



MINISTERUL  
EDUCAȚIEI, CULTURII  
ȘI CERCETĂRII



HR EXCELLENCE IN RESEARCH



UNIVERSITATEA VALAHIA DE TÂRGOVIȘTE

1992



TECHNICAL  
UNIVERSITY  
OF VARNA



СОФИЙСКА АКАДЕМИЯ "СВ. КЛИМЕНТ  
ОХРИДСКИ" - СОФИЯ



УНИВЕРСИТЕТ "СВ. КЛИМЕНТ  
ОХРИДСКИ" - СОФИЯ



CUMHURİYET ÜNİVERSİTESİ

1992



ВІТБЕЦКА ДАВІД  
ПІТКІВІЧЫНСКА  
УНІВЕРСАЛІТЭТ

1865



ADNAN MENDERES  
ÜNİVERSİTESİ

1992



ARMENIAN STATE  
UNIVERSITY OF  
ECONOMICS

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## Programme

# THE 4<sup>TH</sup> *INTERNATIONAL SCIENTIFIC CONFERENCE “DEVELOPMENT THROUGH RESEARCH AND INNOVATION - 2023”*

Online Conference for Young Researchers, PhD Students and  
Post-Doctoral Researchers

**August 25<sup>th</sup>, 2023**

CHISINAU, REPUBLIC OF MOLDOVA

Prof. **Stratan Alexandru**, Rector of the Academy of Economic Studies of Moldova, Republic of Moldova

## **ORGANIZING COMMITTEE CHAIRS**

**Cociug Victoria, PhD, Vice Rector for Research and Partnerships, ASEM, Republic of Moldova**

**Feuras Eugenia, Doctor Habilitatus, Director of the Doctoral School of ASEM, Republic of Moldova**

**Staver Liliana, Head of the Science Service, ASEM, Republic of Moldova**

**Roşcovan Nina, PhD, Associate Professor, Senior Specialist, Science Service, ASEM, Republic of Moldova**

**Mistrean Larisa, PhD, Academy of Economic Studies of Moldova, Republic of Moldova**

**Dorogaia Irina, PhD, Academy of Economic Studies of Moldova, Republic of Moldova**

**Meral Ahmed, PhD student, Technical University of Varna, Bulgaria**

**Bahnaru Roman, PhD student, Doctoral School ASEM, Republic of Moldova**

**Fortună Olesea, PhD student, Doctoral School ASEM, Republic of Moldova**

## PROGRAM COMMITTEE MEMBERS

**Cociug Victoria, PhD, Vice Rector for Research and Partnerships, ASEM, Republic of Moldova**

**Feuras Eugenia, Doctor Habilitatus, Director of the Doctoral School of ASEM, Republic of Moldova**

**Petroia Andrei, PhD, Academy of Economic Studies of Moldova, Republic of Moldova**

**Ohrimenco Serghei, Doctor Habilitatus, University Professor, Academy of Economic Studies of Moldova, Republic of Moldova**

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**Tighineanu Alexandra, PhD, Academy of Economic Studies of Moldova, Republic of Moldova**

**Mistrean Larisa, PhD, Academy of Economic Studies of Moldova, Republic of Moldova**

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**Popescu Jesica, PhD, Assoc. Prof., University of Craiova, Romania**

**Sitnikov Cătălina, PhD, Assoc. Prof., University of Craiova, Romania**

**Ovidiu Stoica, PhD, Professor, Alexandru Ioan Cuza University, Romania**

**Hornyk Volodymyr, PhD, University Professor, V.I. Vernadsky Taurida National University, Ukraine**

**Manolică Adriana, PhD, Professor, Alexandru Ioan Cuza University, Romania**

**Duica Mircea-Constantin, PhD, Valahia University of Targoviste, Romania**

**Croitoru Gabriel, PhD, Valahia University of Targoviste, Romania**

**Tatul Mkrtchyan, PhD, Vice-Rector for Science, Armenian State University of Economy, Armenia**

**Nerses Gevorgyan, PhD, Armenian State University of Economy, Armenia**

**Varadzhakova Desislava, PhD, Assoc. Prof. National Institute of Geophysics, Geodesy and Geography Bulgarian Academy of Sciences, Bulgaria**

**Özen Ercan, PhD, Assoc. Prof., School of Applied Sciences, University of Uşak, Department of Banking and Finance, Türkiye**

**Tufan Ekrem, PhD, Professor, Canakkale Onsekiz Mart University, Faculty of Applied Sciences, Türkiye**

**Duran Erol, PhD, Assoc. Prof., Çannakkale Onsekiz Mart University, Faculty of Tourism, Türkiye**

**Vasileva Beaneta, PhD, Assoc. Prof. Technical University of Varna, Bulgaria**

**Demirova Sijka, PhD, Assoc. Prof., Technical University of Varna, Bulgaria**

**Lesidrenska Svetlana, PhD, Assoc. Prof., Technical University of Varna, Bulgaria**

**Nikolova Nedka, PhD, Assoc. Prof., Technical University of Varna, Bulgaria**

**Pencho Penchev, PhD, Professor, Dean of the Faculty of Economics "St. Cyril and St. Methodius" University of Veliko Tarnovo, Bulgaria**

## **PROGRAMME**

**Friday, August 25th, 2023**

**9.30 – 10.00** – Participants' Registration (acceptance to ZOOM meeting based on the received ID-invitation)

**10.00 – 10.10** - Opening Ceremony

Opening Speeches of the International Scientific Conference „Development Through Research And Innovation - 2023”:

1. Prof. **Stratan Alexandru**, Rector of the Academy of Economic Studies of Moldova, Republic of Moldova

2. Feuras Eugenia, univ. prof., hab. dr., Director of the Doctoral School of ASEM, Republic of Moldova

**10.10 – 12.00** – Session I

**12.00 – 13.00** – Lunch Break

**13.00 – 17.00** – Session II

**17.00 – 17.30** – Conference closing

**Timeframe of the speeches:**  
**during sessions – 5-10 min.**

August 25<sup>th</sup>, 2023

Session ONE - Time: 10:10 – 12:00

Session TWO - Time: 13:00 – 17:00

Moderators: PhD Student, Bahnaru Roman

PhD Student, Furtună Olesea

**Young Researchers / PhD Students/ Post-Doctoral  
Researchers**

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COLLABORATIVE LEGAL AID DELIVERY: TECHNOLOGY,  
PRO BONO SERVICES, AND COLLABORATIVE FUNDING  
MODELS

Goncearenco Ludmila, PhD Student, ASEM Doctoral School,  
Republic of Moldova

ANTIFRAGILITY IN THE COSMETICS SUPPLY CHAIN AMID  
GEOPOLITICAL UNREST: A REVIEW OF STRATEGIES AND  
MARKET SHIFTS IN EUROPE

Ivasenco Iulia, PhD Student, ASEM Doctoral School, Republic of  
Moldova

UNDERSTANDING GENDER-BASED WAGE  
DISCRIMINATION IN THE REPUBLIC OF MOLDOVA

Robu Mariana, PhD Student, ASEM Doctoral School, Republic of  
Moldova

UNIVERSITY IMAGE THROUGH THE KNOWLEDGE  
TRIANGLE: EDUCATION, RESEARCH, INNOVATION

Jomir Eudochia, PhD Student, ASEM Doctoral School, Republic of  
Moldova

LOBBYING AS AN IMPORTANT ELEMENT OF GR-  
MANAGEMENT

Laura Afteni, PhD Student, Moldova State University, Republic of  
Moldova

Cociug Victoria, PhD, Associate Professor, ASEM, Republic of  
Moldova

THE CONTRIBUTION OF THE HUMAN FACTOR TO THE  
EFFICIENCY OF THE OPERATIONAL MANAGEMENT OF  
ELECTRICAL NETWORKS (Case study based on "Red-Nord" JSC  
materials)

Corbu Viorel, PhD Student, ASEM Doctoral School, Republic of  
Moldova

THE CURRENT STATE AND FUTURE TRENDS OF  
SCIENTIFIC RESEARCH ON ACCOUNTING AND  
MANAGEMENT

Jizdan Andrei, PhD Student, ASEM Doctoral School, Republic of  
Moldova

MODERN MARKETS AND ECONOMIC DYNAMICS OF  
SILVER

Mariya Zdravkova Yaneva, PhD, Researcher, Doctoral School  
AEDA, Burgas Free University, Bulgaria

EFFICIENCY ANALYSIS USING THE ECONOMETRICAL  
MULTITASKING DEA IN THE AGRONOMIC HIGHER  
EDUCATION INSTITUTIONS OF THE REPUBLIC OF  
MOLDOVA

Danilov Iurie, PhD Student, Doctoral School of Technical  
University of Moldova, Republic of Moldova

Cimpoes Dragos, univ. prof., hab. dr., Technical University of  
Moldova, Republic of Moldova

Resitca Rodica, PhD, Technical University of Moldova, Republic of  
Moldova

ASSESSING THE ENVIRONMENTAL IMPACT OF SMART  
HOMES

Catruc Adriana, PhD Student, ASEM Doctoral School, Republic of  
Moldova

THRIVING IN UNCERTAINTY: INTEGRATING  
PSYCHOSOMATIC AND INNOVATIVE APPROACHES TO  
STRENGTHEN ORGANIZATIONAL BEHAVIOR IN  
TURBULENT ENVIRONMENTS

Buga Lorina, PhD Student, ASEM Doctoral School, Republic of  
Moldova

THE USE OF SWAPS IN THE CONTEXT OF THE  
SUSTAINABILITY OF THE EXTERNAL STATE DEBT OF THE  
REPUBLIC OF MOLDOVA

Olari Marcel, PhD Student, ASEM Doctoral School, Republic of  
Moldova



FRAUD PREVENTION IN DIGITAL PAYMENT SYSTEMS  
AND CYBERSECURITY EDUCATION FOR CUSTOMERS OF  
NATIONALISED FINANCIAL INSTITUTIONS

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

Mistrea Larisa, PhD, Post-Doctoral Researcher, ASEM, Moldova

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

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

Abhishek Parashar, Assistant Professor, Department of  
Management, Baba Masthnanth University, India

GLOBALIZATION CONTROVERSIES AS AN ANALYTICAL  
PLATFORM FOR IDENTIFYING THE DEGREE OF  
CONNECTION OF THE REPUBLIC OF MOLDOVA TO THE  
GLOBALIZATION PROCESS

Ghiletchi Zorina, PhD Student, ASEM Doctoral School, Republic of  
Moldova

THE ROLE OF ARTIFICIAL INTELLIGENCE AND  
AUTOMATION IN SHAPING LABOR MARKETS

Paslari Andrei, PhD Student, ASEM Doctoral School, Republic of  
Moldova

DIGITAL AS A KEY ENABLER AND GOVERNANCE AS A  
MAJOR CHALLENGE TO SCALE-UP THE CIRCULAR  
ECONOMY

Bahnaru Roman, PhD Student, ASEM Doctoral School, Republic  
of Moldova

ACCOUNTING SYSTEMS IN EUROPEAN UNION. ROMANIA-  
REPUBLIC OF MOLDOVA COMPARISON

Tofanica Inesa, PhD Student, ASEM Doctoral School, Republic of  
Moldova

Birca Aliona, Ph.D., Associate Professor, ASEM, Moldova

DIGITAL TRANSFORMATION OF SMEs IN THE REPUBLIC  
OF MOLDOVA: OPPORTUNITIES AND PERSPECTIVES

Cozniuc Octavian, PhD Student, ASEM Doctoral School, Republic  
of Moldova

CONDITIONAL GENERAL COMPETENCE AS THE  
IMPOSITION OF A CONSECUTIVENESS OR A CONDITION  
OF COMPLIANCE WITH THE PRIOR PROCEDURE IN THE  
LEGISLATION OF THE REPUBLIC OF MOLDOVA

Prisac Alexandru, PhD, Postdoctoral Researcher, University of  
European Studies of Moldova, Republic of Moldova

ECONOMIC AND ECOLOGICAL COMPONENTS OF  
LOGISTICS IN THE EXTRIMAL CONDITIONS

Merkulov-Popa Artem, PhD Student, ASEM Doctoral School,  
Republic of Moldova

Belostecinic Grigore, Acad., univ. prof., hab. dr., ASEM , Republic  
of Moldova

SCHOOL DROPOUT MANAEMENT IN THE ROMANIAN PRE-  
UNIVERSITY EDUCATIONAL ENVIROMENT

Miron Mihaela, PhD Student, Doctoral School of Economics and  
Business Administration, “Alexandru Ioan Cuza” University of Iasi,  
Romania

THE DEVELOPMENT PERSPECTIVES OF THE ENVIRONMENTAL TAX SYSTEM IN THE REPUBLIC OF MOLDOVA IN ORDER TO ENSURE THE DEVELOPMENT OF A SUSTAINABLE ECONOMY

Chironachi Corina, PhD Student, ASEM Doctoral School, Republic of Moldova

THE IMPACT OF DIGITAL ECONOMY OVER THE COMPETITION IN THE REPUBLIC OF MOLDOVA

Carolina Parcalab, PhD Student, Moldova State University, Republic of Moldova

Cociug Victoria, PhD, Associate Professor, ASEM, Republic of Moldova

PECULIARITIES OF MANIFESTATION OF THE MORAL AND LEGAL NORMATIVITY IN WORKERS FROM LEGAL FIELD

Melentieva Aliona, PhD Student, Doctoral School of Economic, Social Sciences and Information Technologies, Free International University of Moldova (ULIM), Republic of Moldova

THE REALITY IN THE REPUBLIC OF MOLDOVA IN STIMULATING AND PROMOTING CREATIVE LEARNING ADAPTED TO LOCAL AND GLOBAL NEEDS IN A KNOWLEDGE ECONOMY

Doru Curosu, PhD Student, ASEM Doctoral School, Republic of Moldova

Elina Benea-Popusoi, PhD, Associate Professor, ASEM, Republic of Moldova

COMMUNAL INFRASTRUCTURE AS A NECESSARY  
CONDITION FOR THE SUSTAINABLE DEVELOPMENT OF  
THE REGION.

Chiurcciu Vitali, PhD Student, State University of Comrat, Republic  
of Moldova

Guseinov Igor, State University of Comrat, Republic of Moldova

ORGANIZATIONAL RESILIENCE IN THE ROMANIAN PRE-  
UNIVERSITY ENVIRONMENT - STUDY OF EMPLOYEES  
AND THEIR INTERACTION WITH THE PANDEMIC CAUSED  
BY THE COVID-19 VIRUS

Stan-Bilegan Ionela Ramona, PhD Student, Babes-Bolyai  
University, Cluj-Napoca, Romania

ON THE WAY TO DIGITAL MARKETING IN MOLDOVA: THE  
ANALYSIS OF CURRENT SITUATION BASED ON  
ENTREPRENEURS SURVEY

Gagauz Valerii, PhD Student, ASEM Doctoral School, Republic of  
Moldova

CONTEMPORARY APPROACHES RELATED TO THE  
CONTROL OF INCOME AND EXPENDITURE  
MANAGEMENT WITHIN TECHNICAL PROFESSIONAL  
INSTITUTIONS

Schiopu Ana, PhD Student, ASEM Doctoral School, Republic of  
Moldova

ALIGNING INDUSTRIAL ECOSYSTEMS FOR THE  
CIRCULAR/SUSTAINABLE CHANGE

Fortuna Olesea, PhD Student, ASEM Doctoral School, Republic of  
Moldova

**INFORMATION SEMANTICS AND PROBLEMS RELATING  
TO ITS AUTOMATIC PROCESSING TECHNOLOGY**

Pelin Nicolae, PhD Researcher, ASEM, Republic of Moldova

**NEWS CONTENT IN ONLINE MEDIA IN MOLDOVA:  
BALANCE BETWEEN JOURNALISM AND CHURNALISM**

Colari Olga, PhD Student, Sofia University "St. Kliment Ohridski",  
Bulgaria

**ENTREPRENEURIAL BEHAVIOR IN THE HEALTH TOURISM  
MARKET**

Dobrovolschi Marina, PhD Student, Technical University of Brasov,  
Romania

**COMPARATIVE EVALUATION OF THE TEACHING STAFF  
PERFORMANCE WITHIN AGRONOMIC HIGHER  
EDUCATION INSTITUTION IN THE CONTEXT OF  
SUSTAINABLE RURAL DEVELOPMENT IN THE REPUBLIC  
OF MOLDOVA**

Danilov Iurie, PhD Student, Doctoral School of Technical  
University of Moldova, Republic of Moldova

Cimpoes Dragoş, univ. prof., hab. dr., Technical University of  
Moldova, Republic of Moldova

Racul Anatol, PhD, Technical University of Moldova, Republic of  
Moldova

**GLOBAL INVESTMENT POLICIES IN THE CONTEXT OF THE  
COVID-19 PANDEMIC: PROSPECTS AND OBSTACLES**

Petighin Serghei, Ph.D. Student, ASEM Doctoral School, Moldova

**COST-BENEFIT ANALYSIS OF BANKING SUPERVISION MEASURES**

Dermengi Daniela, PhD Student, ASEM Doctoral School, Republic of Moldova

Cociug Victoria, PhD, Associate Professor, ASEM, Republic of Moldova

**DUAL EDUCATION DIGITALIZATION: UNPACKING FINANCIAL STRATEGIES ACROSS EUROPE**

Andronic Adrian, PhD Student, ASEM Doctoral School, Republic of Moldova

**EFICIENT MANAGEMENT – THE RESULT OF A STRONG ORGANIZATIONAL CULTURE AND INDIVIDUAL RESPONSIBILITY**

Dincă Alin-Adrian, Ph.D. Student, "Valahia" University of Targoviste, Romania