

## **TECHNICAL UNIVERSITY OF MOLDOVA**

## Faculty of Economic Engineering and Business

# **CONFERENCE PROGRAMME**

The 4<sup>th</sup> Economic International Conference

# "COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT"



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November 3-4, 2022

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### **CONFERENCE PROGRAMME**

## November 3rd

09:30-10:00	Welcome & Registration of participants
10:00-10:10	Opening remarks and Welcoming speeches
10:10-11:30	Plenary Session
11:30-12:00	Coffee-brake
12:00-14:30	Sections' Presentations
14:30-15:00	Coffee-brake
15:00-17:00	Sections' Presentations
10:15-12:00	Plenary Session ( <u>link</u> )
	Moderator – Rafael CILOCI, PhD., Assoc.prof., Dean FEEB
	DEVELOPING ENTREPRENEURIAL SKILLS FOR ENGINEERS Larisa BUGAIAN, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova
	DOES FEAR OF CLIMATE CHANGE ALTER ENTREPRENEURIAL OPPORTUNITIES?
	Bari L. BENDELL, PhD., Assoc.prof. Suffolk University, Boston, USA
	THE TRANSITION TO THE CIRCULAR ECONOMY: FINDINGS, BARRIERS, CHALLENGES
	Rodica PERCIUN, PhD. hab., Prof. National Institute of Economic Research, Republic of Moldova
	SUSTAINABLE LEADERSHIP IN TIMES OF CRISIS - A CASE OF LEADING ONE'S NATION DURING THE UKRAINIAN WAR
	Valerie E. MOCK, PhD., Assoc.prof. Fulbright Specialist, Suffolk University, Boston, USA Rafael CILOCI, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova

## November 4<sup>th</sup>

10:00-12:00

**Closing conference** 

## SECTIONS' PRESENTATIONS

12:30-17:00	Section 1 ( <u>link</u> ) EUROPEAN POLICIES AND EUROPEAN INTEGRATION
	Moderators: Rafael CILOCI, PhD., Assoc.prof., TUM Rina ȚURCAN, PhD., Assoc.prof., TUM
12:30-17:00	Section 2 ( <u>link</u> ) SUSTAINABLE DEVELOPMENT, INNOVATIONS AND CIRCULAR ECONOMY
	Moderators: Iuliu ȚURCAN, PhD., Assoc.prof., TUM Victoria IORDACHI, PhD., Assoc.prof., NIER
12:30-17:00	Section 3 ( <u>link</u> ) MANAGEMENT AND LEADERSHIP
	Moderators: Alina STRATILA, PhD., Assoc.prof., TUM Lucia MOROSAN-DANILA, PhD., "Stefan cel Mare" University of Suceava, Romania
12:30-17:00	Section 4 ( <u>link</u> ) MARKETING OF THE XXI CENTURY
	Moderators: Tatiana MUNTEANU, PhD., Assoc.prof., TUM Mariana LUPAN, PhD., Assoc.prof., "Stefan cel Mare" University of Suceava, Romania
12:30-17:00	Section 5 ( <u>link</u> ) FINANCE AND ACCOUNTING

## SECTION I

## **EUROPEAN POLICIES AND EUROPEAN INTEGRATION**

Carmen CHASOVSCHI, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania Angela ALBU, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania Mihaela STATE, PhD. student "Stefan cel Mare" University of Suceava, Romania EUROPEAN GREEN AGENDA AND TOURISM INDUSTRY, CREDINGREEN USV

Veronica FURDUI, PhD., Assoc.prof. Free International University of Moldova COMPARATIVE STUDY OF CENTRAL AND EASTERN EUROPEAN COUNTRY BRANDING POLICIES

Sergiu ȚIRIGAN, PhD. student National Institute of Economic Research, Republic of Moldova REGULATORY FRAMEWORK AND POLICIES FOR INTERVENTION AND FACILITATION OF INDUSTRIAL SYMBIOSIS IN THE EUROPEAN UNION: OPPORTUNITIES FOR THE REPUBLIC OF MOLDOVA

Ionut STOICA, PhD., Assoc.prof.

"Alexandru Ioan Cuza" University, Iasi, Romania THE DEVELOPMENT OF THE ECONOMIES OF THE WARSAW PACT COUNTRIES COMPARED TO THE DEVELOPMENT OF THE ECONOMIES OF THE FORMER SOVIET UNION MEMBER STATES

## SECTION II

## SUSTAINABLE DEVELOPMENT, INNOVATIONS AND CIRCULAR ECONOMY

Zoia TITENKO, PhD., Assist.lect. National University of Life and Environmental Sciences of Ukraine, Ukraine Alina BURIAK, PhD., Assoc.prof. National University of Life and Environmental Sciences of Ukraine, Ukraine INCREASING THE INVESTMENT ATTRACTIVENESS OF THE AGRICULTURAL SECTOR OF UKRAINE

Iuliu ȚURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Maria GHEORGHIȚA, PhD., Prof. Technical University of Moldova, Republic of Moldova Rina ȚURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova CIRCULAR SUPPLY MODELS IN THE FIELD OF PLASTIC PRODUCTION IN THE CONTEXT OF ENSURING SUSTAINABLE DEVELOPMENT

Carmen NASTASE, PhD., Prof. "Stefan cel Mare" University of Suceava, Romania Ruxandra BEJINARU, PhD., Univ.lect. "Stefan cel Mare" University of Suceava, Romania OPPORTUNITIES FOR AN EFFICIENT TRANSITION TOWARDS A CIRCULAR ECONOMY IN ROMANIA

Ciprian APOSTOL, PhD, Assoc.prof. "Alexandru Ioan Cuza" University, Iasi, Romania "PROGRESS" OF LIFE ON EARTH

#### Victoria GANEA, PhD. hab., Prof. State University of Moldova, Republic of Moldova RECYCLING - A REAL OPPORTUNITY OF TRANSITION TO THE CIRCULAR ECONOMY

#### Rina ȚURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Iuliu ȚURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova THE IMPACT OF DIGITIZATION ON SUSTAINABLE DEVELOPMENT

#### Viorica POPA, PhD.

National Institute of Economic Research, Republic of Moldova THE IMPORTANCE OF SELECTIVE WASTE COLLECTION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

#### Rodica CUJBA, PhD.

Technical University of Moldova, Republic of Moldova THE PLACE OF INNOVATION IN THE RESEARCH-DEVELOPMENT-INNOVATION SYSTEM OF THE REPUBLIC OF MOLDOVA

Lucia MOROSAN-DANILA, PhD., Univ.lect. "Stefan cel Mare" University of Suceava, Romania THE SUSTAINABILITY OF COMPANIES IN THE WAR ZONES

#### Maria OLEINIUC, PhD. hab., Assoc.prof.

"Alecu Russo" State University of Balti, Republic of Moldova ANALYSIS OF MUNICIPAL SOLID WASTE MANAGEMENT AT INTERNATIONAL LEVEL

#### Alexandra DORNEANU, PhD. student

"Stefan cel Mare" University of Suceava, Romania Cristian-Valentin HAPENCIUC, PhD., Prof. "Stefan cel Mare" University of Suceava, Romania Daniela NEAMȚU, PhD., Asist.lect. "Stefan cel Mare" University of Suceava, Romania EDUCATION FOR SUSTAINABLE DEVELOPMENT AT THE LEVEL OF TECHNOLOGICAL COLLEGES DURING THE PANDEMIC PERIOD

Daniela DASCALIUC, PhD., Assoc.prof. University of European Studies of Moldova RISKS OF INNOVATION IN SMALL AND MEDIUM-SIZED ENTERPRISES

#### Corina GRIBINCEA, PhD.

National Institute of Economic Research, Republic of Moldova PROMOTING A CIRCULAR ECONOMY AND ECO-EFFICIENT TECHNOLOGICAL DEVELOPMENT TO ENSURE A SUSTAINABLE ENVIRONMENT IN REPUBLIC OF MOLDOVA

#### Svetlana BOGDANOVA, PhD.

Technical University of Moldova, Republic of Moldova ISSUES OF IMPROVING THE ECONOMIC EFFICIENCY OF THE SERVICES SECTOR IN THE REPUBLIC OF MOLDOVA

## Carmen NASTASE, PhD., Prof.

"Stefan cel Mare" University of Suceava, Romania Mariana LUPAN, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania Mihai POPESCU, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania NEED FOR A TRANSITION TO SUSTAINABLE DEVELOPMENT, SOLUTIONS FOR A SUSTAINABLE ECONOMY

#### Svetlana BANARU, Master

Museum director, Republic of Moldova Aurelia LITVIN, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova Alexandru NISTIRIUC, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova REVITALISING ELEMENTS OF TANGIBLE AND INTANGIBLE CULTURAL HERITAGE - A BRIDGE BETWEEN GENERATIONS

#### Oleg MOROZ, PhD., Assoc.prof. The Engineering Educational and Scientific Institute of Zaporizhzhia, Ukraine APPROACHES TO ENSURING SUSTAINABLE BUSINESS DEVELOPMENT IN CRISIS CONDITIONS Gabriela-Mariana IONESCU, PhD. SCOSAAR. Romania **Iulia PERCIUN** National Institute of Economic Research, Republic of Moldova DEFINING THE COLLABORATIVE ECONOMY IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT Rina TURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Iuliu TURCAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova THE ROLE OF ELECTRONIC COMMERCE IN THE DEVELOPMENT OF ENTREPRENEURSHIP THROUGH STATISTICAL ANALYSIS Olga TIMOFEI, PhD. National Institute of Economic Research, Republic of Moldova **CIRCULAR ECONOMY STRATEGY: PRODUCT AS A SERVICE BUSINESS MODEL** Maria GHEORGHITA, PhD., Prof. Technical University of Moldova, Republic of Moldova Stela PRIPA, PhD. student Technical University of Moldova, Republic of Moldova THE ROLE OF TRIPLE HELIX IN DESIGNING A VIABLE REGIONAL INNOVATION SYSTEM Angela MORARU, PhD. Balance of Payments Compilation - Head of section, National Bank of Moldova, Republic of Moldova THE PROSPECTS IN BUILDING MANAGEMENT IN THE POST PANDEMIC AND GLOBAL ENERGY CRISIS PERIOD Otilia-Maria BORDEIANU, PhD., Univ.lect. "Stefan cel Mare" University of Suceava, Romania THE IMPACT OF HUMAN RESOURCES ON THE SUSTAINABILITY OF COMPANIES Mariana LUPAN, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania THE ROLE OF INVESTMENTS IN THE CIRCULAR ECONOMY AND SUSTAINABLE DEVELOPMENT Mihai POPESCU, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania **GLOBAL ALLIANCE FOR CIRCULAR ECONOMY AND RESOURCE EFFICIENCY** Nicolae POPA National Institute of Economic Research, Republic of Moldova BOOSTING THE CIRCULAR ECONOMY BY DEVELOPING RENEWABLE ENERGY SOURCES

Tatiana ȚAPU, PhD., Univ.lect.Technical University of Moldova, Republic of MoldovaElena SCRIPNIC, PhD., Assoc.prof.Technical University of Moldova, Republic of MoldovaA DIFFERENT APPROACH TO PRIMARY DOCUMENTATION OF PRODUCTS AND LIVE WEIGHT GAIN IN POULTRY FOR EGGS

#### Marcela BOTNARU, Univ.lect.

Technical University of Moldova, Republic of Moldova PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF THE MEAT PROCESSING INDUSTRY IN THE REPUBLIC OF MOLDOVA

## SECTION III

## MANAGEMENT AND LEADERSHIP

Tetiana MELIKHOVA, PhD. hab., Prof. Engineering Institute of Zaporizhzhya National University, Zaporizhzhya, Ukraine Serhii PASICHNYK, Postgraduate Student Engineering Institute of Zaporizhzhya National University, Zaporizhzhya, Ukraine CONTROLLING AS AN INSTRUMENT OF EFFECTIVE MANAGEMENT OF INDUSTRIAL ENTERPRISES

Carmen NASTASE, PhD., Prof. "Stefan cel Mare" University of Suceava, Romania REGIONAL BUSINESS GROWTH AND COMPETITIVENESS BY DEVELOPING BUSINESS INCUBATOR INFRASTRUCTURE, ILCA PROJECT

Ala OBERȘT, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Maria GHEORGHIȚA, PhD., Prof. Technical University of Moldova, Republic of Moldova CONSOLIDATE THE REPUTATION AND INCREASE THE CREDIBILITY OF THE COMPANY THROUGH THE IMPLEMENTATION OF THE SOCIAL AUDIT

Dragoș CIMPOIEȘ, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova Rodica REȘITCA, PhD. student Technical University of Moldova, Republic of Moldova DATA ENVELOPMENT ANALYSIS AS AN ECONOMIC TOOL FOR EVALUATING THE DIDACTIC-METHODICAL PERFORMANCE AND IMPACT OF SCIENTIFIC RESEARCH OF TUM

Andrei STAN, Doctoral Candidate Aston Business School, Great Britain 'DANCING WITH THE GIANTS': HOW CAN MULTISIDED PLATFORMS ENHANCE THE COMPETITIVE POSITION OF SMES?

Aurelia LITVIN, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova Cezara FETESCU, PhD. student The Centre of Excellence in Economics and Finance, Republic of Moldova IDENTIFYING PRIORITY DIRECTIONS FOR RURAL DEVELOPMENT BY INVOLVING LPA MANAGEMENT AS A MEDIATOR

Alina STRATILA, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Ina GUMENIUC, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova PROSPECTS FOR STAFF PRODUCTIVITY GROWTH IN CONSTRUCTION COMPANIES AFTER THE PANDEMIC COVID 19

Andrei GANGAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova THE NECESSITY OF VOCATIONAL EDUCATION REFORM IN THE REPUBLIC OF MOLDOVA

Iurie DANILOV, PhD. student Technical University of Moldova, Republic of Moldova Anatol RACUL, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova CRITERIA FOR OPTIMIZING THE EDUCATIONAL PROCESS IN THE FACULTY OF ECONOMIC ENGINEERING AND BUSINESS TUM ACCORDING TO THE STOCHASTIC FRONTIER ANALYSIS OF TEACHER PERFORMANCE MANAGEMENT

Cornelia CRUCERESCU, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova LANDMARKS FOR THE MANAGEMENT INFORMATION SYSTEM OF HIGHER EDUCATION INSTITUTIONS

Natalia CÅRBUNE, Univ.lect. Technical University of Moldova, Republic of Moldova HUMAN RESOURCE MANAGEMENT AND BUILDING HIGH PERFORMANCE MANAGERS Eugeniu LITVIN, PhD. student Academy of Economic Studies of Moldova, Republic of Moldova FACILITIES MANAGEMENT AND ITS AREAS OF APPLICATION

Carolina ŢÎMBALARI, PhD. student Lucian Blaga University, Sibiu, Romania DIMENSIONS OF NATIONAL CULTURE IN ROMANIA – AN OVERVIEW OF CROSS-CULTURAL MANAGEMENT

## SECTION IV

## MARKETING OF THE XXI CENTURY

Tatiana MUNTEANU, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova ONLINE PROMOTION USING PERSUASIVE CONTENT

Olga SÂRBU, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Cornel COŞER, PhD., Univ.lect. Technical University of Moldova, Republic of Moldova TRENDS AND PECULIARITIES OF RURAL DEPOPULATION IN THE REPUBLIC OF MOLDOVA

Rodica BURBULEA, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Svetlana GANGAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova MODERN VISIONS AND APPROACHES OF HOLISTIC MARKETING

Sergiu MÎRZA, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Oleg ONOFREI, PhD. student Technical University of Moldova, Republic of Moldova BUYING AND CONSUMPTION BEHAVIOUR OF CONSUMERS OF WHITE HAWTHORN PRODUCTS

Lilia CHISILIOV, Asist.lect. "Alecu Russo" State University of Balti, Republic of Moldova EFFICIENCY MANAGEMENT OF A ENTERPRISE BASED ON A MARKETING TOOLS

## SECTION V

## FINANCE & ACCOUNTING.

Ion ALBU, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Svetlana ALBU, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova APPLICABILITY OF THE DIRECT CAPITALIZATION METHOD FOR THE VALUATION OF RENTAL REAL ESTATE IN THE CURRENT CONDITIONS IN THE REPUBLIC OF MOLDOVA

Nadiia DAVYDENKO, PhD. hab., Prof.National University of Life and Environmental Sciences of Ukraine, Kyiv, UkraineViktor KARBIVSKYI, PhD. studentNational University of Life and Environmental Sciences of Ukraine, Kyiv, UkraineRISK MANAGEMENT AS A FOUNDATION FOR DEVELOPMENT OF FINANCIAL POTENTIAL OF BUSINESS ENTITIES

Alexandra RUS, PhD. Babeş-Bolyai University, Cluj, Romania Camelia DRANCA, Master Babeş-Bolyai University, Cluj, Romania THE IMPACT OF CORRUPTION ON ROMANIA'S BUSINESS SECTOR

Olena LEMISHKO, PhD., Assoc.prof. National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine PECULIARITIES OF CAPITAL FORMATION PROCESS IN AGRICULTURE

Natalia MOCANU, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova IMPROVING THE FINANCING POLICY IN THE AGRICULTURAL SECTOR

Anişoara Niculina APETRI, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania ANALYSIS OF THE EVOLUTION OF FINANCIAL INTERMEDIATION UNDER THE IMPACT OF THE CURRENT CRISES

Neli MUNTEAN, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova Mihaela BÂRSAN, PhD., Assoc.prof. "Stefan cel Mare" University of Suceava, Romania Iulian MUNTEAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova CORPORATE INSOLVENCIES EVOLUTION IN REPUBLIC OF MOLDOVA DURING 2013-2020 PERIOD

Andrei BOTEZATU, PhD. student Technical University of Moldova, Republic of Moldova Natalia MOCANU, PhD. hab., Prof. Technical University of Moldova, Republic of Moldova Nicoleta MATEOC-SÎRB, PhD., Prof. Banat's university of agricultural sciences and veterinary medicine "King Mihai I of Romania", Timisoara, Romania PERGOLA SYSTEM AND ITS BENEFITS IN THE CULTIVATION OF DESSERT GRAPES

Ivan LUCHIAN, PhD., Assoc.prof. International Institute of Management IMI-NOVA, Republic of Moldova Angela FILIP, PhD., Assoc.prof. State University of Moldova, Republic of Moldova CURRENT FINANCIAL PROBLEMS OF THE REPUBLIC OF MOLDOVA

Liliana MARDARI, Asist.lect. Technical University of Moldova, Republic of Moldova Ala BEȚIVU, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Nicoleta MATEOC-SÎRB, PhD., Prof. Banat's university of agricultural sciences and veterinary medicine "King Mihai I of Romania", Timisoara, Romania Nina PUȚUNTEAN, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova INVOLVEMENT OF COMMERCIAL BANKS IN CREDIT AND FINANCING OF THE AGRICULTURAL SECTOR

Alina POLCANOVA, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova Alina STRATILA, PhD., Assoc.prof. Technical University of Moldova, Republic of Moldova ASSESSMENT OF THE FEASIBILITY OF DISCOUNTED CASH FLOWS METHOD IN INVESTMENT ANALYSIS

Camelia MILEA, PhD. *CFMR of the Romanian Academy "Victor Slavescu", Bucharest, Romania* Some directions of action in the management of sovereign debt meant to minimize the RISKS of a sovereign debt crisis in Romania Eduard KENIG, PhD. student Academy of Economic Studies of Moldova Angela SECRIERU, PhD. hab., Prof. Academy of Economic Studies of Moldova THE METHODOLOGY FOR FINANCIAL SYSTEMS ASSESSMENT FROM THE PERSPECTIVE OF SUSTAINABLE ECONOMIC GROWTH

Andrei BOTEZATU, PhD. student

Technical University of Moldova, Republic of Moldova **Natalia MOCANU, PhD. hab., Prof.** Technical University of Moldova, Republic of Moldova **Nicoleta MATEOC-SÎRB, PhD., Prof.** Banat's university of agricultural sciences and veterinary medicine "King Mihai I of Romania", Timisoara, Romania **BUDGETING AND ECONOMIC IMPORTANCE IN THE PRODUCTION OF DESSERT GRAPES** 

Claudia-Elena GRIGORAS-ICHIM, Univ.lect.

"Stefan cel Mare" University of Suceava, Romania REPORTING THE COMPANY'S SUSTAINABILITY THROUGH FINANCIAL STATEMENTS

Stela CUCOŞ, Univ.lect. Technical University of Moldova, Republic of Moldova ASSESSMENT OF THE INVESTMENT CLIMATE IN THE CONSTRUCTION SECTOR IN THE REPUBLIC OF MOLDOVA

Inna ZLATOVCENA-DIMITROGLO, PhD. student Academy of Economic Studies of Moldova ASSESSMENT OF WORKING CAPITAL MANAGEMENT EFFICIENCY IN WINERIES IN ATU GAGAUZIA THROUGH AN INTEGRAL INDICATOR OF BUSINESS ACTIVITY

Liliana MARDARI, Asist.lect. Technical University of Moldova, Republic of Moldova THE SOCIAL ASSISTANCE SYSTEM IN THE REPUBLIC OF MOLDOVA

Ivan OLFER, PhD. student National University of Life and Environmental Sciences of Ukraine, Kyiv, Ukraine VECTORS OF EXACT FORECAST IN THE STUDY OF BEHAVIORAL FINANCE

Bogdan CORLIUGA, PhD. student Technical University of Moldova, Republic of Moldova DEVELOPMENT OF ENTERPRISE BUDGETING AND OPERATIONAL CONTROL TOOLS