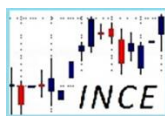




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## Programme

*27<sup>th</sup> International Scientific Conference*

*“COMPETITIVENESS AND INNOVATION IN THE KNOWLEDGE ECONOMY”*

**September 22nd-23rd, 2023**

CHISINAU, 2023

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**BALAN ALIONA**, *PhD, Associate Professor, Academy of Economic Studies of Moldova, The Republic of Moldova*  
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**RAILEAN ELENA**, *PhD, Academy of Economic Studies of Moldova, The Republic of Moldova*

## PROGRAMME

<i>Friday, 22 September, 2023</i>	
<b>9.30 – 10:00</b>	– Participants registration, Hall, bldg. A, ground floor
<b>10.00 – 10.30</b>	Opening of the International Scientific Conference. Plenary Session. - Welcome speech - <b>STRATAN ALEXANDRU</b> , <i>Habilitated Doctor, Rector of the Academy of Economic Studies of Moldova, The Republic of Moldova</i> - Greetings from the conference guests
<b>10.30 – 12.00</b>	Plenary sessions – Oral presentations
	<ol style="list-style-type: none"> <li>1. <b><i>INFRASTRUCTURE AND INTERNATIONAL COMPETITIVENESS: TRENDS AND CHALLENGES</i></b>                STRATAN Alexandru, Doctor Habilitatus, University Professor, Correspondent Member, Academy of Economic Studies of Moldova, Moldova                FALA Victoria, Scientific Researcher, National Institute of Economic Research of Academy of Economic Studies of Moldova, Moldova</li> <li>2. <b><i>INCREASING THE COMPETITIVENESS OF THE ROMANIAN AGRI-FOOD SECTOR IN THE CONTEXT OF THE CURRESNT CRISES</i></b>                ISTUDOR Nicolae, DHC ASEM, PhD, University Professor, Rector, Bucharest University of Economic Studies, Romania</li> <li>3. <b><i>DIGITAL TRANSFORMATION AND EMPLOYMENT DISRUPTION. A QUALITY ANALYSIS OF THE CHALLENGES AND LIMITS OF ARTIFICIAL INTELLIGENCE ON THE FUTURE OF WORK</i></b>                VASILE Valentina, Institute of National Economy, Romanian Academy, Bucharest, Romania                VASILE Răzvan, National Institute for Economic Research "Costin C. Kiritescu", Romanian Academy, Bucharest, Romania                BUNDUCHI Elena, George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Targu Mures, Romania</li> </ol>
<b>12.00 – 13.00</b>	– <b>LUNCH BREAK</b>
<b>13.00 – 17.30</b>	– Activities in the thematic sessions according to the Programme of the International Scientific Conference
<i>Saturday, 23 September, 2023</i>	
<b>9.00 – 13.00</b>	– The International Scientific Conference Thematic Sessions according to the Conference Programme
<b>13.00</b>	– Closing of the International Scientific Conference

**Presentation time limits:**  
**in sessions – 10 min.**  
**debates – 5 min.**

**CONFERENCE SESSIONS:**

<b>I.</b>	<b>INNOVATIVE APPROACHES AND NEW TRENDS IN THE FIELD OF BUSINESS AND ADMINISTRATION</b>	<b>ROOM 210, BLDG. A</b>
<b>II.</b>	<b>FUNDAMENTAL AND APPLIED ECONOMY</b>	<b>ROOM 801, BLDG. A</b>
<b>III.</b>	<b>EUROPEAN INTEGRATION, MULTICULTURALITY AND INTERNATIONAL ECONOMIC RELATIONS</b>	<b>ROOM 411, BLDG. B</b>
<b>IV.</b>	<b>CARPE SCIENTIAM: THE EVOLUTION OF SOCIAL AND HUMAN SCIENCES IN THE KNOWLEDGE ECONOMY</b>	<b>ROOM 606, BLDG. A</b>
<b>V.</b>	<b>INNOVATION AND COMPETITIVENESS IN ACCOUNTING AND AUDITING OF ENTITIES</b>	<b>ROOM 320, BLDG. C</b>
<b>VI.</b>	<b>INFORMATIONAL TECHNOLOGIES AND ECONOMIC CYBERNETICS</b>	<b>ROOM 404, BLDG. B</b>
<b>VII.</b>	<b>FINANCIAL DIMENSIONS OF THE KNOWLEDGE ECONOMY</b>	<b>ROOM 303, BLDG. F</b>
<b>VIII.</b>	<b>CURRENT ISSUES OF UPGRADING NATIONAL LAW FROM THE PERSPECTIVE OF EU LEGAL FRAMEWORK</b>	<b>ROOM 603, BLDG. A</b>
<b>IX</b>	<b>ECONOMETRICS AND ECONOMIC STATISTICS</b>	<b>ROOM 414, BLDG. B</b>
<b>X</b>	<b>CONTEMPORARY LIBRARIES: CHALLENGES, TRANSFORMATIONS AND PREMISES FOR DEVELOPMENT IN THE NEW SOCIO-ECONOMIC CONTEXT</b>	<b>ROOM 103, BLDG. F (LIBRARY)</b>
<b>XI</b>	<b>EUROPEAN AND MOLDOVAN PROCEDURES ON CIRCULAR ECONOMY APPROPRIATE FOR CONSUMERS</b>	<b>ROOM 203, BLDG. F</b>

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

**Room 210, Bldg. A**

**Chairs:** **DOROGAIA Irina, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
**SERDUNI Sergiu, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
**FEDORCIUCOVA Svetlana, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova

*BUILDING ANTIFRAGILE BUSINESSES IN THE REPUBLIC OF MOLDOVA: LEVERAGING DISORDER FOR GROWTH*

IVAȘCENCO Iulia, PhD student, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF BIG DATA MANAGEMENT ON FINANCING STRATEGIES*

ATASEVER Mesut, PhD of Economic Sciences, Faculty of Applied Sciences, University of Uşak, Uşak, Türkiye  
ÖZEN Ercan, Faculty of Applied Sciences, University of Uşak, Uşak, Türkiye

*ECONOMIC DEVELOPMENT OF THE ENTITY THROUGH COMMUNICATION STRATEGIES*

JOROVLEA Elvira, Associate Professor, PhD, Academy of Economic Studies of Moldova, Moldova

*THE ROLE OF THE TOURISM CLUSTERS IN THE DYNAMIC WORLD OF TOURISM*

LIVANDOVSKI Roman, PhD, Assoc. Prof., Academy of Economic Studies of Moldova, Moldova  
IORDACHE Silvia, PhD, Assoc. Prof., Academy of Economic Studies of Moldova, Moldova

*A NEW APPROACH TO SCIENCE ASSESSMENT: USING THE TIMMY INDEX*

MOCAN Vladimir, University of European Studies of Moldova, Moldova

*CURRENT TRENDS IN BUSINESS ENGLISH TEACHING*

MĂMĂLIGĂ Alla, PhD, Assoc. Prof., Academy of Economic Studies of Moldova, Moldova

*INVOLVEMENT IN PERFORMANCE AND EFFICIENCY OF HUMAN RESOURCES IN ENTERPRISE BY USING COGNITIVE-BEHAVIORAL MANAGERIAL COACHING*

MIHĂESCU Diana, Ph.D., "Lucian Blaga" University of Sibiu, Romania

*SHIFTS AND TRENDS IN THE FIELD OF COMPARATIVE MANAGEMENT*

MIHĂESCU Liviu, PhD of Economic Sciences, "Lucian Blaga" University of Sibiu, Romania

*ECONOMIC AND SOCIAL EFFICIENCY OF TOURISM*

PLATON Nicolae, Doctor Habilitat, Associate Professor, Academy of Economic Studies of Moldova, Moldova  
ZAPOROJAN Felicia, PhD student, Academy of Economic Studies of Moldova, Moldova  
CABAC Elena, PhD student, Academy of Economic Studies of Moldova, Moldova

*UNDERSTANDING TOURISTS' PERCEPTION OF ECOTOURISM: A SURVEY BASED ANALYSIS*

CRĂCIUN (RADU) Otilia, PhD Faculty of Economic Sciences, "Valahia", University of Târgoviște, România

*THE STUDY ON THE CONSUMPTION AND QUALITY OF BEER ON THE CONSUMER MARKET OF THE REPUBLIC OF MOLDOVA*

FEDORCIUCOVA Svetlana, PhD, Associate Professor, Academy of Economic Studies of Moldova

*THE DRIVING FORCES OF THE MATERIAL RESOURCE EFFICIENCY IN EUROPE*

CHIȚIGA Georgiana, PhD of Economic Sciences, "Victor Slăvescu" Centre for Financial and Monetary Research, Romanian Academy



*WATER ACTIVITY IN CULINARY PRODUCTION*

CALMĂȘ Valentina, Academy of Economic Studies of Moldova, Moldova

TABUNȘCIC Olga, Academy of Economic Studies of Moldova, Moldova

DAVID Loredana, Academy of Economic Studies of Moldova, Moldova

*THE ADJUSTMENT OF PUBLIC POLICIES TO REDUCE INEQUITY AND INEQUALITY IN THE REPUBLIC OF MOLDOVA*

SERDUNI Serghei, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

*THE STUDY OF THE IMPACT OF SHOCK TACTICS IN ADVERTISING UPON CONSUMERS IN REPUBLIC OF MOLDOVA*

GAUGAȘ Tatiana, PhD student, Academy of Economic Studies of Moldova, Moldova

ZGHEREA Georgetta, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

*PROJECT RISK MANAGEMENT THROUGH PMBOK*

ȘAVGA Ghenadie, Associated Professor, PhD, Academy of Economic Studies of Moldova, Moldova

ȘAVGA Larisa, Professor, Habilitated Doctor, Trade Co-operative University of Moldova, Moldova

ȚURCANU Gheorghe, Associated Professor, PhD, Academy of Economic Studies of Moldova, Moldova

*RECENT TRENDS AND DEVELOPMENTS IN OPERATIONS MANAGEMENT*

COTELNIC Ala, Doctor Habilitatus, Professor, Academy of Economic Studies of Moldova, Moldova

*THEORETICAL ISSUES ON THE IMPORTANCE OF BIOECONOMIC MODES FOR SUSTAINABLE DEVELOPMENT*

ROBESCU Valentina Ofelia, conf. univ., Dr. Habil., "Valahia" University of Târgoviște, Romania

FLOREA Nicoleta Valentina, conf. univ. Dr. Habil., "Valahia" University of Târgoviște, Romania

CROITORU Gabriel Gabriel, prof. univ. Dr. Habil., "Valahia" University of Târgoviște, Romania

*ONLINE UNIVERSITY MARKETING: OPPORTUNITIES AND STRATEGIES*

BELOSTECINIC Grigore, Professor, Dr. Hab., Academician, Academy of Economic Studies of Moldova, Moldova

JOMIR Eudochia, PhD candidate, Academy of Economic Studies of Moldova, Moldova

*EMERGING TRENDS AND CHALLENGES OF ECONOMIC HIGHER EDUCATION*

ȘIȘCAN Ecaterina, PhD student, Academy of Economic Studies of Moldova, Moldova

*STRATEGIC PRIORITIES OF THE TRADE DEVELOPMENT IN THE MUNICIPALITY OF CHISINAU*

ȘAVGA Larisa, Dr. Hab., prof., Trade Co-operative University of Moldova, Moldova

PITUSCAN Feodosie, PhD, Assoc. Prof., Trade Co-operative University of Moldova, Moldova

BUTNARU Veronica, National Expert in Public Policies, Moldova

*THE BEHAVIORAL APPROACH TO ONLINE MARKETING ACTIVITY*

CRISTAFOVICI Profira, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE INSTRUCTIONAL-EDUCATIONAL PROCESS IN THE SCHOOL ORGANIZATION*

DUICA Anișoara, Prof. Univ. dr. habil. "Valahia" University of Târgoviște, Romania

BONDAC Georgiana Tatiana, Asist. univ. dr., "Valahia" University of Târgoviște, Romania

*TRENDS AND STRUCTURAL CHANGES IN THE MOTOR INSURANCE MARKET IN THE REPUBLIC OF MOLDOVA (PERIOD 2013-2022)*

MELNIC Igor, Associate professor, PhD, Academy of Economic Studies of Moldova, Moldova

VEREJAN Oleg, Associate professor, PhD, Academy of Economic Studies of Moldova, Moldova

*THE REFORM OF THE ENERGY SECTOR IN THE REPUBLIC OF MOLDOVA*

PLATON Nicolae, Hab. dr., Associate Professor, Academy of Economic Studies of Moldova, Moldova

VIERU Tatiana, PhD Student, Academy of Economic Studies of Moldova, Moldova

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COBAN Marina, dr., ass. prof., m.c. ARA, Academy of Economic Studies of Moldova, Moldova

CAPATINA Valentina, ass. prof., dr., Academy of Economic Studies of Moldova, Moldova



*THE IMPACT OF ECONOMIC, SOCIAL, AND TECHNOLOGICAL DIMENSIONS ON SME FISCALITY*

RADU Valentin, Prof. univ. dr. habil., "Valahia" University of Târgoviște, Romania

RADU Florin, Prof. univ. dr. habil., "Valahia" University of Târgoviște, Romania

Tăbîrcă, Alina Iuliana Asist. Univ. Dr., "Valahia" University of Târgoviște, Romania

*GREEN MARKETING THROUGH THE LENS OF WASTE COLLECTION AND TREATMENT*

SAVCIUC Oxana, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

GANGAN Iulian, Academy of Economic Studies of Moldova, Moldova

*METHODS OF ELICITING COMPANIES' DEMAND FOR INTELLECTUAL PRODUCTS*

FILATOVA Tetiana, PhD student, Odessa Polytechnic National University, Ukraine

IVCHENKO Iryna, PhD of Economic Sciences, Odessa Polytechnic National University, Ukraine

*IMPACT OF SUSTAINABLE CONSUMPTION ON COMPANIES MARKETING STRATEGIES*

Mitnitcaia Lidia, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

*THE INNOVATIONAL IMAGE OF REPUBLIC OF MOLDOVA: THE NATIONAL METHODOLOGY FOR RESEARCHING THE INNOVATIVE ACTIVITY OF ENTERPRISES*

SAHARNEAN Liliana, PhD Student, Academy of Economic Studies of Moldova, Moldova

*BEYOND SATISFACTION: ENHANCING LOYALTY THROUGH CONSUMER-CENTRIC SERVICES*

BELOSTECINIC Grigore, Professor, Dr. Hab., Academician, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

JUCOV Artiom, PhD., Post doctoral researcher, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

MISTREAN Larisa, PhD., Post doctoral researcher, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

*INNOVATIONS IN THE BIOECONOMY SUPPLY CHAIN: AN EXPLORATION THROUGH LITERATURE*

STAVER Liliana, PhD Student, Academy of Economic Studies of Moldova, Moldova

*SOME ASPECTS OF MARKETING COMMUNICATION IN HIGHER EDUCATION INSTITUTIONS*

SPÎNU Stela, "Nicolae Testimiteanu" State University of Medicine and Pharmacy, Moldova

**SESSION II**  
**FUNDAMENTAL AND APPLIED ECONOMY**

**Room 801, Bldg. A**

**Chair: IGNATIUC Diana, PhD, Associate Professor,**  
Academy of Economic Studies of Moldova, Moldova

*SOCIAL INFRASTRUCTURE - FACTOR OF SUSTAINABLE DEVELOPMENT AND INCLUSIVE GROWTH IN THE REPUBLIC OF MOLDOVA*

BALAN Aliona, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

GUTIUM Tatiana, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

*ECONOMIC AGGLOMERATIONS COMPETITIVENESS AND CLUSTERING POLICIES*

IGNATIUC Diana, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

*PLATFORM ECONOMY: ESSENCE AND SOCIO-ECONOMIC IMPACT*

BUCOS Tatiana, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

*RESEARCH OF THE IMPACT OF THE GOVERNANCE QUALITY ON INNOVATION AND ECONOMIC GROWTH*

RAZHKOUSKAYA Katsiaryna, Belarusian State Economic University, Belarus

*FROM LABOUR TO E-HEALTH MIGRATION OF THE HEALTHCARE PERSONNEL*

BUNDUCHI Elena, George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Targu Mures, Romania

VASILE Valentina, Institute of National Economy, Romanian Academy, Bucharest, Romania

VASILE Răzvan, National Institute for Economic Research "Costin C. Kiritescu", Romanian Academy, Bucharest, Romania

*DEVELOPING OF DIGITAL SKILLS - A KEY OBJECTIVE OF THE EUROPEAN UNION MEMBER STATES*

COBAN Marina, PhD, Associate Professor, Academy of Economic Studies of Moldova, Moldova

CĂPĂȚINĂ Valentina, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

*WEALTH AND POWER: HISTORICAL AND ECONOMIC SIGNIFICANCE OF DIAMONDS IN GLOBAL TRADE*

YANEVA Mariya, PhD of economics, Faculty of Business Studies, Burgas Free University, Bulgaria

*CURRENT PROBLEMS OF INCREASING THE FINANCIAL RESULTS OF A CONSTRUCTION ORGANIZATION IN MODERN ECONOMIC CONDITIONS*

CORNEVSCAIA Ecaterina, Bendery Polytechnic Branch of the State Educational Institution "Pridnestrovian State University named after T.G. Shevchenko", Bulgaria

*RISKS DETERMINED BY THE LEVEL AND TREND OF EXTERNAL DEBT IN ROMANIA*

MILEA Camelia, Centre for Financial and Monetary Research of the Romanian Academy "Victor Slăvescu", Romania

*ENHANCEMENT ANALYZING AND ASSESSING THE FINANCIAL CONDITION OF AN ENTERPRISE THROUGH AN INTEGRATED APPROACH*

NESMEIANOVA Tatiana, Bendery Polytechnic Branch of PSU named after T.G. Shevchenko, Bulgaria

*FACILITATING THE BUSINESS ACTIVITY: ACHIEVEMENTS AND OPPORTUNITIES*

BEJAN Ghenadie, PhD, Associate professor, Academy of Economic Studies of Moldova, Moldova

*INSTITUTIONS – CAUSE AND EFFECT OF ECONOMIC SHOCKS*

CURCĂ Sorin-Nicolae, School of Advanced Studies of the Romanian Academy (SCOSAAR), Institute for World Economy (IWE), Romania

*THE GENERAL THEORETICAL MODEL OF FREEDOM. DEONTOLOGICAL TREATMENT AND CONSEQUENTIALIST TREATMENT*

TEODORESCU Florin Ion, Ph.D., "Lucian Blaga" University of Sibiu, Romania

**SESSION III**  
**EUROPEAN INTEGRATION, MULTICULTURALITY AND INTERNATIONAL  
ECONOMIC RELATIONS**

**Room 411, Bldg. B**

**Chairs:** **DODU-GUGEA Larisa, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
**HURDUZEU Gheorghe, PhD, University Professor**  
Bucharest University of Economic Studies, Romania  
**BĂLĂNICĂ- DRAGOMIR Mariana Carmelia, PhD, Associate Professor**  
“Dunarea de Jos” University of Galati, Romania

*THE MAJOR FORCES INFLUENCING THE PERSPECTIVES OF TRADE IN SERVICES (CASE STUDY: ROMANIA)*

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

*CROSS-BORDER COOPERATION ROMANIA-REPUBLIC OF MOLDOVA: OPPORTUNITIES AND RESULTS IN ACCESSING EUROPEAN FUNDS*

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

*THE GLOBAL TRADING SYSTEM – OLD AND NEW CHALLENGES, POSSIBLE REFORM MEASURES*

BAICU Claudia Gabriela, Institute for World Economy, Romanian Academy, Romania

*DEGLOBALISATION AND THE TRANSITION TO A NEW GLOBAL ECONOMIC CYCLE*

CHISTRUGA Boris, Academy of Economic Studies of Moldova, Moldova

POPA Marina, Academy of Economic Studies of Moldova, Moldova

*MODERN TRENDS IN THE HIGHER EDUCATION LANDSCAPE: WORTHWHILE AMERICAN PRACTICES*

BACIMANOVA Nadejda, MA, Academy of Economic Studies of Moldova, Moldova

KALYVAKI Maria, PhD, Minnesota State University, Mankato, USA

*MEDICAL TOURISM AND HEALTH WORKER MIGRATION IN DEVELOPING COUNTRIES*

COVALENCO (Dobrovolschi) Marina, Transylvania University of Brașov, Romania

*REGIONALISATION OF INTERDEPENDENCIES IN THE WORLD ECONOMY*

CHISTRUGA Boris, Academy of Economic Studies of Moldova, Moldova

*A CROSS-CULTURAL APPROACH TO „TIME” IN INTERNATIONAL RELATIONS*

PIRLOG Angela, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF ECONOMIC DIPLOMACY ON EXPORTS AND FOREIGN DIRECT INVESTMENTS*

BRATOSIN-VASILACHE Cătălina, PhD Student, Doctoral School of Economics and Business Administration,

Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași, Romania

MAHA Liviu-George, PhD habil, professor, Department of Economics and International Relations, Faculty of

Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași, Romania

*MULTIFACTORIAL ANALYSIS OF GLOBALIZATION'S IMPACT: IMPLICATIONS FOR ECONOMIC COMPETITIVENESS IN CENTRAL AND EASTERN EUROPEAN COUNTRIES AMID CONTEMPORARY SOCIO-ECONOMIC DYNAMICS*

DODU-GUGEA Larisa, PhD., Associate Professor, Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Academy of Economic Studies of Moldova, Behavioural Research Centre (BRC), Moldova

*THE IMPACT OF GEOPOLITICAL EVENTS ON THE ECONOMIC AND SOCIAL ENVIRONMENT IN ROMANIA*

NEAGU Florentina-Stefania, Bucharest University of Economic Studies and Institute of National Economy, Romania

*TRENDS IN INTERNATIONAL TRADE IN SERVICES*

LOBANOV Natalia, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF MILITARY EXPENDITURES AND CONFLICTS ON ECONOMIC GROWTH*

BULATOVA Olena, Habilitated Doctor, Mariupol State University, Ukraine

SARBASH Serhii, Mariupol State University, Ukraine

*DOMESTIC AND EU POLICIES FOR THE DEVELOPMENT OF CREATIVE INDUSTRIES IN THE REPUBLIC OF MOLDOVA*

BENEA-POPUSOI Elina, Academy of Economic Studies of Moldova, Moldova

CUROȘU Doru, Academy of Economic Studies of Moldova, Moldova

*URBAN REGENERATION OF CITIES IN THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF SUSTAINABLE TERRITORIAL DEVELOPMENT*

HACHI Mihai, Academy of Economic Studies of Moldova, Moldova

CRĂCIUN Laurențiu, Academy of Economic Studies of Moldova, Moldova

*THE INFLUENCE OF MEGATRENDS IN DIGITALIZATION, GLOBALIZATION, AND LOCALIZATION ON THE DYNAMICS OF GLOBAL ADVERTISING SERVICES*

ANTON Lia, PhD Student, Academy of Economic Studies of Moldova, Doctoral School of ASEM, Moldova

ROȘCOVAN Nina, PhD, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

STAVER Liliana, Researcher, Behavioural Research Centre (BRC), Academy of Economic Studies of Moldova, Moldova

*IMPLEMENTATION OF EUROPEAN PUBLIC ENVIRONMENTAL AND PUBLIC HEALTH POLICIES*

CAUȘAN Corina, PhD, Associate Professor, University of European Political and Economic Studies "Constantin Stere", Moldova

GOROBIEVSCHI Svetlana, PhD, University Professor, Technical University of Moldova, Moldova

*THE MATRIX OF INTEGRATED MARKETING COMMUNICATION CHANNELS, CARRIERS, AND VEHICLES*

BOLOCAN Emil, Academy of Economic Studies of Moldova, Moldova

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

**Room 606, Bldg. A**

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

*GENERATION Z AND “NOISE” EFFECT. PERSPECTIVES WITHIN THE FIELD OF POST-PANDEMIC BEHAVIORAL ECONOMICS*

PIROȘCA Grigore Ioan, PhD professor, Bucharest University of Economic Studies, Romania

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

VLAD Alexandra Maria, PhD. Candidate, Bucharest University of Economic Studies, Romania

*STRATEGIES OF TEACHING ENGLISH THROUGH PERSONALIZED LEARNING*

APACHITA Svetlana, university lecturer, Academy of Economic Studies of Moldova, Moldova

*THE SOCIAL ECONOMY IN THE REPUBLIC OF MOLDOVA - AN IMPORTANT FACTOR OF DEVELOPMENT*

VACULOVSKI Dorin, PhD, Associate Professor, Human Resources, Public Affairs and Communication Department, Academy of Economic Studies of Moldova, Moldova

VACULOVSKI Elena, PhD of Economic Sciences, Economic Theory and Policies Department, Academy of Economic Studies of Moldova, Moldova

*INTERGENERATIONAL LEARNING AS A METHOD OF LEVERAGING KNOWLEDGE AND EXPERIENCE WITHIN THE ORGANIZATION*

MELNIC Anișoara, PhD student, “Valahia” University of Târgoviște, Romania

*LIFELONG LEARNING – AN IMPORTANT OBJECTIVE IN CULTIVATING THE EMOTIONAL AND PSYCHOLOGICAL WELL-BEING OF ADULTS*

MANCAȘ Maria, PhD, Academy of Economic Studies of Moldova, Moldova

*SOCIALLY INCLUSIVE KNOWLEDGE ECONOMY FOR SUSTAINABLE DEVELOPMENT.*

ASHRAF Abrar, PhD, D.A. Tsenov Academy of Economics, Svishtov, Bulgaria

*PROSPECTS FOR IMPROVING LIVING STANDARDS IN MOLDOVA THROUGH IMPROVING THE PERFORMANCE OF PUBLIC ADMINISTRATION*

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

BAIEȘU Marina, PhD, Academy of Economic Studies of Moldova, Moldova

*THE NEW FORMS OF EMPLOYMENT IN THE CONTEXT OF THE CHANGE OF THE WORK PARADIGM*

BÎRCĂ Alic, PhD, professor, The Human Resources, Public Affairs and Communication Department, Academy of Economic Studies of Moldova, Moldova

*CIRCULAR ECONOMY: PROBLEMS AND PERSPECTIVES*

ȚURCAN Galina, PhD, univ. lecturer, Academy of Economic Studies of Moldova, Moldova

*THE MANIFESTATION OF CULTURAL DIVERSITY AT THE INSTITUTIONAL LEVEL*

BÎRSAN Svetlana, PhD, Academy of Economic Studies of Moldova, Moldova

CEPRAGA Lucia, PhD, Academy of Economic Studies of Moldova, Moldova

*HUMAN RESOURCE COMPETITIVENESS ON THE LABOR MARKET*

ABRAMIHIHIN Cezara, PhD Associate Professor, Academy of Economic Studies of Moldova, Moldova

*EFFECTIVE EMPLOYEE MOTIVATION STRATEGIES*

BAIEȘU Marina, PhD, Academy of Economic Studies of Moldova, Moldova

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

**SESSION V**  
**INNOVATION AND COMPETITIVENESS IN ACCOUNTING AND AUDITING OF ENTITIES**

**Room 320, Bldg. C**

**Chairs:**     **LAZARI Liliana, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
              **BAJAN Maia, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
              **GRAUR Anatol, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova

*NEW ASPECTS REGARDING THE ACCOUNTING OF ADVANCES AWARDED IN FOREIGN CURRENCY*

NEDERIȚA Alexandru, Habilitated Doctor, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*PARTICULARS OF ACCOUNTING FOR SHARE-BASED PAYMENTS WITHIN ENTITIES IN THE REPUBLIC OF MOLDOVA*

GRIGOROI Lilia, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

LAZARI Liliana, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*ACCOUNTING 4.0. AND THE DIGITAL TRANSITION*

TOPOR Dan Ioan, PhD, Faculty of Economic Science, 1Decembrie 1918 University, Alba Iulia, Romania

FÜLÖP Melinda Timea, PhD, Faculty of Economics and Business Administration, Babeş-Bolyai University of Cluj-Napoca, Romania

MĂGDAȘ Nicolae, PhD, Faculty of Economics and Business Administration, Babeş-Bolyai University of Cluj-Napoca, Romania

*INNOVATING ACCOUNTING EDUCATION: CHALLENGES, PRINCIPLES AND PERSPECTIVES FOR DEVELOPMENT*

KRAJNIK Izabella, PhD, Babes-Bolyai University, Romania

*DEALING WITH KEY AUDIT MATTER ASSERTIONS IN THE CONTEXT OF REPORTING ENGAGEMENTS*

IACHIMOVSCI Anatolie, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF ACCOUNTING IN THE SUSTAINABLE DEVELOPMENT OF THE BUSINESS ENVIRONMENT*

BAJAN Maia, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

GRIGOROI Lilia, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

LAZARI Liliana, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*THE ROLE OF UNIVERSITIES TO ACHIEVE THE SUSTAINABILITY GOALS*

BREAZ Teodora Odett, PhD, Faculty of Economic Science, 1Decembrie 1918 University, Romania

BĂRBULEȚ Gabriel, PhD, Faculty of Economic Science, 1Decembrie 1918 University, Romania

*ACCOUNTING OF ECONOMIC ACTIVITIES OF NON-COMMERCIAL ORGANIZATIONS – ALTERNATIVE SOURCE OF FINANCING STATUTORY ACTIVITIES*

HAREA Ruslan, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*FINANCIAL EDUCATION IN UNIVERSITIES AS PART OF THE SUSTAINABILITY STRATEGY*

TAMAS-SZORA Attila, PhD, Faculty of Economic Science, 1Decembrie 1918 University, Romania

MĂGDAȘ Nicolae, PhD, Faculty of Economics and Business Administration, Babeș-Bolyai University of Cluj-Napoca, Romania

FÜLÖP Melinda Timea, PhD, Faculty of Economics and Business Administration, Babeș-Bolyai University of Cluj-Napoca, Romania

*FEATURES OF ACCOUNTING AT ENTERPRISES PROVIDING TRANSPORT AND FORWARDING SERVICES*

GHERASIMOV Mihail, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*SPECIFIC ASPECTS OF EXPENDITURE ACCOUNTING AND REPORTING IN NON-COMMERCIAL ORGANIZATIONS*

CAUȘ Lidia, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

POPOVICI Angela, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*PECULIARITIES OF APPLICATION OF ISA 540 IN AUDITING ACCOUNTING ESTIMATES*

LAPIȚKAIA Ludmila, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*SETTLEMENTS IN CONDOMINIUM OWNERS' ASSOCIATIONS: MECHANISM, DOCUMENTATION AND ACCOUNTING*

GRAUR Anatol, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova

*PECULIARITIES OF ACCOUNTING IN BEAUTY SALONS*

COTOROS Inga, PhD, Faculty of Accounting, Department of Accounting, Audit and Economic Analysis, Academy of Economic Studies of Moldova, Moldova



**SESSION VI**  
**INFORMATIONAL TECHNOLOGIES AND ECONOMIC CYBERNETICS**

**Room 402, Bldg. B**

**Chair:**     **OPREA Serghei, PhD, Associate Professor,**  
                  **Academy of Economic Studies of Moldova, Moldova**

*SET OF EQUILIBRIA IN MIXED-STRATEGY FOR HIERARCHICAL STRUCTURES*

LOZAN Victoria, PhD, Academy of Economic Studies of Moldova, Moldova

*ELECTRONIC COMMERCE*

ANDRONATIEV Victor, assoc. prof., Academy of Economic Studies of Moldova, Moldova

CEBAN Svetlana, assist. prof., Academy of Economic Studies of Moldova, Moldova

*CYBER CONFLICT: MODELS, INDICATORS AND ASSESSMENTS*

ORLOVA Dinara, Professor, Financial University under the Government of the Russian Federation, Russian Federation

OHRIMENCO Serghei, Professor, Academy of Economic Studies of Moldova, Moldova

CERNEI Valeriu, PhD Student, IT Audit & Advisory BSD Management SRL, Moldova

*DIGITALIZATION OF UKRAINE'S ECONOMY: TRANSFORMATIONAL PROCESSES AND PATHS TO INTEGRATION*

LINGUR Liubov, Doctor of Economic Sciences, associate professor, National University "Odessa Polytechnic", Odessa, Ukraine

YESINA Olha, Senior Lecturer, Odessa National University of Economics, Odessa, Ukraine

*IT PROJECT TEAM MANAGEMENT FOR WEB COMMUNICATION SERVICE*

FONAR Liudmyla, Odessa Polytechnic National University, Ukraine

ZHURAN Olena, Odessa Polytechnic National University, Ukraine

KONOVALOV Oleksandr, Odessa Polytechnic National University, Ukraine

*INTELLIGENT INTEGRATION: EXPLORING IT-ENHANCED SOLAR-POWERED SMART HOMES FOR OPTIMAL COST*

CATRUC Adriana, Academy of Economic Studies of Moldova, Moldova

*TRAINING OF SPECIALISTS IN CYBER SECURITY*

BOGDANOVA Violeta, "Ion Creangă" State Pedagogical University in Chisinau, Moldova

GRADINARI Oxana, Professional School N4, Balti, Moldova

*SYSTEM APPROACH FOR COMPUTER ANALYSIS OF INFORMATION ON THE QUALITY OF WORK OF THE LAW ENFORCEMENT IN THE TRIAD "JUSTICE - LAW - PROCEDURE"*

PELIN Nicolae, PhD, Assoc. prof., Academy of Economic Studies of Moldova, Moldova

*SOME ASPECTS OF THE CAPACITY BUILDING DEVELOPMENT IN THE DIGITAL AGE. MOLDOVA'S EXPERIENCE WITH THE IT4BA INCUBATOR*

TUTUNARU Sergiu, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF DATA PRE-PROCESSING ON THE ASSESSMENT OF THE SIMILARITY OF TREND FUNCTIONS*

COANDĂ Ilie, PhD, Academy of Economic Studies of Moldova, Moldova

**SESSION VII**  
**FINANCIAL DIMENSIONS OF THE KNOWLEDGE ECONOMY**

**Room 303, Bldg. F**

**Chairs:**     **BUŞMACHIU Eugenia, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
**CIOBU Stela, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova  
**PETROIA Andrei, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova

*THE INTERACTION BETWEEN MONETARY-CREDIT POLICY AND FINANCIAL STABILITY*

COCIUG Victoria, PhD Associate Professor, Department Investments and banking activity, Academy of Economic Studies of Moldova, Moldova

POSTOLACHE Victoria, PhD, Associate Professor, Department of economic sciences, „Alecus Russo” Balti State University, Faculty for Exact, Economic and Natural Science, Balti, Moldova

*THE IMPACT OF THE ECONOMIC CRISIS ON SMES*

COBZARI Ludmila, PhD, Academy of Economic Studies of Moldova, Moldova

ERHAN Lica, Academy of Economic Studies of Moldova, Moldova

ÖZTÜRK Lamiha, Ankara Medipol University, Türkiye

*THE INFLUENCE OF FOREIGN DIRECT INVESTMENTS ON ICT SECTOR DEVELOPMENT*

HINCURODICA Rodica, Habilitated Doctor, professor, Academy of Economic Studies of Moldova, Moldova

BILOCAIA Svetlana PhD, associate professor, Moldova State University, Moldova

*INTERNATIONAL EXPERIENCE OF ENVIRONMENTAL TAXES AND ITS IMPLICATIONS FOR THE REPUBLIC OF MOLDOVA*

TIMUŞ Angela, PhD, assoc. prof., Academy of Economic Studies of Moldova, National Institute for Economic Research, Moldova

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

*THE MOLDOVAN LEU: THE ITINERARY OF THREE DECADES*

STRATULAT Oleg, Academy of Economic Studies of Moldova, Moldova

*FINANCIAL DIMENSION OF CORPORATE GOVERNANCE*

BOTNARI Nadejda, PhD, Assoc. Prof., Department of Finances and Insurances, Academy of Economic Studies of Moldova, Moldova

*ESTIMATION OF THE TURKISH STOCK INVESTOR NUMBERS BASED ON KERNEL METHOD*

ÖZEN Ercan, Faculty of Applied Sciences, University of Uşak, Türkiye

ÇANKAYA Mehmet Niyazi, Faculty of Applied Sciences, University of Uşak, Türkiye

*THE METHODOLOGICAL FOUNDATION OF THE RECOVERY AND RESOLUTION PLANS OF THE BANKS*

BELOBROV Angela, Academy of Economic Studies of Moldova, Moldova

MOVILĂ Costantin, Academy of Economic Studies of Moldova, Moldova

*ADMINISTRATION OF TAXES AND LOCAL FEES BY THE STATE TAX SERVICE OF THE REPUBLIC OF MOLDOVA*

BERGHE Nadejda, Academy of Economic Studies of Moldova, Moldova

*THE COMMERCIAL BANK'S CONTRIBUTION TO THE OPTIMIZATION OF FISCAL MANAGEMENT*

BULGAC Corina, Academy of Economic Studies of Moldova, Moldova

*PARTICIPATIVE FINANCING AS OPPORTUNITY FOR INNOVATIVE NEW BUSINESS IN THE REPUBLIC OF MOLDOVA*

BUNU Mariana, PhD, Academy of Economic Studies of Moldova, Moldova

*THE SYSTEM OF TAX INCENTIVES - ADVANTAGES AND DISADVANTAGES*

CHICU Nadejda, PhD, Academy of Economic Studies of Moldova, Moldova

*CORRELATION BETWEEN CASH AND NON-CASH MONEY SUPPLY IN THE MODERN ECONOMY*

CÎRLAN Ana, Academy of Economic Studies of Moldova, Moldova

*FOSTERING SMES DEVELOPMENT THROUGH NATIONAL AND INTERNATIONAL SUPPORT PROGRAMS*

ERHAN Lica, Academy of Economic Studies of Moldova, Moldova

VIERU Eduard, Academy of Economic Studies of Moldova, Moldova

*DIGITAL FINANCIAL ASSETS IN THE CONTEXT OF THE CURRENT CONFIGURATION OF THE BANKING INDUSTRY*

GOROBEȚ Ilinca, Academy of Economic Studies of Moldova, Moldova

*ENVIRONMENTAL TAXES AND THEIR ROLE IN A GREENER AND MORE SUSTAINABLE ECONOMY*

BĂLĂNICĂ DRAGOMIR Mariana Carmelia, Department of Applied Sciences, Cross-Border Faculty, "Dunărea de Jos" University of Galați, Romania

SIMIONESCU Aurel Gabriel, "Constantin Brâncoveanu" University, Brăila, Romania

*THE IMPACT OF FINTECH ON FINANCIAL INCLUSION AND ECONOMIC DEVELOPMENT*

HÎRBU Eduard, Department of Econometrics and Economic Statistics, Academy of Economic Studies of Moldova, Moldova

HÎRBU Ana, Master in Finance and Accounting, Prague University of Economic and Business, Double Degree: UCLouvain, Louvain School of Management

*AGILE TRANSFORMATION IN BANKING: OPTIMISING MANAGEMENT PROCESSES FOR MAXIMUM PERFORMANCE*

BUNICI Sergiu, Faculty of Economic Sciences, Free University of Moldova, Moldova

*FRAUD DETECTION IN FINANCIAL TRANSACTIONS USING IOT AND BIG DATA ANALYTICS*

SINGH Khushwant, Research Scholar, Department of Computer Science & Engineering, University Institute of Engineering & Technology, Maharshi Dayanand University, Rohtak, Haryana, India

MISTREAN Larisa, PhD, Post-Doctoral Researcher, Academy of Economic Studies of Moldova, Moldova

SINGH Yudhvair, Professor, Department of Computer Science & Engineering, University Institute of Engineering & Technology, Maharshi Dayanand University, Rohtak, Haryana, India

DHEERDHWAJ Barak, Assistant Professor, Department of Computer Science & Engineering, Vaish College of Engineering, Rohtak, Haryana, India

PARASHAR Abhishek, Assistant Professor, Baba Masthnath University, India

*MODERN WAYS OF FINANCING ECONOMIC AGENTS*

MOROI Tatiana, Academy of Economic Studies of Moldova, Moldova

GUMOVSCI Ana, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF THE PANDEMIC CRISIS ON THE FINANCING MECHANISM OF THE HEALTH CARE SYSTEM IN THE REPUBLIC OF MOLDOVA*

PETROIA Andrei, PhD, Associate Professor, Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

*INCREASING INVESTMENT IN RENEWABLE ENERGY SOURCES IN THE REPUBLIC OF MOLDOVA.*

PETROIA Andrei, PhD, Associate Professor, Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

LESAN Timur, PHD student, Academy of Economic Studies of Moldova, Moldova

*WOMEN'S EMPOWERMENT PRINCIPLES: BENEFITS AND SUCCESS STORIES*

PETROIA Andrei, PhD, Associate Professor, Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

STEGARESCU Ana, PhD Student, Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

*MANAGEMENT OF FINANCIAL RISKS IN THE ACTIVITIES OF THE ENTERPRISE*

SUVOROVA Iulia, PhD., Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

*BUDGETARY AND FISCAL RELATIONSHIPS AS A SPECIFIC FIELD OF GOVERNMENT ACTIVITY*

PRUTEANU Mariana, PhD student, Academy of Economic Studies of Moldova, Moldova

*ALTERNATIVE FINANCE: A MODERN ECONOMETRIC EXPLORATION INTO GLOBAL TRENDS AND INFLUENCES*

PASLARI Andrei, Academy of Economic Studies of Moldova, Moldova

*ANALYSIS OF THE POLITICAL AND ECONOMIC FACTORS THAT INFLUENCE THE DECISION TO INTEGRATE THE GENDER DIMENSION IN THE BUDGET PROCESS IN THE REPUBLIC OF MOLDOVA*

ZADNIPRU Rodica, PhD student, Academy of Economic Studies of Moldova, Moldova

PETROIA Andrei, PhD., Associate professor, Department of Finance and Insurance, Academy of Economic Studies of Moldova, Moldova

**SESSION VIII**  
**CURRENT ISSUES OF UPGRADING NATIONAL LAW FROM THE PERSPECTIVE OF**  
**EU LEGAL FRAMEWORK**

**Room 603, Bldg. F**

**Chairs: TIGHINEANU Alexandra, PhD, Associated Professor**  
Academy of Economic Studies of Moldova, Moldova

*COMPREHENSIVE OVERVIEW OF THE DOGMATIC AND TECHNICAL ASPECTS OF ONLINE INCORPORATION OF COMPANIES*

BELOBROV Angela, Academy of Economic Studies of Moldova, Moldova

*SCOPE OF INTERNATIONAL TREATIES TO AVOID DOUBLE TAXATION*

ARMEANIC Alexandru, Assoc. Prof., PhD, Academy of Economic Studies of Moldova, Moldova

*CRIMINOLOGICAL PERSPECTIVE OF THE PHENOMENON OF MONEY LAUNDERING IN SOUTHEAST EUROPE: THE CASE OF ROMANIA*

MAGHERESCU Delia, Gorj Bar Association, Romania

*THE IMPORTANCE OF STUDYING BUSINESS RIGHTS FOR FUTURE ENTREPRENEURS*

GRĂU-PANȚUREAC Maria, PhD, University Lecturer, Department of Law, Academy of Economic Studies of Moldova, Moldova

*THEORETICAL DEBATES ON THE RESOLUTION OF LEGAL REPORTS AND REGULATIONS IN ENVIRONMENTAL LAW*

DIACONU Luminita, PhD Student, Academy of Economic Studies of Moldova, Moldova

*HARMONIZATION OF MOLDOVA'S LAW ON COMPETITION WITH EU DIRECTIVES: IMPLICATIONS AND CHALLENGES*

CIOCHINA Elena, PhD, Academy of Economic Studies of Moldova, Moldova

*REFLECTIONS ON THE IDENTITY CRISIS OF THE JUDICIAL SYSTEM*

CIUGUREANU-MIHAILUȚĂ Carolina, PhD, Department of Law, Academy of Economic Studies of Moldova, Moldova

*HARASSMENT AT THE WORKPLACE*

TIGHINEANU Alexandra, PhD, Academy of Economic Studies of Moldova, Moldova

*ANALYSIS OF MODERN TRANSPORT LOGISTICS SYSTEMS, DISTRIBUTION OF GOODS, IN THE CURRENT CONDITIONS OF FOREIGN TRADE*

SÎRGHII Viorel, Doctor of Law, university lecturer, Academy of Economic Studies of Moldova, Moldova

*BUDGET BALANCE IN THE CONSTITUTIONAL FRAMEWORK OF THE EUROPEAN UNION MEMBER STATES*

ZAPOROJAN Veaceslav, PhD, Academy of Economic Studies of Moldova, Moldova

*POINTS REGARDING THE IMPORTANCE OF THE APPLICATION OF THE GENERAL PRINCIPLES GOVERNING PUBLIC PROCUREMENT*

CODREANU Alina, university lecturer, PhD student, Academy of Economic Studies of Moldova, Moldova

*THE IMPORTANCE OF INNOVATIVE STRATEGIES REGARDING THE PREVENTION OF SCHOOL DROPOUT IN ROMANIAN PRE-UNIVERSITY EDUCATION*

MIRON Mihaela, PhD, Alexandru Ioan Cuza University of Iasi, Romania

*THE PERSPECTIVES OF APPLYING THE EUROPEAN UNION NORMS IN THE CONSTITUTIONAL JURISPRUDENCE OF THE REPUBLIC OF MOLDOVA*

ZAPOROJAN Corina, University assistant, Law Faculty, State University of Moldova, Moldova

*THE CONSTITUTIONAL BASES OF THE NEW CIVIL GROUNDS OF APPEAL*

GRECU Viorica, PhD Student, Academy of Economic Studies of Moldova, Moldova

**SESSION IX**  
**ECONOMETRICS AND ECONOMIC STATISTICS**

**Room 414, Bldg. B**

**Chairs:**     **PĂRȚACHI Ion, PhD, University Professor**  
Academy of Economic Studies of Moldova, Moldova  
              **GOGU Emilia, PhD, Associate Professor**  
Bucharest University of Economic Studies, Romania  
              **HÎRBU Eduard, PhD, Associate Professor**  
Academy of Economic Studies of Moldova, Moldova

*RINGS OVER WITH SOME PRETORSIONS ARE COHEREDITARY*

BUNU Ion, Habilitated Doctor, University Professor, Academy of Economic Studies of Moldova, Moldova  
CHICU Olga, PhD student, Academy of Economic Studies of Moldova, Moldova

*RECENT DEVELOPMENTS IN THE HOSPITALITY INDUSTRY*

MANEA Daniela, Bucharest University of Economic Studies, Romania, Institute of National Economy, Romanian Academy, Romania  
POPA Nicoleta Andreea, Bucharest University of Economic Studies, Romania  
GRĂDINARU Giani Ionel, Bucharest University of Economic Studies, Romania, Institute of National Economy, Romanian Academy, Romania  
MIHAI Mihaela, Bucharest University of Economic Studies, Romania, Institute of National Economy, Romanian Academy, Romania

*DATA ENVELOPMENT ANALYSIS IMPLEMENTATION METHODOLOGY FOR THE EVALUATING OF THE COMPARATIVE TEACHING STAFF RATING IN THE RESEARCH AND EDUCATION AGRARIAN INSTITUTIONS IN THE REPUBLIC OF MOLDOVA*

DANILOV Iurie, PhD student, Technical University of Moldova, Moldova  
CIMPOIEȘ Dragoș, PhD, Technical University of Moldova, Moldova  
RACUL Anatol, PhD, Technical University of Moldova, Moldova

*THE MANAGERIAL PERFORMANCE OF TEACHING STAFF IN THE REALIZATION OF THE STUDY PLAN OF STUDENTS OF AGRICULTURAL SPECIALIZATIONS IN THE REPUBLIC OF MOLDOVA USING NONPARAMETRIC LINEAR PROGRAMMING TECHNIQUES*

REȘITCA Rodica, PhD student, Technical University of Moldova, Moldova  
CIMPOIEȘ Dragoș, PhD, Technical University of Moldova, Moldova  
DANILOV Iurie, PhD student, Technical University of Moldova, Moldova

*CONSTRUCTION OF TILINGS AND BEHAVIOUR OF GEODESICS*

BALCAN Vladimir, PhD, Academy of Economic Studies of Moldova, Moldova

*THE PROFILE OF A GOOD PROFESSOR AND OF A GOOD STUDENT, FROM THE POINT OF VIEW OF PROFESSORS, STUDENTS, EMPLOYERS AND GRADUATES IN ECONOMICS*

GOGU Emilia, PhD, Bucharest University of Economic Studies, Faculty of Economic Cybernetics, Statistics and Informatics, Department of Statistics and Econometrics, Romania  
PETESCU Irina, PhD, Bucharest University of Economic Studies, Faculty of Agro-Food and Environmental Economics, Department of Agro-Food and Environmental Economics, Romania  
PĂRȚACHI Ion, PhD, Academy of Economic Studies of Moldova

*HUMAN RIGHTS VERSUS MIGRATION IN THE REPUBLIC OF MOLDOVA: ECONOMIC AND SOCIAL IMPLICATIONS*

RUSU Svetlana, PhD student, Moscow State University of International Relations (MGIMO), Russian Federation  
PĂRȚACHI Ion, PhD, Academy of Economic Studies of Moldova, Moldova

*COVERAGE AREAS OF ECONOMIC STATISTICS – CENTER BANKER'S VIEW*

PANIȘ Olga, PhD Student, Academy of Economic Studies of Moldova, Moldova

*MACROECONOMIC ANALYSIS ON THE BASIS OF MODERN ECONOMETRIC METHOD*

CARA Elena, PhD, Academy of Economic Studies of Moldova, Moldova

SHISHKAN Natalia, PhD Student, Academy of Economic Studies of Moldova, Moldova

BLĂNUȚA Victoria, PhD Student, Academy of Economic Studies of Moldova, Moldova

*TRANSFORMATION PRESENVING AREAS OF PLANE FIGURES ARE STUDIED IN SOME OF THEIR APPLICATIONS ARE PRESENTED*

CHIRCU Pavel, PhD, Academy of Economic Studies of Moldova, Moldova

*STATISTICAL CONFLUENCES AND QUALITATIVE APPROACHES TO THE PRESENCE OF MATHEMATICS IN ASEM CURRICULA*

CHICU Olga, PhD Student, Academy of Economic Studies of Moldova, Moldova

TACU Mariana, PhD Student, Academy of Economic Studies of Moldova, Moldova

CHCU Veronica, PhD Student, Academy of Economic Studies of Moldova, Moldova

*THE IMPACT OF FINTECH ON FINANCIAL INCLUSION AND ECONOMIC DEVELOPMENT*

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

OHREMENCO Serghei, Habilitatus Doctor, Academy of Economic Studies of Moldova, Moldova



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

**Room 103, Bldg. F (Library)**

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

*USE OF ARTIFICIAL INTELLIGENCE TOOLS IN THE LIBRARY SERVICES*

ȚURCAN Nelly, Moldova State University, Information Society Development Institute, Moldova

*THE INFLUENCE OF ARTIFICIAL INTELLIGENCE IN THE DOCUMENTATION PROCESS*

REPANOVICI Angela, Transilvania University of Brasov, Romania

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

AKHTER Haseena, Lovely Professional University Phagwara Punjab, India

KUMAR Sanjeev, Lovely Professional University Phagwara Punjab, India

*THE EVOLUTION OF CREATIVE EDUCATION IN THE ERA OF ARTIFICIAL INTELLIGENCE*

MILICI L. Dan, Stefan cel Mare University of Suceava, Romania

MILICI Mariana Rodica, Stefan cel Mare University of Suceava, Romania

*PREVENTING ORGANIZATIONAL DYSFUNCTIONS TO ACHIEVE PERFORMANCE IN LIBRARY ACTIVITY*

ZELENSCHI Angela, Academy "Stefan cel Mare" of Ministry of Internal Affairs, Moldova

CHERADI Natalia, Academy of Economic Studies of Moldova, Moldova

*THE MARKETING MIX AS THE BASIS FOR THE IMPLEMENTATION OF THE LIBRARY'S MARKETING  
STRATEGY*

RAILEAN Elena, Academy of Economic Studies of Moldova, Moldova

*BIBLIOMETRIC SERVICES OF UNIVERSITY LIBRARIES: A TRENDY TREND OR A PROMISING DIRECTION?*

CHERADI Natalia, Academy of Economic Studies of Moldova, Moldova

*THE UNIVERSITY LIBRARY IN THE CONTEXT OF HIGHER EDUCATION REFORM AND SCIENTIFIC  
RESEARCH*

SCHERLET Ecaterina, "Ion Creanga" State Pedagogical University, Moldova

*INNOVATIVE EXPERIENCE OF LATVIAN LIBRARIES FOR MOLDOVAN LIBRARIES WITHIN THE  
EU4DIALOGUE PROJECT*

GARCEVA Janna, Comrat State University, Moldova

*INNOVATIVE TECHNOLOGIES IN THE SERVICE OF THE UNIVERSITY LIBRARY*

SUVAC Natalia, Academy of Economic Studies of Moldova, Moldova

*CONDITIONS FOR EFFECTIVE USE OF THE ANTI-PLAGIARISM SYSTEM IN SCIENTIFIC ACTIVITY*

GUDIMA Ana, Academy of Economic Studies of Moldova, Moldova

*ACTIVITIES OF ACADEMIC LIBRARIES IN TIMES OF CRISIS*

HABAȘESCU Silvia, Academy of Economic Studies of Moldova, Moldova

*CONTRIBUTIONS TO CHANGE AND INNOVATION IN THE LIBRARY*

TARAGAN Elena, Biblioteca Municipală „B.P. Hasdeu”, Moldova

*EUROPEAN UNION'S EASTERN PARTNERSHIP: FINLAND'S NATIONAL LIBRARY EXPERIENCE*

KIRIAKOV Mariana, National Library of the Republic of Moldova, Moldova

## SESSION XI

### JEAN MONNET ECOCONS CONFERENCE PANEL "EUROPEAN AND MOLDOVAN PROCEDURES ON CIRCULAR ECONOMY APPROPRIATE FOR CONSUMERS"

**Venue:** Academy of Economic Studies of Moldova  
Conference room 203, building F, Banulescu Bodoni Street, 61, Chisinau

**Format mixt:** in person and online via Zoom Meeting

<https://us02web.zoom.us/j/82079045835?pwd=YzdkVTBSVmRIYUtwdTRZQ0ZYTO1TQT09>

**22 SEPTEMBER 2023**

12:00-18:00

#### 13:00 - 13:30 WELCOME SPEECHES & PRESENTATION OF JEAN MONNET CHAIR ECOCONS

PLOTNIC Oleseă, University Professor, Coordinator of ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

LOBO Gonzalez, European Education and Culture Executive Agency, EACEA, Brussels

COJOCARU Vladlen, Head Department of Law, member of ECOCONS Jean Monnet Chair, Academy of Economic Studies of Moldova, Moldova

TOFAN Mihaela, Prof. PhD. Habil, Director JM Centre of Excellence EUFIRE, Alexandru Ioan Cuza University of Iasi, Romania

BESSA-VILELA Noémia, Chair of COST Action 20123 Intergovernmental Coordination from Local to European Governance (IGCOORD), Slovenia

#### Panel I 13:30 – 15:00

#### EUROPEAN UNION APPROACH ON CIRCULAR ECONOMY APPROPRIATE FOR CONSUMERS

##### MODERATORS:

**VILELA-OPLODNIK Noémia**, Chair of COST Action 20123 Intergovernmental Coordination from Local to European Governance (IGCOORD), Slovenia

**CRUDU Rodica**, associate professor, member ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

##### SPEAKERS:

**MUÑOZ PUCHE ALMUDENA**, RESEARCHER, TECHNOLOGICAL CENTRE OF FURNITURE AND WOOD OF THE REGION OF MURCIA (CETEM), SPAIN  
*INDUSTRIAL SYMBIOSIS FOR FOSTERING AND BOOSTING OUR ECONOMY, SOCIETY AND ENVIRONMENT THROUGH CIRCULAR AND DIGITAL CROSS SECTIONAL SOLUTIONS*

**BESSA-VILELA Noémia**, PhD, Chair of COST Action 20123 Intergovernmental Coordination from Local to European Governance (IGCOORD), Slovenia  
*INTERGOVERNMENTAL COORDINATION CHALLENGES IN IMPLEMENTING CIRCULAR ECONOMY*

**STENMARK INGRID**, MOLDCELL BOARD MEMBER, SWEDEN, STOCKHOLM  
*SHARING THE EXPERIENCE OF SWEDEN IN CIRCULAR ECONOMY FROM THE PERSPECTIVE OF TELECOM SECTOR*

**BĂNICĂ Elena**, Institute of National Economy, Romanian Academy, Bucharest, Romania  
National Institute of Statistics, Bucharest, Romania  
*INTERNATIONAL TRADE - BETWEEN SUSTAINABILITY AND CIRCULARITY. STUDY CASE ON ROMANIA*

**CIUGUREANU-MIHAILUȚĂ CAROLINA**, PHD, ASSOCIATE PROFESSOR, ACADEMY OF ECONOMIC STUDIES OF MOLDOVA  
*CONCEPTUAL AND PRACTICAL APPROACHES REGARDING THE SECESSION OF STATES RELATED TO POSITIVE INTERNATIONAL LAW*

**GRUMEZA MIHAELA, PHD STUDENT, ACADEMY OF ECONOMIC STUDIES OF MOLDOVA**  
*THE IMPACT OF NON-REFUNDABLE FINANCIAL ASSISTANCE ON SUSTAINABLE ECONOMIC DEVELOPMENT*

**GUZUN ADRIAN, PHD STUDENT, MOLDOVA STATE UNIVERSITY**  
*THE MANAGEMENT OF CREDIT CARDS FROM THE PERSPECTIVE OF THE CIRCULAR ECONOMY.*

**Panel II 15:00 – 18:00**

**MOLDOVAN PROCEDURES ON CIRCULAR ECONOMY APPROPRIATE FOR CONSUMERS**

**Moderators:**

**TOFAN Mihaela, Prof. PhD. Habil,** Director JM Centre of Excellence EUFIRE, Alexandru Ioan Cuza University of Iasi, Romania

**COJOCARU Vladlen,** Head Department of Law, member of ECOCONS Jean Monnet Chair, Academy of Economic Studies of Moldova, Moldova

**Speakers:**

**TOFAN Mihaela, Prof. PhD. Habil,** Director JM Centre of Excellence EUFIRE, Alexandru Ioan Cuza University of Iasi, Romania

*The professional ethics towards client and disclosure obligation in financial transactions*

**PLOTNIC Olesea, Prof. PhD. Habil,** coordinator of ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

**PRAPORSCIC Valeria.** PhD student, Moldova State University

*Consequences of non-performance of commercial contracts*

**ZAMFIR Natalia, PhD,** associate professor, member ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

*The challenges of developing the circular economy to achieve the objectives of climate neutrality at the national level*

**CRUDU Rodica, PhD,** associate professor, member ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

**ZAMFIR Natalia,** associate professor, member ECOCONS Chair Jean Monnet, Academy of Economic Studies of Moldova, Moldova

*The transition towards a green and circular economy in order to create opportunities for the sustainable development of the Republic of Moldova*

**COJOCARU Vladlen, PhD,** associate professor, head Department of Law, member of ECOCONS Jean Monnet Chair, Academy of Economic Studies of Moldova, Moldova

*The role of European institutions in the field of circular economy*

**CODREANU Alina, PhD student,** university lecturer, Academy of Economic Studies of Moldova, Moldova

*The rights of participants in ecological public procurement procedures in the context of developing the potential of the circular economy*

**PÂNTEA Andrei, PhD,** associate professor University of European Studies of Moldova, Moldova

*Complicity in comparative criminal law in the field of circular economy*

**17:00 - 17:30 Questions and discussions**

**17:30 - 18:00 Concluding remarks**

**THANK YOU FOR YOUR PARTICIPATION!!!**