

PROGRAMME

<i>Friday, 25 September, 2026</i>	
10.00 – 12.00	Official Opening Ceremony of the 30 th Edition of the International Scientific Conference ”COMPETITIVENESS AND INNOVATION IN THE KNOWLEDGE ECONOMY” , Dedicated to the 35th Anniversary of ASEM
12.00 - 13.00	LUNCH BREAK
13.00 -13.30	Participants Registration — Section Desks
13.30 - 17.30	Activities in the thematic sessions according to the Programme of the International Scientific Conference
<i>Saturday, 26 September, 2026</i>	
10.00 - 13.00	The International Scientific Conference Thematic Sessions according to the Conference Programme
13.00	Closing of the International Scientific Conference

Presentation time limits:

in sessions - 10 min. debates - 5 min.

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CONFERENCE SESSIONS

I.	INNOVATIVE APPROACHES AND NEW TRENDS IN THE FIELD OF BUSINESS AND ADMINISTRATION	Room 210, Bldg. A
II.	ECONOMIC THEORY AND POLICY FOR RESILIENCE AND SUSTAINABILITY	Room 801, Bldg. A
III.	EUROPEAN INTEGRATION, MULTICULTURALITY AND INTERNATIONAL ECONOMIC RELATIONS	Room 203, Bldg. F
IV.	CARPE SCIENTIAM: THE EVOLUTION OF SOCIAL AND HUMAN SCIENCES IN THE KNOWLEDGE ECONOMY	Room 606, Bldg. A
V.	INNOVATION AND COMPETITIVENESS IN ACCOUNTING AND AUDITING OF ENTITIES	Room 408, Bldg. F
VI.	INFORMATIONAL TECHNOLOGIES AND ECONOMIC CYBERNETICS	Room 404, Bldg. B
VII.	KNOWLEDGE THROUGH DATA AND QUANTITATIVE ANALYSIS	Room 412, Bldg. B
VIII.	FINANCIAL DIMENSIONS OF THE KNOWLEDGE ECONOMY	Room 303, Bldg. F
IX.	LEGAL CONFLICTOLOGY IN ECONOMIC LAW RELATIONSHIPS	Room 603, Bldg. A
X.	CONTEMPORARY LIBRARIES: CHALLENGES, TRANSFORMATIONS AND PREMISES FOR DEVELOPMENT IN THE NEW SOCIO-ECONOMIC CONTEXT	Room 103, Bldg. F (Library)
XI	NATURE-POSITIVE AND DIGITAL AGRI-FOOD SYSTEMS: BIODIVERSITY, AGRIVOLTAICS AND RURAL INNOVATION	Room 414, Bldg. B
XII	CULTURAL AND CREATIVE INDUSTRIES AS DRIVERS OF REGIONAL DEVELOPMENT, COMPETITIVENESS AND INNOVATION	Room 411, Bldg. B
XIII	EMERGING FRONTIERS ÎN AI, INTELLIGENT SYSTEMS AND DIGITAL TRANSFORMATION FOR A SUSTAINABLE GREEN ECONOMY – ORGANIZED IN COLLABORATION WITH FATER ACADEMY OF INDIA (FAI)	Room 304, Bldg. F

SESSION I
INNOVATIVE APPROACHES AND NEW TRENDS IN THE FIELD OF "BUSINESS AND ADMINISTRATION"

Room 210, Bldg. A

Link to the video call: <https://meet.google.com/feq-ynnk-wwq>

Chair: NEGRU ION, PhD, Associate Professor

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FEDORCIUCOVA Svetlana, PhD, Associate Professor,

Academy of Economic Studies of Moldova, Republic of Moldova

DETERMINANTS OF EMPLOYEE PERFORMANCE IN PUBLIC INSTITUTIONS: THE ROLE OF MOTIVATION, LEADERSHIP, AND ORGANIZATIONAL PRACTICES

CHIIHAIA Alexandru Sebastian, Dunărea de Jos University of Galați, Galați, România

MATRIC Alina, Dunărea de Jos University of Galați, Galați, România

STANCIU Tiberius Iustinian, Ovidius University of Constanța, Romania

RESEARCH ON THE MULTIFACETED ATTACHMENT OF EXPERIENTIAL TOURISTS IN RELIGIOUS DESTINATIONS

MĂNICA Casandra-Mariana, Bucharest University of Economic Studies, Bucharest, Romania

CROWD MANAGEMENT IN PUBLIC SPACES: STRATEGIES FOR SAFETY, COORDINATION, AND ORGANIZATIONAL RESILIENCE

IOSIF Marius, Dunărea de Jos University of Galați, Galați, România

COLAN Geanina, "Virgil Madgearu" College of Economics, Galați, Galați, România

CHIIHAIA Alexandru Sebastian, Dunărea de Jos University of Galați, Galați, România

BUSINESS LETTER AS AN INSTRUMENT OF ORGANIZATIONAL COMMUNICATION

JOROVLEA Elvira, Associate Professor, PhD in Economics, Academy of Economic Studies of Moldova, Republic of Moldova

UNIVERSITY AI READINESS: STRATEGIC PERSPECTIVES FOR HIGHER EDUCATION IN THE AI ERA

SAVGA Larisa, Trade Co-operative University of Moldova, Chisinau, Republic of Moldova

BARAN Tatiana, Trade Co-operative University of Moldova, Chisinau, Republic of Moldova

ECONOMIC AND MANAGERIAL INSTRUMENTS FOR ENHANCING THE EFFICIENCY OF THE ENERGY-ECONOMY-ENVIRONMENT (3E) SYSTEM IN THE REPUBLIC OF MOLDOVA

COVAȘ Lilia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

DOROGAIA Irina, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

SOLCAN Angela, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

THE ROLE OF STRATEGIC ENTREPRENEURSHIP IN REGIONAL ECONOMIC DEVELOPMENT

CRISTACHE Nicoleta, Dunărea de Jos University of Galați, Galați, România

MURARIU Sabin, Dunărea de Jos University of Galați, Galați, România

COLAN Aura, Dunărea de Jos University of Galați, Galați, România

NEURODIVERSITY AT WORK AS AN INNOVATIVE HUMAN RESOURCE MANAGEMENT APPROACH: TOWARD NEUROINCLUSIVE WORKPLACE PRACTICES IN MOLDOVA

MASLOVA Olga, AO Asociația pentru Neurodiversitate “ATIPICI”, Chișinău, Republic of Moldova

PRICE POLICY ON THE RESIDENTIAL REAL ESTATE MARKET: FROM COST-BASED EQUATIONS TO THE VALUE OFFERED TO THE BUYER

ROTARU Olesea, Lecturer, PhD, ASEM, Chisinau, Republic of Moldova

REPRESENTATIVENESS OF CHAMBERS OF COMMERCE IN B2A DIALOGUE IN MOLDOVA AND ROMANIA.

MARCINIAK Piotr, Assistant Professor at Institute of Law Studies, Polish Academy of Sciences, Poland

MISTREAN Larisa, Associate Professor, Academy of Economic Studies of Moldova, Moldova

DIGITAL MARKETING PRACTICES ADOPTED BY CONSUMERS IN THE ONLINE ENVIRONMENT

REMEȘOVSCI Natalia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

RESEARCH ON THE QUALITY OF SOME DAIRY PRODUCTS

TABUNȘCIC Olga, Academy of Economic Studies of Moldova, Republic of Moldova

CALMÂȘ Valentina, Academy of Economic Studies of Moldova, Republic of Moldova

FEDORCIUCOVA Svetlana, Academy of Economic Studies of Moldova, Republic of Moldova

STRUCTURAL ANALYSIS AND MARKET DYNAMICS OF THE FOODSERVICE INDUSTRY IN CHIȘINĂU (2015–2025)

TABUNȘCIC Olga, Academy of Economic Studies of Moldova

FEDORCIUCOVA Svetlana, Academy of Economic Studies of Moldova

CALMÂȘ Valentina, Academy of Economic Studies of Moldova

STRATEGIC DEVELOPMENT OF PUBLIC INSTITUTIONS: ORGANIZATIONAL RESILIENCE, DIGITAL TRANSFORMATION, AND PERFORMANCE

VIZITIU Andrei, Dunărea de Jos University of Galați, Galați, România

MATIȘ Cosmin, Babeș-Bolyai University of Cluj-Napoca, Cluj-Napoca, România

STAN Alina Loredana, Dunărea de Jos University of Galați, Galați, România

DIGITAL PRODUCT TRENDS IN THE EDTECH MARKET OF THE REPUBLIC OF MOLDOVA

ZGHEREA Georgetta, PhD in Economics, Associate Professor, Marketing and Logistics Department, Academy of Economic Studies of Moldova, Republic of Moldova

PIDTERHERIA Daria, Founder & CEO, Allweb-Agency SRL, Republic of Moldova

RISKS GENERATED BY PERSONNEL: IDENTIFICATION, STRUCTURING AND EVALUATION

COTELNIC Ala, Academy of Economic Studies of Moldova, Republic of Moldova

SCARLAT Constantin, drd, Academy of Economic Studies of Moldova, Republic of Moldova

DIGITAL MATURITY AND THE DOMESTIC-CROSS-BORDER E-COMMERCE DIVIDE: THE CASE OF THE REPUBLIC OF MOLDOVA

SAVCIUC Oxana, Assoc. Prof., PhD, Academy of Economic Studies of Moldova, Republic of Moldova

THE INDUSTRIAL INTERNET AND THE DIGITAL TRANSFORMATION OF INTERNATIONAL LOGISTICS: TRENDS, TECHNOLOGIES AND PLATFORM MODELS

MELNIC Igor, Assoc. Prof., PhD, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

LIVANDOVSCI Roman, Assoc. Prof., PhD, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

VEREJAN Oleg, Assoc. Prof., PhD, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***INNOVATIVE APPROACHES AND EMERGING TRENDS IN BUSINESS AND ADMINISTRATION:
DIGITAL TRANSFORMATION, SUSTAINABILITY, AND AGILE GOVERNANCE***

LÎSÎI Nicoleta, USPEE Constantin Stere, Chişinău, Republic of Moldova

***THE ROLE OF INFLUENCERS, DIGITAL PLATFORMS AND COGNITIVE MECHANISMS OF
CREDIBILITY IN ATTRACTING ADULTS TO CONTINUING PROFESSIONAL TRAINING
COURSES. CORRELATIONS BETWEEN MARKETING TOOLS AND PRECURSORS OF
COMPETITIVE ADVANTAGE***

COLAN Geanina, Virgil Madgearu College of Economics Galaţi, Galaţi, România

***INNOVATIVE BANKING COMMUNICATION AS A DRIVER OF PUBLIC EDUCATION AND
BUSINESS COMPETITIVENESS***

CEPRAGA Lucia, The “Ion CREANGĂ” State Pedagogical University of Chisinau, The Academy of
Economic Studies of Moldova, Chisinau, Republic of Moldova

BÎRSAN Svetlana, The Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

BĂTRÎNU Oxana, National Bank of Moldova, Chisinau, Republic of Moldova

***THE IMPACT OF SHOCK ADVERTISING ON GENERATION Z: A NEUROMARKETING AND
CONSUMER-BEHAVIOR APPROACH***

GAUGAŞ Tatiana, The Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***MULTICRITERIA EVALUATION MODEL FOR THE FUNCTIONALITY AND PERFORMANCE
OF INTEGRATED MANAGEMENT SYSTEMS***

VORNOVIŢCHI Diana, The Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***INTERDEPENDENCE BETWEEN UNIVERSITY MARKETING, INSTITUTIONAL IDENTITY,
IMAGE, REPUTATION, AND ATTRACTIVENESS: A HOLISTIC APPROACH***

JOMIR Eudochia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

BELOSTECINIC Grigore, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***GENERATIVE ARTIFICIAL INTELLIGENCE AS A TOOL FOR ENHANCING EMPLOYEE
CREATIVITY: OPPORTUNITIES AND RISKS FOR ORGANIZATIONS***

ŞENDREA Mariana, PhD, Assoc. Prof., Department of Management and Entrepreneurship, Academy of
Economic Studies of Moldova, Chisinau, Republic of Moldova

***BEYOND ECONOMIC GROWTH: DIGITAL TRANSFORMATION AND SUSTAINABLE
DEVELOPMENT IN EU-27 MEMBER STATES***

CRISTE Cristina, East-European Center for Research in Economics and Business, Doctoral School of
Economics and Business Administration, West University of Timisoara, Romania

LOBONŢ Oana-Ramona, Department of Finance, Business Information Systems and Modelling, Faculty
of Economics and Business Administration, West University of Timisoara, Romania

VALCEANU Mirela, Doctoral School of Economics and Business Administration, West University of
Timisoara, Romania

GREEN ENTREPRENEURSHIP IN REPUBLIC OF MOLDOVA: A LEGAL ANALYSIS

BOAGHI Viorica, Academy of Economics Studies of Moldova, Chisinau, Moldova

***THE NEW EQUATION OF SUCCESS IN PROJECT MANAGEMENT: HYBRID ADAPTABILITY,
SUSTAINABILITY, AND ARTIFICIAL INTELLIGENCE UNDER THE PMBOK® 8
FRAMEWORK***

ŞAVGA Ghenadie, Management and Entrepreneurship Department, Academy of Economic Studies of
Moldova, Chişinău, Moldova

ŞAVGA Larisa, Trade Cooperative University of Moldova, Dunarea de Jos University of Galati, Romania

THE ROLE OF MARKETING COMMUNICATION IN BUILDING THE INSTITUTIONAL REPUTATION OF UNIVERSITIES

ȘIȘCAN Ecaterina, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

INNOVATIVE MARKETING: PRINCIPLES AND STRATEGIES

SAHARNEAN Liliana, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

STAKEHOLDER ENGAGEMENT: DE LA INFORMARE LA PARTENERIAT – ABORDĂRI INOVATOARE ȘI TENDINȚE NOI ÎN DOMENIUL AFACERILOR

IORDACHE Silvia, Academy of Economic Studies of Moldova, Moldova, Chișinău

FROM THE FLAT TAX TO SOCIAL EQUITY: HOW CAN PERSONAL INCOME TAX REFORM REDUCE SOCIAL DISPARITIES IN MOLDOVA?

SERDUNI Serghei, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

EFFECTS OF THE BANKING INNOVATION PROCESS AND INNOVATION PROSPECTS

PANFIL Cristina, PhD Student, State University of Moldova, Chisinau, Republic of Moldova

CRISTAFOVICI Profira, PhD of Economic Sciences, Marketing and Logistics Department, at the Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

INTEGRATING AGILE PRINCIPLES INTO SME MANAGEMENT: A CONCEPTUAL FRAMEWORK FOR THE REPUBLIC OF MOLDOVA

PETREA Felicia, Academy of Economic Studies of Moldova (ASEM), Chisinau, Republic of Moldova

CORRECT ETHICAL CONDUCT AND BALANCED HARMONY AT WORK – INNOVATIVE APPROACHES AND NEW TRENDS IN BUSINESS AND ADMINISTRATION

GALAN Sergiu, University of Political and Economic European Studies “Constantin Stere”, Chișinău, Republic of Moldova

DIGITAL TRANSFORMATION, CAPITAL ACCUMULATION AND LABOUR PRODUCTIVITY IN THE UE, A PANEL DATA ANALYSIS OF COMPLEMENTARITIES AND HETEROGENEITY

BRÎNZĂ Alexandrina, Dunarea de Jos University of Galati, Galati, Romania

BALAN Aurelian-Cosmin, Dunarea de Jos University of Galati, Galati, Romania

MOLDOVAN TOURISM INDUSTRY: DEVELOPMENT AND PERSPECTIVES

DASCALESCU Vlada, PhD Student AESM, Scientific researcher, National Institute for Economic Research, Academy of Economic Studies of Moldova, Republic of Moldova

DOBRIANSKA Natalia, Doctor of Economic Sciences, Professor, Head of the Department of Tourism business and recreation, Odesa National University of Technology, Odesa, Ukraine

THE EVOLUTION OF UPPSALA MODEL IN INTERNATIONAL BUSINESS: A BIBLIOMETRIC ANALYSIS (1977-2026)

POPESCU Gabriela, Universitatea “Ștefan cel Mare” din Suceava, România

ȘULEAP Loredana-Mihaela (Luchian), Universitatea “Ștefan cel Mare” Suceava, România

MOTIVATIONS FOR INTERNATIONALIZATION: FROM MARKET-SEEKING TO STRATEGIC ASSET-SEEKING

ȘULEAP (LUCHIAN) Loredana-Mihaela, Ștefan cel Mare University of Suceava, Romania

POPESCU Gabriela, Ștefan cel Mare University of Suceava, Romania

SESSION II
ECONOMIC THEORY AND POLICY FOR RESILIENCE AND SUSTAINABILITY

Room 801, Bldg. A

Link to the video call: <https://meet.google.com/nvo-dxjw-oqs>

Chair: IGNATIUC Diana, PhD, Associate Professor,

Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

BARBĂNEAGRĂ Oxana, PhD, Associate Professor,

Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

LIVITCHI Oxana, PhD, Associate Professor,

Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

WHEN PERFORMANCE IS NOT EFFICIENCY: A DUAL ASSESSMENT OF ENERGY–ENVIRONMENT–ECONOMY SYSTEMS IN THE EUROPEAN UNION

OPREAN-STAN Camelia, Lucian Blaga University of Sibiu, Romania

STAN Sebastian Emanuel, Nicolae Bălcescu Land Forces Academy in Sibiu, Romania

ENERGY PRICES AND THE ECONOMIC RESILIENCE OF THE EUROPEAN UNION IN THE CONTEXT OF CURRENT GEOPOLITICAL SHOCKS

PANAIT Mirela, University of Ploiesti, Romania, Romanian Academy, Institute of National Economy, Bucharest Romania

IACOB Ștefan Virgil, University of Ploiesti, Romania, Romanian Academy, Institute of National Economy, Bucharest Romania

VOICA Marian Cătălin, University of Ploiesti, Romania

SURDU Daniel George, Romanian Academy, School of Advanced Studies of the Romanian Academy, Doctoral School of Economic Sciences, National Institute for Economic Research "Costin C. Kirițescu", Institute of National Economy, Romania

UPDATING ESTIMATES OF ENERGY POVERTY AND COMPENSATION IN THE REPUBLIC OF MOLDOVA: THE 2025–2026 HEATING SEASON

BALAN Aliona, Academy of Economic Studies of Moldova, Republic of Moldova

ECONOMIC POLICY PATHWAYS FOR ADVANCING SENDAI FRAMEWORK PRIORITY THREE: STRATEGIC PUBLIC INVESTMENT IN CLIMATE RESILIENT INFRASTRUCTURE AND SUSTAINABLE ECONOMIC GROWTH IN PAKISTAN

KHAN Kamran, Pakneftgaz, National Institute of Design and Analysis, Islamabad, Pakistan

FROM INFORMATION ABUNDANCE TO ATTENTION SCARCITY: AN ECONOMIC FRAMEWORK FOR DIGITAL PLATFORM RESILIENCE

BUCOS Tatiana, Academy of Economic Studies of Moldova, Republic of Moldova

THE ROLE OF NETWORKS IN THE GLOBAL APPROACH TO DECISION-MAKING IN PUBLIC MANAGEMENT

VRABIE Tincuta, “Dunărea de Jos” of University Galati, Romania

FRAGMENTED PUBLIC HEALTH: THE PARADOX OF MEDICAL RESOURCES AND TERRITORIAL INEQUALITY IN THE REPUBLIC OF MOLDOVA

CAUSAN Corina, Universitatea de Studii Politice și Economice, Europene „Constantin Stere”, Republic of Moldova

ASSESSING THE SYSTEMIC INTERDEPENDENCE BETWEEN PUBLIC SECTOR AGILE GOVERNANCE AND ECONOMIC SECURITY WITHIN VOLATILE INTERNATIONAL ENVIRONMENTS

BENEA-POPUȘOI Elina, Academy of Economic Studies of Moldova, Republic of Moldova

GAIBU Sergiu, Academy of Economic Studies of Moldova, Republic of Moldova

SOCIAL SAFETY AND COMMUNITY RESILIENCE SUSTAINING THE LOCAL ECONOMY

SOVA Olena, Mykhailo Ptoukha Institute for Demography and Life Quality Research of the National Academy of Sciences of Ukraine, Ukraine

THE SOCIAL PROTECTION SYSTEM OF THE REPUBLIC OF MOLDOVA IN TRANSFORMATION: A SWOT ANALYSIS OF PROGRESS AND CHALLENGES

BARBĂNEAGRĂ Oxana, Academy of Economic Studies of Moldova, Republic of Moldova

GÎNDEA Gabriela, Academy of Economic Studies of Moldova, Republic of Moldova

BUDGETARY SUPPORT FOR STATE MATERIAL RESERVES IN THE SYSTEM OF NATIONAL ECONOMIC RESILIENCE

VOROTIN Valerii, Ukrainian State Research Institute “Resurs”, State Agency for Reserve Management of Ukraine, Ukraine

VOROTINA Nataliia, V.M. Koretsky Institute of State and Law, National Academy of Sciences of Ukraine, Ukraine

CLIMATE CHANGE AND THE DIGITAL TRANSFORMATION OF AGRICULTURAL PRODUCTION SYSTEMS

SAFTA Adela Sorinela, Romanian Academy, “Acad. David Davidescu” Center for Agro-Silvicultural Biodiversity Studies and Research, Romania

BEFORE THE ERROR BECOMES VISIBLE: PREDICTING LATENT DISRUPTIONS IN CIRCULAR EEE SUPPLY CHAINS

TUDURIU Constantin Cornel, Stefan cel Mare University of Suceava, Romania

MILICI Laurențiu Dan, Stefan cel Mare University of Suceava, Romania

THE ROLE OF PUBLIC GOVERNANCE MECHANISMS IN STIMULATING SUSTAINABLE ECONOMIC DEVELOPMENT: CHALLENGES AND OPPORTUNITIES

LIVITCHI Oxana, Academy of Economic Studies of Moldova, Republic of Moldova

THE IMPACT OF THE DIGITALIZATION ON THE EUROPEAN UNION SUSTAINABLE DEVELOPMENT

COBAN Marina, Academy of Economic Studies of Moldova, Republic of Moldova

TECHNOLOGICAL INNOVATION AS A CATALYST FOR ECONOMIC RESILIENCE AND SUSTAINABILITY: POLICY-MAKING PERSPECTIVES

ȚĂRAN Alexandra-Mădălina, West University of Timisoara, Romania

DIACONU Mihaela, West University of Timisoara, Romania

INDUSTRY 4.0 AS A DRIVER OF ECONOMIC RESILIENCE AND SUSTAINABLE DEVELOPMENT IN THE WINE SECTOR

CONOP Vladislava, Academia de Studii Economice din Moldova, Republic of Moldova

ANALYSIS OF ECONOMIC DEVELOPMENT CONCEPTS IN THE CONTEXT OF DIGITAL TRANSFORMATION

LEAHOVCENCO Alexandru, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

STRATEGIES FOR ORGANIZATIONAL RESILIENCE IN ROMANIAN COMPANIES. EMPIRICAL FINDINGS FROM AN EXTENDED EXPLORATORY STUDY (STAGE II)

BLAGA (MARTIN) Anca Ioana, Bucharest University of Economic Studies, Romania

ETHICS, TRANSPARENCY, AND ORGANIZATIONAL RESILIENCE: AN EXTENDED QUALITATIVE STUDY ON CRISIS COMMUNICATION IN ROMANIA

BLAGA (MARTIN) Anca Ioana, Bucharest University of Economic Studies, Romania

THE IMPACT OF CIVIL SOCIETY ORGANIZATIONS ON THE RESILIENCE OF THE ENTREPRENEURIAL SECTOR UNDER CONDITIONS OF WAR

DIAKONENKO Oksana, Institute for Demography of the NAS of Ukraine, Ukraine

NECHYTAILO Tetiana, Institute for Demography of the NAS of Ukraine, Ukraine

GREENWASHING IN THE FOOD SUPPLY CHAIN IN THE REPUBLIC OF MOLDOVA: THE DISCREPANCY BETWEEN ENVIRONMENTAL COMMUNICATION AND SUSTAINABLE PRACTICES

STOIAN Eugeniu, Academy of Economic Studies of Moldova, Republic of Moldova

PERCIUN Rodica, NIER of Academy of Economic Studies of Moldova, Republic of Moldova

DETERMINANTS OF THE TRANSITION FROM ENTREPRENEURIAL INTENTION TO ACTION AMONG STUDENTS

HĂBĂȘESCU Mariana, ASEM Doctoral School, Academy of Economic Studies of Moldova, Republic of Moldova

THE VOLUNTARY MILITARY RESERVE AS HUMAN CAPITAL: EMPLOYER CONSTRAINTS AND TRAINING FINANCE IN ROMANIA AND THE REPUBLIC OF MOLDOVA

BRUMARU Elena-Adriana, Military Academy of the Armed Forces "Alexandru cel Bun", Doctoral School "Military and Security Sciences", Chisinau, Republic of Moldova

SOCIAL RESILIENCE IN THE FACE OF GLOBAL CRISES: CONCEPTUAL MODELS AND BEST PRACTICES FROM INTERNATIONAL EXPERIENCE

COLESNICOVA Tatiana, National Institute for Economic Research, Academy of Economic Studies of Moldova, Republic of Moldova

LAKOV Plamen, University of Agribusiness and Rural Development, Plovdiv, Bulgaria

BEJENARU Iulia, National Institute for Economic Research, Academy of Economic Studies of Moldova, Republic of Moldova

SESSION III
EUROPEAN INTEGRATION, MULTICULTURALITY AND INTERNATIONAL

Room 203, Bldg. F

Link to the video call: <https://meet.google.com/roc-qmht-hmc>

Chair: DODU-GUGEA Larisa, PhD, Associate Professor,
Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
ȘIȘCAN Zorina, Hab. Doctor, University Professor,
Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
HURDUZEU Gheorghe, PhD, University Professor,
Bucharest University of Economic Studies, Romania
BALANICA-DRAGOMIR Mariana Carmelia, PhD, Associate Professor,
"Dunarea de Jos" University of Galati, Romania
PÎRLOG Angela, PhD, Associate Professor,
Academy of Economic Studies of Moldova, Republic of Moldova

***CROSS-BORDER ONLINE TRANSACTIONS DURING THE COVID-19 PANDEMIC:
IMPACT ON INTERNATIONAL ECONOMIC RELATIONS AND LEGISLATIVE
CONVERGENCE BETWEEN THE REPUBLIC OF MOLDOVA AND THE EUROPEAN
UNION***

MARIT Alexandru, Moldova State University, Republic of Moldova
VATAMANITA Mariana, "Constantin Stere" University of European Political and Economic
Science, Republic of Moldova

***SPATIAL METAPHORIZATION IN BUSINESS DISCOURSE: EMBODIED COGNITION,
CONCEPTUALIZATION AND ECONOMIC MEANING***

ANDRONIC Carolina, Academy of Economic Studies of Moldova, Republic of Moldova

***MEASURING COLLABORATIVE CONSUMPTION: EXPANDING THE DIMENSIONS OF
INDICATORS WITHIN THE EUROPEAN UNION CIRCULAR ECONOMY FRAMEWORK***

BENEA-POPUȘOI Elina, Academy of Economic Studies of Moldova, Republic of Moldova
LUCHIN Timur, ASEM Doctoral School, Academy of Economic Studies of Moldova, Republic of
Moldova

***DEVELOPMENT OF SMART CITIES AS A RELEVANT TOOL FOR SUPPORTING THE
REPUBLIC OF MOLDOVA'S EUROPEAN INTEGRATION PATH***

BELOSTECINIC Grigore, Academy of Economic Studies of Moldova, Republic of Moldova
JOMIR Eudochia, Academy of Economic Studies of Moldova, Republic of Moldova
NICOLAESCU Victor, SCP PARSEC LLC, Republic of Moldova

***ARTIFICIAL INTELLIGENCE AND INTERCULTURAL BUSINESS COMMUNICATION: CAN
AI UNDERSTAND CULTURAL NUANCE?***

BOLGARI Natalia, Academy of Economic Studies of Moldova, Department of Modern Languages,
Republic of Moldova

***BEYOND THE DCFTA: MEASURING MOLDOVA'S EXPORT INTEGRATION GAP WITH THE
EUROPEAN UNION***

BUTUCEA Grigore, Doctoral School, Academy of Economic Studies of Moldova, Republic of Moldova

THE EVOLUTION OF WOMEN'S ELECTORAL RIGHTS IN SERBIA, ROMANIA, AND BULGARIA

CERCEA Tiberia, Faculty of Law, "Lucian Blaga" University of Sibiu, Romania

THE WORLD ECONOMIC SYSTEM AT THE CONTEMPORARY STAGE: PROBLEMS AND PROSPECTS

CHISTRUGA Boris, Doctor Habilitat in Economics, University Professor, Academy of Economic Studies of Moldova

EXPORT STIMULATION POLICIES IN SMALL-ECONOMY COUNTRIES IN THE CONTEXT OF OVERLAPPING REGIONAL AND GLOBAL CRISES

COLIBAVERDI Corina, PhD Student, Academy of Economic Studies of Moldova

EUROPEAN REORIENTATION AND THE CONCENTRATION OF THE REPUBLIC OF MOLDOVA'S IMPORT PARTNERS, 2010-2024

DIAVOR Mircea, PhD, Independent Researcher, Chisinau, Republica Moldova

MARKERS OF CIVIC COMPETENCE IN YOUTH PERCEPTION OF ILLICIT TRADE

DUMANSKA Iona, Khmelnytskyi National University, Ukraine

ROUND-TRIPPING AND THE HIDDEN ARCHITECTURE OF FDI IN CENTRAL AND EASTERN EUROPE

GHERGHESCU Ovidiu, Bucharest University of Economic Studies, Romania

EVALUATION OF THE IMPACT OF DEMOGRAPHIC PROCESSES IN THE CITY OF CHIȘINĂU ON ITS PERIURBAN AREA IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

HACHI Mihail, Academy of Economic Studies of Moldova, Republic of Moldova

CERNEVA Ana, Academy of Economic Studies of Moldova, Republic of Moldova

CULTURAL INTELLIGENCE AS A STRATEGIC VALUE IN MULTICULTURAL BUSINESS SETTINGS: A CONCEPTUAL APPROACH

HÎRBU Stella, PhD, Associate Professor, Academy of Economic Studies of Moldova, Republic of Moldova

SERVICES CLUSTERISATION IN CENTRAL AND EASTERN EUROPEAN COUNTRIES: BUILDING ECONOMIC RESILIENCE AND REGIONAL UPGRADING

ILIE Georgeta, Institute for World Economy, Romanian Academy, Bucharest, Romania

THE EUROPEAN COMPANY (SE) BETWEEN THE UNIFORMISATION OF COMPANY LAW AND THE DIVERSITY OF NATIONAL LEGISLATION

JANU Natalia, Universitatea de Stat „Alec Russo” din Bălți, Republica Moldova

FROM EMIGRATION TO IMMIGRATION? RESIDENTS' AND LOCAL EXPERTS' PERSPECTIVES ON NEWCOMERS AND DEMOGRAPHIC RENEWAL IN SOUTHERN MOLDOVA

LEONTI Stela, PhD Student, Academy of Economic Studies of Moldova / Institute of Ecology and Geography, Moldova State University, Republic of Moldova

AUCTION MECHANISMS IN INTERNATIONAL TRADE: AREAS OF APPLICATION AND NEW DIRECTIONS OF DEVELOPMENT

LOBANOV Natalia, Habilitated Doctor, University Professor, Department of International Business, Academy of Economic Studies of Moldova, Republic of Moldova

TRUST, TRANSPARENCY, AND TRANSFORMATION: LEVERAGING STRATEGIC COMMUNICATION IN MOLDOVA'S EU ACCESSION PATH

LONCAR Antonia, University of Zadar, Croatia

BUSMACHIU Eugenia, Academy of Economic Studies of Moldova, Republic of Moldova

HOW DEPOPULATING ACROSS EUROPEAN BORDERLANDS CAN INCREASE THEIR ATTRACTIVENESS, COMPETITIVENESS, AND QUALITY OF LIFE

LULLE Aija, University of Eastern Finland, Joensuu, Finland

TEACHERS' DIDACTIC INTEGRITY AND STUDENTS' ACADEMIC HONESTY: UPHOLDING EUROPEAN VALUES IN HIGHER EDUCATION

MĂMĂLIĞĂ Alla, PhD Student, Department of Modern Languages, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

TEACHING STYLE AND TEACHER EMPATHY IN FOREIGN LANGUAGE EDUCATION: BRIDGING STUDENT ENGAGEMENT WITH EUROPEAN INTEGRATION AND GLOBAL ECONOMIC CHALLENGES

PANAINTE Lidia, University Assistant, Academy of Economic Studies of Moldova, Republic of Moldova

DIGITAL CLIL STRATEGIES FOR ENHANCING INTERCULTURAL AWARENESS IN ECONOMIC EDUCATION THROUGH OPEN EDUCATIONAL RESOURCES

PÎRLOG Angela, PhD, Associate Professor, Academy of Economic Studies of Moldova, Republic of Moldova

SOCIAL VULNERABILITY — A MAJOR CHALLENGE FOR HUMAN CAPITAL DEVELOPMENT

POPA Marina, PhD, Assoc. Prof., International Business Department, Academy of Economic Studies of Moldova

GRIBINCEA Corina, PhD, National Institute for Economic Research (INCE), Academy of Economic Studies of Moldova

INTERCULTURAL COMMUNICATION FOR EVERYDAY LIFE: SOME THEORETICAL AND PRACTICAL ASPECTS

SPÎNU Stela, Nicolae Testemițanu State University of Medicine and Pharmacy, Chisinau, Republic of Moldova

TRANSFORMATIONAL ENTREPRENEURSHIP: SMART-GREEN-CIRCULAR-CREATIVE NEXUS

ȘIȘCAN Zorina, University Professor, Ph.D. Hab., Academy of Economic Studies of Moldova

TEACHING SPECIALIZED FOREIGN LANGUAGES THROUGH INTERACTIVE METHODS AT THE FACULTY OF INTERNATIONAL ECONOMIC RELATIONS

VASILACHI Serghei, asist. univ., Academy of Economic Studies of Moldova, Republica Moldova

RUSU Djulieta, PhD, Assoc. Prof., Academy of Economic Studies of Moldova, Republica Moldova

AWARENESS AND MOTIVATION IN THE CONTEXT OF FOREIGN LANGUAGE LEARNING IN HIGHER EDUCATION

RUSU Djulieta, PhD, Assoc. Prof., Academy of Economic Studies of Moldova, Republica Moldova

VASILACHI Serghei, asist. univ., Academy of Economic Studies of Moldova, Republica Moldova

***QATAR'S FOREIGN POLICY IN THE MAGHREB: QATAR'S ROLE IN
TUNISIA'S POST-REVOLUTIONARY TRANSITION (2011–2016)***

SARGSYAN Knarik, Oriental Studies Expert, Arabist, Ph.D. Applicant in the field of International Relations, Institute of Oriental Studies of the NAS RA, Yerevan, Armenia

***ARTIFICIAL INTELLIGENCE AS A DRIVER FOR CIRCULAR ECONOMY TRANSITION:
OPPORTUNITIES, CHALLENGES, AND POLICY IMPLICATIONS***

BĂLĂNICĂ DRAGOMIR Mariana Carmelia, "Dunărea de Jos" University of Galați, Galați, Romania

SÎRBU Carmen Gabriela, "Dunărea de Jos" University of Galați, Galați, Romania

IOAN Gina, "Dunărea de Jos" University of Galați, Galați, Romania

PODARU Geanina Marcela, "Dunărea de Jos" University of Galați, Galați, Romania

DODU-GUGEA Larisa, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova

SESSION IV
CARPE SCIENTIAM: THE EVOLUTION OF SOCIAL AND HUMAN SCIENCES IN THE KNOWLEDGE ECONOMY

Room 606, Bldg. A

Link to the video call: <https://meet.google.com/gsj-ibgc-fjg>

Chair: **VACULOVSKI Dorin, PhD, Associate Professor**
The Academy of Economic Studies of Moldova (ASEM), Moldova

TO WHAT EXTENT DOES THE LABOR MARKET SUPPORT THE DEVELOPMENT OF RENEWABLE ENERGY IN THE REPUBLIC OF MOLDOVA?

BIRCA Alic, Department of human resource, public affairs and communication, Academy of Economic Studies of Moldova, Republic of Moldova

CHICIUC Andrei, Department. of Electrical Engineering, Technical University of Moldova, Republic of Moldova

CHRISTIANA Brigitte Sandu, Department of Accounting, Business Information Systems and Statistics, Alexandru Ioan Cuza University of Iasi, Romania

DEVELOPING FUTURE PROFESSIONAL COMPETENCIES IN THE AGE OF GENERATIVE AI: A COMPARATIVE CASE STUDY OF MASTER'S EDUCATION/ COURSES IN ECONOMIC DIPLOMACY AND INTERNATIONAL NEGOTIATION

DIGOL Diana, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

ETHICAL PRINCIPLES OF THE RESEARCH ACTIVITY IN THE FIELD OF LAW

MAGHERESCU Delia, Bucharest Bar Association, Romania

POVERTY EVOLUTION IN THE REPUBLIC OF MOLDOVA. FORMS OF MANIFESTATION, MEASUREMENT METHODS, WAYS OF COMBATING

VACULOVSKI Dorin, PhD in Economy, Associated Professor, Academy of Economic Studies of Moldova (ASEM), Moldova

IRVING FISHER AND THE AMERICAN SCHOOL OF ECONOMIC THOUGHT: A LEGACY REASSESSED

MIHĂESCU Elena Teodora, University of Bucharest , Bucharest, Romania

NIȚU Rareș, Ph.D.Candidate Mihai, Bucharest University of Economic Studies, Romania

PIROȘCĂ Ioan, Prof. univ. dr. habil. Grigore, Bucharest University of Economic Studies, Romania

POPA Cristian, Ph.D.Candidate Florin, Bucharest University of Economic Studies, Romania

INSTITUTIONAL COMMUNICATION AS A VEHICLE FOR CONTINUOUS DIGITAL EDUCATION THROUGH INCLUSION AND SOCIAL RESILIENCE IN THE ERA OF E-GOVERNMENT

MANCAȘ Maria, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

AURELIA BRAGUȚA , Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

TALENT MANAGEMENT IN THE CONTEXT OF DIGITAL TRANSFORMATION

BAIEȘU Marina, PhD, The Department of Human Resources, Public Affairs and Communication, Academy of Economic Studies of Moldova, Moldova

COMMERCIALIZING ACADEMIC SCIENCE IN BULGARIA: LESSONS NOT LEARNED

PETROV Venelin, University of Plovdiv "Paisii Hilendarski", Plovdiv, Bulgaria

MODERNIZATION OF CIVIL SERVICE MANAGEMENT IN THE CONTEXT OF PUBLIC ADMINISTRATION REFORM AND THE EUROPEAN PATH UNDERTAKEN BY THE REPUBLIC OF MOLDOVA

BOGUȘ Angela, PhD of Economic Sciences, Academy of Economic Studies of Moldova, Republic of Moldova

DIGITALIZATION OF HUMAN RESOURCE MANAGEMENT BETWEEN EFFICIENCY AND HUMANIZATION: CHALLENGES FOR THE CONTEMPORARY ORGANIZATION

ABRAMIHIN Cezara, PhD Associate Professor, Academy of Economic Studies of Moldova, Republic of Moldova

THE REAL ESTATE REGISTER AS AN INSTRUMENT OF LEGAL SECURITY

GISCA Veronica, PhD, associate professor, Academy of Economic Studies of Moldova, Republic of Moldova

THE GOOD FAITH OF THE ACQUIRER AND THE PROTECTION OF THE OWNER: BETWEEN THE SECURITY OF CIVIL TRANSACTIONS AND THE PROTECTION OF PROPERTY

GISCA Veronica, PhD, associate professor, Academy of Economic Studies of Moldova, Republic of Moldova

READING – AN ESSENTIAL FACTOR IN THE DEVELOPMENT OF MULTI-INTELLIGENCE WHILE STUDYING FOREIGN LANGUAGES

HIOARĂ Natalia, Academy of Economic Studies of Moldova, Republic of Moldova

CONSUMPTION AS AN EXPRESSION OF SYMBOLIC CAPITAL: A SOCIOCULTURAL PERSPECTIVE

ȚURCAN Galina, Academy of Economic Studies of Moldova, Republic of Moldova

LIMITATIONS AND OPPORTUNITIES IN ACCESS TO ASSISTED REPRODUCTIVE MEDICINE: A COMPARATIVE ANALYSIS OF EUROPEAN POLICIES

CHISTRUGA-SÎNCHEVICI Inga, Academy of Economic Studies of Moldova, National Institute for Economic Research, Republic of Moldova

SESSION V
INNOVATION AND COMPETITIVENESS IN ACCOUNTING AND
AUDITING OF ENTITIES

Room 408, Bldg. F

Link to the video call: <https://meet.google.com/bdo-scnv-vmw>

Chairs: **BAJAN Maia, PhD, Associate Professor**
Academy of Economic Studies of Moldova (ASEM), Moldova
 LAZARI Liliana, PhD, Associate Professor
Academy of Economic Studies of Moldova (ASEM), Moldova
 GRIGOROI Lilia, PhD, Associate Professor
Academy of Economic Studies of Moldova (ASEM), Moldova

***35 YEARS OF EVOLUTION OF ACCOUNTING IN THE REPUBLIC OF MOLDOVA:
TRADITION, INNOVATION AND FUTURE TRENDS***

BAJAN Maia, Academy of Economic Studies of Moldova, Republic of Moldova

***THE CONTRIBUTION OF CORPORATE CLIMATE REPORTING TO THE IMPLEMENTATION
OF THE SUSTAINABLE DEVELOPMENT GOALS: AN ANALYSIS OF THE LINK BETWEEN
THE MICRO AND MACROECONOMIC LEVELS IN THE REPUBLIC OF MOLDOVA***

LAZARI Liliana, Academy of Economic Studies of Moldova, Republic of Moldova

GRIGOROI Lilia, Academy of Economic Studies of Moldova, Republic of Moldova

CHIRILOV Nelea, Academy of Economic Studies of Moldova, Republic of Moldova

***THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE AUDITOR'S PROFESSIONAL
REASONING***

IACHIMOVACHI Anatolie, Academy of Economic Studies of Moldova, Republic of Moldova

***ECONOMIC CHARACTERISTICS OF SERVICES AND THEIR INFLUENCE ON ACCOUNTING
APPROACHES***

DUBININA Maryna, Mykolayiv National Agrarian University, Ukraine

BLANAR-DUBININA Polina, Mykolayiv National Agrarian University, Ukraine

ACCOUNTING AND TAX TREATMENT OF FINANCIAL LEASING TRANSACTIONS

NEDERITA Alexandru, Academy of Economic Studies of Moldova, Republic of Moldova

***PROFESSIONAL JUDGMENT IN THE AGE OF ARTIFICIAL INTELLIGENCE: CHALLENGES
AND OPPORTUNITIES FOR HIGHER ACCOUNTING EDUCATION***

GRIGOROI Lilia, Academy of Economic Studies of Moldova, Republic of Moldova

ȚURCANU Liliana, Academy of Economic Studies of Moldova, Republic of Moldova

***DIGITAL ACCOUNTING AND ENTITY COMPETITIVENESS: A BIBLIOMETRIC ANALYSIS OF
RESEARCH DIRECTIONS***

MIHAILA Svetlana, Academy of Economic Studies of Moldova, Republic of Moldova

BĂDICU Galina, Academy of Economic Studies of Moldova, Republic of Moldova

CYBERSECURITY RISKS IN ACCOUNTING INFORMATION SYSTEMS AND THEIR IMPACT ON FINANCIAL INFORMATION RELIABILITY

LUHOVA Olha, Mykolaiv National Agrarian University, Mykolaiv, Ukraine

TRANSFER PRICING AND THE SINGLE TAX: FISCAL EFFECTS AND ACCOUNTING TREATMENT

GRAUR Anatol, Academy of Economic Studies of Moldova, Republic of Moldova

COST-BENEFIT ANALYSIS IN THE PROCESS OF DECISION OPTIMIZATION AND ECONOMIC EFFICIENCY OF CLIMATE CHANGE ADAPTATION

CHIRILOV Nelea, Academy of Economic Studies of Moldova, Republic of Moldova

GRIGOROI Lilia, Academy of Economic Studies of Moldova, Republic of Moldova

BLIDIȘEL Rodica Gabriela, West University of Timisoara, Romania

REVISION OF ENTITY CLASSIFICATION CRITERIA IN THE REPUBLIC OF MOLDOVA: IMPLICATIONS FOR FINANCIAL REPORTING

POPOVICI Angela, Academy of Economic Studies of Moldova, Republic of Moldova

ACCOUNTING AND CONTROL OF ENVIRONMENTAL COSTS AS AN INSTRUMENT FOR MINIMIZING ENVIRONMENTAL AND FINANCIAL RISKS OF AN ENTERPRISE

SYRTSEVA Svitlana, Mykolaiv National Agrarian University, Mykolaiv, Ukraine

METHODOLOGICAL CHALLENGES IN INTEGRATING SUSTAINABILITY (ESG) REPORTING INTO THE ACCOUNTING OF NON-PROFIT ORGANIZATIONS IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF EU DIRECTIVE TRANSPOSITION

HAREA Ruslan, Academy of Economic Studies of Moldova, Republic of Moldova

THE IMPACT OF CORPORATE GOVERNANCE ON CONTROL AND AUDIT

BÎRCĂ Aliona, Academy of Economic Studies of Moldova, Republic of Moldova

CLIMATE RISKS AND THEIR IMPACT ON ENTERPRISES: A DOUBLE MATERIALITY PERSPECTIVE ON CORPORATE DISCLOSURE

GRIGOROI Lilia, Academy of Economic Studies of Moldova, Republic of Moldova

LUPAȘCU Margareta, Academy of Economic Studies of Moldova, Republic of Moldova

FRUNZE Rodica, Academy of Economic Studies of Moldova, Republic of Moldova

TRANSFORMATION OF ACCOUNTING INFORMATION: INTEGRATION OF FINANCIAL AND MANAGEMENT ACCOUNTING

GRABAROVSKI Ludmila, Academy of Economic Studies of Moldova, Republic of Moldova

ARTIFICIAL INTELLIGENCE IN FINANCIAL STATEMENT FRAUD DETECTION: RESEARCH EVOLUTION, METHODOLOGICAL TRENDS AND IMPLEMENTATION CHALLENGES

BĂDICU Galina, Academy of Economic Studies of Moldova, Republic of Moldova

MIHAILA Svetlana, Academy of Economic Studies of Moldova, Republic of Moldova

STATISTICAL METHODS FOR DETECTING AND CORRECTING ACCOUNTING ERRORS

HÎRBU Eduard, Academy of Economic Studies of Moldova, Republic of Moldova

THE IMPACT OF DIGITAL TECHNOLOGIES ON ACCOUNTING PROCESSES IN THE BANKING SECTOR: CURRENT TRENDS AND DEVELOPMENT PERSPECTIVES

MELNIC Georgeta, Academy of Economic Studies of Moldova, Republic of Moldova

THEORETICAL AND PRACTICAL APPROACHES TO ACCOUNTING FOR THE SELF-FINANCING FUND IN NON-COMMERCIAL ORGANIZATIONS

CAUS Lidia, Academy of Economic Studies of Moldova, Republic of Moldova

ACTIVITIES OF INDIVIDUAL ENTREPRENEURS IN UKRAINE: SIGNIFICANCE AND ADVANTAGES

CHEBAN Yuliia, Mykolaiv National Agrarian University, Mykolaiv, Ukraine

ACCOUNTING FOR PROJECT FINANCING: BETWEEN ACCOUNTING REGULATIONS AND FUNDER REQUIREMENTS

ȚUGULSCHI Iuliana, Academy of Economic Studies of Moldova, Republic of Moldova

KEY ISSUES REGARDING TAX ACCOUNTING AT MOTOR TRANSPORT ENTERPRISES IN MOLDOVA

GHERASIMOV Mihail, Academy of Economic Studies of Moldova, Republic of Moldova

FORENSIC ACCOUNTING AND EUROPEAN FUNDS FRAUD: A BIBLIOMETRIC ANALYSIS AND SYSTEMATIC LITERATURE REVIEW

BUZDUGAN Ana-Maria, PhD Student, Ștefan cel Mare University of Suceava, Romania

LAZARI Liliana, Academy of Economic Studies of Moldova, Republic of Moldova

HLACIUC Elena, Professor, PhD, Ștefan cel Mare University of Suceava, Romania

CONTEMPORARY APPROACHES TO ASSESSING THE GOING CONCERN PRINCIPLE IN ACCORDANCE WITH THE PROVISIONS OF ISA 570

LAPITKAIA Liudmila, Academy of Economic Studies of Moldova, Republic of Moldova

CONSIDERATIONS REGARDING THE COMPREHENSIVE REFORM OF THE PUBLIC SECTOR WAGE SYSTEM

COTOROS Inga, Academy of Economic Studies of Moldova, Republic of Moldova

ACCOUNTING RECOGNITION AND MEASUREMENT OF ENVIRONMENTAL ELEMENTS: CHALLENGES AND IMPLICATIONS FOR SUSTAINABILITY REPORTING

ȚURCANU Liliana, Academy of Economic Studies of Moldova, Republic of Moldova

FRUNZE Rodica, Academy of Economic Studies of Moldova, Republic of Moldova

MODERN BUDGETING AND FINANCIAL FORECASTING: FROM STATIC ANNUAL BUDGETS TO CONTINUOUS PLANNING

CARAMAN Stela, Academy of Economic Studies of Moldova, Republic of Moldova

DIGITAL TRANSFORMATION OF INTERNAL CONTROL: FROM TRADITIONAL MONITORING TO AUTOMATED RISK IDENTIFICATION

CAMINSCHI Olga, Academy of Economic Studies of Moldova, Republic of Moldova

PERFORMANCE AUDIT AS A TOOL FOR STRENGTHENING GOVERNANCE AND PUBLIC SECTOR PERFORMANCE IN THE REPUBLIC OF MOLDOVA

FURCULIȚA Tatiana, State University of Moldova, Republic of Moldova

SESSION VI
INFORMATIONAL TECHNOLOGIES AND ECONOMIC CYBERNETICS

Room 404, Bldg. B

Link to the video call: <https://meet.google.com/izc-ihrc-zma>

Chair: **BARACTARI Anatolie, Associate Professor,**
Academy of Economic Studies of Moldova (ASEM), Moldova
ANDRONATIEV Victor, PhD, Associate Professor
Academy of Economic Studies of Moldova (ASEM), Moldova

CYBERNETIC MODELING OF POWER SYSTEM RESILIENCE AND ECONOMIC RISK ASSESSMENT UNDER HYBRID THREATS

RUSANOV Alexei, Institute of Applied Physics / ADD-Technology LLC, Chişinău, Republic of Moldova

KANAROVSKII Evghenii, Institute of Applied Physics, Moldova State University, Chişinău, Republic of Moldova

GENERATIVE ARTIFICIAL INTELLIGENCE IN ACADEMIC RESEARCH: BETWEEN COGNITIVE AUGMENTATION AND THE SUBSTITUTION OF STUDENTS' RESEARCH COMPETENCIES

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

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

DIGITIZING THE TEACHING-ASSESSMENT PROCESS IN INFORMATICS THROUGH THE DEVELOPMENT OF EDUCATIONAL SOFTWARE TOOLS IN MS EXCEL

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

DIGITALIZATION OF THE HIERARCHICAL DATA PREPARATION PROCESS FOR ANALYSIS: FROM A DOCUMENT EXPORTED FROM 1C TO A STRUCTURED TABLE

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

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

THE ONTOLOGY OF THE QUESTION IN THE STRUCTURE OF COGNITION: DECONSTRUCTION OF THE DIKW PYRAMID AND THE FRACTAL-MATRIX ARCHITECTURE OF INFORMATION

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

EVOLUTION OF THE FIXED AND MOBILE INTERNET ACCESS MARKET IN THE REPUBLIC OF MOLDOVA: A DECADE OF DIGITAL TRANSFORMATION (2015–2025)

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

STACKELBERG–NASH GAMES FOR ADAPTIVE CYBER DEFENSE AGAINST CONCURRENT ATTACKS

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

A CRITICAL ANALYSIS OF PRACTICAL DESIGN AND IMPLEMENTATION PROBLEMS IN RELATIONAL DATABASES NORMALIZED TO FOURTH AND FIFTH NORMAL FORM

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

ARTIFICIAL INTELLIGENCE IN TEACHING AND LEARNING PROGRAMMING IN HIGHER EDUCATION: EFFECTS, RISKS, AND PRINCIPLES FOR RESPONSIBLE PEDAGOGICAL INTEGRATION

TOACĂ Zinovia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova
GUJUMAN Lucia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

ASPECTS OF SELECTING A SUBSET OF MOBILE APPLICATIONS FOR BUSINESS

BOLUN Ion, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova
NASTAS Vasile, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova
HINCU Veronica, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

CYBER RESILIENCE MATURITY MODEL FOR SMES IN THE REPUBLIC OF MOLDOVA

ZGUREANU Aureliu, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

ROBOTIC AURA IN CONSCIOUSNESS SOCIETY

TODOROI Dumitru, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

POST-QUANTUM CRYPTOGRAPHY AND INFORMATION SECURITY RISK MANAGEMENT

RYBALCHENKO Liudmyla, University of Customs and Finance, Dnipro, Ukraine

QUANTITATIVE ASSESSMENT OF SIMILARITY BETWEEN FUNCTIONS

COANDĂ Ilie, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

INFORMAL MODEL OF THE PRODUCT (SERVICE) LIFE CYCLE

OHRIMENCO Serghei, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

DIGITAL RENT IN GLOBAL VALUE CHAINS

PESKOVA Taisiia, Moscow State Institute of International Relations, Moscow, Russia
OHRIMENCO Serghei, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova
ORLOVA R. Dinara, Financial University under the Government of the Russian Federation, Moscow, Russia

SAFE CITY AS A CORE COMPONENT OF CHIȘINĂU'S SMART CITY ECOSYSTEM: DIGITAL GOVERNANCE AND URBAN RESILIENCE

TUTUNARU Sergiu, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova
IATCO Corneliu, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova

FROM THE EXPERIENCE OF APPLYING A PROJECT APPROACH IN THE STUDY OF INTEGRATED INFORMATION SECURITY SYSTEMS AT THE ENTERPRISE

BOGDANOVA Violeta, "Ion Creangă" State Pedagogical University, Chișinău, Republic of Moldova

UNCERTAINTY IN ECONOMIC SYSTEMS AND OPTIMAL DECISION-MAKING

GODONOAGĂ Anatol, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova
BARACTARI Anatolie, Academy of Economic Studies of Moldova, Chișinău, Republic of Moldova

ARTIFICIAL INTELLIGENCE TECHNOLOGIES AND "OSINT+" METHODOLOGY IN COUNTERING ILLICIT CRYPTO-FINANCIAL FLOWS: APPLIED ASPECTS FOR UKRAINE

RYZHKOV Eduard, Dnipropetrovsk State University of Internal Affairs, Dnipro, Ukraine

CYBERSECURITY SERVICES IN SME INFORMATION MANAGEMENT: INTEGRATING SLA, TPRM AND FINOPS

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

A RECURSIVE SPATIOTEMPORAL MODEL FOR MANAGING COMPLEX PROCESSES: THE CASE OF A SUGAR BEET CAMPAIGN

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

SCENARIOS FOR SELECTING DEVICES FOR A SMART HOME

BOLUN Ion, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

CATRUC Adriana, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

INTELLIGENT DATA ANALYTICS IN DIGITAL SCIENTIFIC RESEARCH: OPPORTUNITIES AND PROSPECTS

SIDAMASHVILI Oksana, Odesa State Agrarian University, Odesa, Ukraine

SESSION VII
KNOWLEDGE THROUGH DATA AND QUANTITATIVE ANALYSIS

Room 412, Bldg. B

Link to the video call: <https://meet.google.com/tja-xryo-snv>

Chairs: **HÎRBU Eduard, PhD, Associate Professor,**
Academy of Economic Studies of Moldova (ASEM), Moldova
PÂRȚACHI Ion Eugenia, PhD, University Professor,
Academy of Economic Studies of Moldova (ASEM), Moldova
CHICU Olga, PhD student, Assistant Professor,
Academy of Economic Studies of Moldova (ASEM), Moldova

THE IMPACT OF RANKING METHOD SELECTION ON THE ASSESSMENT OF ARTIFICIAL INTELLIGENCE DEVELOPMENT IN EUROPEAN UNION COUNTRIES

HOLOBORODKO Mykhailo, Faculty of Economic Sciences and Management, Nicolaus Copernicus University in Toruń, Toruń, Poland

QUANTIFYING GENDER DISPARITIES IN ENTERPRISE PERFORMANCE AND SURVIVAL: EMPIRICAL EVIDENCE FROM MOLDOVA'S SME SECTOR

NOVAC Alexandra, PhD, research associate professor, National Institute for Economic Research, Academy of Economic Studies of Moldova

MODELS OF ADMINISTRATIVE-TERRITORIAL CONSOLIDATION IN THE REPUBLIC OF MOLDOVA: FROM VOLUNTARY AMALGAMATION TO NORMATIVE INTERVENTION

ROSCOVAN Mihai, PhD in Economics, Business Consulting Institute, Republic of Moldova
RUSSU Andrei, PhD Candidate, State University of Moldova
BUZATU Radu, PhD in Mathematics, State University of Moldova

FROM REGULATORY TO ACTUARIALLY ESTIMATED COEFFICIENTS: A STATISTICAL MODELLING APPROACH TO THE BONUS-MALUS SYSTEM IN MOTOR INSURANCE

VEREJAN Oleg, Assoc. Prof, PhD, Academy of Economic Studies of Moldova, Republic of Moldova
MELNIC Igor, Assoc. Prof, PhD, Academy of Economic Studies of Moldova, Republic of Moldova

DATA-CENTRIC ARCHITECTURE OF DIGITAL PLATFORM MANAGEMENT

ZAITSEV Ivan, PhD Student (third educational and scientific level of higher education), Educational and Scientific Programme "Management", Odesa State Agrarian University, Ukraine

AUTOMATION OF REGULATORY REPORTING IN COMMERCIAL BANKS: BALANCING EFFICIENCY, DATA QUALITY AND CONTROL

BARACTARI Anatolie, Academy of Economic Studies of Moldova, Republic of Moldova
BARACTARI Anatolie, Moldova Agroindbank, Republic of Moldova

OPTIMAL MODELS OF GDP STRUCTURE FOR ECONOMIC DEVELOPMENT: A COMPARATIVE ANALYSIS BETWEEN THE REPUBLIC OF MOLDOVA AND ROMANIA

HÎRBU Eduard, Academy of Economic Studies of Moldova, Republic of Moldova

DYNAMIC INTERDEPENDENCE BETWEEN U.S. AND BRICS STOCK MARKETS: EVIDENCE FROM THE COVID-19 PANDEMIC AND THE RUSSIA-UKRAINE WAR

BOUTABBA Islem, PhD, ISG Gabès (Institut Supérieur de Gestion de Gabès), Tunisia

AGRIVOLTAICS: A NEW FRONTIER FOR RENEWABLE ENERGY AND SUSTAINABLE AGRICULTURE

PÂRȚACHI Ion, Professor, PhD, Academy of Economic Studies of Moldova, Republic of Moldova

ANGHEL Mădălina-Gabriela, Professor, PhD, Habil, Romanian Academy, Institute of National Economy / Artifex University of Bucharest, Romania

STRIJEK Denis-Arthur, PhD Student, Bucharest University of Economic Studies, Romania

LONGEVITY, POVERTY AND SOCIAL EXCLUSION IN THE EUROPEAN UNION: A STATISTICAL-ECONOMETRIC ANALYSIS

PÂRȚACHI Ion, Professor, PhD, Academy of Economic Studies of Moldova, Republic of Moldova

ANGHEL Mădălina-Gabriela, Professor, PhD, Habil, Romanian Academy, Institute of National Economy / Artifex University of Bucharest, Romania

STRIJEK Denis-Arthur, PhD Student, Bucharest University of Economic Studies, Romania

QUANTITATIVE ASPECTS OF ESG POLICY AND ECONOMIC GROWTH IN THE REPUBLIC OF MOLDOVA

HÎRBU Ana, Senior consultant Deloitte, Prague, Czech Republic

EXPLORING ALTERNATIVE TECHNIQUES FOR COLLECTING ONLINE PRICE DATA TO FORECAST THE CONSUMER PRICE INDEX: THE CASE OF MEDICINE PRICES

PANIS Olga, National Bank of Moldova, Republic of Moldova

CARA Elena, PhD, Associate Professor, Academy of Economic Studies of Moldova, Republic of Moldova

FROM STATISTICAL RECONSTRUCTION TO POLICY INFRASTRUCTURE: INSTITUTIONALISING INPUT-OUTPUT ANALYSIS IN THE REPUBLIC OF MOLDOVA

TATARU Andrian, Department of Econometrics and Economic Statistics, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

PÂRȚACHI Ion, Department of Econometrics and Economic Statistics, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

PERCEPTIONS OF FIRST-YEAR STUDENTS REGARDING THE IMPACT OF THE "STUDY IN MOLDOVA" CAMPAIGN

CHICU Olga, PHD student, Academy of Economic Studies of Moldova, Republic of Moldova

BEHAVIORAL SOLUTIONS TO GLOBAL WARMING: NUDGING RECYCLING IN YOUNG HOUSEHOLDS

DAVIDOV Pini, Azrieli Academic College of Engineering, Jerusalem, Israel

Tal JAN, Azrieli Academic College of Engineering, Jerusalem, Israel

ARMOZA Noam, Azrieli Academic College of Engineering, Jerusalem, Israel

KATZAV Linoy, Azrieli Academic College of Engineering, Jerusalem, Israel

THE ENTREPRENEURIAL MIX AND REGIONAL DISPARITIES IN ROMANIA

ANTONIA Mihai, Institute of National Economy, Bucharest, Romania

GOSCHIN Zizi, Institute of National Economy, Bucharest, Romania

MUNTEANU Irina Denisa, Institute of National Economy, Bucharest, Romania

SESSION VIII
FINANCIAL DIMENSIONS OF THE KNOWLEDGE ECONOMY

Room 303, Bldg. F

Link to the video call: <https://meet.google.com/bgu-qsem-kus>

Chairs: SECRIERU Angela, Habilitated Doctor, University Professor

Academy of Economic Studies of Moldova (ASEM), Moldova

BUSMACHIU Eugenia, PhD, Associate Professor

Academy of Economic Studies of Moldova (ASEM), Moldova

CIOBU Stela, PhD, Associate Professor

Academy of Economic Studies of Moldova (ASEM), Moldova

PETROIA Andrei, PhD, Associate Professor

Academy of Economic Studies of Moldova (ASEM), Moldova

***THE INTERACTION BETWEEN MONETARY POLICY AND MACROPRUDENTIAL POLICY
IN ENSURING FINANCIAL STABILITY***

SECRIERU Angela, Habilitated Doctor, University Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

***ESG RISK AND LOAN PORTFOLIO QUALITY: AN EMPIRICAL INVESTIGATION OF NON-
PERFORMING LOANS IN THE EUROPEAN BANKING SECTOR***

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

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

***THE EUROPEAN UNION'S CONTRIBUTION TO FINANCING THE REAL SECTOR OF THE
REPUBLIC OF MOLDOVA'S ECONOMY***

BĂNCILĂ Natalia, Habilitated Doctor, University Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

***GOVERNANCE AND ESG RISK MANAGEMENT PRACTICES IN SYSTEMICALLY
IMPORTANT BANKS IN THE REPUBLIC OF MOLDOVA***

HÎNCU Rodica, Habilitated Doctor, University Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

CARA Ion, Ph.D. Student, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

CIOBU Stela, Ph.D, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

FINANCIAL RESILIENCE IN THE AGE OF DIGITAL TRANSFORMATION

COCIUG Victoria, PhD, Associate Professor, Vice-Rector for Research and Partnerships, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

POSTOLACHE Victoria, PhD, Associate Professor, Alecu Russo Balti State University, Republic of Moldova

LONG-TERM CORPORATE FINANCING AND INVESTMENT SUSTAINABILITY

BOTNARI Nadejda, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

PENSION SYSTEM SUSTAINABILITY IN THE REPUBLIC OF MOLDOVA

BUȘMACHIU Eugenia, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

INSTITUTIONAL QUALITY INDICATORS AS DETERMINANTS OF GOVERNMENT REVENUE IN THE REPUBLIC OF MOLDOVA

BULGAC Corina, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

BULGAC Nicolai, Teaching assistant, master's student in the Public Finance and Taxation master's program, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

FINANCIAL PROTECTION IN HEALTH IN THE REPUBLIC OF MOLDOVA: HOUSEHOLD BURDEN, INEQUALITY AND POLICY CHALLENGES

BELOBROV Angela, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

GARAM Iuliana, World Health Organization Country Office in the Republic of Moldova, Republic of Moldova

AML COMPLIANCE IN THE BANKING SECTOR: BALANCING FINANCIAL CRIME RISK, COMPLIANCE COSTS AND BANKING EFFICIENCY IN THE REPUBLIC OF MOLDOVA

BELOBROV Angela, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

ROMANENCO Nicolae, student, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

CREDIT MARKET DYNAMICS IN THE REPUBLIC OF MOLDOVA: A CATALYST FOR INVESTMENT AND SUSTAINABLE ECONOMIC GROWTH

BUNU Mariana, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

CÎRLAN Ana, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

POSSIBLE WAYS TO IMPROVE THE REAL ESTATE TAX IN THE REPUBLIC OF MOLDOVA BASED ON INTERNATIONAL EXPERIENCE

CHICU Nadejda, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

EUROPEAN MODELS OF SME FINANCING AND CREDIT GUARANTEES: INSIGHTS FOR THE EVALUATION OF MOLDOVA'S "373" PROGRAMME

IORDACHI Victoria, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

GROWTH, DEBT, AND PROFIT: THE LIMITS OF PERFORMANCE EVALUATION FOR RESTAURANTS IN ROMANIA

HANGANU Irina, PhD, Ștefan cel Mare University of Suceava, Romania

SOCOLIUC Marian, PhD, University Professor, Ștefan cel Mare University of Suceava, Romania

ANICHITI Alexandru, Ștefan cel Mare University of Suceava, România

DEVELOPMENT OF THE FINANCIAL SECTOR REGULATORY FRAMEWORK IN THE CONTEXT OF THE REPUBLIC OF MOLDOVA'S ACCESSION PROCESS TO THE EUROPEAN UNION

LITOCENCO Ana, PhD, Academy of Economic Studies of Moldova, Republic of Moldova (ASEM), Republic of Moldova

HÎNCU Rodica, Habilitated Doctor, University Professor, Technical University of Moldova(UTM), Republic of Moldova

THE PSYCHOLOGICAL ASPECTS OF FINANCIAL DIGITIZATION

LUCHIAN Ivan, Ph.D, Associate Professor, Moldova State University (USM), Republic of Moldova

LACHI Cristina, Ph.D. student, University Assistant, Moldova State University (USM), Republic of Moldova

BANKING SECTOR TRANSFORMATION TOWARDS A GREEN ECONOMY

MISTREAN Larisa, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

GOROBEȚ Ilinca, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE EFFECTIVENESS OF FOREIGN AID IN DEVELOPING COUNTRIES

PETROIA Andrei, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE RESEARCH SECTOR OF THE REPUBLIC OF MOLDOVA: AN ASSESSMENT THROUGH THE LENS OF ALLOCATED RESOURCES

RAILEAN Veronica, Ph.D, Associate Professor, Moldova State University (USM), Republic of Moldova

DIGITAL FINANCIAL INCLUSION IN THE EUROPEAN UNION

SITEA Daria Maria, PhD, Associate Professor, “Lucian Blaga” University of Sibiu, Faculty of Economic Sciences, Romania

BOGOSLOV Ioana Andreea, PhD, Associate Professor, “Lucian Blaga” University of Sibiu, Faculty of Economic Sciences, Romania

MARINA Alexandra Gabriela, “Lucian Blaga” University of Sibiu, Faculty of Economic Sciences, Romania

APPLICATION AREAS OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN ENTERPRISE FINANCIAL MANAGEMENT

SUVOROVA Iulia, PhD, Associate Professor, Academy of Economic Studies of Moldova, (ASEM), Republic of Moldova

THE INTERACTION BETWEEN CREDIT INSTITUTIONS AND THE ENTREPRENEURIAL SECTOR IN THE CONTEXT OF THE TRANSITION TO SUSTAINABLE FINANCE

TIMOFEI Olga, PhD, Associate Professor, NIER of Academy of Economic Studies of Moldova, (ASEM), Republic of Moldova

DETERMINANTS OF GREEN INSURANCE ADOPTION: THE ROLE OF ENVIRONMENTAL AWARENESS, TRUST AND WILLINGNESS TO PAY FOR SUSTAINABLE PRODUCTS

UNGUR Cristina, PhD of Economic Sciences, Scientific Researcher, National Institute for Economic Research, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
ŞARGU Lilia, PhD of Economic Sciences, Associate professor, National Institute for Economic Research, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

MODERN APPROACHES TO INSURANCE PSYCHOLOGY

CERNIT Rodica, PhD, Academy of Economic Studies of Moldova, Republic of Moldova (ASEM), Republic of Moldova

MANAGING BANKING VULNERABILITIES UNDER EXTERNAL FINANCIAL SHOCKS: RISKS AND IMPLICATIONS FOR THE REPUBLIC OF MOLDOVA

MĂRGINEANU Aureliu, Academy of Economic Studies of Moldova
IACHIM Alexandru, Universitatea Liberă Internațională din Moldova

EUROPEAN BANKING SYSTEMS IN THE CONTEXT OF DIGITAL AND FINANCIAL DEVELOPMENT

GROZEA Ioana-Luciana, PhD student, "Lucian Blaga" University of Sibiu, Romania

THE IMPACT OF ENERGY INVESTMENTS ON ENERGY EFFICIENCY AND ENTERPRISE COMPETITIVENESS IN THE REPUBLIC OF MOLDOVA

LESAN Timur, PhD student, Academy of Economic Studies of Moldova (ASEM), Moldova

HUMAN CAPITAL INVESTMENTS AND SUSTAINABLE PERFORMANCE IN CARBON-INTENSIVE INDUSTRIES: A GLOBAL PANEL THRESHOLD ANALYSIS

RUSU Radu, PhD student, "Lucian Blaga" University of Sibiu, Romania

BUDGETARY POLICIES AS A TOOL FOR GUARANTEEING HUMAN RIGHTS: RIGHTS RELEVANT TO THE BUDGETARY PROCESS AND STATE RESPONSIBILITY

SECRIERU Iulian, PhD student, Vladimir Andrunachievici Institute of Mathematics and Computer Science, Moldova State University (USM), Republic of Moldova

THE IMPACT OF MERGERS AND ACQUISITIONS ON THE FINANCIAL PERFORMANCE OF COMPANIES: APPROACHES AND PERSPECTIVES

COSTOVA Natalia, teacher of economic disciplines, National College of Commerce of the Academy of Economic Studies of Moldova, Republic of Moldova
SALCUȚAN Aliona, teacher of economic disciplines, National College of Commerce of the Academy of Economic Studies of Moldova, Republic of Moldova

REMITTANCES AND ECONOMIC RESILIENCE IN CENTRAL AND EASTERN EUROPE: EVIDENCE FROM DYNAMIC PANEL DATA ANALYSIS

BUNDUCHI Elena, "George Emil Palade" University of Medicine, Pharmacy, Sciences and Technology of Targu Mures, Romania; Institute of National Economy, Romanian Academy, Bucharest, Romania

SESSION IX
LEGAL CONFLICTOLOGY IN ECONOMIC LAW RELATIONSHIPS

Room 603, Bldg. A

Link to the video call: <https://meet.google.com/osc-yzex-arr>

Chairs: **ZAPOROJAN Veaceslav**, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Chisinau, Republic of Moldova
 CODREANU Alina, PhD candidate, University Lecturer, Academy of Economic Studies of Moldova (ASEM), Chisinau, Republic of Moldova

THE TAXATION SYSTEM AS DEFINED BY THE CONSTITUTIONAL PROVISIONS OF THE REPUBLIC OF MOLDOVA

ARMEANIC Alexandru, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
PETICĂ-ROMAN Corina, PhD, Associate Professor, "Lucian Blaga" University of Sibiu, Romania

INSTITUTIONAL COMPETENCES OF THE EU IN THE FIELD OF TRADE AND CUSTOMS POLICY

COJOCARU Vladlen, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
ȘÎRGHII Viorel, PhD, University Lecturer, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE FUNDAMENTALS OF THE FREE MOVEMENT OF GOODS

ȘÎRGHII Viorel, PhD, University Lecturer, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

LEGAL DISPUTES IN COMMERCIAL RELATIONSHIP

ZAPOROJAN Veaceslav, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

CONSTITUTIONAL PROTECTION FOR CREDITORS IN INSOLVENCY PROCEEDINGS

ZAPOROJAN Veaceslav, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova
COJOCARU Sergiu, PhD student, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

PARTICULARITIES OF CRIMINAL LIABILITY AND PENALTIES FOR OFFENCES COMMITTED BY MINORS UNDER THE CRIMINAL LAW OF THE REPUBLIC OF MOLDOVA

NASTAS Andrei, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova; "Dunărea de Jos" University of Galați, Romania
GOLOP Corina, PhD candidate, "Alexandru Ioan Cuza" Police Academy of Bucharest, Romania

COMBATING TRAFFICKING IN HUMAN ORGANS, TISSUES AND CELLS: LEGAL FRAMEWORK AND JUDICIAL CHALLENGES IN ROMANIA AND THE REPUBLIC OF MOLDOVA

NASTAS Andrei, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova; "Dunărea de Jos" University of Galați, Romania
BUCULEA Raluca-Mihaela, PhD candidate, University Assistant, "Tibiscus" University of Timișoara, Romania

CRIMINAL LIABILITY FOR CYBERCRIMES IN THE REPUBLIC OF MOLDOVA AND ROMANIA: LEGAL FRAMEWORK, CHALLENGES AND PERSPECTIVES

CERNOMOREȚ Sergiu, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova; "Dunărea de Jos" University of Galați, Romania

CREȚU Mario-Daniel, PhD candidate, University Assistant, "Alexandru Ioan Cuza" Police Academy of Bucharest, Romania

CIVIL CASSATION APPEAL IN THE PROCEDURAL LEGISLATION OF THE REPUBLIC OF MOLDOVA: BETWEEN THE NECESSITY OF THE ADMISSIBILITY FILTER AND THE RESTRICTION OF ACCESS TO THE SUPREME COURT OF JUSTICE

BÂCU Adelina, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

REGULATING THE DIGITALISATION OF SMART CITY PROJECTS: OPPORTUNITIES, RISKS AND PROSPECTS FOR THE REPUBLIC OF MOLDOVA IN THE EUROPEAN CONTEXT

POSTOLACHI Gheorghe, University Assistant, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

TUTUNARU Sergiu, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE HIERARCHY AND INTERDEPENDENCE OF DOMESTIC SOURCES IN MODERN CIVIL LAW OF THE REPUBLIC OF MOLDOVA

MIHALACHE Iurie, Habilitated Doctor, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

EVOLUTIONARY DYNAMICS OF NON-DOMESTIC SOURCES OF CIVIL LAW IN THE REGULATION OF PRESENT-DAY LEGAL RELATIONS IN THE REPUBLIC OF MOLDOVA

MIHALACHE Iurie, Habilitated Doctor, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

TATAR Olga, Comrat State University (KSU), Republic of Moldova

THE INVISIBLE WORK OF UNIVERSITY TEACHING STAFF: BALANCING PROFESSIONAL DEMANDS AND THE PROTECTION OF PERSONAL TIME

TIGHINEANU Alexandra, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE LEGAL NATURE OF THE REPORTING OBLIGATION FOR SUSPICIOUS TRANSACTIONS AND ACTIVITIES RELATED TO MONEY LAUNDERING AND TERRORIST FINANCING

BELOBROV Angela, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE UNITED NATIONS AND THE CONTEMPORARY INTERNATIONAL ORDER

DORUL Olga, PhD, Associate professor, Academy of Economic Studies of Moldova (ASEM), "Dunărea de Jos" University of Galați, Romania

NASTAS Andrei, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova; "Dunărea de Jos" University of Galați, Romania

THE IMPORTANCE OF STARTUPS FOR YOUNG ENTREPRENEURS: OPPORTUNITIES AND PROSPECTS IN THE MARKET OF THE REPUBLIC OF MOLDOVA

GRÂU-PANȚUREAC Maria, PhD, Associate Professor, Academy of Economic Studies of Moldova, Republic of Moldova

THE LEGAL REGIME OF LICENSING, SUPERVISION AND WITHDRAWAL OF LICENCE OF COMMERCIAL BANKS: COMPARATIVE ANALYSIS IN THE CONTEXT OF EUROPEAN LAW AND THE LEGISLATION OF THE REPUBLIC OF MOLDOVA

CEAUȘ Sergiu, PhD candidate, Moldova State University (USM), Republic of Moldova

INTEGRITY IN THE PUBLIC PROCUREMENT PROCESS: LEGAL AND INSTITUTIONAL REQUIREMENTS IN THE CONTEXT OF PUBLIC MANAGEMENT MODERNIZATION AND EUROPEAN INTEGRATION

CODREANU Alina, PhD candidate, University Lecturer, Academy of Economic Studies of Moldova (ASEM), Chisinau, Republic of Moldova

DIGITALIZATION OF CUSTOMS CONTROL AND EVIDENTIARY CHALLENGES IN THE INVESTIGATION OF SUSPICIOUS POSTAL SHIPMENTS IN THE REPUBLIC OF MOLDOVA AND ROMANIA

ANTOCI Albert, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

SPÎNU Alexandru, PhD candidate, University of European Studies of Moldova (USEM), Republic of Moldova

SMALL BUSINESS IN THE EUROPEAN UNION: REGULATORY FRAMEWORK AND PERSPECTIVES. A COMPARATIVE ANALYSIS OF THE LEGAL FRAMEWORK IN THE REPUBLIC OF MOLDOVA AND ROMANIA

GRÂU-PANȚUREAC Maria, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE LEGAL NATURE OF THE BANK CARD USAGE AGREEMENT IN THE REPUBLIC OF MOLDOVA: INFORMATIONAL ASYMMETRY, STANDARD CLAUSES AND NORMATIVE HIERARCHY

ZAVULAN Nicolae, PhD student, University Assistant, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

MIHALACHE Iurie, Habilitated Doctor, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE LEGAL REGIME OF NON-BANK CREDIT ORGANIZATIONS IN THE REPUBLIC OF MOLDOVA

ZAVULAN Nicolae, PhD student, University Assistant, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

ARMEANIC Alexandru, PhD, Associate Professor, Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

UNFAIR COMPETITION AS A SOURCE OF LEGAL CONFLICTS IN ECONOMIC LAW RELATIONS

SALCUȚAN Aliona, teacher of law disciplines, National College of Commerce of the Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

COSTOVA Natalia, teacher of economic disciplines, National College of Commerce of the Academy of Economic Studies of Moldova (ASEM), Republic of Moldova

THE FINANCIAL AND ECONOMIC CONSEQUENCES OF EARLY CONDITIONAL RELEASE: COST-BENEFIT ANALYSIS AND RESTITUTION OF CRIMINAL DAMAGES

BORTA Ecaterina, PhD candidate, "Ștefan cel Mare" Academy, Republic of Moldova

CONSTITUTIONAL GUARANTEES AND ECONOMIC EFFICIENCY IN JUDICIAL SANCTIONS: BALANCING FUNDAMENTAL RIGHTS AND PUBLIC EXPENDITURE

BOUBATRÎN Galina, master of law, Free International University of Moldova (ULIM), Chisinau, Republic of Moldova

PREJUDICE TO THE ENERGY SECTOR, ENERGY CONSUMERS RESULTING FROM THE REGULATOR'S FAILURE TO COMPLY WITH LABOUR LEGISLATION

STICI Silvia, PhD Student (3rd Cycle), Doctoral School of Law, Political and Administrative Sciences, ASEM/USPEE "Constantin Stere" National Consortium, Republic of Moldova

MIHALACHE Iurie, Doctor Habilitatus, Associate Professor, Doctoral School of Law, Political and Administrative Sciences, ASEM/USPEE "Constantin Stere" National Consortium, Republic of Moldova

MEDIATION LEGISLATION DURING PROCESS OF REPUBLIC OF MOLDOVA ACCESSION TO THE EUROPEAN UNION THAT WILL IMPACT ON ECONOMIC ENVIRONMENT

TUNI Corneliu, National Consortium of Educational Institutions Academy of Economic Studies of Moldova and University of European Political and Economic Studies "Constantin Stere", Iasi, Romania

SUSANU Mihai, National Consortium of Educational Institutions Academy of Economic Studies of Moldova and University of European Political and Economic Studies "Constantin Stere", Iasi, Romania

LEGAL LEVERAGES FROM REPUBLIC OF MOLDOVA ACCESSION TO THE EUROPEAN UNION THAT WILL IMPACT ON ECONOMIC ENVIRONMENT

SUSANU Mihai, National Consortium of Educational Institutions Academy of Economic Studies of Moldova and University of European Political and Economic Studies "Constantin Stere", Iasi, Romania

TUNI Corneliu, National Consortium of Educational Institutions Academy of Economic Studies of Moldova and University of European Political and Economic Studies "Constantin Stere", Iasi, Romania

SESSION X
**CONTEMPORARY LIBRARIES: CHALLENGES, TRANSFORMATIONS AND
PREMISES FOR DEVELOPMENT IN THE NEW SOCIO-ECONOMIC CONTEXT**

Room 103, Bldg. F (Library)

Link to the video call: <https://meet.google.com/svv-hrhm-oyq>

Chairs: **TURCAN Nelly, dr, hab., prof. univ., Moldova State University, Information
Society Development Institute, Moldova**
 **CHERADI Natalia, PhD, Academy of Economic Studies of Moldova (ASEM),
Moldova**

***A CONCEPTUAL FRAMEWORK FOR GENERATIVE ARTIFICIAL INTELLIGENCE
LITERACY: AN INTEGRATED MODEL FOR ACADEMIC LIBRARIES***

ȚURCAN Nelly, Moldova State University, Chisinau, Republic of Moldova

***LIBRARIES IN THE AGE OF ARTIFICIAL INTELLIGENCE: FROM INFORMATION
ACCESS TO TRUST ASSURANCE***

REPANOVICI Angela, Transylvania University of Brasov, Romania

***SELF-MANAGING WORK TEAMS AND DIGITAL TOOLS IN PUBLIC LIBRARIES:
TOWARDS AN INNOVATIVE MANAGEMENT MODEL AT THE MUNICIPAL LIBRARY
„B.P. HASDEU”***

HARJEVSCHI Mariana, “B.P. Hasdeu” Municipal Library, Chisinau, Republic of Moldova

***THE UNIVERSITY LIBRARY AS A STRATEGIC PARTNER IN FOSTERING A CULTURE OF
ACADEMIC INTEGRITY***

CHERADI Natalia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***FROM BIBLIOGRAPHIC DATA TO ACADEMIC PROFILES: METHODOLOGICAL
EXPERIENCES IN THE BIBLIOMETRIC ANALYSIS OF ECONOMIC RESEARCH***

**BORDIAN Elena, The Technical-Scientific Republican Library of NIER, Academy of Economic
Studies of Moldova, Chisinau, Republic of Moldova**

CHERADI Natalia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***METHODOLOGICAL ASPECTS OF EVALUATING DIGITAL COMMUNICATIONS OF
UNIVERSITY LIBRARIES***

RAILEAN Elena, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

***GENERATIONAL DYNAMICS IN ARTIFICIAL INTELLIGENCE ADOPTION AND
PERCEPTION***

TOMA RADU-GABRIEL, Bucharest University of Economic Studies, Romania

BUȘU Cristian, Bucharest University of Economic Studies, Romania

***THE PROFILE OF THE ACADEMIC LIBRARIAN IN THE ERA OF ARTIFICIAL
INTELLIGENCE: COMPETENCIES, INNOVATIVE SERVICES, AND PERSPECTIVES FOR
RESEARCH***

**ZASMENCO Tamara, The Technical-Scientific Republican Library of NIER, Academy of Economic
Studies of Moldova, Chisinau, Republic of Moldova**

BOOK CLUB “SHAKESPEARE: BETWEEN LIGHT AND ABYSS” HELD AT “B.P. HASDEU” MUNICIPAL LIBRARY

TARAGAN Elena, PhD student, Moldova State University, Chisinau, Republic of Moldova

ASSESSMENT OF ASEM SCIENTIFIC LIBRARY USERS’ INFORMATION NEEDS FOR OPTIMIZING THE LIBRARY RESOURCE BASE

SUVAC Natalia, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

THE ASEM SCIENTIFIC LIBRARY – A PROMOTER OF KNOWLEDGE, CULTURAL DIALOGUE, AND EUROPEAN VALUES IN THE ACADEMIC COMMUNITY

AMORȚITU Angela, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

SESSION XI

NATURE-POSITIVE AND DIGITAL AGRI-FOOD SYSTEMS: BIODIVERSITY, AGRIVOLTAICS AND RURAL INNOVATION

Room 414, Bldg. B

Link to the video call: <https://meet.google.com/epy-scqq-ybz>

Chairs: **STRATAN Alexandru, Habilitated Doctor, University Professor**
Academy of Economic Studies of Moldova (ASEM), Moldova
MKRTCHYAN Tatul, PhD, Univerity Professor
Armenian State University of Economics, Armenia
NEBOHA Tetiana, PhD, Univerity Professor
Odesa State Agrarian University, Ukraine
CROITORU Gabriel, PhD, Associate Professor
Valahia University of Tirgoviste, Romania
STAYER Liliana, Head of RDI Division
Academy of Economic Studies of Moldova (ASEM), Moldova

GEOSPATIAL TECHNOLOGIES FOR RESILIENT AGRICULTURE – FROM RISK MAPPING TO RURAL INVESTMENT PLANNING

HRISTEV Eugen, CEO, Trimetrica Ltd., Moldova

RESEARCH ON CEREAL RESOURCE BALANCES AND THE ROLE OF FOREIGN TRADE IN ENSURING FOOD SECURITY IN THE REPUBLIC OF MOLDOVA

STANCIU Silviu, “Dunărea de Jos” University of Galați, Romania

AI-DRIVEN UAV FOR INFORMATION DISSEMINATION SYSTEM ON CROP-ADVISORY SERVICES: TRANSFORMING SMALLHOLDER AGRICULTURE THROUGH INTELLIGENT DIGITAL ECOSYSTEMS IN NORTH-EAST INDIA

SINGH Premjit, Former Vice Chancellor, Central Agricultural University, Imphal, India; President, FATER Academy of India (FAI)

AGRIVOLTAICS FOR RURAL COMMUNITY RESILIENCE: IMPLEMENTATION CHALLENGES IN UKRAINE AND PROSPECTS FOR REGIONAL COOPERATION

IVKIN Viktor Ivanovych, Chairman of the Board, Agrovoltaiic NGO, Ukraine

INDUSTRIAL HEMP-BASED BIOTEXTILES AS AN EMERGING CHAIN OF THE CIRCULAR BIOECONOMY: OPPORTUNITIES FOR THE REPUBLIC OF MOLDOVA WITHIN THE S3 BERRY+ PARTNERSHIP

BABIN Anatolie, Academy of Economic Studies of Moldova, Moldova

MIRZA Andrey, Moldova State University; Administrator, SORINTEX cluster, Moldova

INFORMED DIETARY CHOICES AND RISK PREVENTION: NUTRITION EDUCATION AND RESPONSIBLE USE OF DIETARY SUPPLEMENTS

JUCOV Artiom, National Anti-Doping Agency & Project Manager, “CLEAN Nutrition”, Moldova

THE INFLUENCE OF THE PRESENTATION OF COMMERCIAL INFORMATION ON CONSUMER DECISION-MAKING IN THE DIGITAL ENVIRONMENT

NICULĂIȚĂ Dumitru, Academy of Economic Studies of Moldova, Moldova

FROM AGRICULTURAL BIOMASS TO CIRCULAR BIOECONOMY: A DIGITAL AND ECOSYSTEM-BASED MODEL FOR WALNUT-BASED RURAL INNOVATION IN MOLDOVA

BARABULA Ion, Academy of Music, Theatre and Fine Arts, Moldova

TUTUNARU Sergiu, Academy of Economic Studies of Moldova, Moldova

BABIN Anatoly, Academy of Economic Research of Moldova, Moldova

BULGAR Hilarion, Institute of Perspective University INT, Moldova

CONSUMER PROTECTION IN DIGITAL AGRI-FOOD MARKETS: CONTRACTUAL TRANSPARENCY AND THE CREDIBILITY OF SUSTAINABILITY CLAIMS

PASCAL Mihaela, PhD., Director, European Centre for Consumer Protection, Moldova

INTEGRATING ESG PRINCIPLES INTO MARKETING STRATEGY: CONCEPTUAL FOUNDATIONS FOR BALANCING SUSTAINABILITY COSTS AND CUSTOMER AND BUSINESS VALUE CREATION

SHEVCHENKO Valerii, Department of Management and Marketing, Odesa State Agrarian University, Odesa, Ukraine

ENERDI PRINCIPLES FOR A POSITIVE BEHAVIOR OF ONLINE ROMANIAN CONSUMERS

CROITORU Gabriel, Valahia University of Târgoviște, Romania

FLOREA Nicoleta Valentina, Valahia University of Târgoviște, Romania

STĂNESCU Sorina Geanina, Valahia University of Târgoviște, Romania

DIGITALIZATION AS A DRIVER OF FOOD SYSTEM RESILIENCE IN THE REPUBLIC OF MOLDOVA

LOPOTENCO Viorica, Academy of Economic Studies of Moldova, Moldova

MKRTCHYAN Tatul, Armenian State University of Economics of Armenia, Armenia

STAVER Liliana, Academy of Economic Studies of Moldova, Moldova

OPPORTUNITIES AND CHALLENGES OF AGRICULTURE 4.0 ADOPTION IN THE REPUBLIC OF MOLDOVA

STRATAN Alexandru, Academy of Economic Studies of Moldova, Moldova

LOPOTENCO Viorica, Academy of Economic Studies of Moldova, Moldova

LUCASENCO Eugenia, Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Academy of Economic Studies of Moldova, Moldova

DIGITAL LITERACY OF FARMERS AS A PREREQUISITE FOR FOOD SYSTEM RESILIENCE IN THE REPUBLIC OF MOLDOVA

LOPOTENCO Viorica, Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Academy of Economic Studies of Moldova, Moldova

USURELU Lucia, ProENTRANCE NGO, Moldova & HerbaFruct Cluster Moldova

LUCASENCO Eugenia, Academy of Economic Studies of Moldova, Moldova

FROM RESEARCH TO ECONOMIC APPLICATION: BARRIERS TO RESEARCH-BUSINESS COLLABORATION IN THE REPUBLIC OF MOLDOVA'S INNOVATION ECOSYSTEM

RUSSU DIANA, drd., Trade Co-operative University of Moldova

STRATEGIC ROLE OF HIGHER EDUCATION IN SHAPING UKRAINE'S COMPETITIVENESS: A MARKETING APPROACH

NEBOHA Tetiana, Odesa State Agrarian University, Ukraine

ANTONIUK Polina, Odesa State Agrarian University, Ukraine

SESSION XII
**CULTURAL AND CREATIVE INDUSTRIES AS DRIVERS OF REGIONAL
DEVELOPMENT, COMPETITIVENESS AND INNOVATION**

Room 411, Bldg. B

Link to the video call: <https://meet.google.com/cdu-hwmt-xvc>

Chairs: **STANCIU Nicolae, University Professor**
The Netherlands Business Academy, the Netherlands
 CHATTERJEE Him Kumar, PhD, University Professor
Sir J.J. School of Art. Architecture & Design, India
 WALIA Sandeep, PhD, University Professor
The Charutar Vidya Mandal (CVM) University, India
 CROITORU Gabriel, PhD, Associate Professor
Valahia University of Tirgoviste, Romania
 STAYER Liliana, Head of RDI Division
Academy of Economic Studies of Moldova (ASEM), Moldova

THE POLICIES AND POLITICS OF CULTURAL TOURISM

DEVEREAUX Constance, Program Director, Arts Leadership and Cultural Management Program,
University at Buffalo, The State University of New York, Buffalo, New York, USA

***CREATIVE ENTREPRENEURSHIP, CULTURAL DIPLOMACY AND MANAGEMENT IN
TOURISM: CONTEMPORARY CHALLENGES IN ROMANIA AND MOLDOVA***

STAYER Liliana, Academy of Economic Studies of Moldova, Moldova
STANCIU Nicolae, Netherlands Business Academy, the Netherlands

***FROM PARTNERSHIP TO IMPACT: ACCOUNTABLE MANAGEMENT OF
INTERNATIONAL REGIONAL DEVELOPMENT PROJECTS***

MURZAC Alexandr, OSCE Programme Office in Astana, Kazakhstan

***DEVELOPMENT AND TOURISM AT THE MARGINS OF EUROPE. POLITICS OF
DEVELOPMENT AND HERITAGE TOURISM IN CHILIA VECHE, ROMANIA***

IORGA Alexandru, Institutul de Etnografie și Folclor “Constantin Brăiloiu”; Universitatea din
București, Romania

***RESEARCH ON TOURISM DEVELOPMENT IN THE ROMANIA–REPUBLIC OF
MOLDOVA CROSS-BORDER REGION: A BIBLIOMETRIC AND STRATEGIC APPROACH***

STANCIU Silviu, "Dunărea de Jos" University of Galați, Romania
CORNEA Sergiu, "Dunărea de Jos" University of Galați, Romania

***FROM HISTORICAL HERITAGE TO REGIONAL ECONOMIC VALUE: THE “ȘTEFAN
CEL MARE” ROUTE IN COMPARATIVE PERSPECTIVE***

ANTON Lia, Academy of Economic Studies of Moldova, Moldova
ROSCOVAN Nina, Academy of Economic Studies of Moldova, Moldova
STAYER Liliana, Academy of Economic Studies of Moldova, Moldova

SYNERGY BETWEEN CULTURAL HERITAGE AND CREATIVE TOURISM FOR ENHANCING DESTINATION ATTRACTIVENESS

BARVINOK Nataliia, Uman National University, Ukraine

KYRYLIUK Iryna, Kherson State Agrarian and Economic University, Ukraine

LYTVYN Oksana, Kherson State Agrarian and Economic University, Ukraine

CULTURAL EVENT – A MEANS OF PROMOTING TOURISM AND A FACTOR OF DEVELOPMENT OF THE AREA

LUKACS Breda, PRO ECONOMICA FOUNDATION ROMANIA D BACAU, Romania

PICTURING COMMERCE: ANALYZING MARWARI MERCHANT IDENTITY THROUGH SHEKHAWATI HAVELI FRESCOES

SINGH Nirupama, Department of Visual Arts, Central University of Himachal Pradesh, India

MEDIATING MOLDOVAN CULINARY IDENTITY: SPECIALIZED TRANSLATION, AI, AND SUSTAINABLE GASTROTOURISM

ROSCOVAN Nina, Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Academy of Economic Studies of Moldova, Moldova

THE INDIAN ART MARKET: GROWTH, TRANSFORMATION AND CONTEMPORARY CHALLENGES

VIRANJAN Ram, Dean, Skill Faculty of Performing & Visual Art, Dudhola, Palwal, Haryana, India

THE ICON IN THE ERA OF UNCERTAINTY: TRANSFORMATIONAL PROBLEMS AND INSTITUTIONAL PREREQUISITES FOR ORTHODOX CREATIVE INDUSTRIES AS DRIVERS OF REGIONAL RESILIENCE

BAZHENOV Sergey, Science Horizons Foundation, Russia

BAZHENOVA Elena, Southern Federal University, Russia

LINGUISTIC AND SEMIOTIC REPRESENTATION OF THE CITY

ROMANOVA Anastasia, Academy of Economic Studies of Moldova, Moldova

METROPOLITAN ROMANIA: URBAN TRANSFORMATIONS, GOVERNANCE AND TERRITORIAL DEVELOPMENT

ANTONESCU Daniela, Institute of National Economy, Romanian Academy, Romania

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SENIOR ASSOCIATIONS – THE DEMANDS OF THE TIME

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SESSION XIII
**EMERGING FRONTIERS IN AI, INTELLIGENT SYSTEMS AND DIGITAL
TRANSFORMATION (FAI)**

Room 304, Bldg. F

Link to the video call: <https://meet.google.com/oyo-macg-nmz>

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***SOFT COMPUTING BASED SWOT ANALYSIS FOR FINANCING SUSTAINABLE
TOURISM POLICY***

SRIVASTAVA Pankaj, Department of Mathematics, M.N. National Institute of Technology,
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***AI AND DIGITAL TRANSFORMATION FOR FINANCIAL SECURITY IN UKRAINE'S GREEN
ECONOMY: INSIGHTS FROM TRANSCARPATHIA***

POYDA-NOSYK, Nina. Professor at the Department of Accounting and Finance Ferenc Rakoczi II
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***INDUSTRY 5.0, INNOVATION AND ECONOMIC COMPETITIVENESS: A BIBLIOMETRIC
MAPPING OF EMERGING RESEARCH TRENDS***

BUTMALAI Valentina, "Dunarea de Jos" University, Romania
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***THE PRICE OF COMPETITIVENESS: AI TALENT, CREATIVE DESTRUCTION AND
STRUCTURAL TRANSFORMATION IN THE KNOWLEDGE ECONOMY***

TUDOSE George, Bucharest University of Economic Studies, Romania
HOROBET Alexandra, Bucharest University of Economic Studies, Romania
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***ARTIFICIAL INTELLIGENCE AND GLOBAL GOVERNANCE: CHALLENGES AND
OPPORTUNITIES FOR AFRICAN STATES***

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TOWARD SUPPLY CHAIN 5.0: A HUMAN-CENTRIC, SUSTAINABLE AND RESILIENT FRAMEWORK BEYOND INDUSTRY 4.0

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ARTIFICIAL INTELLIGENCE AND THE COMPETITIVENESS DIVIDE IN RETAIL: WHY ALGORITHMIC CAPABILITY DIFFUSES UNEVENLY IN SMALL OPEN ECONOMIES

RATYNSKYI Vadym, Ternopil Ivan Pulu National Technical University, Ternopil, Republic of Ukraine

AGENTIC ARTIFICIAL INTELLIGENCE AS DRIVE FOR GREEN ECONOMIC TRANSFORMATION

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AGENTIC AI FOR SUSTAINABLE SMART CITY MANAGEMENT

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VASILEVA Steliana, D.A. Tsenov Academy of Economics, Svishtov, Bulgaria

FROM CASH TO DIGITAL: ASSESSING THE IMPACT OF DIGITALIZATION ON NON-CASH PAYMENT TRANSACTIONS

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CORPORATE SOCIAL RESPONSIBILITY IN DIGITAL BANKING: A STRATEGIC APPROACH TO STRENGTHENING CUSTOMER LOYALTY

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GLOBAL TRANSFORMATIONAL CHALLENGES AND PROSPECTS FOR FISHERIES DEVELOPMENT IN THE DIGITAL ERA THROUGH THE INSTRUMENTS OF AGRICULTURAL DIPLOMACY

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ASSESSING THE DECARBONIZATION TRENDS OF THE ECONOMY USING THE EXAMPLE OF EASTERN EUROPEAN COUNTRIES

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THE AI SUSTAINABILITY PARADOX: A CROSS-COUNTRY ANALYSIS OF ARTIFICIAL INTELLIGENCE READINESS AND ENVIRONMENTAL PERFORMANCE

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BEYOND ALGORITHMIC VISIBILITY: AUDIENCE-FUNDED CULTURAL CONTENT IN THE CREATOR ECONOMY—A LITERATURE REVIEW

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DIGITAL-GREEN TRANSFORMATION PATHWAYS: AN INTELLIGENT CROSS-COUNTRY ASSESSMENT FOR SUSTAINABLE ECONOMIC DEVELOPMENT

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USING GRAPHS IN MODELING CYBERATTACKS

GRYGORUK, Svitlana, Khmelnytskyi National University, Khmelnytskyi, Ukraine

CLIMATE-SMART AGRICULTURE AS A FACTOR IN STRENGTHENING FOOD SECURITY: AN ANALYSIS OF CAUSE-AND-EFFECT RELATIONSHIPS

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ARTIFICIAL INTELLIGENCE IN THE TRANSFORMATION OF ACCOUNTING AND ANALYTICAL SUPPORT FOR SUSTAINABLE BUSINESS DEVELOPMENT: FROM FINANCIAL DATA TO ESG INFORMATION

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DIGITAL GOVERNANCE AS A DRIVER OF INSTITUTIONAL MODERNIZATION: ENHANCING ADMINISTRATIVE EFFICIENCY, TRANSPARENCY, AND PUBLIC SERVICE QUALITY

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ARTIFICIAL INTELLIGENCE AND SUSTAINABLE PUBLIC PROCUREMENT IN THE CIRCULAR ECONOMY

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FINANCIAL SYSTEM DEVELOPMENT IN MOLDOVA: CHALLENGES AND OPPORTUNITIES IN THE PROCESS OF EU POLICY ALIGNMENT

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DETERMINANTS OF THE RESILIENCE OF THE BANKING SYSTEM IN THE REPUBLIC OF MOLDOVA: EMPIRICAL EVIDENCE AND POLICY IMPLICATIONS

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THANK YOU FOR YOUR PARTICIPATION!!!