords: insurance company, insurance activity, risk management, strategies, control measures.

FUNDAMENTAL ETHICAL VALUES OF AUDITORS SUPREME AUDIT INSTITUTION – FOUNDATION OF QUALITY EXTERNAL PUBLIC AUDIT MISSIONS

Tatiana ȘEVCIUC

The Court of Accounts of the Republic of Moldova

sevciuctatiana83@gmail.com

ORCID ID: [0000-0001-7886-4165](https://orcid.org/0000-0001-7886-4165)

Purpose of the article: The objective of this research is to evaluate the importance of compliance with ethical values by auditors as a foundation of the quality of external public audit missions.

Methodology: In order to achieve the proposed objective, an analysis of the national and international normative base related to the fundamental ethical values of the Supreme Audit Institutions and a synthesis of the specialized literature was carried out. The accumulated data was processed through traditional research methods such as: analysis, synthesis, induction, deduction and comparison.

Conclusions: The research allowed the author to conclude that ethical conduct in the public sector contributes to a more solid financial management and to the increase of public trust in the government act, which is indispensable for the success of public policies. Adherence to ethical values is essential because civil servants and public office holders should serve the public interest, properly manage public resources and make correct decisions.

Originality: the results obtained will allow the Supreme Audit Institution and the decision-makers of the Republic of Moldova to respect and intensively promote relevant ethical values to ensure and continuously increase the quality of external public audit missions.

Keywords: audit, ethical values, quality, Supreme Audit Institution.

DEVELOPMENT OF THE ENVIRONMENTAL ECONOMIC ACCOUNTING AND REPORTING FRAMEWORK FOR LAND RESOURCES IN THE CONTEXT OF THE LIMIT DEVELOPMENT THEORY

Florentina JOMIR

Moldova State University, Chisinau, Republic of Moldova

jomirflorentina@gmail.com

ORCID ID: 0000-0001-9986-0091

Purpose of the article: The “sustainable development of business” is a three-dimensional concept that touches base with three main areas: environment, society, and economy. The environmental sustainability focuses on the impact that a business has on the quality and availability of natural resources, the social sustainability outlines the way an enterprise shows awareness of how it may passively or actively affect stakeholders and the community, while the economic sustainability refers to a company’s ability to generate economic benefits while protecting the environment. To fulfill these principles, a company must have favorable conditions, including constant improvement of financial markets, efficient taxation system, strong legal and regulatory policies, stable political environment. However, these would be considered external factors which would aid the enterprise in achieving its goal. Another crucial factor is the rational use of the natural resources. The rational use of natural resources is a very complex process, since, in the conditions of a capitalist world economy, businesses tend to stick to an egoistic goal of endless accumulation of financial capital that could damage the nature. On the other hand, companies are bearers of opportunities for developing new technologies to optimize nature management through increasing energy efficiency and restoring the quality of already used raw materials. In this context, the overall objective of the present article is to demonstrate the necessity of a framework for environmental accounting focused on the natural resource of land and create guidelines and recommendations for establishing one that would be applicable for companies, especially those from the agricultural field. Such frameworks would contribute to building resilient business models for the future.

Key words: Environmental Economic Accounting, Land Resources, Sustainable Development, Agricultural Sector, Limit Development Theory, Natural Resource Management.

MANAGEMENT OF THE REGULATION OF BANKING OPERATIONS ACCOUNTING IN THE CONTEXT OF INTEGRATION INTO THE EUROPEAN UNION

Ada ŞTAHOVSCHI

Moldova State University, Chisinau, Republic of Moldova

ada.stahovschi@usm.md

ORCID ID: [0000-0002-3415-9509](https://orcid.org/0000-0002-3415-9509)

Marilena DONCEAN

Institutul „Gh. ZANE”, Academia Română, filiala Iaşi

doncean.marilena@acadiasi.ro

Purpose of the article: In this article, the authors aim to highlight the particularities related to the organization of accounting, management of regulation and supervision of banking operations. Contability within banking institutions is a regulated system, designed to collect, record and synthesize information referring to the assets, passets, capital, income and expenses of the bank, assuring a continuous and complete record of all economic and financial operations. Bank market analysis has thus become an essential tool of bank marketing, contributing to the efficiency of banking institutions. In the Republic of Moldova, this issue has not yet been sufficiently explored, but as banking competition increases, the implementation of an effective product quality management system is becoming increasingly necessary.

Research methods. The methods of analyzing and comparing banking data, as well as synthesizing bibliographical sources related to the material under study were used to develop the article.

Research results. Aceasta has many characteristics, which need to be evaluated through the prima of the objectives pursued and at impact as assosur bancare strategy. With regard to the contability and regulation of bancare operations, it is essential to maintain a cantiative and calitative balance of informations.

Originality: The given article contains an analysis of the methods and procedures of regulation, supervision and accounting of banking operations, which can be used by students or specialists in the field of finance and banking.

Keywords: bank management, bank accounting, bank regulation, banking supervision, banking system, banking market.

METHODOLOGICAL ASPECTS OF THE OPTIMIZATION OF THE ACCOUNTING MODEL OF THE ENTITIES UNDER THE CONDITIONS OF THE VENTURE ACTIVITY

Viorica UNGUREANU

Moldova State University, Chisinau, Republic of Moldova

vioricaung@mail.ru

ORCID iD: [0000-0002-2874-439X](https://orcid.org/0000-0002-2874-439X)

Purpose of the article: This study aims to explore the methodological aspects of optimizing the accounting model for entities engaged in venture activities, focusing on improving financial transparency and decision-making.

Methodology: The research employs a mixed-method approach, combining qualitative analysis of current accounting practices with quantitative data to identify key performance indicators. Case studies of successful venture entities are analyzed to evaluate the effectiveness of various accounting models.

Conclusions: The findings indicate that a tailored accounting model enhances financial management and adaptability in dynamic venture environments. The integration of real-time data and performance metrics proves crucial for fostering strategic growth.

Originality: This article contributes to the existing literature by proposing a comprehensive framework for optimizing accounting practices specifically for venture activities, addressing a gap in current research. The insights gained provide valuable implications for both practitioners and scholars in the field of accounting and finance.

Keywords: accounting, IAS, IFRS, venture activity, venture capital.

CONSIDERATIONS REGARDING THE ACCOUNTING OF FIXED ASSETS WITHIN THE ENTITIES OF THE BUDGET SYSTEM

Elena TABAN

“Ion Creangă” State Pedagogical University, Chisinau, Republic of Moldova

ORCID: 0009-0000-3910-8949

taban.elena@upsc.md

Purpose of the article: The accounting of fixed assets provides information on the existence and dynamics of the most valuable public patrimony from the composition of non-financial assets, which refer to: buildings, special constructions, machines and equipment, transmission installations, means of transport, tools, production inventory and household, intangible assets, other fixed assets, capital investments. In this article, some particularities and problematic aspects of the accounting of fixed assets within the entities of the budget system are investigated and recommendations are formulated regarding its improvement in accordance with the requirements of the normative acts in force. The main ones refer to the recognition and evaluation, the way of accounting in the accounting accounts of the input operations, transmission, revaluation, scrapping, transmission to third parties, as well as the presentation of information related to the circulation of fixed assets in financial reports and information.

Keywords: accounting, fixed assets, valuation, accounting accounts, budget entities.

APPLICATIONS OF MATHEMATICAL MODELS AND METHODS IN ECONOMICS

Ala GARȘTEA

Moldova State University, Chisinau, Republic of Moldova

ala.garstea@usm.md

ORCID iD: 0009-0007-1558-524X

Purpose of the article: In the modern world economics can no longer be separated from the use of mathematical methods and models. The development of these tools has allowed a better understanding of complex economic phenomena and facilitated optimal decision-making in various situations. From market forecasting and resource optimization to risk analysis and economic performance evaluation, mathematical methods play a crucial role in economics. This article explores the main applications of mathematical models and methods in economics, highlighting their contributions to improving decision making and developing a more efficient economy.

Conclusions: Mathematical models and methods are essential tools in economic analysis and decision-making. They provide a systematic and rigorous approach to understand the complexity of economic phenomena and to optimize economic processes. Their effective application can lead to better allocation of resources, increased competitiveness and sustainable development of the economy.

Originality: These models and methods are becoming increasingly sophisticated, adapting to current economic challenges such as globalization, digitization and climate change, thus contributing to the development of a more informed and efficient economy.

Key words: mathematical method, mathematical model, decision-making process.

Section 5: Sustainable strategies for ensuring the economic well-being and financial resilience of citizens

The Section is developed in the context of the realization "Strengthening socio-economic and legal mechanisms to ensure the well-being and security of the citizens" (CONSEJ 01.05.02).

THE IMPACT OF ECONOMIC FACTORS ON POPULATION WELL-BEING

Maria HĂMURARU

Moldova State University, Chisinau, Republic of Moldova

maria.hamuraru@usm.md

ORCID ID: 0000-0002-8197-2973

Adriana BUZDUGAN

Moldova State University, Chisinau, Republic of Moldova

adriana.buzdugan.@usm.md

ORCID ID: 0000-0002-1551-7964

Purpose of the article: The article aims to analyze the impact of economic factors, specifically income and wealth, on the perception of well-being among citizens of the Republic of Moldova. It highlights the role of financial security and income stability in shaping individuals' quality of life and satisfaction.

Methodology: The research is based on a survey conducted among 609 respondents in Moldova, focusing on the relationship between household income, savings, financial assets, and perceived financial security. The study employs quantitative analysis to explore the connection between economic variables and well-being.

Conclusions: The findings indicate that income and financial security are critical determinants of perceived well-being. Insufficient savings are a significant source of uncertainty and stress, while stable income is essential for covering basic needs and fostering a positive sense of well-being. The article recommends policy measures aimed at supporting income growth and enhancing savings to improve the quality of life.

Originality: This paper provides a unique perspective by investigating the specific economic factors that influence well-being in the Republic of Moldova. It contributes to the understanding of how financial security directly affects individuals' satisfaction and quality of life, with implications for economic policy development.

Keywords: Economic factors, well-being, financial security, income, savings, Republic of Moldova, quality of life, economic policy.

ECONOMIC WELFARE – A DESIDERATUM OF THE BUDGETARY AND FISCAL POLICY IN THE REPUBLIC OF MOLDOVA

Galina ULIAN

Moldova State University, Chisinau, Republic of Moldova

galina.ulian@usm.md

ORCID ID: 0000-0002-0117-8359

Irina Ștefana CIBOTARIU

Stefan cel Mare University of Suceava, Romania

irinac@seap.usv.ro

ORCID ID: 0000-0002-4796-5884

Tatiana COVALSCHI

Moldova State University, Chisinau, Republic of Moldova

tatiana.covalschi@usm.md

ORCID ID: 0000-0003-0331-6724

The purpose of the article is to examine the correlation between economic welfare and the budgetary and fiscal policy in the Republic of Moldova.

The research methodology is based on the analysis of the scientific literature on the topic and the deduction of the fundamental constituents of economic welfare, the analysis of the correlation between the concepts of economic welfare and of the budgetary and fiscal policy in the scientific literature, namely using the VOSviewer software tool, as well as the analysis of the objectives of the budgetary and fiscal policy in the Republic of Moldova, in order to determine how it contributes to enhancing the economic welfare.

Conclusions: The budgetary and fiscal policy is an important way to promote economic welfare, and the stated objectives of this policy in the Republic of Moldova reflect a heightened emphasis on this endeavor.

Originality: This research contains the authors' synthesis on the fundamental constituents of economic welfare and their opinion about the contribution of the budgetary and fiscal policy in the Republic of Moldova to enhancing economic welfare.

Keywords: welfare, welfare state, economic welfare, budgetary policy, fiscal policy.

THE RELATIONSHIP BETWEEN FINANCIAL INCLUSION AND SUSTAINABLE ECONOMIC GROWTH: A FOUNDATION FOR ACHIEVING THE 2030 SDGS

Maria-Lavinia BULEAC

Târgu Jiu, Gorj, România

mb.lavinia@yahoo.com

[ORCID iD: 0009-0006-6828-8890](https://orcid.org/0009-0006-6828-8890)

The purpose of the article. Financial inclusion, similar to social inclusion, is recognized as a priority at national, community, and international levels, supported by initiatives such as the EU Financial Inclusion Initiative launched by the European Commission. It plays a crucial role in generating well-being both for individuals and society as a whole. The research aimed to correlate the dimensions of financial inclusion with indicators of sustainable economic growth.

Methodology: To achieve this objective, the methodology involved systematizing and analyzing data provided by databases such as the World Bank Group and GGGI. The main indicators used included Global Findex scores and sustainable economic growth indices, such as the Sustainable Development Goals Index and Green Growth Index. Statistical analysis was conducted using Pearson's correlation matrix, multifactor regression, comparison, and the monographic method.

The results The research conclusions highlight a positive and direct relationship between the level of financial inclusion and sustainable economic growth indicators. Additionally, the results support the argument that financial inclusion is essential for achieving the 2030 Sustainable Development Goals (SDGs).

Keywords: financial inclusion, financial resilience, sustainable economic growth, financial well-being, Global Findex, Green Growth Index, Sustainable Development Goals Index, SDGs.

FINANCIAL EDUCATION FOR YOUTH

Dumitru STOICA

Moldova State University, Chisinau, Republic of Moldova

dumitru.stoica@usm.md

[ORCID iD: 0000-0002-2275-5960](https://orcid.org/0000-0002-2275-5960)

The purpose of the article: "Financial Education for YOUTH" aims to analyze the impact of financial education on young people in a global economy marked by digitalization and competitiveness. The purpose of the article is to highlight the importance of developing financial skills among the youth to prepare them to successfully navigate the digitalized economic environment. It also aims to identify digital strategies that can enhance their competitiveness in the labor market and entrepreneurial development.

The methodology involves applying an online questionnaire to a sample of 500 young people from different regions of the country, combined with the analysis of case studies on successful educational initiatives in the financial field. The collected data was statistically analyzed to assess the level of financial knowledge and its impact on personal economic decisions.

The conclusions emphasize the need to integrate financial education into school and university curricula to ensure the development of an effective digital strategy that supports young people in making informed economic decisions.

The originality of the paper lies in the analysis of the role of digitalization in financial education and the identification of methods through which it can be optimized to increase the competitiveness of young people in the global economy.

Keywords: digitalization, global economy, competitiveness, digital strategy.

FINANCIAL INSURANCE OF CITIZENS THROUGH PROGRAMS TO ASSOCIATIONS OF CONDOMINIUM OWNERS

Mariana DOGA-MÎRZAC

Moldova State University, Chisinau, Republic of Moldova

mariana.mirzac@usm.md

ORCID iD: [0000-0003-0217-7398](https://orcid.org/0000-0003-0217-7398)

Andrei MULIC

Moldova State University, Chisinau, Republic of Moldova

andrei.mulic@usm.md

ORCID iD: [0000-0001-6207-1216](https://orcid.org/0000-0001-6207-1216)

Purpose of the article: The article describes the program offers that are directed to condominium owners' associations, or to citizens being part of them as a tool, which can reduce expenses and provide financial insurance to the community. At the same time, local authorities are responsible for making these offers and ensuring legislative applicability, while at the same time providing an institutional framework for the active involvement of society, thus increasing the awareness of citizens' financial security.

Methodology: The methodology applied for the elaboration of the article was oriented the authors towards researching the possibilities of supporting citizens by public authorities and was possible through the use of research methods, such as: the analysis method, the method of synthesis of the selected information, the comparative method, the logical method.

Conclusions: Citizens represent one of the basic pillars that form the structure of the rule of law with its internal and external processes, which establishes its development vector. The financial insurance of citizens through the prism of public institutions allows to support the economic, financial and social processes within the state and provide citizens with security in the future.

Originality: Highlighting the results allows us to emphasize various support tools, including financial which are oriented towards citizens, especially towards associations of condominium owners.

Keywords: programs, condominium owners' associations, legislative framework, financial insurance.

TOURISM SAFETY AND SECURITY PLANNING IN RURAL DESTINATIONS FROM REPUBLIC OF MOLDOVA

Veronica BULAT

Moldova State University, Chisinau, Republic of Moldova

veronica.bulat@usm.md

ORCID iD: 0000-0002-6051-3460

Purpose of the article: This article examines key aspects of safety and security planning in rural tourism destinations in the Republic of Moldova. It focuses on the unique challenges faced in these areas, such as limited infrastructure and resources, and explores the opportunities to improve safety measures to enhance the overall tourist experience.

Methodology: A qualitative research approach was adopted, using case studies, from various local stakeholders, including tourism operators, local authorities, and visitors. The study examined existing safety protocols and security frameworks currently in place in Moldova's rural tourism sector, analyzing their effectiveness and identifying gaps.

Conclusions: The findings emphasize the importance of effective safety and security planning in rural tourism destinations, as these aspects significantly impact tourist satisfaction and the overall growth of the sector. The study highlights a lack of standardized safety protocols and calls for stronger collaboration between local authorities, tourism operators, and community stakeholders.

Originality: This article fills a gap in the literature on rural tourism safety in the Republic of Moldova, providing practical insights for policymakers and tourism professionals. By addressing the specific safety challenges of rural destinations, the study offers a foundation for improving the sector's attractiveness and sustainability.

Keywords: Tourism Safety, Security Planning, Rural Destinations, Republic of Moldova, Tourism Development.

ATTRACTIVE WORKPLACES FOR YOUNG TALENTS: A STUDY ON GRADUATE STUDENTS' PERCEPTIONS

Maria MENSHIKOVA

University Mercatorum, Italy

maria.menshikova@unimercatorum.it

ORCID iD: 0009-0009-8834-5751

Adriana BUZDUGAN

Moldova State University, Chisinau, Republic of Moldova

adriana.buzdugan.@usm.md

ORCID ID: 0000-0002-1551-7964

Purpose of the article: In recent years, work organisation has undergone significant changes, driven by the global pandemic, increased digitalisation, and the growing emphasis on sustainability (Boland et al., 2020; Kniffin et al., 2021). The characteristics of both workplaces and the workforce have evolved, with the rise of digital natives and a more diverse workforce in terms of age, gender, and ethnicity (Chaudhry et al., 2021; Benítez-Márquez et al., 2022). These developments have greatly influenced the preferences of young talents regarding their ideal work environments (Arno, 2024). Understanding these preferences is crucial for employers aiming to attract and retain new talent, designing workspaces respectively (Capotescu et al., 2020). This study aims to explore the perceptions of postgraduate students, who are on the verge of entering the labour market, concerning workplace spaces and environments. Specifically, it seeks to identify the elements that make a workplace attractive, as well as potential concerns or anxieties that may detract from employer attractiveness (Linh, 2024).

Methodology: The research employs a qualitative methodology based on Photo Elicitation (Pyyry et al., 2021; Zhang & Hennebry-Leung, 2023). Interviews will be conducted with students using photographs to prompt discussions about their ideal work environments. This approach is intended to generate more nuanced and personal insights into how young talents perceive different workplace settings (different types of work spaces: office, co-working, home, layout of workspace etc).

Conclusions: The interviews will be analysed to identify key factors that Generation Z values in a workplace, as well as critical aspects that may be viewed negatively. Early results suggest that elements such as flexibility, technological integration, and alignment with sustainability practices are among the most attractive features. Conversely, issues such as a lack of inclusivity, rigid hierarchies, and poor work-life balance are potential sources of anxiety.

Originality: This research offers important implications for employers looking to design work environments that appeal to young talents. By addressing the concerns of this new generation of workers, companies can enhance their employer attractiveness and remain competitive in a rapidly evolving labour market.

Keywords: work environment, workplace settings, workspace, attractive features, generation Z, graduate students

THE REPUBLIC OF MOLDOVA'S DILEMMAS REGARDING ECONOMIC SECURITY IN THE CONTEXT OF THE REFUGEE CRISIS: COOPERATION VS CONFLICT

Boris COREȚCHI

Moldova State University, Chisinau, Republic of Moldova

boris.coretchi@usm.md

ORCID iD: [0000-0001-8841-4838](https://orcid.org/0000-0001-8841-4838)

The purpose of the research is to explore the dilemmas of the Republic of Moldova regarding economic security in the context of the refugee crisis, comparing the aspects of cooperation and conflict and identifying solutions for regional stability and sustainable development.

Methodology: The research employs a mixed-method approach, combining both qualitative and quantitative analysis to explore the dilemmas of economic security in the Republic of Moldova within the context of the refugee crisis.

This integrated methodology enables a comprehensive analysis of the refugee crisis's impact on Moldova, highlighting both immediate economic challenges and long-term opportunities for cooperation and sustainable development.

In conclusion, the refugee crisis represents a unique challenge for the Republic of Moldova, with complex effects on economic and social security. The detailed analysis of the impact of this crisis underlines the need for a balance between cooperation and conflict to ensure economic stability, social cohesion and sustainable development. The integrated approach adapted to the specific context of Moldova is essential for the formulation of effective policies that respond to immediate challenges and capitalize on long-term opportunities.

The originality of the research lies in the integrated approach to the impact of the refugee crisis on the economic security of the Republic of Moldova, exploring a delicate balance between cooperation and conflict in a specific geographical and geopolitical context. Unlike studies on the refugee crisis, this research focuses on the economic and social particularities of the Republic of Moldova, as well as the impact on regional stability and sustainable development, providing a detailed perspective on the unique challenges and opportunities facing the country.

Keywords: refugees, economic security, cooperation, conflict, regional stability, social cohesion.

THE ROLE AND PRINCIPLES OF THE CARE ECONOMY IN THE CONTEMPORARY ECONOMY

Liubovi PRODAN-ŞESTACOVA

Moldova State University, Chisinau, Republic of Moldova

liubovips59@gmail.com

ORCID ID: 009-0007-3828-487X

Purpose of the article: The purpose of this article is to emphasize the significance of care economy activities in addressing contemporary challenges such as social inequality and population aging.

Methodology: The methodology involves an analysis of specialized literature, case studies, and relevant legislation. This approach allows for a comprehensive understanding of the care economy's principles.

Conclusions: The study concludes that the care economy not only supports individual well-being but also plays a crucial role in fostering economic stability by creating jobs and reducing poverty. The integration of care economy principles into public policies is essential for building a more equitable and resilient society.

Originality: The originality of the article stems from its interdisciplinary approach, blending economic, social, and public policy perspectives. This offers a novel understanding of the care economy's vital role in the contemporary economic landscape.

Key words: Care economy, social inequality, population aging, economic stability, public policy, interdisciplinary approach.

HUMAN FACTORS POLICIES AND IMPACT ON SOCIAL AND ECONOMIC WELL-BEING IN REPUBLIC OF MOLDOVA

Mihaela BALMUŞ-ANDONE

Moldova State University, Chisinau, Republic of Moldova

mihaela.balmus@usm.md

ORCID ID: 0000-0002-5025-3351

Purpose of the article: Objectives: The objectives of the article focus on analysing the influence of human factor policies by exploring how they determine the social and economic well-being of the country. It also aims to identify the challenges associated with the human factor in the Republic of Moldova by examining policies and their impact on the labour market.

Methodology: The study analyses the connection between human factor policies and socio-economic development through a review of existing research, policy documents (strategies and action plans), and trends at both national and international levels. **Conclusions:** The conclusions reflect the complexity of issues related to the human factor and emphasize the importance of a strategic and integrated approach in formulating and

implementing human factor policies in the Republic of Moldova. Thus, although some policies are in place, their effectiveness is often limited due to a lack of coordination among different sectors, insufficient funding, and the need for structural reforms. A periodic evaluation of these policies is necessary to adapt them to the current needs of the population.

Originality: This article provides a concentric analysis of human factor policies in the context of the Republic of Moldova, highlighting that their effective implementation will not only promote social and economic well-being but will also contribute to the sustainable development of the country, creating a favourable environment for economic growth and social stability in the long term.

Keywords: Human factor, socio-economic well-being, labour market, policy implementation, strategic approach.

EVALUATION OF THE CONTRIBUTION OF THE SOCIALLY RESPONSIBLE CONSUMER TO INCREASE IN ECONOMIC WELFARE

Lucia NEPOTU

Moldova State University, Chisinau, Republic of Moldova

lucia.nepotu@usm.md

ORCID iD: [0000-0001-5306-7346](https://orcid.org/0000-0001-5306-7346)

Purpose of the article: to analyze and demonstrate how socially responsible consumer behaviors contribute to the improvement of economic well-being at the individual and national level.

Methodology: several scientific research methods were used in this article, including: literature review, analysis of existing works, quantitative research: survey to assess the level of social responsibility in purchasing decisions and perception on the impact of economic well-being, analysis of studies of case.

Conclusions: The connection between responsible consumption and economic well-being is increasingly evident. Surveys and case studies have shown that most consumers believe that their consumption choices can help change economic behaviors and promote sustainable practices at the national level. The article emphasizes the importance of socially responsible consumption as a factor in increasing economic well-being, both in the short and long term.

Originality: The integrated approach to the relationship between socially responsible consumption and economic well-being highlights how sustainable consumption choices impact not only the environment but also the economy in the long term. Consumer choices motivated by principles of social responsibility can shape the economy and create new opportunities for sustainable economic growth.

Keywords: Socially responsible consumption, Economic well-being, Sustainability, Consumption behaviors, Economic impact.

Section 6: Innovation and Sustainability in Tourism

GLOBAL BEST PRACTICES AND CHALLENGES IN SUSTAINABLE TOURISM: INSIGHTS FROM THE WORLD TOURISM ORGANIZATION (UN Tourism) INITIATIVES

Olivia SIV

UN Tourism Technical Cooperation and Silk Road, Madrid, Spain

osiv@unwto.org

Purpose of the article: This paper takes a close look at the successfully completed project “Empowering Young Women: Sustainable Livelihoods through Tourism”, implemented by UN Tourism in collaboration with the Ministry of Culture of Moldova, Invest Moldova Agency, and Moldova State University, with funding from the Estonian Development Cooperation.

The project takes a new approach to achieving the SDGS and its objectives are to raise awareness on the role and opportunities of sustainable tourism to promote gender equality, both among young women and public and private tourism sector stakeholders; and to increase the number of young female entrepreneurs with improved skills for the tourism sector.

In its first stage, a rapid tourism training needs assessment was carried out through interviews, focus groups and surveys with a wide range of stakeholders’ groups. Based on this assessment, a multi-component training programme was devised and delivered during the second phase.

The tourism skills training delivered to 256 female entrepreneurs across 11 rural villages has proven to be a valuable tool for women in the Republic of Moldova, providing them with the knowledge and skills necessary to successfully develop and manage businesses in this sector.

The 2-day training-of-trainers course provided to 5 female gender equality experts created the desired ripple effect. This strategy aims to cultivate a self-sustaining cycle of mentorship and growth among female trainers in the country, paving the way for enduring professional development.

The online gender equality training delivered to more than 60 tourism stakeholders had a substantive impact as it provided an important opportunity to gain valuable knowledge about the challenges and opportunities related to gender equality in tourism; and being part of the solution in creating a more equal and inclusive tourism industry, and economic empowerment for women in the Republic of Moldova.

Keywords: SDGs, sustainable tourism, gender equality, women empowerment, inclusive tourism, Estonian Development Cooperation, UN Tourism, Ministry of Culture, Invest Moldova, MSU.

TOURISM AND THE BLUE ECONOMY – PROSPECTS FOR INNOVATIONS AND NEEDS FOR COOPERATION

Tzvetalina GENOVA-PETROVA

Varna University of Management, Varna, Bulgaria

tzvetalina.genova@vumk.eu

ORCID iD: 0009-0007-5908-1131

Purpose of the article: Sustainable tourism is an integral element in blue growth as it supports economic development while protecting marine and coastal ecosystems. Innovation drives this, but tourism and related services in the Black Sea Basin are still insufficiently knowledge- and technology -intensive, which entails economic, environmental and social losses. The region faces challenges such as overdevelopment, pollution, waste, seasonality and limited knowledge transfer to create effective business solutions. This decreases the added value of the sector and makes its improvement over vulnerable to various global shocks.

To address these challenges, the project INTERSMARTS seeks to improve the sustainability performance and innovation absorption of tourism and services via interdisciplinary research, networking, co-creation and holistic knowledge generation. This is achieved through establishing an open network for applied research, technology transfer and valorizing novel context-relevant solutions for smart and sustainable tourism and services.

INTERSMARTS' long-term goal is to change the traditional perceptions and to raise awareness about tourism as a knowledge-intensive sector within blue growth, fostering innovation. The project follows the quintuple innovation helix model, which integrates academia, business, government, civil society, and the environment to create a collaborative knowledge economy.

Keywords: blue growth, Black Sea Basin, innovation, interdisciplinarity, knowledge.

ENHANCING SAFETY AND RISK MANAGEMENT IN TOURISM

Pauline DUNOYER DE SEGONZAC

UN Tourism Technical Cooperation and Silk Road, Madrid, Spain

pdunoyer@unwto.org

Purpose of the article: This paper investigates how sustainable tourism can be enhanced through innovation in safety, crisis management, and peace initiatives, illustrating the ways in which these strategies can protect destinations while promoting global understanding. The presentation draws on various case studies from regions that have effectively implemented safety measures and crisis management frameworks based on a White Paper on Safety and Security in the Tourism Sector developed by UN Tourism in collaboration with the African Union Development Agency (AUDA-NEPAD) and the West African Economic and Monetary Union (UEMOA). Additionally, it examines recent advancements in technology, such as smart surveillance systems and digital communication tools, to assess their role in supporting sustainable tourism practices. The presentation highlights the critical need for integrating inclusive safety protocols and comprehensive crisis response strategies to ensure the protection of tourists worldwide. Furthermore, it advocates for the role of tourism as a vehicle for peace by encouraging cultural exchanges and dialogue. The findings suggest that cooperation among governmental bodies, industry leaders, and local communities is vital for building a resilient and peaceful future for tourism.

Keywords: SDGs, sustainable tourism, safety of destinations, crisis management, tourism and peace, innovation in tourism, UN Tourism.

OPPORTUNITIES AND POTENTIAL OF MOLDOVA FOR ATTRACTING INVESTMENTS IN THE DEVELOPMENT OF ECO-TOURISM

Elena SCOBIOALA

International Programs Forest Service, USA

elena.scobioala@fs-ip.us

ORCID iD: 0009-0000-9948-4719

Purpose of the article: The Republic of Moldova offers unique potential for eco-tourism development, thanks to its beautiful landscapes, diverse and accessible natural sites, and authentic rural areas.

This article explores investment opportunities to boost Moldova's eco-tourism by highlighting the importance of educational programs and the implementation of projects based on community engagement, partnerships, and the integration of international models for managing tourism in protected areas, drawing from the U.S. National Forests and National Parks' experience.

The article also addresses infrastructure needs and financial feasibility, which are critical for attracting investment in eco-tourism development. Specific initiatives, such as developing multifunctional centers and creating nature interpretation trails that consider both visitor experiences and tourism's impact on natural sites, reflect the complexity of the required actions. All these efforts should be complemented by continuous support across different levels, including governmental institutions, the private sector, academia, and local communities.

The rationale for investing in eco-tourism is explained by Moldova's strategic geographic location and its potential to attract niche tourism markets. Investments should focus on the long-term benefits of sustainable tourism, which not only generates economic revenue but also preserves Moldova's natural and cultural heritage for future generations.

Keywords: eco-tourism, Moldova, sustainable tourism, investment opportunities, partnerships, collaboration, community engagement.

THE TOURISM INVESTMENTS IN THE CONTEXT OF CLIMATE CHANGE

Georgiana CHIȚIGA

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

georgiana_chitiga@yahoo.com

ORCID ID: 0009-0006-8439-5231

Purpose of the article: The research has as its starting point, the threats and risks that climate change has on tourism that we are currently facing, as well as the ways that are imposed to prevent them. From the analysis carried out, it is highlighted that tourism, as well as rural development, will have to face unprecedented challenges in terms of environment and climate, which require investment support. Therefore, the measures to stimulate sustainable tourism will demonstrate the ambitions of the European Union and European countries to face these challenges, by setting long-term objectives with concrete targets and by creating new financial instruments. We are seeing a fundamental change in medium and long-term investment patterns in this area. A significant example of such a targeted approach is the green economy, which will exploit a range of advanced solutions and encourage new investment models. At the same time, the goal is to lead to the realization of a fair and efficient tourism towards sustainability, which would require taking into account all the trends that define its future as well as that of rural communities, such as climate change and the environment, digitization, the aging of the population and efficient use of resources. Europe must create the conditions for a more sustainable tourism.

Keywords: sustainable tourism, climate change, challenges, investments, solutions.

CULTURAL AND CREATIVE TOURISM: MOLDOVA’S UNESCO HERITAGE AS A CATALYST FOR GROWTH

Diana LAZĂR

Moldova State University, Chisinau, Republic of Moldova

diana.h.lazar@gmail.com

ORCID ID: 0009-0008-5308-8137

Mariana MISCHEVCA

Secretary of the NGO National Committee ICOM Moldova

mischevca.mariana@gmail.com

ORCID ID: 0009-0007-6535-9873

Emanuela PNAKE

Aegean University, Athena, Greece

info@intervitis.eu

Purpose of the article: This article explores the untapped tourism potential of the Republic of Moldova’s tangible and intangible heritage elements inscribed on UNESCO’s Heritage Lists, highlighting how they can attract foreign tourists and foster cultural preservation.

Originality: The study is the first of its kind to comprehensively assess the impact of Moldova’s UNESCO-recognized heritage on tourism development, focusing on cultural heritage and creative tourism. It demonstrates the role of tourism as a driver for the conservation and promotion of both material and intangible heritage.

Conclusions: Moldova's UNESCO heritage, including the Geodetic Arc of Struve, intangible cultural traditions and underground wineries that are in process of nomination, offers significant tourism potential. Strategic development will attract global visitors, enhance local identity, and support the preservation of cultural practices through tourism revenue.

Keywords: Moldova, UNESCO heritage, cultural tourism, Geodetic Arc of Struve, intangible heritage, underground wineries, Cricova, Milestii Mici.

THE IMPACT OF INTERNATIONAL COLLABORATION ON ECO-TOURISM DEVELOPMENT: A CASE STUDY OF THE FOREST SERVICE'S INITIATIVES

Joshua LEE

Forest Service International Programs, USA

joshua.lee2@usda.gov

Purpose of the article: From 2022-23, it was estimated that recreation and ecotourism on U.S. National Forest land contributed roughly \$13.7 billion to America's GDP while supporting more than 161,000 jobs and drawing 160 million visitors. It is an activity that helps the U.S. Forest service protect its natural resources, improve the economic outlook for local communities, and connect people to the environment.

This task, however, comes with universal challenges such as lack of staff; insufficient budgets; and natural resource damage from high visitation. As the U.S. Forest Service addresses these challenges at home, we simultaneously provide support internationally through sharing of lessons learned, training individuals, and working with counterpart governments and NGO's to implement high impact projects.

One such way is by hosting specialists from abroad in the U.S. for 2-3 week seminars focused on protected area management and sustainable tourism. These seminars share a different perspective on ecotourism and land management and allow representatives from all over the world to network with each other. Another way is through dedicated projects such as the Caucasus Conservation Corps which trains and employs teenagers and adults from the Caucasus to build trails that attract tourists and expand economic opportunities for communities adjacent to the trails.

Keywords: International collaboration, eco-tourism, Forest Service, sustainable tourism.

THE IMPACT OF SUSTAINABILITY AND SOCIAL RESPONSIBILITY ACCORDING TO THE NORDIC MODEL, PRACTICES FOR THE ECONOMIC DEVELOPMENT OF THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF ACCESSION TO THE EUROPEAN UNION

Natalia ANTOCI

Moldova State University, Chisinau, Republic of Moldova

antocinatalia57@gmail.com

ORCID ID: 0000-0002-7433-106X

Stefan SAJIN

Moldova State University, Chisinau, Republic of Moldova

sajinstefan6@gmail.com

ORCID ID: 0009-0008-9387-2559

Purpose: This article investigates the potential impact of sustainability and social responsibility, as exemplified by the Nordic model, on the economic development of the Republic of Moldova, particularly in the context of its aspirations to join the European Union. The focus is on how the principles and practices of the Nordic model could influence Moldova's progress toward sustainable growth and development.

Methodology: The research adopts a qualitative approach, analyzing key socioeconomic indicators from the Nordic model and evaluating their relevance to Moldova's development strategies. It also explores Moldova's National Development Plan and its alignment with the United Nations' Agenda 2030 for Sustainable Development. By comparing these frameworks, the study identifies ways in which Moldova can integrate sustainable practices into its economic policies.

Conclusions: The results indicate that the Nordic model offers a useful framework for promoting sustainability and equality within Moldova's economic development. By incorporating eco-innovation and sustainable business practices, Moldova can achieve significant progress toward its development goals while addressing key challenges such as climate change and social welfare. The study emphasizes that adopting Nordic-inspired sustainability practices could foster a more resilient and equitable economy in Moldova.

Originality: This article contributes to the broader conversation on sustainability by connecting the Nordic model to Moldova's specific context. It provides practical insights for policymakers and stakeholders, suggesting

that Moldova can learn from Nordic experiences to build a greener, more inclusive economy. The findings may inspire future policy reforms and initiatives that advance both economic growth and environmental sustainability.

Keywords: Sustainability, Nordic model, eco-innovation, sustainable development, green economy.

TOWARDS A SUSTAINABLE FUTURE: ANALYZING RURAL TOURISM PRACTICES IN MOLDOVA

Natalia ȚURCANU

Moldova State University, Chisinau, Republic of Moldova

nturcanu@chemonics.md

ORCID ID: 0009-0005-8703-5250

Purpose of the article: This article investigates the sustainability practices prevalent within the rural tourism sector in Moldova, emphasizing their crucial role in fostering environmental conservation, community development, and economic resilience. **Methodology:** The research adopts a mixed-methods approach, combining qualitative interviews with local tourism operators and quantitative surveys targeting tourists visiting rural areas. The data analysis aims to identify current sustainability initiatives, assess their effectiveness, and evaluate stakeholder perceptions regarding their impacts on both the local economy and environment.

Methodology: The results indicate a notable increase in the commitment of rural tourism operators in Moldova to implement sustainable practices, including organic farming, eco-friendly accommodations, and active community engagement. Despite these positive developments, several challenges persist, such as limited access to financial resources, inadequate training for operators, and insufficient support from government entities. The article provides recommendations for bolstering sustainability practices through comprehensive policy reforms and enhanced collaboration among stakeholders.

Conclusions: This study adds a valuable perspective to the existing body of literature on sustainable tourism, presenting a detailed case study of Moldova's rural tourism sector—an area that has received relatively little academic focus. By highlighting unique local practices and the potential of rural tourism as a model for sustainable development, the article seeks to inspire further research and action in this field.

Originality: Overall, the findings underscore the importance of integrating sustainability into rural tourism in Moldova, illustrating its potential to drive positive change for local communities and the environment alike.

Keywords: Sustainability, rural tourism, Moldova, eco-friendly practices, community development, tourism management.

TOURISM DESTINATION MANAGEMENT MODEL: EVIDENCE FROM GAGAUZIA AUTONOMOUS REGION

Alla LEVITSKAIA

Regional Economic Development Institute, Comrat State University, Comrat, Republic of Moldova

alla.levitskaia@gmail.com

ORCID ID: [0000-0002-0520-805X](https://orcid.org/0000-0002-0520-805X)

Purpose of the article: the success of a region's socio-economic development depends on its presence in the information and image field of the country's economic space. In this context, the introduction of active actions on the cultural heritage development will contribute to attracting investments in the region; support for small enterprises-handicrafts producers; transformation of the territory into an attractive region with developed rural and cultural tourism.

Methodology: the research methodology included: a comparative analysis of the national statistical database at the macro- and meso- levels; a study of the national and regional legislative framework; analysis of strategic and program documents in the field of tourism development at the national and regional levels; semi-structured interviews with representatives of local and regional authorities, local active groups, artisans cultural sector and business representatives.

Conclusions: as a result of the study was developed a tourism development management model with a core - the Destination Management Organization (DMO) responsible for the implementation of the organizational, managerial and coordination functions for the development of a tourist destination.

Originality: the results of a study which formed the basis of the Tourism Development Program of the Autonomous Territorial Unit of Gagauzia, located in the south of the Republic of Moldova.

Keywords: Destination Management Organization, cultural heritage, Tourism Development Program.

SUSTAINABILITY PRACTICES WITHIN THE GASTRONOMY TOURISM SECTOR IN MOLDOVA

Elena STEPANOV

Moldova State University, Chisinau, Republic of Moldova

estepanov@antrim.md

ORCID ID: 0009-0002-4944-3681

Purpose of the article: This article aims to explore the sustainability practices implemented within the gastronomy tourism sector in Moldova, highlighting their significance in promoting environmental stewardship, cultural preservation, and economic resilience.

Methodology: A mixed-methods approach was employed, combining qualitative interviews with local stakeholders—including restaurant owners, farmers, and tourism officials—and quantitative surveys distributed to tourists participating in gastronomy experiences. Data analysis was conducted to assess the impact of sustainability practices on tourist satisfaction and local community benefits.

Conclusions: Findings indicate that sustainable gastronomy tourism in Moldova enhances the local economy, preserves culinary traditions, and promotes environmental conservation. However, challenges such as limited awareness and resource availability hinder broader adoption of sustainable practices.

Originality: This study contributes to the limited literature on sustainability in gastronomy tourism in Eastern Europe, providing valuable insights and recommendations for stakeholders seeking to enhance sustainable practices within this sector.

Keywords: Sustainability, Gastronomy Tourism, Moldova, Environmental Practices, Cultural Preservation, Economic Resilience.

CULTURAL ROUTES OF THE COUNCIL OF EUROPE AND TOURIST PARADIGMS OF MODERN PILGRIMAGE

Leonardo PORCELLONI

University of Genova, Department of Political and International Science, Genova, Italy

leonardo.porcelloni@edu.unige.it

ORCID ID: 0009-0003-7348-3664

Purpose of the article: The Cultural Routes of the Council of Europe programme, launched in 1987, aims to promote intercultural dialogue and highlight a shared European heritage through various routes that span across Europe and beyond. To date, it includes 48 certified networks, each with diverse themes and modes of engagement. With this respect, in addition to contextualising the European Cultural Routes programme, the paper seeks to address a theme particularly relevant to it, namely that of pilgrimage, which has evolved into a secular form embodied by slow tourism, a growing trend in the tourism industry.

Methodology: By combining both quantitative and qualitative research, the aim is to provide insights into the phenomenon from both user and insider perspectives. In doing so, it will address how this trend offers significant opportunities for a more responsible and sustainable form of tourism while also presenting notable challenges. Lastly, the paper will discuss how this phenomenon could lead to new paradigmatic considerations in the tourism sector.

Keywords: Council of Europe, Cultural Routes, Pilgrimage, Slow Tourism, Mobilities.

CULINARY TOURISM - INNOVATIONS IN FARM-TO-TABLE PRACTICES FOR SUSTAINABLE EXPERIENCES

Mariana STOICA

Moldova State University, Chisinau, Republic of Moldova

mariana.stoica@usm.md

ORCID ID: 0000-0002-1624-7353

Purpose of the article: This article delves into the relationship between culinary tourism and sustainability, focusing on how farm-to-table innovations can elevate tourist experiences while promoting environmental and social responsibility. It examines how sustainable dining can serve as a platform to connect tourists with local food cultures and production practices.

Methodology: The study analyzes various farm-to-table models, such as collaborations between local farmers and restaurants, the utilization of organic and seasonal produce, and educational initiatives that allow tourists to engage directly with food producers. It also considers the role of technology, particularly digital platforms, in enhancing the visibility of local producers and raising awareness about sustainability. The research draws on case studies to illustrate the integration of these practices into the broader tourism experience.

Conclusions: The findings highlight the potential for culinary tourism to drive sustainable practices, both environmentally and socially. The research advocates for the adoption of innovative strategies by stakeholders that deliver mutual benefits to tourists, local communities, and the environment. It stresses the importance of sustainable dining experiences that enhance tourist satisfaction while supporting local economies and ecosystems.

Originality: This paper provides fresh insights into sustainable tourism by showcasing unique farm-to-table strategies that enhance tourist experiences. It adds to the existing body of knowledge by illustrating how these practices not only promote environmental responsibility but also support local economies and encourage tourists to engage more meaningfully with their destinations.

Keywords: Culinary tourism, sustainability, farm-to-table, local producers, innovative practices, environmental responsibility.

ARTIFICIAL INTELLIGENCE: THREATS OR OPPORTUNITIES FOR TOURISM?

Natalia COȘELEVA

Moldova State University, Chisinau, Republic of Moldova

natalia.coseleva@usm.md

ORCID ID: [0000-0002-4548-4497](https://orcid.org/0000-0002-4548-4497)

Alexandr CEAIKOVSKII

Moldova State University, Chisinau, Republic of Moldova

alexandr.ceaikovskii@usm.md

ORCID: 0000-0003-2233-1225

Purpose of the article: is to determine and discuss advantages and disadvantages to using artificial intelligence (AI) services in tourism and hospitality. Robotics and artificial intelligence (AI) are growing and advancing in tourism and hospitality industry that are considered one of the first industries to adopt them. Most travel agencies, tourist companies, airlines, hotels, restaurants, museums, car rental and resorts expected to perform their business accurately and efficiently and to bring great benefits providing high quality customer services on the base of AI technologies. The most important discussed question is: Does AI bring threats or opportunities for tourism and hospitality industry?

Methodology: research methods such as analysis (to reveal the pros and cons of adopting AI in tourism and hospitality), induction (to identify the main trends and the sequence of changes) and synthesis (to formulate conclusions) were used.

Conclusions: the application of AI services has many advantages for tourists, such as: speed, ease of use, efficiency, accuracy, answering clients' questions in their own languages, enhance tourists' experiences, save time and money, eliminate human error and providing many tasks at the same time. On the other hand, disadvantages to using AI services can be found.

Originality: an attempt is made to determine the changes of tourism service marketing in context of opportunities and obstacles with artificial intelligence.

Keywords: Tourism and Hospitality, Artificial Intelligence (AI), Robotics, Advantages and Disadvantages, Threats and Opportunities.

LOCAL ECONOMIC DEVELOPMENT THROUGH TOURISM: OPPORTUNITIES FOR COMMUNITIES IN THE REPUBLIC OF MOLDOVA

Veaceslav GUȚUȚUI

The Free International University of Moldova

veaceslav.gututui@gmail.com

ORCID: 0009-0004-8442-2565

Răzvan-Lucian ANDRONIC

Henri Coandă Air Force Academy, Brașov, Romania

razvan.andronic@afahc.ro

Purpose of the article: The Republic of Moldova has a diverse natural, cultural, and social potential that can stimulate local economic development, particularly in rural areas, through rural tourism. Development policies and access to national and international funds support the creation of the necessary infrastructure for local tourism businesses. The implementation of cluster concepts and Destination Management Organizations (DMOs) contributes to the consolidation of the local economy by integrating and promoting tourism products and services. Collaboration between authorities, the private sector, and other partners is essential to ensure sustainable development and economic growth at the local level.

Key words: local economic development, clusters, DMO, project funding.

TRANSFORMING THE TRAVELER EXPERIENCE THROUGH THE DIGITALIZATION OF TOURISM ACTIVITIES

Elena NIREAN

Moldova State University, Chisinau, Republic of Moldova

e.nirean@gmail.com

ORCID [0000-0002-2593-5836](https://orcid.org/0000-0002-2593-5836)

Purpose of the article: consists in researching the digital possibilities for planning and managing travel and examining their impact on transforming tourists' experiences.

Methodology: analysis, synthesis, evaluation, generalization, drawing conclusions and reasoning, comparison, analogy, and the graphic method.

Conclusions: the promotion of the digitalization of the tourism industry is so extensive that the structure of the industry and the way it operates are continuously transforming. Thus, for tourists, the internet is no longer just a tool for obtaining information, but also a means of purchasing the desired tourism product. Travelers become their own travel agents, and the digital innovations used in planning and managing travel contribute to a more comfortable travel experience, allowing travelers to focus more on the satisfaction of exploring and less on the logistical aspects of travel.

Originality: identifying digital tools adapted to the modern needs of tourists that condition the transformation of the way they plan, organize, and experience travel.

Keywords: digitalization, technologies, tourists, travel, transformation.

THE ART OF SLOW TRAVELING: COMBINING TRADITION AND INNOVATION IN TOURISM

Larisa TRIFONOVA

Moldova State University, Chisinau, Republic of Moldova

larisa.trifonova@usm.md

ORCID iD: [0000-0002-2080-9750](https://orcid.org/0000-0002-2080-9750)

Purpose of the article: to analyze the potential of slow travel in revitalizing tourism offerings and enhancing destination competitiveness by fostering meaningful experiences that emphasize quality over quantity.

Methodology: a qualitative approach, utilizing case studies to identify best practices and emerging trends in slow travel. A thematic analysis is conducted to evaluate the effectiveness of combining traditional cultural elements with innovative services in creating a unique value proposition for slow travel destinations.

Conclusions: findings indicate that destinations successfully incorporating both traditional and modern elements into their slow travel offerings are able to provide richer experiences, promoting longer stays and increased visitor satisfaction.

Originality: This article contributes to the growing literature on sustainable tourism by presenting a comprehensive framework for integrating tradition and innovation in slow travel. It offers new ideas on how destinations can enhance their appeal through a balanced approach that respects cultural authenticity while embracing technological advances through the art of slow traveling.

Keywords: slow travel, innovation, tourism, sustainable tourism.

EXPLORING THE ROLE OF RAILWAY MARKETING STRATEGIES IN THE SUSTAINABLE DEVELOPMENT OF REGIONAL TOURISM INFRASTRUCTURE

Alexandru-Vasile BURLUI

PhD international student, România

Doctoral School of Legal and Economic Sciences

alexandru.v.burlui@gmail.com

ORCID iD: 0009-0009-5309-3451

Purpose of the article: This article investigates the impact of railway marketing strategies on the sustainable development of regional tourism infrastructure, emphasizing the importance of environmentally friendly transportation in enhancing regional tourism.

Methodology: The research employs case studies and data analysis from key regions to examine various railway marketing initiatives, such as destination branding, partnerships with local tourism operators, and promotional campaigns.

Conclusions: The findings reveal that effective railway marketing strategies can reduce carbon emissions, improve accessibility to remote tourist destinations, and stimulate local economies through enhanced connectivity. These strategies also promote regional competitiveness by aligning with sustainable tourism practices.

Originality: This research provides practical insights for policymakers, tourism stakeholders, and transportation authority's seeking to improve tourism infrastructure while supporting environmental and economic sustainability.

Keywords: Railway marketing strategies, sustainable development, regional tourism infrastructure, environmental sustainability, transportation initiatives.

THE IMPACT OF COMMERCIALIZATION OF CULTURAL HERITAGE

Doina VICOL

Moldova State University, Chisinau, Republic of Moldova

doina.vicol@usm.md

ORCID iD: 0009-0008-6379-596X

Purpose of the article: This paper aims to explore the commercialization of cultural heritage, focusing on its implications for cultural assets and traditions across Europe compared to other regions. The goal is to define the concept of commercialization and understand its impact on cultural heritage.

Methodology: The study employs a theoretical framework, utilizing Psychological Essentialism Theory to analyze the commercialization process. It examines various parameters and considers measures to mitigate the negative consequences of commercialization on cultural heritage. The research incorporates insights from diverse stakeholders, including local communities, government agencies, cultural institutions, and private enterprises, to provide a comprehensive view of the issue.

Conclusions: The findings highlight the need for a balanced approach to the commercialization of cultural heritage. Effective safeguarding of cultural assets requires collaboration among all stakeholder groups to ensure that the commercialization process respects and preserves the integrity of cultural heritage while allowing for innovation and sustainable tourism practices.

Originality: This paper contributes to the existing literature by providing a nuanced understanding of how cultural heritage can be commercialized without compromising its authenticity. It emphasizes the importance of stakeholder involvement in creating strategies that reconcile the benefits of commercialization with the need to protect cultural identity.

Keywords: Cultural heritage, commercialization, tourism, innovation.

Bun de tipar 17.10.2024. Formatul 60x84¹/₁₆
Comanda 129/24. Tirajul 50 ex.

Centrul Editorial-Poligrafic al USM
str. Al.Mateevici, 60, Chişinău, MD-2009
e-mail: cep1usm@mail.ru