

**Program**

**International Symposium**

**EXPERIENCE. KNOWLEDGE.  
CONTEMPORARY CHALLENGES**  
**3rd Edition**

*„Romania in the Year of the Centenary. The  
European and global socio-economic  
Context”*

**December 13th-14th, 2018**

**Bucharest, Romania**



## CONFERENCE AGENDA

### December 13<sup>th</sup>

- 9,00 - 10,00 – participants' registration and welcome;
- 10,00 - 11,30 - official opening and plenary session;
- 11,30 – 13,00 - coffee break;
- 13,00 – 13,30 - plenary session;
- 13,30 – 15,00 - break;
- 15,00 – 17,00 - section sessions;

### December 14<sup>th</sup>

- 9,30 – 11,00 - section sessions;
- 11,00 – 11,30 - coffee break;
- 11,30 - 13,30 - plenary meeting; conclusions.

The Symposium will involve both **Plenary Session**, and also **Parallel Sessions**.

The Symposium will take place in **Bucharest**, at the „**ARTIFEX**” University, Economu Cezărescu Str., no. 47, sector 6.

**COMITETUL DE ORGANIZARE/ORGANIZING COMMITTEE**

---

Prof. **Alexandru Manole**, PhD – "ARTIFEX" University of Bucharest

Prof. **Cristian-Marian Barbu**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Cristina Elena Protopopescu**, PhD - "ARTIFEX" University of Bucharest

Prof. **Dan Năstase**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Andrei Buiga**, PhD – "ARTIFEX" University of Bucharest

Assoc. prof. **Virginia Cucu**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Mădălina Gabriela Anghel**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Aurelian Diaconu**, PhD – "ARTIFEX" University of Bucharest

Assoc. prof. **Elena Bugudui**, PhD – "ARTIFEX" University of Bucharest

Assoc. prof. **Cătălin Deatcu**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Sorin Gabriel Gresoi**, PhD - "ARTIFEX" University of Bucharest

Assoc. prof. **Dragoş Gabriel Mecu**, PhD - "ARTIFEX" University of Bucharest

## COMITETUL ȘTIINȚIFIC/SCIENTIFIC COMMITTEE

Prof. **Cristian-Marian Barbu**, PhD - "ARTIFEX" University of Bucharest

Prof. **Constantin Coderie**, PhD - "ARTIFEX" University of Bucharest

Prof. **Drago Cvijanović**, PhD - University of Kragujevac

Prof. **Dragana Gnjatovic**, PhD - University of Kragujevac

Prof. **Alexandru Gribincea**, PhD Habil. - Institute of International Relations of Moldova

Prof. **Georgeta Ilie**, PhD - Dimitrie Cantemir Christian University, Bucharest

Prof. **Alexandru Manole**, PhD - "ARTIFEX" University of Bucharest

Prof. **Radu Titus Marinescu**, PhD - "ARTIFEX" University of Bucharest

Prof. **Dan Năstase**, PhD - "ARTIFEX" University of Bucharest

Prof. **Serghei Ohrimenco**, PhD Habil. - Academy of Economic Studies of Moldova

Prof. **Alexandru Stratan**, Corresponding Member of the Academy of Sciences of Moldova, Director - National Institute of Economic Research, Republic of Moldova

Prof. **Mircea Udrescu**, PhD - "ARTIFEX" University of Bucharest, full member of the Academy of Romanian Scientists, Military Sciences Section Prof., Sc.D. **Igor Yaremko** - Lviv Polytechnic National University

Assoc. prof. **Gennady Korshunov**, PhD - Institute of Sociology of the National Academy of Sciences of Belarus

**Yuliya Georgievna Lavrikova**, Dr. of Economics - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia

Assoc. prof. **Ivan Marchevski** - D.A. Tsenov Academy of Economics, Svishtov, Bulgaria

Assoc. prof. researcher dr. **Tatiana Colesnicova** - National Institute of Economic Research, Republic of Moldova

Assoc. prof. researcher dr. **Lilia Ghițiu** - National Institute of Economic Research, Republic of Moldova

Assoc. prof. researcher dr. **Angela Timuș** - National Institute of Economic Research, Republic of Moldova

Dr. **Iván Zádori**, PhD - University of Pécs

**Ghenadie Ciobanu**, PhD, researcher - "ARTIFEX" University of Bucharest, INCSMPS Bucharest

- Assoc. prof. **Mădălina Gabriela Anghel**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Radu Nicolae Bălună**, PhD - University of Craiova
- Assoc. prof. **Andrei Buiga**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Elena Bugudui**, PhD – "ARTIFEX" University of Bucharest
- Assoc. prof. **Sorinel Căpușeanu**, PhD - Dimitrie Cantemir Christian University, Bucharest
- Assoc. prof. **Virginia Cucu**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Cătălin Deatcu**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Aurelian Diaconu**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Elmira Magomed Gojaeva**, PhD - Azerbaijan University of Tourism and Management
- Assoc. prof. **Sorin Gabriel Gresoi**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Marija Mandarić**, PhD - University of Kragujevac
- Assoc. prof. **Dragoș Gabriel Mecu**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Ioana-Nely Militaru**, PhD - The Bucharest University of Economic Studies
- Assoc. prof. **Daniela Penu**, PhD - Dimitrie Cantemir Christian University, Bucharest
- Assoc. prof. **Anca Sorina Popescu - Cruceru**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Cristina Elena Protopopescu**, PhD - "ARTIFEX" University of Bucharest
- Assoc. prof. **Olga Pugacheva**, PhD - Gomel State University named after Francisk Skorina, Republic of Belarus
- Assoc. prof. **Ioan Ștefan Sacală**, PhD - „Politehnica” University of Bucharest
- Assoc. prof. ec. **Adrian Șimon**, PhD - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureș, Romania
- Assoc. prof. **Alexandra Tkacenko**, PhD - Moldova State University
- Assoc. prof. **Anca-Mihaela Teau**, PhD - "ARTIFEX" University of Bucharest
- Lecturer **Dan Ioan Topor**, PhD - Faculty of Economic Sciences, 1 Decembrie 1918 University, Alba-Iulia
- Lecturer **Dana Maria (Oprea) Constantin**, PhD - Faculty of Geography, University of Bucharest

Lecturer **Andreea Marin-Pantelescu**, PhD - The Bucharest University of Economic Studies

Lecturer **Alina Georgiana Solomon**, PhD - Dimitrie Cantemir Christian University, Bucharest

Lecturer **Mirela Cătălina Türkes**, PhD - Dimitrie Cantemir Christian University, Bucharest

Lecturer **Ileana Sorina Rakos**, PhD - University of Petroșani

Assist. prof. **Cristina Mihaela Sâmbolan**, PhD - "ARTIFEX" University of Bucharest

## Official opening and plenary session

### WELCOME ADDRESS

**Prof. Alexandru Lucian MANOLE PhD.**  
Rector of the "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Cristian - Marian BARBU</b> "ARTIFEX" University of Bucharest, Romania
Title of the paper	<b>ROMANIA IN 2018 – FAILURE SIGNS ON THE DASHBOARD</b>
Abstract	<i>This article emphasizes the fact that, from a macroeconomic perspective, the model of budget policy management raises some significant challenges. First one, the pro-cyclic nature of the budget policy which, in our opinion, displays a risk for prudential management of the macroeconomic policies in the context of the current mature economic cycle and of the transition towards the deceleration of the economic growth. At a time of economic expansion when Romania faces a surplus of the demand that cannot be covered by domestic supply, and a job deficit, the danger of accelerated inflation increases. In such context, the lack of a fiscal consolidation in the favorable stages of the economic cycle limits the flexibility of the governmental policies that should stimulate the economy. In this case, a restructuring of the public debt, including social debt and investments, becomes imminent.</i>
Reviewers:	Alexandru MANOLE - "ARTIFEX" University of Bucharest Mircea UDRESCU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Vladimir KRAGULJAC<sup>1</sup>, Marijana SEOČANAC<sup>1</sup>, Danko MILAŠINOVIĆ<sup>1,2</sup></b> <sup>1</sup> University of Kragujevac, Vrnjačka Banja, Serbia <sup>2</sup> BioIRC, Bioengineering Research and Development Center, Kragujevac, SERBIA
Title of the paper	<b>CORRELATION OF ICT EDUCATION AND PROFESSIONAL PRACTICE OF HOSPITALITY AND TOURISM MANAGERS</b>

**Abstract** *Information systems are backbone of contemporary business for a several decades. Role of a modern manager is crucial for success in business. That is why it is of strategic importance to have appropriate education of future managers in this field. This should be realized adequately on all levels of manager education. This study provides a brief overview of our experiences in this field. Experiences of students, business professionals, and teachers are provided in order to give better insights.*

**Reviewers:** Andrei BUIGA - "ARTIFEX" University of Bucharest  
Dana Maria (OPREA) CONSTANTIN - Faculty of Geography,  
University of Bucharest

**Author(s) /  
Affiliation** **Mircea UDRESCU**  
*Member of the Academy of Romanian Scientists (AOȘR), Military  
Sciences Section  
"ARTIFEX" University of Bucharest, Romania*

**Title of the paper** **BRAND, BRANDING ȘI BRANDING CONECTIV**  
**BRAND, BRANDING AND CONNECTIVE BRANDING**

**Abstract** *The man was born. Became the consumer and manufacturer. For a long time was the consumer, producer and seller. Social Division of labor made to be placed facing the manufacturer/retailer and consumer. In order to facilitate this relationship, the producer/seller, was used in evolutionary mode, brand, brand and conectiv brand. Through branded an attempt was made to differentiate products and to ensure quality standards. By brand, an attempt was made to link the producer consumer emotional through product or service. Through conectiv brand, in effect, attempting to establish sustainable relations between the manufacturer, the competitive environment and all institutional factors involved in surveillance of the sustainable development of society. As such, the brand is the creation of conectiv manufacturer, agreed not only to consumers but also for the whole society. And the future belongs to such creations.*

**Reviewers:** Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest  
Dan NĂSTASE - "ARTIFEX" University of Bucharest



Author(s) / Affiliation	<b>Gennadiy KORSHUNOV<sup>1</sup>, Valery GONCHAROV<sup>2</sup></b> <i><sup>1</sup> Institute of Sociology of the National Academy of Sciences of Belarus</i> <i><sup>2</sup> Center for System Analysis and Strategic Studies of the National Academy of Sciences of Belarus</i>
Title of the paper	<b>STRATEGIC APPROACHES TO FORECASTING AND DEVELOPING SCIENCE AND TECHNOLOGIES IN BELARUS</b>
Abstract	<i>The article describes the experience of scientists of the Republic of Belarus in the development of strategic approaches to the forecasting and development of science and technology at the state level. As a large-scale document, this experience is embodied in the approved Science and Technology Strategy 2018-2040. The article presents the maxims and imperatives of the developed Strategy, the priorities scientific and technological development of the country, the model vision of the results of the implementation of the Strategy and the stages of this implementation.</i>
Reviewers:	Sergei OHRIMENCO - Academy of Economic Studies of Moldova Olga PUGACHEVA - Gomel State University named after Francisk Skorina, Republic of Belarus
Author(s) / Affiliation	<b>Elena L. ANDREEVA, Artem V. RATNER, Darya E. KUZNETSOVA</b> <i>Institute of Economics of the Ural branch of the Russian academy of sciences, Russia</i>
Title of the paper	<b>"GREEN ECONOMY" AS A GLOBAL CONCEPT OF DEVELOPMENT: OPPORTUNITY AND CHALLENGES</b>
Abstract	<i>The article is devoted to the elucidating the concept of green economics, that includes the ideas of the economics of environment (economics of ecology), the economics of industry (ecologically friendly technologies, or "green technologies", so called "green growth"), of resources' management (more efficient use of resources), as well as of theory of international economic relations. Are generalized the results of estimation by American non-depended expert company «Dual Citizen LLC», which publish the global index of green economy for 120 countries (2018). Is considered the specifics of carrying out the green economics in leading economies of the world, such as the USA, the EU,</i>

	<i>Germany, Great Britain, Japan, South Korea, China. There will be proposed to consider the promotion of the "green way" of life activity through attributes of the daily environment of a human as tool and an opportunity of green economics' realization.</i>
Reviewers:	Cristian-Marian BARBU - "ARTIFEX" University of Bucharest Constantin CODERIE - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Octavian BURCIN, Daniel ENE<sup>1</sup></b> <sup>1</sup> <i>Bioterra University of Bucharest, Romania</i>
Title of the paper	<b>REALIZAREA UNIFICĂRII LEGISLATIVE DUPĂ MAREA UNIRE DIN 1918</b> <b>ACHIEVEMENT OF THE LEGISLATIVE UNION FOLLOWING THE GREAT UNION IN 1918</b>
Abstract	<i>The formation of Great Romania, century lasting aspiration of the Romanian people gave rise to a paramount event for the destiny of the Romanian nation, marking the ending of one era and the entry into a new era in its historic evolution. From a legal standpoint, in order to secure the necessary bonding between the political and juridical factor, the first topic developed after the Great Union was entirely oriented to the legislative unification. This process lasted for a long period of time, even reached the dawn of World War II. The legislative unification was summoned for in order to overcome the longstanding legal system of the old kingdom and legislations existing within the vast Romanian provinces that have joined the mother country.</i>
Reviewers:	Alexandru MANOLE - "ARTIFEX" University of Bucharest Mircea UDRESCU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Eugenia TREGLIA, Monica Alina LUNGU, Stefano AMODIO</b> <i>University of Cassino and Southern Lazio, Italy</i>
Title of the paper	<b>CREATIVITY AND MANAGEMENT</b>
Abstract	<i>The research aims to explore the concepts related to creativity and managerial practices connected with it in a sample of Italian managers. The survey also aims to a deepening of the concept of creativity in human resources management. The qualitative study</i>

*was conducted by laying out a sample of a direct interview with open questions, addressed to managers of companies, organizations and associations. The results confirm the important role of the Manager, of the Human Resources and of their "creative management" in the evolutionary process toward the new and useful, that daily involved the business organization.*

Reviewers: Cristian-Marian BARBU - "ARTIFEX" University of Bucharest  
Andrei BUIGA - "ARTIFEX" University of Bucharest

Author(s) /  
Affiliation **Andi Mihail BANCILA**  
*Military Technical Academy, Bucharest, Romania*

Title of the paper **EDUCATIONAL INFLATION-IMPORTANT ELEMENT OF THE  
DISSOLUTION PROCESS IN THE NATION-STATE**

Abstract *The identity crisis that affects the destinies of the young generation at a very high level is a direct consequence of the changes that have occurred in Western society over the last half century. The classical educational system centered on the transmission of material values, information necessary for the formation of skills specific to the industrial society is no longer up to date. Qualifications gained no longer found place new labor market thus belittle the importance of diplomas certifying this level of training. This ideas puts pressure on decision-makers who need to recalibrate the entire educational system in order to meet the demands of employers or disappear from history.*

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest  
Alexandru MANOLE - "ARTIFEX" University of Bucharest

## Section sessions

- Section 1.**
- **Entrepreneurship, Social and Cooperative Economics**
  - **Business Administration, Management, Marketing**
  - **Economic and Social Studies**

**Moderators:** **Prof. Dan NĂSTASE, PhD.,** "ARTIFEX" University of Bucharest  
**Assoc. prof. Andrei BUIGA, PhD.,** "ARTIFEX" University of Bucharest

**Author(s) / Affiliation** **Cristina Elena PROTOPOESCU, Anca-Mihaela TEAU**  
*"ARTIFEX" University of Bucharest, Romania*

**Title of the paper** ***THE IMPORTANCE OF UNDERSTANDING AND CHANGING ORGANIZATIONAL CULTURE***

**Abstract** *Strategy, culture and leadership are important instruments at top leaders' disposal in order to maintain organizational competitiveness and performance. Strategy gives managers and employees clarity of the company's goals and orient people around them. Culture expresses the goals through values and beliefs and orients activities through behaviours and accepted group norms. Leadership is another key element for strategy formation, strongly linked to culture, and especially to managerial culture. In this paper, our intention is to properly define organizational culture, to explore why is so important to understand it and how can it be changed in order to improve corporate performance and competitiveness. We also present the most important forms of culture manifestation within company and different types of culture. The most challenging aspect for both managers and theoreticians is to identify a link between culture and economic outcomes. Therefore we suggest some steps to be followed in order to manage the culture and to make its effects more obvious for improving performance. In order to have a positive impact on the efficiency and development of an organization, the organizational culture must be shared and*

*accepted at the level of the whole company. At the same time, managers need to identify the cultural elements that hinder the development of the organization and transform them into attitudes, values and behaviors that foster the achievement of the company's new goals.*

Reviewers: Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia  
Sorin-Gabriel GRESOI - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Dan NĂSTASE, Aurelian DIACONU, Cătălin GAVRILĂ**  
*"ARTIFEX" University of Bucharest, Romania*

Title of the paper **MANAGEMENTUL LANȚULUI DE APROVIZIONARE ȘI LOGISTICA  
MARKETINGULUI  
MANAGEMENT OF THE SUPPLY CHAIN AND THE LOGISTIC OF  
MARKETING**

Abstract *In this paper, it is emphasized the importance of the supply chain management and logistics within organizations, as having a role in the creation of teams that would help in efficiently implementing and improving flows of materials, goods and services, from manufacturing to sale, for a better satisfaction of the client.*

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest  
Andrei BUIGA - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Elmira HAJIYEVA**  
*Azerbaijan Tourism and Management University*

Title of the paper **MARKETING MIX OF AZERBAIJAN UNESCO MONUMENTS**

Abstract *The paper describes marketing mix of Azerbaijan UNESCO monuments. The main aim is to analyze 4P (extended 7P) of Azerbaijan UNESCO monuments and paper attempts to share detail information about monuments with the help of marketing mix. The paper will analyze marketing mix of three Azerbaijan monuments that included to the heritage of UNESCO monuments: Maiden Tower, Shirvanshah's palace and Gobustan Rock Art Cultural Landscape.*

Reviewers: Cristian-Marian BARBU - "ARTIFEX" University of Bucharest  
Dragana GNJATOVIC - University of Kragujevac

Author(s) / Affiliation **Veronica BULAT<sup>1</sup>, Alexandr ONOFREI<sup>2</sup>, Iana RENCHECI<sup>3</sup>**  
<sup>1,2</sup> State University of Moldova, Republic of Moldova  
<sup>3</sup> State University of Medicine and Pharmacy "N. Testemitanu", Republic of Moldova

Title of the paper **DEVELOPMENT OF GLOBAL PHARMACEUTICAL INDUSTRY BASED ON MARKETING STRATEGIES**

Abstract *Pharmaceutical companies spend billions marketing their products to healthcare professionals every year. The practice, which includes journal and direct-to-consumer advertising, professional meetings and in-person and electronic sales calls to healthcare professionals with free samples and gifts, influences how doctors and pharmacists prescribe and dispense medicines. Pharmaceutical marketing materials always present a company's products as favourably as possible to generate sales. Healthcare professionals who use these materials may therefore make inappropriate treatment decisions for their patients based on hype, rather than facts. This harms patients and increases health care costs.*

Reviewers: Drago CVIJANOVIĆ - University of Kragujevac  
Ivan MARCHEVSKI - D.A. Tsenov Academy of Economics, Bulgaria

Author(s) / Affiliation **Elena CARP<sup>1</sup>, Veronica BULAT<sup>2</sup>**  
<sup>1</sup> Technical University of Moldova, Republic of Moldova  
<sup>2</sup> State University of Moldova, Republic of Moldova

Title of the paper **EVALUAREA LOGISTICĂ A ACTIVITĂȚII DE DEPOZITARE  
LOGISTIC EVALUATION OF WAREHOUSES ACTIVITY**

Abstract *In present paper is motivated the importance of the storage process for an enterprise. Even if the warehouse is seen by many as a simple place their goods are placed, it provide economic benefits both for business and for costumers by effectuating activities of input that prepare goods for storage and output such as consolidation, packaging and delivery of the orders.*

---

Reviewers:	Dan NĂSTASE - "ARTIFEX" University of Bucharest Aurelian DIACONU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Olga MOSCALU, Larisa BUMBU</b> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	<b>ANALIZA NIVELULUI DE TRAI AL POPULAȚIEI DIN REPUBLICA MOLDOVA ȘI PARTEA STÂNGĂ A NISTRULUI</b> <b>ANALYSIS OF THE LIVING STANDARD OF THE POPULATION IN THE REPUBLIC OF MOLDOVA AND THE LEFT BANK OF DNIESTR</b>
Abstract	<i>The current situation of the living standards of the population of the Republic of Moldova and Transnistria were analysed in the article. The analysis is focused on the main branches of the economy, taking into account the population's incomes and expenditures. The following research methods were used in this paper: comparison, table, graphics, grouping, statistical method, etc.</i>
Reviewers:	Gennady KORSHUNOV - Institute of Sociology of the National Academy of Sciences of Belarus Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Bucharest
Author(s) / Affiliation	<b>Carmen Mihaela IONEȘTI</b> <i>"Costin C Kirîtescu" Economic College, Bucharest, Romania</i>
Title of the paper	<b>IMPORTANȚA COMUNICĂRII ÎN INDUSTRIA OSPITALITĂȚII</b> <b>IMPORTANCE OF COMMUNICATION IN HOSPITALITY INDUSTRY</b>
Abstract	<i>In the tourism industry communication is an essential element for providing excellent services to tourists. We all as Professors, students, parents have to discover the secrets of hospitality to be successful. " John Fiske mentioned "Consequently, the study of communication involves studying the culture in which it is integrated". Our students study and discover, during high school classes and in activities in our partner hotels, tourism hospitality secrets, and of course how to have success in this job. An excellent communication is really very important, quite a vital issue for the business because each guest is paying attention to the services and to the product you provide, accommodation, the food, the</i>

*hotel facilities. Hospitality communication involves two important aspects: customer service and the interaction between staff and management. To provide tourism services we have to involve and use all kind of forms and techniques of communication like: "face to face communication", "telephone communication", "written communication". Each employee has to be trained always to maintain a warm, professional and welcoming environment in workplace for both guests and among themselves. In hospitality industry (in hotels, travel agencies, restaurants) , both students and professors have to find answers to the following questions regarding the communication process: the purpose of communication, who is the guest you address, when is the moment you talk to the guest, the content of the message, the tone you use, so on. Smiling, having eye contact to the guest, being happy at work, being understanding to guests' needs, the employee creates a happy, relaxed atmosphere. Also, it is essential that the staff and management communicate all the time, in different ways. In this way they can be assured their guests will come back to their hotel. As a Chinese proverb says: "To open a travel agency is easy, to keep it profitable is an art", it is an art to have a successful business.*

Reviewers: Andrei BUIGA - "ARTIFEX" University of Bucharest  
Dana Maria (OPREA) CONSTANTIN, PhD - Faculty of Geography, University of Bucharest

Author(s) / Affiliation: **Nicoleta NEGOIANU**  
*"Costin C Kirițescu" Economic College, Bucharest, Romania*

Title of the paper: **ECOTURISM**  
**ECO-TOURISM**

Abstract: *The Organization for Economic Cooperation and Development and Eurostat define the entrepreneur as: „human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets”. Agritourism, biological agriculture, associations of small farmers and craftsmen are to be found at the border between classical entrepreneurship and the social one. The social entrepreneurship puts together the classical entrepreneurship - the development of a business aiming to*



*achieve a profit, with the social change - the development of the community in which the business runs. The ecological and the ethical perspective enriches this new orientation of entrepreneurship - the eco-ntrepreneurship - the integration of the ecological and ethical perspectives into the entrepreneurial thinking focused more and more on social change.*

Reviewers: Cristian-Marian BARBU - "ARTIFEX" University of Bucharest  
Tatiana COLESNICOVA - National Institute of Economic Research, Republic of Moldova

Author(s) / Affiliation **Valentina VINOGRADOVA**  
*National Institute of Economic Research, Republic of Moldova*

Title of the paper ***EVOLUȚIA COMERȚULUI INTERN ȘI A SERVICIILOR ÎN REPUBLICA MOLDOVA***  
***EVOLUTION OF INTERNAL TRADE AND SERVICES IN THE REPUBLIC OF MOLDOVA***

Abstract *The article discusses trends in the development of domestic trade and services, which are the most important sectors of the country's economy, and also provides the analysis of their condition, problems and prospects of functioning. The dynamics of prices for consumer goods is also analyzed. The development of domestic trade and services has a great impact on the standard of living of the population and allows to assess the real changes in the solvency of the population.*

Reviewers: Elena BUGUDUI - "ARTIFEX" University of Bucharest  
Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies

Author(s) / Affiliation **Dan NASTASE, Mugurel POPOVICI, Mihaela TIBERE, Tiberiu Ionut ȘTEFAN**  
*"ARTIFEX" University of Bucharest, Romania*

Title of the paper ***MARKETING COMMUNICATION AND PROMOTIONAL ACTIVITIES***

Abstract *Selling an additional product to a customer who is already buying from you is much cheaper than attracting a possible customer. It has thus become cheaper and less expensive to develop intensively*

*than extensively. Another change that has recently emerged in the field of marketing communication and promotion is the increase in the quality of new information and communication technology. New media such as the Internet, mobile phones, or wireless technology laptops have made marketing communication programs more and more complex.*

Reviewers: Georgeta ILIE - "Dimitrie Cantemir" Christian University of Bucharest  
Mircea UDRESCU – "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Constantin CODERIE**  
*"ARTIFEX" University of Bucharest, Romania*

Title of the paper **ASPECTE MODERNE ALE COMPORTAMENTULUI CUMPĂRĂTORULUI SI UTILIZATORULUI**  
**MODERN ASPECTS RELATING WITH THE BEHAVIOR OF THE BUYER AND THE USER**

Abstract *The consumer has to pass more behaviour steps from the potential consumer to the promoter ,the most important level is that of buyer In relation to the consumer behaviour we suggest that searching the similarities and differences between the behaviour of the user-buyer, buyer-user and the unuser-buyer should go deeper and these search may be developed more realistic in the marketing studies.From this point of view we have looked up only some aspects related to the attitude and motifs in the behaviour of the three types of consumers.*

Reviewers: Cristian-Marian BARBU - "ARTIFEX" University of Bucharest  
Mircea UDRESCU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Tatiana GUTIUM**  
*National Institute of Economic Research, Republic of Moldova*

Title of the paper **PERFECTIONAREA POLITICII COMERCIALE A REPUBLICII MOLDOVA ÎN CONTEXTUL SPORIRII COMPETITIVITĂȚII BUNURILOR**  
**IMPROVEMENT OF THE COMMERCIAL POLICY OF THE REPUBLIC OF MOLDOVA IN THE CONTEXT OF INCREASED COMPETITIVITY OF GOODS**

**Abstract** *The author in this article focuses on the study of some international trade theories, the analysis of the foreign trade dynamics of the Republic of Moldova, the analysis of changes in the competitiveness of goods on the foreign market, the research of the commercial policies used in the world practice and the improvement of the commercial policy of the Republic of Moldova, the growth of competitiveness and the promotion of indigenous goods. In order to achieve the proposed objectives, the following research methods were applied: analysis and synthesis, the analogy method, the quantitative and qualitative analysis, the functional analysis method.*

**Reviewers:** Drago CVIJANOVIĆ - University of Kragujevac  
Anca-Mihaela TEAU - "ARTIFEX" University of Bucharest

**Author(s) / Affiliation** **Tatiana IAȚIȘIN**  
*National Institute of Economic Research, Republic of Moldova*

**Title of the paper** ***EVOLUȚIA EXPORTURILOR DE VIN DIN REPUBLICA MOLDOVA  
EVOLUTION OF THE WINE EXPORTS FROM THE REPUBLIC OF  
MOLDOVA***

**Abstract** *The wine sector in the Republic of Moldova in the last years registered an upward trend, obtaining the highest production volume from the last 4 years, i.e. 18 mln. dal. While the major European producers have had their lowest production in recent years, the domestic wine sector has improved its grape crops and has gained ground on the outside. About 80-90% of the volume of wine produced goes to export, thus constituting a source of income for the country's economy. The paper aims to analyze the current trends of the wine sector in the Republic of Moldova, in particular, the evolution of wine production, the export of wine both in bulk and bottled. The following research methods were used in the development of this study: monographic, analysis and synthesis, statistical, comparison, etc. The current situation of the given sector was characterized and the development perspectives of the wine sector were assessed.*

**Reviewers:** Alexandru GRIBINCEA - Institute of International Relations of Moldova

Sorin-Gabriel GRESOI - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	<b>Sorin Gabriel GRESOI, Amelia DIACONU, Roxana PĂTRAȘCU</b> <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<b>COMPORTAMENTUL DE CUMPĂRARE AL CONSUMATORILOR DE PRODUSE AGROALIMENTARE PURCHASING BEHAVIOR OF ARGIFOOD PRODUCTS’ CONSUMERS</b>
Abstract	<i>This paper envisions a theoretical introspection regarding the purchasing and alimentary consumption behavior, which forms the totality of decisional acts realized at individual or group level, in connection with the procurement and consumption of agrifood products, meant to satisfy the food necessities, present and future, including both decisional processes that precede, and also those who determine the acquisition/consumption of those categories of products.</i>
Reviewers:	Mircea UDRESCU - “ARTIFEX” University of Bucharest Mirela Cătălina TÜRKEŞ - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation	<b>Alexandru BOGEANU</b> <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<b>MANAGEMENT AND DURABLE DEVELOPMENT</b>
Abstract	<i>In a management agreement the selection of performance criteria is a complex process. In the business field there is a harsh competition striving for progress and prosperity. Typically, in their search for reporting very good results, managers manipulate results, auditing firms compile positive results, rating organizations award very good scores, the quotation of the shares on the share market grows up; nevertheless, the actual economic status of companies is more often different and may result in shattering bankruptcy. Therefore, to better protect the shareholder’s interests in their agreement-based relationship with managers, it is important to define what type of performance indexes are mostly relevant in a management agreement; also, it is important to identify what kind of reconsideration of financial statements has to be done to avoid fraud, to better show the</i>

	<i>actual activity results, and lastly to provide the progress and prosperity for the purpose of the durable development of national or international companies.</i>
Reviewers:	Igor YAREMKO - Lviv Polytechnic National University Marija MANDARIĆ - University of Kragujevac
Author(s) / Affiliation	<b>Nikita BROVCHUK</b> <i>Institute of sociology, National Academy of Sciences of Belarus</i>
Title of the paper	<b>HISTORICAL MEMORY AS A SOCIAL PHENOMENON: THEORETICAL AND METHODOLOGICAL BACKGROUND FOR SOCIOLOGICAL STUDIES</b>
Abstract	<i>The historical memory study is one of the most pressing problems of modern socio-humanitarian knowledge. The purpose of this article is to identify the main features of a sociological study of the historical memory phenomenon. A brief analysis of the existing scientific literature in which the concept of historical memory is considered is presented. Special attention is paid to the data of a sociological study conducted by the Institute of Sociology of the National Academy of Sciences of Belarus in 2016. The data obtained and analyzed can be useful in developing a theoretical and methodological strategy for further research of the historical memory of Belarus.</i>
Reviewers:	Alexandru STRATAN - National Institute of Economic Research, Republic of Moldova Mircea UDRESCU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	<b>Yuri CHERNYAK</b> <i>Institute of sociology, National Academy of Sciences of Belarus</i>
Title of the paper	<b>SOCIAL RISK IN YOUTH BEHAVIOR MODELS: SOCIOLOGICAL INDICATORS AND EVALUATION CRITERIA</b>
Abstract	<i>The article proposes a sociological model of indicators and criteria of risk assessment in the models of youth behavior. The sociological study of social risks should be based on the ambiguity of the situation of young people in the risk space: young people not only reproduce the risks, but also consume the consequences</i>

	<i>of risky activities of other social actors. In view of this feature, appropriate sociological indicators and criteria should be developed.</i>
Reviewers:	Elmira Magomed GOJAEVA - Azerbaijan University of Tourism and Management Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Bucharest
Author(s) / Affiliation	<b>Cătălin DEATCU, Virginia CUCU, Emilia Mioara DRĂGUȘIN</b> <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	<b>SOCIETĂȚILE COOPERATIVE – ALTERNATIVĂ PENTRU DEZVOLTAREA ECONOMICĂ DURABILĂ</b> <b>COOPERATIVE COMPANIES - ALTERNATIVE FOR THE SUSTAINABLE ECONOMIC DEVELOPMENT</b>
Abstract	<i>The cooperative system, with more than two centuries of experience, demonstrates its traditional superior qualities as a form of management, as well as new skills in labor and social relationships. Cooperatives are a "third way" ; between capitalism and socialism, a reconciliation of the rich and the poor, an effective way of achieving a social justice in a free and democratic society. Co-operation is a bridge between the forces of globalization and local economic activity. Co-operation is a way to boost inventiveness in the current economic concept, but also a way to promote human resources in the most diverse sectors of activity. European co-operation, in consensus with the entire world's co-operation, is defined by transparency, by democracy, by eliminating any form of social, confessional or gender discrimination. This clearly defined, unanimously recognized cooperative principles and values must be promoted at all levels. Worldwide, cooperative societies are steadily increasing, both in terms of cooperative membership and business volumes, as a genuine economic force.</i>
Reviewers:	Cristian-Marian BARBU - "ARTIFEX" University of Bucharest Andrei BUIGA - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Maryia VIARENICH</b> <i>Institute of sociology, National Academy of Sciences of Belarus</i>

Title of the paper **INDICATORS OF EXTREMISM AND RADICALISM IN THE CONTEXT OF GLOBALIZATION: RISKS FOR BELARUS**

Abstract *The article emphasizes that globalization, forming a single economic, informational, techno-technological and social multi-cultural environment, influences the spread of both political, national, cultural pluralism ideas, as well as racist, religious extremist, pro-fascist sentiments, xenophobia, national selfishness, chauvinism, extremism and radicalism. It also emphasizes the special role of multicultural education in the Republic of Belarus in the formation of a fully developed personality that would feel comfortable in a modern multicultural environment.*

Reviewers: Constantin CODERIE - "ARTIFEX" University of Bucharest  
Anca Sorina POPESCU - CRUCERU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Veronika KOVALCHUK, Anna GOLUB, Alina CHEBOTAREVA**  
*Kharkiv educational and scientific Institute of the state higher education institution «Banking University», Ukraine*

Title of the paper **ENSURING THE COMPETITIVENESS OF THE ENTERPRISE ON THE BASIS OF MANAGEMENT OF CONFLICT SITUATIONS IN THE ORGANIZATION**

Abstract *In our time, ensuring the competitiveness of enterprises remains a topical issue, therefore one of the ways to increase it is to manage conflict situations. On the one hand, the conflict is a signal of something bad in relations between people, some differences, on the other - a conflict, differences can reveal a sick, weak link in the chain of production or personal relationships of the organization's staff.*

Reviewers: Iván ZÁDORI - University of Pécs  
Cristina-Elena PROTOPOESCU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Iryna ZHYHLEI, Olena SYVAK**  
*Zhytomyr State Technological University, Ukraine*

Title of the paper **HYBRID WAR AS A FORM OF MODERN INTERNATIONAL CONFLICTS**

Abstract *In the article the concept of international conflicts has been considered, their categories have been highlighted. The basis of the structure of the international conflict has been distinguished: parties of the conflict, objects, subject and relations between the conflicting parties. International conflicts have been divided by the sphere of action; economic, political, ethical, religious, ideological and informational components have been defined. The most conflictual regions of the world have been identified. The main features of the hybrid war on the examples of conflicts in different regions and Ukraine in particular have been highlighted. In particular, the protracted nature, the expansion of the membership and political goals, the internationalization of the scale of modern international conflicts are of particular attention. The interpretation of the concept "hybrid war" and its translation in scientific research have been analyzed. The importance of the information factor in the conditions of hybrid warfare has been emphasized. The fact that each particular hybrid war has its own specific features and geopolitical context has been taken into account. The traditional and non-traditional threats of the hybrid war have been highlighted. The peculiarities of the stages of the hybrid war in Ukraine have been presented. The purpose of military operations in the hybrid war has been considered. The main features of contemporary international conflicts have been identified, each of which corresponds to the definition of the hybrid war. The consequences of hybrid wars for the civilian population as well as for business and for the country as a whole have been determined. It was substantiated that in conditions of implementation of European integration processes, uncertainties and conflicts as well as in the context of financial and economic crises, the international community is aware that further economic development should be based on a fundamentally different basis.*

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest  
Constantin CODERIE - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Adrian ŞIMON**  
*University of Medicine, Pharmacy, Sciences and Technology of  
Tirgu-Mureş, Romania*



Title of the paper	<b>LEGISLATIVE AND METHODOLOGICAL APPLIED IN ROMANIA</b>
Abstract	<i>The essential elements of the privatization process in Romania were established by the law on the privatization of commercial companies no. 58/14 August 1991, which defined the direct privatization method by selling the shares held by the state to the commercial companies, after distributing the equivalent of 30% of the share capital of the respective commercial companies toward entitled Romanian citizens in the form of ownership certificates.</i>
Reviewers:	Anca Sorina POPESCU - CRUCERU - "ARTIFEX" University of Bucharest Ioana-Nely MILITARU - The Bucharest University of Economic Studies
Author(s) / Affiliation	<b>Adrian ȘIMON</b> <i>University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureș, Romania</i>
Title of the paper	<b>THE PROCESS PRIVATIZATION OF COMERCIAL COMPANIES FROM ROMANIA</b>
Abstract	<i>The reform process started in 1989, mainly aimed at building a durable and performant market economy, Romania enrolling in the application of "new rules of the game". But not being aware of these new forms to be reached as the ultimate task of the transition, the expression "transition to the market economy" was chosen. This facilitates the effort of thinking to operate a simple and enjoyable translation from something familiar to something new, also known, replacing only the "Plan" God with the Goddess "market".</i>
Reviewers:	Anca Mihaela TEAU - "ARTIFEX" University of Bucharest Dragoș Gabriel MECU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Snežana MILIČEVIĆ<sup>1</sup>, Bojana BELJIĆ<sup>2</sup></b> <i>University of Kragujevac, Serbia</i>
Title of the paper	<b>SOCIAL NETWORKS IN FUNCTION OF PROMOTION OF TOURISM DESTINATION</b>

**Abstract** *In the service sector, as in any segment of production as well, trends are changing rapidly. Increased number of competitors and accelerated technology development causes market changes and changes in offer and customer demands. As a result, the old methods used to communicate with potential customers are slowly being ignored, and replaced with new ways of thinking, new technologies, communication channels and approach to the consumers. The revolution in information and communication technologies (ICT) already made implications at the tourism sector. It is suggested that e-tourism reflects the digitization of all processes and value chains in tourism, travel and hospitality industry. At the tactical level, this includes e-commerce and the use of ICT to maximize the efficiency and effectiveness of a tourism destinations. At the strategic level, e-tourism introduces a revolution in all business processes, in a whole chain of values, as well as strategic relationships between tourism destination and all their stakeholders. Social networks, most of all parts of the internet, dictate trends and give credibility to products or services that are actively used with "community management". Tourism, just like social networks, is happening in real time, and strives for quick and direct information exchanges. That is the reason that social networks are very suitable for creating and improving the image of the tourism destination, which is the subject of this work. In this context, special attention will be paid to the use of social networks in the promotion of a tourism destination.*

**Reviewers:** Cristian-Marian BARBU - "ARTIFEX" University of Bucharest  
Elmira Magomed GOJAEVA - Azerbaijan University of Tourism and Management

**Author(s) / Affiliation** **Ana BUTNARU**  
"ARTIFEX" University of Bucharest

**Title of the paper** **LOGISTICS IN THE ECONOMIC DEVELOPMENT**

**Abstract** *Changes to the nature of the conceptual, concerning the notion of logistics, have led to the development of definitions taking into account both the aspects of strategic and tactical of the process of production, storage, transfer of goods, services and/or information, with a view to enhancing economic efficiency and*

*increase the satisfaction of the consumer. Therefore, the considerations presented is only an argument for increasing concerns all stakeholders in such a way that the social and economic efficiency to know the positive developments. The strategy for the development of the logistical services will have to be based on the provision of an infrastructure of transport extended, modern and sustainable, on the means of transport market, adapted to the modern storage spaces, on a computer system performance and last but not least on an educational system adapted to the requirements of the major actors in the services market of logistics. All these fundamental aspect to be correlated with domestic and international flows of goods, services, and so on ....*

Reviewers: Dan NĂSTASE - "ARTIFEX" University of Bucharest  
Aurelian DIACONU - "ARTIFEX" University of Bucharest

Author(s) /  
Affiliation **Ion ANDREI<sup>1</sup>, Mihaela PETRE**  
<sup>1</sup>"ARTIFEX" University of Bucharest

Title of the paper **CORELAREA COMPETENȚELOR EDUCAȚIONALE CU CERINȚELE ANGAJATORILOR/PIEȚEI MUNCII**  
**CORRELATION OF EDUCATIONAL COMPETENCES WITH THE REQUIREMENTS OF EMPLOYERS/LABOR MARKET**

Abstract *Knowledge-based economy brings on the first row the necessity to correlate the competences offered by public and private educational systems with the necessities and wishes of the employers, generated not only by the modifications of labor, management and organization paradigms, but also by the new approaches of firms' theories, in which performance relates directly with the social responsibility and corporate governance. Upon the analysis of the present situation in Romania, we have realized a comparative, efficient and real study, regarding the connection between the higher education system and the requirements of the labor market. We pursue a transfer of Know-How, good practices, through the analysis of the Canadian system, case study Waterloo University, Ontario-Canada.*

Reviewers: Virginia CUCU - "ARTIFEX" University of Bucharest  
Dragoș Gabriel MECU - "ARTIFEX" University of Bucharest

**Section 2.**

- **Finance-Banking-Accounting**
- **Cybernetics, Statistics and Economic Informatics**
- **Young researchers**

**Moderators:** **Assoc. prof. ec. Adrian ŞIMON, PhD.,** University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania  
**Assoc. prof. Mădălina-Gabriela ANGHEL, PhD.,** "ARTIFEX" University of Bucharest, Romania

**Author(s) / Affiliation** **Elvira NAVAL**  
*Institute of Mathematics and Computer Sciences „Vladimir Andrunachievici”*

**Title of the paper** **EARNINGS EVALUATION OF THE MOLDOVAN BUDGET EMPLOYEES**

**Abstract** *This notes are devoted to the earnings evaluation of the budget employees of the one academic institute from Republic of Moldova. For this evaluation Mincer`s approach has been applied. Stat data about wages payments for all categories of employees were used. "Human capital earnings function" elaborated by Iacob Mincer has been adopted for Moldova.*

**Reviewers:** Radu Titus MARINESCU - "ARTIFEX" University of Bucharest  
Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania

**Author(s) / Affiliation** **Dmitro TRUSHAKOV, Oleksandr KOZLOVSKYI**  
*Central Ukrainian National Technical University, Kropyvnytskyi, Ukraine*

**Title of the paper** **CYBERNETICS, TCODING AND INFORMATION SECURITY – THE BASIS COMPONENTS OF THE MODERN DIGITAL ECONOMY**

**Abstract** *Digital economy is an economy associated with the accumulation, processing, transmission and storage of large amounts of information. This is an economy built on new standards and platforms associated with a wide range of Internet services for human activities. In addition, it is necessary to take into account innovative activities without which the development of the digital*

*economy is impossible. Data is the foundation of the digital economy. A modern scientific-educated person needs to have ideas about cybernetics and information protection as integral components of the modern digital economy, namely, binary calculus as the basis for presenting data in digital form, the basis for coding information, to have an idea about the basics of transmitting information messages using digital cybernetics.*

Reviewers: Alexandru MANOLE - "ARTIFEX" University of Bucharest  
Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation **Alexandru COLESNICOV<sup>1</sup>, Ludmila MALAHOV<sup>1</sup>, Eugenia LUCASENCO<sup>2</sup>**  
<sup>1</sup> *Institute of Mathematics and Computer Science, Republic of Moldova*  
<sup>2</sup> *National Institute of Economic Research, Republic of Moldova*

Title of the paper **ON IMPLEMENTATION PLATFORM FOR GENDER-ORIENTED ECONOMETRICAL CALCULATIONS**

Abstract *The article discusses selection of the implemetation platform to develop Web application for econometrical analysis of the gender imbalance in the labour market on micro-economic level. Six principles of software selection are formulated and substantiated. Using these principles, three systems from 126 were selected in several iterations. The winner is XWiki that additionally provides more comfortable features to program algorithms of econometrical calculations.*

Reviewers: Ghenadie CIOBANU - INCSMPS Bucharest  
Elena BUGUDUI - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Cibela NEAGU<sup>1</sup>, Rafael NEAGU<sup>2</sup>**  
<sup>1</sup> *"ARTIFEX" University of Bucharest, Romania*  
<sup>2</sup> *Bucharest University of Economic Studies, Romania*

Title of the paper **THE EUROPEAN CURRENCY**

Abstract *National currencies are vitally important for the way modern economies operate, and they are deeply rooted in our culture and*

	<p><i>psychic. The EURO currency exists to help Member States' economies work more efficiently, thus giving Europeans prosperity and more jobs. That is why it is not surprising that the euro has quickly become the second most important international currency, after the dollar, and in some categories (for example , the cash in circulation) even surpassed the US currency.</i></p>
Reviewers:	<p>Virginia CUCU - "ARTIFEX" University of Bucharest Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania</p>
Author(s) / Affiliation	<p><b>Ion MOROZNIUC, Tatiana COLESNICOVA</b> <i>National Institute of Economic Research, Chişinău, Republic of Moldova</i></p>
Title of the paper	<p><b><i>EVOLUȚIA NEUNIFORMĂ ÎN ACTIVITATEA PIEȚEI FINANCIARE ȘI DE CAPITAL</i></b> <b><i>NON-UNIFORM EVOLUTION IN THE ACTIVITY OF THE FINANCIAL AND CAPITAL MARKET</i></b></p>
Abstract	<p><i>The development and consolidation of the non-banking financial sector stems from the need to ensure sustainable economic growth. Compliance to the principles of financial stability will contribute significantly to the sustainable financing of the real economy. In comparison to other regional and global economies the non-banking financial market in Moldova is at an early stage of development and is directly related to the general economic context.</i></p>
Reviewers:	<p>Radu Nicolae BĂLUNĂ - University of Craiova Mădălina Gabriela ANGHEL - "ARTIFEX" University of Bucharest</p>
Author(s) / Affiliation	<p><b>Constantin ANGHELACHE<sup>12</sup>, Mădălina-Gabriela ANGHEL<sup>1</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest <sup>2</sup> Bucharest University of Economic Studies</p>
Title of the paper	<p><b><i>ANALYSIS OF THE EVOLUTION OF THE GROSS DOMESTIC PRODUCT IN 100 YEARS SINCE THE GREAT UNION</i></b></p>
Abstract	<p><i>The economic growth of a country is measured by the Gross</i></p>

*Domestic Product output indicator. Over the past 100 years, Romania's area was different, as a result of historical evolution. From this point of view, the economy has had a number of consequences, due to the different territory from one time to another. Also, in certain segments of time, no clear evidence of GDP evolution was found, in which case estimates were made using estimation and interpolation. Another aspect considered in order to ensure the comparability of the data is represented by the fact that in the period between 1947 and 1989 in Romania the Social Product and National Income indicators were calculated according to the material production method. In this respect, it was necessary to adjust these indicators, by considering non-material services, in order to obtain the Gross Domestic Product. In this paper, a sequential analysis is carried out over time, namely the analysis of these indicators until the beginning of the First World War (as a starting point to ensure the continuity of data), the interwar period, the period of the super-centralized economy and then the period of the market economy free. For each of these time intervals, data included in synthetic data series as well as graphical representations were presented.*

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest  
Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Anatolii ROJCO, Svetlana IVANOV, Zoia STREMOVSCAIA**  
*National Institute of Economic Research, Chișinău, Republic of Moldova*

Title of the paper ***EVOLUȚIA PRINCIPALILOR INDICATORI AI OCUPĂRII FORȚEI DE MUNCĂ ÎN SFERA MICULUI ANTREPRENORAT DIN REPUBLICA MOLDOVA***  
***EVOLUTION OF THE MAIN INDICATORS OF LABOR FORCE OCCUPATION WITHIN THE SPHERE OF SMALL ENTREPRENEURSHIP IN THE REPUBLIC OF MOLDOVA***

Abstract *The relevance of the topic lies on the fact that small entrepreneurs play an important role in the economic development of the Republic of Moldova. Meanwhile, the situation with employment in the area of small entrepreneurship in the Republic of Moldova has not received an adequate scientifically-proved assessment.*

	<p><i>That's why, the objective of the article lies in appraisal process of the number and of small entrepreneurs' number structure that represents both scientific and practical interest. In the research were used the following methods: monographic, analogues, comparisons, statistics, etc. As a research result, there was received an analysis of the number and structure of small entrepreneurs by criteria of: sex, place of residence, type of economic activity and location of work place.</i></p>
Reviewers:	Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Elena BUGUDUI - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Constantin ANGHELACHE <sup>12</sup>, Mădălina-Gabriela ANGHEL <sup>1</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest <sup>2</sup> Bucharest University of Economic Studies
Title of the paper	<b>THE CENTENNIAL EVOLUTION OF HANDICRAFT COOPERATION IN ROMANIA</b>
Abstract	<p><i>The cooperative system, generally speaking, but especially the craft cooperative, has played an important role in the national economy by capitalizing on local resources, helping to associate small craftsmen and, last but not least, contributing to the achievement of Romania's Gross Domestic Product. Craftsmanship has played an important role, especially in the interwar period, when it came to the question of the economic reconstruction of the country affected by the world's first conflagration. The country was scarred by resources, the decimated labor force, following the tribute paid during the war, and therefore, the forms of craftsmanship (production) were the most active in this direction. Also, after 1947, when the super-centralized economy was moved, even under these conditions, the craft cooperative consolidated and played an important role in the structure of the national economy. A very large number of cooperative members have been cooperative craftsmen associations, some of which have been taken and transformed into state-owned industrial societies, which attests to the economic power they possessed. The entire cooperative system, including those in agriculture, had a share of about 20% in the formation of the Social Product. After 1990, the craft cooperative was adapted to the market requirements and the provisions of the adopted legislation, and managed to</i></p>



	<i>maintain a positive trend. In the paper, a sequential analysis is performed over the mentioned periods.</i>
Reviewers:	Radu Titus MARINESCU - "ARTIFEX" University of Bucharest Mircea UDRESCU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Mihail CIOBANU, Olga MOSCALU</b> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	<b><i>DINAMICA STRUCTURII INDICATORILOR DE ACTIVITATE A ÎNTRINDERILOR MICI ȘI MIJLOCII DUPĂ FORME DE PROPRIETATE ȘI FORME ORGANIZATORICO-JURIDICE ÎN REPUBLICA MOLDOVA</i></b> <b><i>DYNAMICS OF THE STRUCTURE OF ACTIVITY INDICATORS FOR SMALL AND MEDIUM ENTERPRISES ON OWNERSHIP FORMS AND ORGANIZATIONAL-LEGAL FORMS IN THE REPUBLIC OF MOLDOVA</i></b>
Abstract	<i>The SME sector comprises the majority of enterprises from Moldova, two-thirds of the country's employees and almost half of the turnover in all enterprises from Moldova. This article analyzes in recent years the dynamics of the structure of activity indicators of small and medium enterprises (SMEs) in the Republic of Moldova. The following research methods have been used in this article: statistical data analysis, comparison, chain indices, graphs. The results showed in the SME sector according to the organizational-legal form of the enterprise, the increase of the share of the turnover in the limited liability companies and its reduction to the individual ones, to cooperatives and joint stock companies. Also, in the SME sector, according to the ownership form of the enterprise, the results showed the increase of the share of the turnover in the public companies and its decrease to the partially foreign and partially public ones, as well as the increase of the employees' weight in the case of the foreign companies and its reduction to partially foreign and partially public ones.</i>
Reviewers:	Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences Anca-Sorina POPESCU-CRUCERU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Alexandru MANOLE, Ana-Maria PETRE</b> <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	<b>INSTRUMENTS FOR ENSURING DATA CONFIDENTIALITY</b>
Abstract	<i>This paper reviews some instruments that can be used to ensure data confidentiality in the context of a database management system that does not provide direct and complex tools to achieve this. The authors consider the user/password management and use, the application of dedicated forms depending on users' permissions, and also the use of views/queries for data presentation.</i>
Reviewers:	Serghei OHRIMENCO - Academy of Economic Studies of Moldova Ioan Ștefan SACALĂ - „Politehnica” University of Bucharest
Author(s) / Affiliation	<b>Tatiana COLESNICOVA, Mircea GUTIUM</b> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	<b>ANALIZA COMPARATIVĂ A INDICELUI PROGRESULUI SOCIAL AL REPUBLICII MOLDOVA</b> <b>COMPARATIVE ANALYSIS OF THE SOCIAL PROGRESS INDEX OF THE REPUBLIC OF MOLDOVA</b>
Abstract	<i>In the given paper the authors analyzed the Social Progress Index of the Republic of Moldova in comparison with other states, the indicators of influence, as well as the welfare of the population. In addition, the key problems facing the Republic of Moldova on the given land were highlighted, with the purpose of identifying the ways of imposing the socio-economic growth among the citizens.</i>
Reviewers:	Gennady KORSHUNOV - Institute of Sociology of the National Academy of Sciences of Belarus Elena BUGUDUI - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Raluca MIHALACHE</b> <i>„ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<b>FAPTUL GENERATOR ȘI EXIGIBILITATEA TVA ÎN ROMÂNIA ȘI ÎN</b>

**ELVEȚIA – STAT UE ȘI STAT NON UE  
THE GENERATOR FACT AND VAT EXIGIBILITY IN ROMANIA AND  
SWITZERLAND - EU STATE AND NON-EU STATE**

Abstract

*Additionally, the added tax is paid in the case of the first installment, in order to reduce the taxable amount of the taxable amount. Impossible indulgence in traditional tradition and systems to improve the risk of eruption in this age was no longer satisfactory. In the European Court of Justice of the European Communities at the European Council of Bruxelles on 1 February 1993, the Council adopted a proposal for a Council Regulation on the financing of the European Social Fund for the development of the European Globalization Adjustment Fund. In Romania, the tax-deductible amount in the taxable income added differs according to the transaction rate and the stage of the national or intra-community response. The VAT gierner's fair value is not the same as the cost of the investment under the VAT rate of some operations. In generally case, in Romania and Switzerland, this is the only reason for being the mainstay of delivery of goods and / or the cost of the acquisition of property. This is the date after which it is announced that it will be delayed.*

Reviewers:

Igor YAREMKO - Lviv Polytechnic National University  
Daniela PENU - Dimitrie Cantemir Christian University, Bucharest

Author(s) /  
Affiliation

**Olga PUGACHEVA**  
Gomel State University F. Skorina, Belarus

Title of the paper

**STUDY OF THE STATE AND PERSPECTIVE OF THE INTERNET AND  
INFORMATION AND COMMUNICATION TECHNOLOGIES  
DEVELOPMENT IN THE REPUBLIC OF BELARUS**

Abstract

*The level of development of the Internet, information and communication technologies and the digital economy in the Republic of Belarus from the point of view of individual indicators and different ratings, as well as prospects for their development in the country are considered*

Reviewers:

Serghei OHRIMENCO - Academy of Economic Studies of Moldova  
Alexandru MANOLE - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Ramiro-Constantin PATRAS<sup>1</sup>, Dragos-Mihai TOMA<sup>2</sup>, Aurelian PENCEA<sup>3</sup></b> <i><sup>1</sup>"ARTIFEX" University of Bucharest, <sup>2</sup> SC Rosim SRL, <sup>3</sup>SC Rocerber SRL</i>
Title of the paper	<b>CONECTAREA SISTEMELOR INFORMATICE DE GESTIUNE LA MEDII DE MODELARE SI SIMULARE IN VEDEREA ANALIZARII PROCESELOR DE AFACERI SI A EFICIENTEI UTILIZARII RESURSELOR</b> <b>CONNECTING THE MANAGEMENT INFORMATION SYSTEMS IN MODELING WITH SIMULATION ENVIRONMENT FOR BUSINESS PROCESSES ANALYSIS AND USE OF RESOURCES EFFICIENCY</b>
Abstract	<i>We see an increased international interest in modeling, simulation and optimization of business processes design and resource efficiency. The company will draw its business processes into a graphical, easy-to-use graphical language (BPMN), which will then try to model them in an iBPMS modeling and simulation environment. We recall that these environments contain a number of mathematical tools so necessary for the proposed study. However, iBPMS tools tend to replace specialized IT applications that implement information flows across a company (eg, CRM), while providing increased flexibility in drawing, modeling, simulating and even modifying business processes according to needs changing. In most cases, companies that have already invested in an ERP management system do not want to migrate to an iBPMS environment for budget and / or organizational reasons. Through this paper we will analyze different scenarios for the study of optimization of business processes and resource use.</i>
Reviewers:	Serghei OHRIMENCO - Academy of Economic Studies of Moldova Ioan Ștefan SACALĂ - „Politehnica” University of Bucharest
Author(s) / Affiliation	<b>Constantin ANGHELACHE<sup>12</sup>, Mădălina-Gabriela ANGHEL<sup>1</sup></b> <i><sup>1</sup> "ARTIFEX" University of Bucharest <sup>2</sup> Bucharest University of Economic Studies</i>
Title of the paper	<b>HIGHLIGHTS OF ROMANIA'S ECONOMIC EVOLUTION IN THE CENTENNIAL YEAR</b>
Abstract	<i>In this paper, the authors carry out an analysis of the results</i>

*obtained by Romania in economic and social terms, in 2018, the year of the Centenary of the Great Union. Starting from the fact that the Gross Domestic Product is the most representative indicator of the obtained results, data on its evolution are presented. In this context, the structural analysis (resources, utilities, geographical distribution and ownership forms) is presented, highlighting that in general, in 2018, the mentioned factors have made a significant contribution to the formation of the Gross Domestic Product. In the paper, there are briefly presented the significant elements regarding the evolution of the main economic branches, focusing on industry, agriculture, construction, transport, services, environmental protection, tourism, retail trade, and so on. It also highlights the evolution of the value of the agricultural branch production by macroregions, development regions and county, on the basis of the data defining the definitive ones for the year 2017. At the same time, the evolution of consumer prices based on the consumer price index (CPI) and the Harmonized Index of Consumer Prices. In this context, a number of aspects are also highlighted in relation to spending on environmental protection, an important factor in ensuring a healthy economic environment.*

Reviewers: Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest  
Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Constantin ANGHELACHE**<sup>12</sup>  
<sup>1</sup> "ARTIFEX" University of Bucharest, Romania  
<sup>2</sup> Bucharest University of Economic Studies, Romania

Title of the paper **RESEARCH - DEVELOPMENT ACTIVITY, NATIONAL PRIORITY**

Abstract *Research and development (R & D) activity must remain a priority at the national economy level. With only 0.48% spending on research and development, Romania is far from meeting the European Directive that provides for a minimum of 2% of GDP for research and development. In Romania, R & D expenditures are too low in the context of national economic development opportunities, but also in the context of European directives. The result of the research is directly related to Romania's possibilities to participate in large-scale programs (projects) within the*

*European Union. In the centenary year, to which this analysis also refers, Romania emerges far from reconsidering an industrial strategy that would bring advantages both in the development of production and in participation in European projects. Of the total of 0.48% of GDP, 0.28% is allocated to private sector research and only 0.20% to the public sector. At the end of 2017, only 44801 employees worked in R & D, but this figure is slightly higher than the end of 2016, but is not likely to give a definite hope of evolution and the role of this priority area for Romania.*

Reviewers: Alexandru STRATAN - National Institute of Economic Research, Republic of Moldova  
Alexandru GRIBINCEA - Institute of International Relations of Moldova

Author(s) / Affiliation **Aysel MAMMADOVA**  
*Azerbaijan Tourism and Management University*

Title of the paper **HOW LABOR UNIONS AFFECT JOBS AND THE ECONOMY?**

Abstract *The purpose of this article is to identify existing negative and positive sides of labor unions' and their effect on the jobs and the economy as a whole.*

Reviewers: Radu Nicolae BĂLUNĂ - University of Craiova  
Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation **Almas SALMANOVA**  
*Azerbaijan Tourism and Management University*

Title of the paper **ANALYSIS OF UNEMPLOYMENT IN AZERBAIJAN**

Abstract *In the article, the author notes that unemployment is one of the manifestations of macroeconomic instability. Unemployed are; citizens who are physically able to work, who do not have a job and earnings, who are registered in the employment service and are actively looking and waiting to start a job. Thus, the unemployment rate affects the level of poverty in a country. It is believed that the lower the unemployment rate, the lower is the poverty level. The poverty of the population is determined by a*

*number of factors, the main of which is the economic factor, characterized by the level of income of the population, unemployment rate, wage level, level of income differentiation of the population.*

Reviewers:

Elena BUGUDUI - "ARTIFEX" University of Bucharest  
Alina Georgiana SOLOMON - Dimitrie Cantemir Christian University, Bucharest

Author(s) /  
Affiliation

**Mădălina-Gabriela ANGHEL<sup>1</sup>, Radu Titus MARINESCU<sup>1</sup>, Maria MIREA<sup>2</sup>, Radu STOICA<sup>2</sup>**

<sup>1</sup> "ARTIFEX" University of Bucharest, Romania

<sup>2</sup> Bucharest University of Economic Studies, Romania

Title of the paper

**EVOLUTION OF SERVICES IN ROMANIA IN THE CENTENNIAL YEAR**

Abstract

*Services play an important role in ensuring a high level of population. In the structure of the Gross Domestic Product, services have increased their contribution from one year to the next. In the present paper, the authors present the evolution of turnover in retail trade, turnover in wholesale trade, and the turnover of market services provided mainly to enterprises during the period considered. All three activities show increases in both absolute figures and relative figures. This implies better satisfaction of the population's needs, especially in retail trade. The same trend is noted in terms of providing market services for the population and companies. As regards services, tourism is the most important area. In this sense, the analysis of the tourism activity in general was expanded, emphasizing the evolution of the indicators regarding the tourist accommodation capacity, the number of arrivals of foreign tourists in the country, the overnight stays, the hotel occupancy capacity and other indicators. The analysis also refers to the accommodation capacity by types, and to tourists entering the country by origin (Europe, European Union, Asia, North America, South America and Africa). In the paper, the evolution of the statistical indicators analyzed is presented in graphs and synthetic tables.*

Reviewers:

Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest  
Radu Titus MARINESCU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Constantin ANGHELACHE<sup>12</sup>, Doina AVRAM<sup>2</sup>, Doina BUREA<sup>2</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies
Title of the paper	<b>STRUCTURAL ANALYSIS OF AGRICULTURAL PRODUCTION IN 2018</b>
Abstract	<i>Agriculture is one of Romania's most important sources. This, in the context in which, from a geo-climatic point of view, our country has about one third of the entire agricultural land area, which is a very important natural resource. The agricultural sector, especially the vegetal sector, is in a process of reconsideration, starting from the fact that the legislation in this field has squeezed the error that led to the breaking up and abandonment of the advanced agro-technical means of the fieldwork. The article discusses agricultural output indices on the development region in 2017, referring both to plant and animal production. From the structural analysis by development regions, the South-West Oltenia, South-East and South-Muntenia regions saw significant increases in agricultural production in 2017 compared to the previous year. In the area of vegetal production, we have substantial increases in South-West Oltenia (137.1%), South-East (122.3%) and North-East (120.5%). Regarding the value of livestock production, there are the following regions: West, Bucharest-Ilfov and Center. Year 2018 ended with results (data is provisional) higher than previous years.</i>
Reviewers:	Alexandru GRIBINCEA- Institute of International Relations of Moldova Radu Titus MARINESCU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Ghenadie CIOBANU<sup>12</sup>, Elena BUGUDUI<sup>1</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest, Romania <sup>2</sup> INCSMPS Bucharest, Romania
Title of the paper	<b>FORMAREA PROFESIONALĂ PE PIAȚA MUNCII DIN ROMÂNIA ÎN CONTEXTUL INTENGRĂRII EUROPENE PROFESSIONAL FORMATION ON THE ROMANIAN LABOR MARKET IN THE CONTEXT OF EUROPEAN INTEGRATION</b>
Abstract	<i>In this paper, we pursue to review a retrospective analysis of the evolution of the professional formation in Romania, during the last</i>



	<i>decade 2007-2017, practically since Romania became member of the European Union, and to realize a comparative analysis of professional formation with the other EU member countries and the strategic objectives of the European Union regarding the development of the labor market and professional formation priorities for the following ten years.</i>
Reviewers:	Lilia GHIȚIU - National Institute of Economic Research, Republic of Moldova Angela TIMUȘ - National Institute of Economic Research, Republic of Moldova
Author(s) / Affiliation	<b>Cătălin GHINĂRARU<sup>1</sup>, Ghenadie CIOBANU<sup>12</sup></b> <sup>1</sup> INCSMPS Bucharest, Romania <sup>2</sup> "ARTIFEX" University of Bucharest, Romania
Title of the paper	<b>STUDIU PRIVIND ANALIZA COMPARATIVĂ DE POLITICI ACTIVE PE PIAȚA MUNCII STUDY REGARDING COMPARATIVE ANALYSIS OF ACTIVE POLICIES ON THE LABOR MARKET</b>
Abstract	<i>In this paper, we aim to analyze the evolution of the active policies on the labor market of Romania, to outline what are the active labor market policies in the EU member countries. The comparative approach of the active policies on the EU labor market will allow us to emphasize the strong and weak points that we find on the Romanian labor market, but also in other EU countries, and from here we will become able to see how new active policies can be designed and built on the Romanian and EU labor market, for the next strategic cycle.</i>
Reviewers:	Elmira Magomed GOJAEVA - Azerbaijan University of Tourism and Management Cristina-Elena PROTOPOPESCU - "ARTIFEX" University of Bucharest
Author(s) / Affiliation	<b>Ghenadie CIOBANU<sup>1</sup>, Serghei OHRIMENCO<sup>2</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest, Romania <sup>2</sup> Academy of Economic Studies of Moldova
Title of the paper	<b>ECONOMIA DIGITALĂ SUBTERANĂ ȘI OPORTUNITĂȚILE</b>

**SECURITĂȚII INFORMAȚIONALE PENTRU DEZVOLTAREA  
ECONOMICĂ ȘI SOCIALĂ  
UNDERGROUND DIGITAL ECONOMY AND OPPORTUNITIES OF  
THE INFORMATION SOCIETY FOR THE SOCIAL AND ECONOMIC  
DEVELOPMENT**

**Abstract** *In the actual digitization conditions, which are a necessity for the development of the economy and modern society, an important question both for the state and corporations and private SMEs sector, but also for their employees and the social aspect of these social groups is the problem of cybercrime, which in both Romania and the Republic of Moldova does not present yet a national threat, as it is already approached in other developed countries. A threat that must be approached, because our life becomes more and more entangled in the digital economy. In which measure are we prepared today to ensure an information security in report to the digital revolution that has already entered in the society and economy?*

**Reviewers:** Alexandru MANOLE - "ARTIFEX" University of Bucharest  
Cătălin DEATCU- "ARTIFEX" University of Bucharest

**Author(s) /  
Affiliation** **Ana CARP**  
"ARTIFEX" University of Bucharest, Romania

**Title of the paper** **THE CENTENARY EVOLUTION OF SOCIAL SECURITY IN ROMANIA**

**Abstract** *Ensuring social security rights in Romania has been and is a permanent concern. In the year of the Centenary of the Great Union, we can be proud that Romania is one of the first European countries in which the care to ensure social security rights has been materialized through the enactment of the rights. Thus, the first law on the organization of the Social Insurance System in Romania is considered to be the Workers' Insurance Act of 1912 and is related to the name of Nenițescu. The centenary evolution of social security in Romania is presented in this article. With the adoption of international social security documents, Romania has gradually joined them, going through new stages in the evolution of the Social Security System. In another aspect, I present in this article the current situation of the social security system in the European context, as well as evolution perspectives.*

Reviewers: Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia  
Ghenadie CIOBANU - "ARTIFEX" University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation **Serghei STUPACHEV**  
*Academy of Economic Studies of Moldova*

Title of the paper ***INTERNATIONAL FINANCIAL INSTITUTIONS AND THEIR COOPERATION WITH THE REPUBLIC OF MOLDOVA***

Abstract *This article examines the fundamentals of the world's international financial institutions: the International Monetary Fund and World Bank Group. It shows that during the recent global economic crisis of 2008 these organizations were not fully ready to implement their stated goals and objectives in terms of assistance to developing countries in particular and the governance of the world economy as a whole. Taking into account the experience of the recent economic crisis and the increasing economic influence of countries with emerging market economies have revealed the need to reform the financial structures of these organizations on the basis of the interests not only of advanced countries, but also taking into account the interests and characteristics of economic development in countries with emerging market economies. It demonstrates that the cooperation of the Republic of Moldova with International Monetary Fund and World Bank Group takes place in all the financial and economic aspects, which are at the disposal of these organizations. In the process of cooperation of the Republic of Moldova with the International Monetary Fund all major special credit mechanisms used by the Fund are involved, and the World Bank Group participates in almost the entire spectrum of lending projects in the country. The result of the reforms conducted by the Government of the Republic of Moldova following the cooperation with those organizations could be much greater if the efficiency of use of the financial resources increased.*

Reviewers: Alexandru GRIBINCEA - Institute of International Relations of Moldova  
Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania

Author(s) / Affiliation	<b>Cristian GHENA</b>
Title of the paper	<b><i>CSA STEAUA BUCUREȘTI – VECTOR ISTORIC DE MARKETING, COMUNICARE ȘI RELAȚII PUBLICE PENTRU ROMÂNIA ȘI ARMATA ROMÂNĂ</i></b> <b><i>CSA STEAUA BUCHAREST – HISTORICAL VECTOR OF MARKETING, COMMUNICATION AND PUBLIC RELATIONS FOR ROMANIA AND THE ROMANIAN ARMY</i></b>
Abstract	<i>Sport is increasingly present in the top of the public's preferences, thus becoming a tool of great importance and utility in contemporary society. The Steaua Bucharest Army Sports Club was founded on 7 June 1947, being the first military club in Romania. The decision to create a club belonged to the Ministry of Armed Forces of the Romanian People's Republic, and the first commander was Colonel Oreste Alexandrescu. The club has become, over time, a true brand, involving marketing, communication and public relations components. CSA Steaua Bucharest has been, is and will be in the service of Romania, the Romanian Army and Romanian sports.</i>
Reviewers:	Cătălin DEATCU - "ARTIFEX" University of Bucharest Mirela Cătălina TÜRKEŞ - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation	<b>Tahira GUSEYNOVA</b> <i>Azerbaijan Tourism and Management University</i>
Title of the paper	<b><i>MODERN MANAGEMENT</i></b>
Abstract	<i>Undoubtedly, management that existed in ancient times and modern management aren't equivalent concepts. Modern management is a combination of new principles, methods, tools and forms of control, which are aimed at improving the efficiency of the enterprise work. The management process envisages the start (setting goals), the course (implementation, deployment of a business), the completion (analysis and evaluation of completed work) of process.</i>
Reviewers:	Cristina-Elena PROTOPOPESCU - "ARTIFEX" University of

	Bucharest Dan Ioan TOPOR - 1 Decembrie 1918 University, Alba-Iulia
Author(s) / Affiliation	<b>Narmin ISMAILOVA</b> <i>Azerbaijan Tourism and Management University</i>
Title of the paper	<b><i>MONEY, FINANCE AND CREDIT</i></b>
Abstract	<i>Anyone who has experienced management is aware that the categories of financial management should elaborate on the basic concepts. Commodity-money relations in the economy determine the use of such categories as finance, credit and money.</i>
Reviewers:	Iván ZÁDORI - University of Pécs Ileana Sorina RAKOS - University of Petroșani
Author(s) / Affiliation	<b>Ali ALIEV</b> <i>Azerbaijan Tourism and Management University</i>
Title of the paper	<b><i>THE ECONOMICS OF NATURE MANAGEMENT AND ENVIRONMENTAL PROTECTION</i></b>
Abstract	<i>The influence of people on nature can be made by targeted and conscious usage of force and elements of nature, because of the fact, that the process like this one may give us a natural substance with probable transformation of the needed product in future. Sometimes the impact of humans on nature may be indirect or incidental, but it damages the nature a lot (numerous man-made disasters, ozone depletion, etc.). Therefore, we perceive a term "the economics of nature management" as a direct and indirect influence of human beings on environment.</i>
Reviewers:	Alexandra TKACENKO - Moldova State University Dana Maria (OPREA) CONSTANTIN - University of Bucharest
Author(s) / Affiliation	<b>A. V. GAVRIKOV</b> <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	<b><i>THE LIBERAL DEMOCRATIC PARTY OF BELARUS IN THE POLITICAL SYSTEM OF THE COUNTRY (A SOCIO-POLITICAL ANALYSIS)</i></b>

Abstract *The article considers the formation of the Liberal Democratic Party of Belarus. In historical retrospect, an analysis of its activities and role in the political life of the country is given. Particular attention is paid to political leadership within the party.*

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest  
Constantin CODERIE - "ARTIFEX" University of Bucharest

Author(s) /  
Affiliation **Yauheni SHUKHNO**  
*Institute of Sociology of the National Academy of Sciences of Belarus*

Title of the paper **CONCEPTUALIZATION OF THE TERM „ORGANIZATIONAL CULTURE” IN SOCIOLOGY AND MANAGEMENT**

Abstract *The paper considers conceptualization of the term of “organizational culture”. The theoretical and methodological basis of organizational culture studies within management and sociology are represented. The conclusion is drawn that the classical school of organization and management and the school of “human relations” have constituted conceptual and empirical basis of the conception of organizational culture. Theory of scientific management of F. Taylor, theory of administration of H. Fayol, theory of bureaucracy of M. Weber all include theses of corporate spirit – one of the main aspect of contemporary organizational culture theory. Hawthorne experiment of E. Mayo marked the beginning of empirical research of organizational culture (primarily social-psychological atmosphere and its influence on organizational performance). Within this context, C. Barnard’s conception of organizational morale and organizational codes is transitive theoretical ground between management studies (both theoretical and empirical) and properly cultural studies launched by E. Jacques in 1950s. His definition of organizational culture (expressed in the term “culture of the factory”) was the first whole and explicit concept describing the analyzed phenomenon.*

Reviewers: Drago CVIJANOVIĆ - University of Kragujevac  
Cristina-Elena PROTOPOESCU - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Alesya SOLOVEY</b> <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	<b><i>GENDER STEREOTYPES IN THE PROFESSIONAL OF ACTIVITIES WOMEN SCIENTISTS OF THE NATIONAL ACADEMY OF SCIENCES OF BELARUS</i></b>
Abstract	<i>The paper considers influence of gender stereotypes on professional activities of women scientists. It is noted that stereotypes about the mental abilities of men and women cause the idea of science as a male field of activity. According to the results of the sociological research conducted among women scientists of the National Academy of Sciences of Belarus, it is concluded that gender stereotypes can serve as external factor that impedes women's careers and also hinders professional growth in science. Most women scientists are disagree with many stereotypes. However, under the influence of gender stereotypes, women scientists may adhere to a passive model of professional growth.</i>
Reviewers:	Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia Lilia GHIȚIU - National Institute of Economic Research, Republic of Moldova

Author(s) / Affiliation	<b>Bakhtiyar Verdiyev ELSHAN<sup>1</sup>, Nurlana Guliyeva LUTFI<sup>2</sup></b> <sup>1</sup> <i>Azerbaijan Tourism and Management University</i> <sup>2</sup> <i>IMC Krems University of Applied Sciences, Austria</i>
Title of the paper	<b><i>ECONOMIC AND SOCIAL STUDIES</i></b>
Abstract	<i>The author mentions in the article that economic and social studies are significant factors for every field of countries such as agriculture and tourism industry. The author also gives clear definitions and meanings of economic and social studies.</i>
Reviewers:	Virginia CUCU - "ARTIFEX" University of Bucharest Cristina SÂMBOAN - "ARTIFEX" University of Bucharest

Author(s) / Affiliation	<b>Ștefan Gabriel DUMBRAVĂ, Daniel DUMITRU, Andreea – Ioana MARINESCU, Tudor SAMSON</b> <i>The Bucharest University of Economic Studies, Romania</i>
Title of the paper	<b><i>SIGNIFICANT ASPECTS OF INDUSTRY EVOLUTION IN 2018</i></b>
Abstract	<i>Industry is the main branch of the national economy, making a substantial contribution to the formation of the Gross Domestic Product. In this paper, the authors focus on presenting the evolution of the turnover registered by the industry, as well as on the new orders from the manufacturing and industrial production for export. In the first eleven months of 2018, the turnover increased month on month, the peak being in August (8.1%) compared to the same period of the previous year, the increase was 12.9%. The structure of the industry shows that both the total and the sections (extractive and processing) as well as the large industrial groups (intermediate goods industry, capital goods industry, durable goods industry, current consumer goods industry and energy industry) there were increases. The most significant increase was in the entire period of 2018 in the capital goods industry group, which per total jumped by 15.9%. Regarding the new orders from the manufacturing industry, we find that in this sector, compared to the similar period of 2017, there was an increase in nominal terms of 16.3%. At the same time, industrial output has also increased, reaching the highest level since the 2007-2008 crisis. The data show that the industry continues to have the most important weight in the formation of the Gross Domestic Product.</i>
Reviewers:	Mădălina-Gabriela ANGHEL - "ARTIFEX" University of Bucharest Angela TIMUȘ - National Institute of Economic Research, Republic of Moldova