

Program

International Symposium

**EXPERIENCE. KNOWLEDGE.
CONTEMPORARY CHALLENGES**
2nd Edition

*„Landmarks and Challenges of the Social-
Economic Development”*

May 24th -25th, 2018

Bucharest, Romania



CONFERENCE AGENDA

May 24th

- 9,00 - 10,30 – participants’ registration;
- 10,30 - 11,00 – welcoming participants;
- 11,00 - 12,00 - official opening and plenary session;
- 12,00 – 12,30 - coffee break;
- 12,30 – 13,30 - section sessions;
- 13,30 – 15,00 - break;
- 15,00 – 17,00 - section sessions.

May 25th

- 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

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Yuliya Georgievna Lavrikova, Dr. of Economics - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia
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Assistant prof. **Darko Dimitrovski**, PhD. - University of Kragujevac
Lecturer **Dan Ioan Topor**, PhD - Faculty of Economic Sciences, 1 Decembrie 1918 University, Alba-Iulia
Lecturer **Loredana Ciurlău**, PhD - Faculty of Economic Sciences, „Constantin Brâncuşi” University of Târgu Jiu
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
Assist. prof. **Ileana Sorina Rakos**, PhD - University of Petroşani
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	Cristian - Marian BARBU “ARTIFEX” University of Bucharest
Title of the paper	ROMANIA’S MACROECONOMIC STATUS QUO AT THE BEGINNING OF 2018
Abstract	<i>This study highlights that fact that, although Romania’s economic growth reached the highest level after the crisis in 2017, this enhancement came with a cost: significant increase of the current account deficit (6.4 billion Euro). While most EU countries enjoy the favourable economic circumstances to reduce their commercial, current account and budget deficits, – Romania increases them: 3% of the GDP is the budget deficit, over 4% of the GDP is the structural deficit, 3.4% of the GDP is the current account deficit and 7% is the commercial deficit. The fiscal revenue of the consolidated general budget increased during the first 2 months of 2018, like during the first 2 months of 2017, with only 3.8%, but it should increase with more than 14% to comply with the budget deficit target of 3% of the GDP. Although the first 2 months of the year cannot give the measure of the evolution for the entire year, such a low revenue compared to the target raises a question: can a “fiscal consolidation” be avoided, whether it is a dramatic expenses cut or a tax increase? Romania’s economy is at a turning point and is facing a lot of imbalances.</i>
Reviewers:	Alexandru MANOLE - “ARTIFEX” University of Bucharest Mircea UDRESCU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Zoltán HUSZÁR¹, Péter VÁRNAGY², Iván ZÁDORI³, Zsolt NEMESKÉRI⁴, Balázs PANKÁSZ⁵ ¹²³⁴⁵ University of Pécs, Hungary

Title of the paper **TOLERANCE AND SENSITIVITY IN THE CONTEXT OF CIVIC EDUCATION: RESULTS OF AN EMPIRICAL SURVEY**

Abstract *In the 21st century there is an exponential increase in global workforce mobility that results complex, multinational and multicultural workplace relationships where many nations have to work together, as active, global citizens, ‘mobile’ professionals who improve their learning abilities and their capacity to transfer their skills into new areas, have to be ready to work in various fields and accept that challenges require flexibility, adjustment, adaptivity and investment in human capital.*
The level of tolerance and sensitivity among employers and employees certainly affects the labour market, attitudes and negative stereotypes in connection with the ‘others’ usually makes the entering to a workplace, the everyday working activities, the integration relatively hard and in certain cases almost impossible. The main aim of our empirical research in 2017 and 2018 was to get up-to-date and relevant information about tolerance and sensitivity in Hungary focusing on the present situation and emerging issues about social and cultural diversity challenges of the region.

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

Author(s) / **Mircea UDRESCU**
Affiliation *Member of the Academy of Romanian Scientists (AOȘR)*
“ARTIFEX” University of Bucharest

Title of the paper **MANAGEMENT DE ȚARĂ ȘI MODEL DE DEZVOLTARE COUNTRY MANAGEMENT AND DEVELOPMENT MODEL**

Abstract *For a lot of people a country represents an organizational entity, which are individualized in internationally at least three constituent subsystems: subsystem Manager, administrative and information subsystem subsystem. Through these subsystems, countries entering into relations of any kind with each other, with the aim of achieving a widely accepted some level of satisfaction for its own citizens. The current ruler, subsystem identified by political activism and social component is justified by offering*

models of development which enables all the energies of the Administration and society towards achieving better living conditions. Efforts in translating into practice the management of country through development patterns, is materialized in what public opinion considered to be either a rich country or a poor country.

Reviewers: Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest
Anca Sorina POPESCU – CRUCERU - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Gábor SZÉCSI, Kornél MÁK**
Hungarian Academy of Sciences, University of Pécs

Title of the paper ***PUBLICITY, COMMUNICATION AND COMMUNITY IN THE INFORMATION AGE***

Abstract *In the age of electronic communication, a new virtual social space is in the making which strengthen the cohesion of competing virtual communication communities, and in which, therefore, the influence of traditional social and political institutes declines. The new communication situations created by the use of electronic technologies (radio, television, the internet, mobile telephony) transform our notion and expectations of political communication, and have a tremendous impact on the social and political rituals. This article argues that the new multi-channel communication situations created by the use of new media have a significant impact on politicians who address so many different types of people simultaneously. The aim of my essay is to show how the networked spaces of multi-channel electronic communication, the multiple public spheres and the new, information-centered redefinition of social and political categories transform the style and content of political communication and, thus, our expectations concerning the political performances.*

Reviewers: Alexandru MANOLE - “ARTIFEX” University of Bucharest
Andrei BUIGA - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Yuliya G. LAVRIKOVA¹, Elena L. ANDREEVA¹², Artem V. RATNER¹ <i>Institute of Economics of the Ural branch of the Russian academy of sciences, Russia</i> <i>Urals state university of economics, Russia</i>
Title of the paper	FOREIGN TRADE RELATIONS OF URAL IN NEW GEO-ECONOMIC TERMS
Abstract	<i>The importance of foreign economic component is substantiated for socio-economic development of region, including for solving the most important relevant tasks, such as neo-industrialization and transition to innovation way of development. The mechanisms and instruments are revealed furthering the promoting the region's export. They're related on information, consulting and organizational support, such as furthering the enterprises by search on consumers and partners, organization of exhibitions and others. The typology of enterprises-exporteurs of region is proposed with account of their size and their presence at world market, as well as of their potential development. At that the advantages are analyzed of both large enterprises and companies – the “hidden champions” being an innovative engine of regional economy's growth. The volume, dynamics and structure of Urals foreign trade are analyzed. The basic trends are revealed. The chances and risks of its further development are revealed.</i>
Reviewers:	Cristian-Marian BARBU - “ARTIFEX” University of Bucharest Anca Mihaela TEAU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Ghenadie CIOBANU <i>INCSMPS, București</i>
Title of the paper	POSSIBILITĂȚI DE LĂRGIRE A POTENȚIALULUI DE RESURSE UMANE AL SERVICIILOR PUBLICE DE OCUPARE PRIN DIGITIZARE ȘI DEZVOLTARE A POLITICILOR DE E-INCLUZIUNE DIGITALĂ POSSIBILITIES TO ENLARGE THE HUMAN RESOURCE POTENTIAL OF THE PUBLIC OCCUPATIONAL SERVICES THROUGH DIGITALIZATION AND DEVELOPMENT OF DIGITAL E-INCLUSION POLICIES

Abstract

In this paper, we have proposed to pass in review the analysis of results for the main indicators of the implementation related to the plans of labor force occupation during 2007-2017, from which we have observed that the attracting potential, both for information, professional counsel, for professional formation and employment in the labor field forms a certain number of persons, even if the real potential of the population who can benefit from these services is much higher. Thus, we propose to apply and implement various methods to digitize the public occupational services.

Reviewers:

Alexandru MANOLE - “ARTIFEX” University of Bucharest
Mircea UDRESCU - “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 Ion MOROZNIUC¹, Tatiana IAȚIȘIN², Liliana MOROZNIUC³
^{1,2} National Institute of Economic Research, Republic of Moldova
³ National Bank of Moldova

Title of the paper **ANTREPRENORIATUL ÎN REPUBLICA MOLDOVA: TENDINȚE ÎN DEZVOLTARE**
ENTREPRENEURSHIP IN THE REPUBLIC OF MOLDOVA: TRENDS IN DEVELOPMENT

Abstract *The state engages efforts to sustain the small business sector, a welcomed thing, but most of the small and medium enterprises (SME) in the country manifest activities linked to non-innovative trade and services. This situation imposes the necessity to optimize the procedures to initiate and close businesses and to successfully conclude the promising reform of the single counter. Or, the contentration on SMEs that are innovative and oriented towards qualitative growth can unlock the potential for positive economic growth, while the optimization of law and support of innovative businesses will lead to the unlocking of the given segment.*

Reviewers: Aurelian DIACONU - “ARTIFEX” University of Bucharest
Darko DIMITROVSKI - University of Kragujevac

Author(s) / Affiliation Mircea UDRESCU^{1,2}, Constantin CODERIE²
¹ Academy of Romanian Scientists (AOȘR)
² “ARTIFEX” University of Bucharest

Title of the paper **ÎNVĂȚĂMÂNTUL ROMÂNESC ÎNTRE CALITATE, DEZILUZIE ȘI ÎNȘELĂTORIE
ROMANIAN EDUCATION SYSTEM BETWEEN QUALITY,
DISILLUSION AND DECEPTION**

Abstract *The education represents the regulated form to anchor the social future. It aims to be of quality and effective. To run educational activities, the society makes great efforts, financial and not only. The quality of education depends on the professionalism and good faith of those in charge of its management. Therefore, when decisions in this field are thoroughly substantiated, the results are expected to be appreciated both by pupils and students, and the society as a whole. If education is build on minor interests, foreign to its reason to be, the quality of educational act cannot but inspire disillusion and deception.*

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Dan NĂSTASE - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Constantin CODERIE**
“ARTIFEX” University of Bucharest

Title of the paper **AGRICULTURA ECOLOGICĂ ȘI INDUSTRIA ALIMENTARĂ A ROMÂNIEI. REPERE DE ANALIZĂ ȘI IMPLICAȚII ASUPRA SIGURANȚEI ALIMENTARE A ȚĂRII
ECOLOGICAL AGRICULTURE AND FOOD INDUSTRY OF ROMANIA.
ANALYSIS LANDMARKS AND IMPLICATIONS ON THE COUNTRY**

Abstract *The ecological agriculture represents a sector of maximum importance in Romania, both by the contribution it has within the national economy, but also by its vital social role. Having a contribution of 6,7% to the national Gross Value Added (GVA), at the level of 2016, the ecological agriculture has always played an important role for the Romanian economy. Simply defined, the ecological agriculture is an agricultural system that aims to provide the consumer with fresh, tasty and authentic food, respecting the natural systems of the lifecycle. To achieve this, ecological agriculture is based on a number of objectives and principles, and also on usual practices, designed to reduce to a minimum the impact of the man on the surrounding environment,*

simultaneously ensuring the operation, as natural as possible, of the agricultural system (Ecological = BIO = Organic).

Reviewers: Cristian - Marian BARBU - “ARTIFEX” University of Bucharest
Drago CVIJANOVIĆ - University of Kragujevac

Author(s) /
Affiliation **Silvia SAVCENCO**
National Institute of Economic Research, Republic of Moldova

Title of the paper **SPECIFICUL MANAGEMENTULUI RESURSELOR UMANE
IN INSTITUȚIILE DE CERCETARE DIN REPUBLICA MOLDOVA
THE SPECIFICS OF HUMAN RESOURCES MANAGEMENT IN THE
RESEARCH INSTITUTIONS FROM THE REPUBLIC OF MOLDOVA**

Abstract *In this paper are described the characteristics of Human Resources Management in the Research Institutions of Republic of Moldova. The main evolutions in the field of research and development (R&D) and the strategy of R&D of Republic of Moldova until 2020 are analyzed. A SWOT analysis of R&D domain in Moldova is done. A list of recommendations for the improvement of R&D area is given.*

Reviewers: Ghenadie CIOBANU - INCSMPS Bucharest
Cristina-Elena PROTOPOESCU -“ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Zinovia TOACĂ¹, Ion MOROZNIUC²**
¹*Academy of Economic Studies of Moldova*
²*National Institute of Economic Research, Republic of Moldova*

Title of the paper **TENDINȚE ÎN ACTIVITATEA ÎNTREPRINDERILOR DE STAT ȘI
SOCIETĂȚILOR CU CAPITAL DE STAT
TRENDS IN THE ACTIVITIES OF STATE-OWNED COMPANIES AND
COMPANIES WITH STATE-OWNED CAPITAL**

Abstract *The result of the activity of the economic units in the segment of state-owned enterprises and joint-stock companies with public ownership leaves much to be desired. According to the informational data made public, the continuous deterioration of the financial situation is attested, the profit is gradually diminishing and the losses are increasing. At the same time, the lack of regulations related to the analysis and evaluation of*

Reviewers:	<i>economic units holding the state share of less than 50% does not provide a full picture of the effectiveness of the public patrimony management by the respective entities.</i> Radu Titus MARINESCU - “ARTIFEX” University of Bucharest Anca Sorina POPESCU-CRUCERU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Tatiana COLESNICOVA¹, Olga MOSCALU², Mihail CIOBANU³ ¹²³ National Institute of Economic Research, Republic of Moldova ² University of the Academy of Sciences of Moldova (UNAŞM)
Title of the paper	TENDINŢE PE PIAŢA FORŢEI DE MUNCĂ ÎN REPUBLICA MOLDOVA ŞI ÎN PARTEA STÂNGĂ A RÂULUI NISTRU TRENDS ON THE LABOR MARKET IN THE REPUBLIC OF MOLDOVA AND THE LEFT BANK OF THE DNIESTR RIVER
Abstract	<i>This article analyzes the current situation of the labor market of the population of the Republic of Moldova and Transnistria. The analysis is focused on the main branches of the economy, considering the economic activity of the population, the unemployment, the employed population, etc. The following research methods were used in this paper: comparison, table, graphics, grouping, statistical method, etc.</i>
Reviewers:	Ghenadie CIOBANU - INCSMPS Bucharest Mircea UDRESCU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Tatiana COLESNICOVA¹, Mihail CIOBANU² ¹² National Institute of Economic Research, Republic of Moldova
Title of the paper	STREET CHILDREN IN REPUBLIC OF MOLDOVA: CURRENT SITUATION AND FUTURE PERSPECTIVES
Abstract	<i>A current pressing issue in Republic of Moldova, especially in the urban area is the phenomenon called “street children”. Its origins stems from 1990s after the fall of the USSR, when Moldova became an independent country and began reconstructing its economy. Losing jobs and future employment perspectives, poverty, dissolution of families, emigration were only some of the causes that were the “building bricks” of the “street children”</i>

phenomenon. Thanks to coordinated efforts of state institutions the number of street children by 2012 reduced significantly, but after optimization measures in state institutions that were related to protection of these children’s rights the problem resurfaced. In this paper, after delving in a very brief history of “street children” phenomenon, the main legislative acts related to street children of Moldova are analyzed and current situation described. Also, there are shown some future prospects of this phenomenon and potential directions for enhancing the situation in this area.

Reviewers: Cristina-Elena PROTOPOPESCU - “ARTIFEX” University of Bucharest
Cristina Mihaela SĂMBOAN - “ARTIFEX” University of Bucharest

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

Title of the paper **PIAȚA VINULUI: ANALIZĂ ȘI TENDINȚE**
THE WINE MARKET: ANALYSIS AND TRENDS

Abstract *The viticulture production, the wine production, the wine trade and wine consumption have experienced a long evolution from the historical viewpoint. While wine, in the past, was a privilege of nobility, now it has become available to everyone. Presently, the wine is an important commodity on the global market, and is influenced by many factors, such as food habits and purchasing behavior of the consumers. Even if dominant markets (European and North-American) seem more likely to be stable, the demand is recording a constant decrease and a shift in the consumers’ preferences, towards quality wine in the detriment of the table wine.*

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Sorin-Gabriel GRESOI – “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Cibela NEAGU¹, Rafael NEAGU²**
¹ “ARTIFEX” University of Bucharest
² Bucharest University of Economic Studies

Title of the paper **REGIONAL POLICY OF THE EUROPEAN UNION**

Abstract *The regional development policy is a key policy of the European Union, which is based on the principle of financial solidarity, providing support to countries or regions which are less developed or struggle with structural difficulties, in order to create jobs and increase competitiveness. Increasing the role of the regions in the development of Europe has been a tremendous phenomenon in the last three decades, considered to be an essential element in the construction of Europe. This article aims to present the need for a regional policy at EU level, as well as its achievements after 2007 and, finally, to show are the main directions of the European regional policy.*

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Constantin CODERIE - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Mircea Alecsandru UDRESCU^{1,2}, Alina GHEORGHE²**
¹ Academy of Romanian Scientists (AOȘR)
² “ARTIFEX” University of Bucharest

Title of the paper **ABOUT STRATEGICAL THINKING IN SMALL BUSINESSES MANAGEMENT**

Abstract *General management teaches us to use theories, systems, methods and practices of management of resources so that an organization can ensure stability in terms of competitiveness. But the stability of an organization requires daily management and prospect of tens, hundreds and thousands of changes that occur in the organization functions as well as a whole. Basically, change is the quality management organization gives brightness stability. Each time, spatial stability of a company is changed. Constantly changing composition of production factors, the cultural change internally change the external environment of the organization. Organizations are constantly changing. Some become more efficient, others are in a precarious balance, while others are talking about already in the past tense. Change for the better is one of the sustainable features of the modern organization. But this is the result of specific processes of strategic management.*

Reviewers: Drago CVIJANOVIĆ - University of Kragujevac
Andrei BUIGA - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Riana NICOLAE <i>“ARTIFEX” University of Bucharest</i>
Title of the paper	ETICA ÎN AFACERI. PARTICULARITĂȚI ȘI INFLUENȚE CULTURALE ETHICS IN BUSINESS. PARTICULARITIES AND CULTURAL INFLUENCES
Abstract	<i>The article shows the different acceptances of the term ethics in business in different countries and regions around the globe. The history as discipline as well as economic and social development and implementations is presented.</i>
Reviewers:	Cristina-Elena PROTOPOESCU - “ARTIFEX” University of Bucharest Adrian ȘIMON - University of „Petru Maior”, Tîrgu-Mureș
Author(s) / Affiliation	Sorin Gabriel GRESOI <i>“ARTIFEX” University of Bucharest</i>
Title of the paper	ANALIZA CLIMATULUI DE COMUNICARE ÎN CADRUL ORGANIZAȚIILOR ANALYSIS OF THE COMMUNICATION CLIMATE WITHIN ORGANIZATIONS
Abstract	<i>Within an organization, relationships established between people are relationships of cooperation, subordination, and over-regulation. Through these relationships the working groups are formed. In turn, they enter into relationships of the same kind with each other. At the level of these contacts, various communication and cooperation conflicts may arise that may affect the entire activity of a department or enterprise. In order to prevent these barriers, groups need to be analyzed, informed and correlated for good productivity.</i>
Reviewers:	Anca-Mihaela TEAU - “ARTIFEX” University of Bucharest Cristina-Elena PROTOPOESCU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Antonia Andreea TEAU¹, Anca-Mihaela TEAU², Cristina Elena PROTOPOESCU³, Zoica NICOLA⁴ ¹ <i>London School of Economics</i>

²³⁴ “ARTIFEX” University of Bucharest

Title of the paper **CORPORATE RESPONSIBILITY**

Abstract *This article presents three strategies, mutually dependent, which shows how Sustainable Development Goals(SDGs) can be connected to business activities. Aligning business strategies with the SDGs can thus provide companies with a long-term planning horizon which can predict policy signals and overcome uncertainty. Finally, businesses can stabilise societies and markets once they embed the SDGs into their strategies.*

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Virginia CUCU - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Natallia ZAKHAROVA**
Institute of Philosophy, NAS Belarus

Title of the paper **THE PROBLEMS OF INCREASE OF THE EFFECTIVENESS OF SOCIAL POLICY OF THE BELARUSIAN STATE**

Abstract *The problem of the social policy is the prospects of social modernization is all progressive social changes, through which the social system improves the parameters of its functioning. Without social modernization, technical modernization will have only a short-term effect, because the social sphere ensures social adaptation and reproduction. In modern reality, there are the so-called "social scissors": the growth of national wealth and economic growth can take place on the background of the spread of poverty and social insecurity of the main layers of the population. The effect of social policy depends on innovative capacity; technologic level; living standards of the population; peculiar features of the social-cultural matrix; Institutes of modernization. The social model has include: overcoming of inner contradictions between maximization of human and social capitals; maximization of human capital as an external function of social sphere; optimization of expenses connected to manufacturing of quasi-social benefits; inner purposeful function of social system. So, the conditions of quality of human capital assets: public health care; education; pension provision; social infrastructure (social sphere of economy);justice in the conditions*

	<i>of severe social differentiation.</i>
Reviewers:	Dana Maria (OPREA) CONSTANTIN - University of Bucharest Mirela Cătălina TÜRKES - Dimitrie Cantemir Christian University, Bucharest
Author(s) / Affiliation	Natallia LAZAREVICH <i>Institute of Philosophy, NAS Belarus</i>
Title of the paper	TECHNOLOGICAL AND ENVIRONMENTAL BASES OF MODERNIZATION OF SOCIAL POLICY AND QUALITY OF LIFE CRITERIA
Abstract	<i>The aim of research was to show that in the issues of the policy of ensuring the proper conditions of development of the human and society, the determining factors are not material-technical or scientific-technological (objective) ones, but internal value motivation and ecological culture of reasonable attitude to the problems of nature. It is proved that the true effectiveness of social policy can manifest itself only in the growth of value-ecological motivation of social planning and quality of life. The necessity of formation of ecological values and human needs based on the principles of eco-centrism, changes the system of criteria and assessments of the phenomenon “quality of life” in the unity of social-cultural, economic and ecological ontological grounds. The basic principles of appropriate quality of life and the cultural and spiritual potential of society has include the perception of the values of a healthy lifestyle. There were determined the social expectations and orientations of the main population groups of Belarus in the perception of indicators of the quality of environment as cultural and ecological indicators of well-being. The role of ecological culture and the worldview in the conditions of post-industrial transition in the development and inclusion of social-ecological criteria and parameters of a healthy lifestyle in the system of assessment of the quality of life and human development is showed.</i>
Reviewers:	Ghenadie CIOBANU - INCSMPS Bucharest Elena BUGUDUI - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Andrey Valerii GAVRIKOV <i>Institute of Sociology, NAS Belarus</i>
Title of the paper	<i>ECONOMIC MODELS OF DEVELOPMENT OF BELARUS IN THE PROGRAM DOCUMENTS OF POLITICAL PARTIES OF THE REPUBLIC OF BELARUS</i>
Abstract	<i>The article considers the issue of the formation of political parties of Belarus as a socio-political institution of the post-Soviet political system. The main periods of transformations of political parties and changes in state policy towards political parties as a socio-political institution are discussed. The issue of economic policy of political parties in post-Soviet Belarus is being analyzed.</i>
Reviewers:	Radu Titus MARINESCU - “ARTIFEX” University of Bucharest Mădălina-Gabriela ANGHEL - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Olga MITSKEVICH <i>Institute of Sociology, NAS Belarus</i>
Title of the paper	<i>PECULIARITIES OF SOCIAL-PROFESSIONAL ADAPTATION OF MODERN YOUTH IN THE REPUBLIC OF BELARUS</i>
Abstract	<i>The article considers the problem of social-professional adaptation of youth on the example of young graduate specialists in Belarus. In the frame of the resource approach, the adaptive resources of young graduate specialists are studied, which, on the one hand, create the premises for successful adaptation, and on the other, form a social and professional hierarchy in organizations. It was revealed that there is a clear differentiation among young specialists according to the self-identification of their material wellbeing. Gender imbalance is also observed. The social stratification is influenced by the territory of residence, as well as the level of professional skills. On the basis of a comprehensive analysis of the answers of young graduate specialists and experts, a number of problems are highlighted concerning the inadequacy of resources for socio-professional adaptation or the impossibility of their full application. Analysis of the data led to the conclusion that adaptation resources can contribute to inclusion in professional activities, however, only in case they are properly used and replenished.</i>

Reviewers:	Ghenadie CIOBANU - INCSMPS Bucharest Igor YAREMKO - Lviv Polytechnic National University
Author(s) / Affiliation	Cristina SĂMBOAN “ARTIFEX” University of Bucharest
Title of the paper	CONSIDERAȚII PRIVIND DINAMICA LIBERTĂȚII DE GÂNDIRE, CONȘTIINȚĂ ȘI RELIGIE ȘI A LIBERTĂȚII DE EXPRIMARE, APARȚINÂND SALARIATULUI, ÎN CADRUL RAPORTULUI DE MUNCĂ CONSIDERATIONS REGARDING THE DYNAMICS OF THE FREEDOM OF THINKING, CONSCIENCE AND RELIGION AND FREEDOM OF SPEECH BELONGING TO THE EMPLOYEE, WITHIN THE LABOR RELATIONSHIP
Abstract	<i>The employee is a citizen and, subsequently, he does not renounce his fundamental rights and freedoms once he arrives at the job, to re-acquire them at the end of the schedule. However, the leadership prerogative of the employer and the correlative obligations assumed by the employee through the labor contract often become conflictual against these rights and freedoms, on which they exert powerful pressures and, as consequence, suffer inevitable relativities. The democratic exigencies impose the careful and nuanced management, at the level of jurisprudence, of collisions that occur between competing rights, sense in which the jurisprudence of the Strasbourg Court can offer precious landmarks to the national practitioner and judge. The paper approaches, under the above-mentioned aspects, the dynamics, within the labor relationship, of the ideologic and speech freedom belonging to the employee.</i>
Reviewers:	Ioana-Nely MILITARU - The Bucharest University of Economic Studies Anca Sorina POPESCU-CRUCERU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Virginia CUCU¹, Andrei BUIGA² ¹² “ARTIFEX” University of Bucharest
Title of the paper	SOCIETATE COMERCIALĂ VERSUS SOCIETATE COOPERATIVĂ

COMMERCIAL COMPANY VERSUS COOPERATIVE COMPANY

Abstract *This paper describes the difference between the cooperative and commercial companies. In a commercial company, there is no special care for education, training and information of employees, administrators or other elected representatives, on the objectives and strategy chosen in order to acquire the expected goal, if it's not provisioned in a legal norm, "in cooperative companies, the principle of education, training and information of members exists", also for managers and elected representatives, so they effectively contribute to the development of the cooperative and explain to the public opinion the nature and advantages of cooperation.*

Reviewers: Ioana-Nely MILITARU - The Bucharest University of Economic Studies
Cristina Mihaela SĂMBOAN - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Maryia VIARENICH**
Institute of Sociology, NAS Belarus

Title of the paper **CULTURAL CAPITAL IN THE PERIOD OF TRANSFORMATIONS:
THEORY AND PRACTICE OF RESEARCH**

Abstract *Today the issues of the development and influence of the cultural factor on society is very significant, since the cultural product that is realized through social processes by socio-cultural institutions through the use of various forms of intangible capital has the possibility of transferring to financial resources. And the culture itself, including tangible and intangible heritage, today is an alternative to industrial production and is oriented to new types of resources - creative instead of limited material, natural and financial. This undoubtedly leads to the transformation of the value system, affecting the socio-economic; the political processes taking place in modern society, the entire multidimensional social space, which by definition includes P. Bourdieu. such diverse fields as political, economic, social, educational, etc. Their interaction forms "cultural capital", the very interpretation of which was also first introduced by P. Bourdieu in The Forms of Capital (Bourdieu, P. The Forms of Capital, Handbook of Theory and Research for the Sociology of Education / Ed. Richardson, NY, Greenwood, 1986. pp.*

241-258). A special place in this context is occupied by cultural capital, which today acts as a combination of factors that contribute to the dynamics of modernization processes, understood as a series of either targeted social changes or blocking those at the level of the country as a whole. The creation and effective use of cultural capital is an important strategic resource for the development of the country, and its study is an important priority for socio-economic research. It should also be noted that in the period of massive transformations that began in the middle of the last century and have continued and serious consequences now (globalization, historical events of regime change in the countries of the post-Soviet space and Eastern Europe), the cost and value of cultural capital was dramatically reduced, which affected the values of society and the development of the spiritual sphere, and this has a direct impact on the economy.

Reviewers: Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest
Constantin CODERIE - "ARTIFEX" University of Bucharest

Author(s) / Affiliation **Igor HARITONOV**
Institute of Sociology, NAS Belarus

Title of the paper **SOCIOLOGICAL EVALUATION OF SOCIAL-ECONOMIC POTENTIAL OF BELARUSIAN RURAL POPULATION**

Abstract *In the article the definition of social-economic potential is given. Described as a set of partially realized or unrealized human skills and resources, the potential gives a possibility for the social and economic development of Belarusian rural area. It is said that sociological analysis allows to estimate this potential from the sociological point of view. The potential of some social groups in the Belarusian rural area is analyzed. The author pays a special attention to aged inhabitants of the rural area, the retirees. Besides, the author tries to concern some barriers which hinder the realization of the social-economic potential.*

Reviewers: Ghenadie CIOBANU - INCSMPS Bucharest
Iván ZÁDORI - University of Pécs

Author(s) / Affiliation	Yauheni SHUKHNO <i>Institute of Sociology, NAS Belarus</i>
Title of the paper	ORGANIZATIONAL CULTURE OF SCIENTIFIC INSTITUTIONS WITHIN CAREER MANAGEMENT
Abstract	<i>The paper considers a socio-cultural phenomenon of organizational culture. The organizational culture of scientific institution is considered as a system of values, norms and traditions that exist (dominate) in a scientific institution and determine the organizational behavior of its members. The main results of the sociological research “Career of a young scientist in academic science as an object of sociological analysis and management” conducted by the Institute of Sociology of the National Academy of Sciences of Belarus in April 2017 are presented. The aim of research was to determine the role of organizational culture in the process of building a scientific career of young scientists. The organizational culture of scientific institutions constitutes a separate type, and is formed, as a rule, involuntarily, with minimal participation of management in its formation. The culture of scientific institutions is a combination of various elements formed under the passive influence of members of these organizations and the objective conditions of the activities of scientific organizations that do not depend on their management and employees, which determines its syncretic character.</i>
Reviewers:	Cristina-Elena PROTOPODESCU - “ARTIFEX” University of Bucharest Andrei BUIGA - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Adrian ŞIMON <i>University of „Petru Maior”, Tîrgu-Mureş</i>
Title of the paper	ÎNSEMNĂȚATEA PERSONALITĂȚII NEGOCIATORULUI SIGNIFICANCE OF THE NEGOTIATOR’S PERSONALITY
Abstract	<i>On the executive plan, the responsibilities of the negotiator are wide. Working to successfully conclude a state business or a matter related to commerce, the politics, high finances, are very important. It can, based on a delegation of power, stop the</i>

dispositions that complete certain legal acts and it must apply the rules of competition included in the treaty. Effectiveness, in the world, is growing by the role assumed as negotiator of commercial agreements and cooperation with third-parties, countries or groups of countries.

Reviewers: Dragoş Gabriel MECU - “ARTIFEX” University of Bucharest
Andrei BUIGA - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Adrian ŞIMON**
University of „Petru Maior”, Tîrgu-Mureş

Title of the paper **STRATEGII COMERCIALE VERSUS STILURI DE NEGOCIERE**
COMMERCIAL STRATEGIES VERSUS NEGOTIATION STYLES

Abstract *The strategy of the negotiations process consists in the way of combining and dividing of an assembly made by techniques and dispositions with the purpose of reaching the projected objective. In the contemporary world the competition is strong. The differences between national cultures, traditions, customs imposes a particular approach in tactics and strategies for obtaining maximum profits related with the professional range of the dealer.*

Reviewers: Anca Mihaela TEAU - “ARTIFEX” University of Bucharest
Dragoş Gabriel MECU - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Elena BUGUDUI**
“ARTIFEX” University of Bucharest

Title of the paper **UTILIZAREA NOILOR TEHNOLOGII IN INVATAMANTUL**
UNIVERSITAR EUROPEAN
USE OF NEW TECHNOLOGIES IN THE EUROPEAN HIGHER
EDUCATION

Abstract *Debates regarding the strategic importance of learning based on electronic learning (TIC) for European higher education and forecasts regarding the future of higher education represent a hot subject, given the level of use for new technologies (TIC) on a very wide area. In this paper, it is presented an analysis on the implementation and useage stage of new technologies in the European higher education. In this way, the European Association*

of Universities has performed a research, to offer support to its members in their efforts to rise and improve innovation, but also to surprise the perspectives of expansion of the use of information technology and communication in the field of teaching-learning. Part of the analysis is dedicated, considering the powerful interest in Europe, to the Massive Online Open Courses (MOOCs).

Reviewers: Alexandru MANOLE - "ARTIFEX" University of Bucharest
Ioan Ștefan SACALĂ - Politehnica University of Bucharest

Author(s) /
Affiliation **Alesya SOLOVEY**
Institute of Sociology, NAS Belarus

Title of the paper **PROFESSIONAL STATUS OF WOMEN RESEARCHERS IN ACADEMIC SCIENCE OF THE REPUBLIC OF BELARUS: SOCIOLOGICAL ASPECT**

Abstract *Based on statistical data, a conclusion is drawn on the continuing "qualitative" and "quantitative" feminization of the Belarusian academic science. According to the results of sociological researches, professional status of women researchers working in the academic sector of science of the Republic of Belarus is considered. Educational and scientific background of women is analyzed. Professional self-identification and scientific activity of women scientists, research plans, satisfaction with various aspects of professional activity are considered. Attention is given to opinion of women regarding equal opportunities for men scientists and women scientists in scientific activities.*

Reviewers: Alexandra TKACENKO - Moldova State University
Marija LAKIĆEVIĆ - University of Kragujevac

Section 2.

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

Moderators: **Assoc. prof. ec. Adrian ŞIMON, PhD.**, University of „Petru Maior”, Tîrgu-Mureş, Romania
Assoc. prof. Mădălina-Gabriela ANGHEL, PhD., “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Ion MOROZNIUC**
National Institute of Economic Research, Republic of Moldova

Title of the paper **FINANŢELE ÎN REPUBLICA MOLDOVA: MANAGEMENT ŞI RISCURI**
FINANCES IN THE REPUBLIC OF MOLDOVA: MANAGEMENT AND RISKS

Abstract *The year 2016, from the viewpoint of macroeconomic factors, has emphasized a set of risks and vulnerabilities towards the economic decisionals and financial shocks, whose superposition provoked the amplification of risks for the whole macro-financial framework, starting from the very first half of the year. The financing capacities from BPN were affected also by the reduced possibilities to cover the budget deficit, the main impediment being the cost to issue VMS in the result of hardening, by the BNM, of the monetary policy following the fraud in the banking system. The improvement of relationships with the IMF and the closure of a memorandum, has offered an important chance to increase the official reserve assets, the stabilization of public finances and to unlock other funds from the development partners, has contributed to the modernization of infrastructure and the increase of demand for labor force. But for this, the overall image of Moldova on international plan must be improved, which was seriously affected ongoing, especially following the devastation of the three banks.*

Reviewers: Radu Titus MARINESCU - “ARTIFEX” University of Bucharest
Adrian ŞIMON - University of „Petru Maior”, Tîrgu-Mureş, Romania

Author(s) / Affiliation **Tatiana COLESNICOVA¹, Olga TIMOFEI²**
¹² *National Institute of Economic Research, Republic of Moldova*

Title of the paper **EXPERIENȚA MONDIALĂ PRIVIND TESTAREA LA STRES A BĂNCILOR
WORLD EXPERIENCE REGARDING THE STRESS TESTING FOR BANKS**

Abstract *The international financial crisis as well as the crisis in the national banking sector has forced the academic environment as well as the financial authorities to review those methodological benchmarks to determine the stability of the banking sector and its exposure to risks. The standard approaches used by the central bank to oversee the activity of banks in the Republic of Moldova proved to be overcome, when, during one year, three banks in the system were embezzled and bankrupt. In order to restore confidence in the banking system, we believe it is necessary to take on the world experience in assessing risk assumption by banks through stress testing, which has become very popular among regulators. The purpose of this article is to research the world experience in applying stress testing, determining and justifying the importance of developing them.*

Reviewers: Mădălina-Gabriela ANGHEL - “ARTIFEX” University of Bucharest
Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Olga GAGAUZ¹, Tatiana TABAC²**
¹² National Institute of Economic Research, Republic of Moldova

Title of the paper **DECLINUL DEMOGRAFIC ÎN REPUBLICA MOLDOVA: PERSPECTIVE SI IMPACTUL ASUPRA DEZVOLTĂRII SOCIOECONOMICE
DEMOGRAPHIC DECLINE IN THE REPUBLIC OF MOLDOVA: PERSPECTIVES AND IMPACT ON SOCIO-ECONOMIC DEVELOPMENT**

Abstract *The main demographic indicators and prospective trends of the evolution of the population of the Republic of Moldova are analysed. The demographic decline that occurred in the late 90's of the XX century led to a significant decrease of population. The population and housing census in 2014 showed that the resident population is 2 789.2 thousand. Births number decrease, high mortality and mass emigration, lead to rapid population decline. If*

	<p><i>the main demographic indicators will not change by 2035, the country's population may fall to 2085.8 thousand. Unfavorable demographic dynamics will have important socio-economic implications and may constitute a barrier to sustainable economic growth. In this context, complex measures are needed to redress situations that will encompass all aspects of social life.</i></p>
Reviewers:	<p>Ghenadie CIOBANU - INCSMPS Bucharest Dana Maria (OPREA) CONSTANTIN - University of Bucharest</p>
Author(s) / Affiliation	<p>Cibela NEAGU¹, Rafael NEAGU² ¹ "ARTIFEX" University of Bucharest ² Bucharest University of Economic Studies</p>
Title of the paper	<p><i>O PERSPECTIVĂ PRIVIND CONTABILITATEA ȘI CONTABILII ÎN ERA DIGITALĂ</i> <i>A PERSPECTIVE REGARDING ACCOUNTING AND ACCOUNTANTS IN THE DIGITAL AGE</i></p>
Abstract	<p><i>Accounting, perceived as an economic language that reflects the economic reality through a specific construction, uses its own vocabulary, intelligible to the members of the group to which it is addressed. The profitability of a business, the credibility of the partner and the firm's creditworthiness are legitimated through accounting calculations. To improve what they are doing and to add value to businesses, accountants have been using technology for many years as an opportunity to radically change and improve the quality of business and investment decisions. The artificial intelligence must be a strategic partner of accountants and they must become mentors and confidants of entrepreneurs.</i></p>
Reviewers:	<p>Radu Nicolae BĂLUNĂ - University of Craiova Ileana Sorina RAKOS - University of Petroșani</p>
Author(s) / Affiliation	<p>Ion PĂRȚACHI¹, Natalia ȘIȘCAN² ¹² Academy of Economic Studies of Moldova</p>
Title of the paper	<p><i>MACROECONOMETRIC PANEL DATA ANALYSIS OF THE PUSH- AND PULL-FACTORS OF MIGRATION FLOWS IN MOLDOVA</i></p>
Abstract	<p><i>The research aims to identify and analyze the determining and</i></p>

influencing factors of the growth of the migration flows in Moldova. The article examines the importance of the dynamic effects of the measurements in the labor market, such as changes in the unemployment rate. Analyzing the annual panel data for the period 2006-2016, the authors reveal that a higher level of real wages in the recipient country positively affects the net migration flow, and negatively impacts the unemployment level. Deep-diving into the dynamic effects shows that the increase in real income positively affects the net migration flow, while changes in the unemployment rate have no significant impact. The authors study the influence of several types of factors: push (unemployment, inflation rate) and pull-factors (GDP per capita, productivity).

Reviewers: Radu Titus MARINESCU - “ARTIFEX” University of Bucharest
Mădălina Gabriela ANGHEL - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Ion PĂRȚACHI¹, Lăcrămioara Vasilica CIOMĂRTAN²**
¹² Academy of Economic Studies of Moldova

Title of the paper **STATISTICAL DATA SOURCES – STARTING POINTS IN STATISTICAL ANALYSES. CHARACTERISTICS OF THE MAIN OFFICIAL STATISTICAL DATA SOURCES**

Abstract *The present paper aims to present the main data sources at international level, as a starting point in economic and social analyses that underlie micro and macroeconomic decision making, with a view to drawing up national and regional policies. By presenting the characteristics of these statistical data sources, the statistical indicators necessary for the elaboration of various statistical analyses can be easily identified.*

Reviewers: Alexandru MANOLE - “ARTIFEX” University of Bucharest
Ioan Ștefan SACALĂ - Politehnica University of Bucharest

Author(s) / Affiliation **Constantin ANGHELACHE¹², Georgiana NIȚĂ²**
¹ “ARTIFEX” University of Bucharest
² Bucharest University of Economic Studies

Title of the paper **MIGRATION – DETERMINANTS AND ECONOMIC MODELS**

Abstract *In this article, the authors have proposed to analyze the*

phenomenon of labor migration and the economic context in which migration takes place. The authors start from the description of the determinants found in a person's decision to leave their native country. The authors also classify the economic patterns of migration, taking into account the issues covered by them on several economic points. Romania, which fulfills the economic conditions to be considered a source country for migration, is presented as an example.

Reviewers: Mircea UDRESCU - "ARTIFEX" University of Bucharest
Dana Maria (OPREA) CONSTANTIN - University of Bucharest

Author(s) /
Affiliation **Constantin ANGHELACHE¹², Gyorgy BODO²**
¹ "ARTIFEX" University of Bucharest
² Bucharest University of Economic Studies

Title of the paper ***THEORETICAL CONSIDERATIONS REGARDING THE GENESIS AND EVOLUTION OF FINANCIAL-BANKING RISKS***

Abstract *In this article, the authors analyze the main causes that lead to the emergence of risks in the financial-banking system. Risk is an element of uncertainty that may have higher or lower effects on the activity of the banking institution and these elements can be considered as input variables in the statistical and economic models of risk indicator analysis. Risk management requires a detailed analysis of the causes that generate risk factors, identifying their impact on the bank's business model, and, on the other hand, has implications for the bank risk modeling process. The authors of this study make an inventory of the significant risks identified by the specialized studies and results from the practice / experience of the financial-banking institutions, highlighting the uncertainty factors that lead to the emergence of the respective risks. Identifying and knowing as many risk-generating factors is a necessity for both management and any worker, which can lead to a better understanding of the phenomena that can influence the economic system in which the bank operates. Thus, by identifying the risk factors or identifying the origin of the significant risks, the management of the financial-banking institution and their clients may have an objective tool to base their strategic decisions in order to minimize the risk-related losses.*

Reviewers:	Radu Titus MARINESCU - “ARTIFEX” University of Bucharest Mădălina Gabriela ANGHEL - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Cristian - Marian BARBU¹, BĂRBUCEANU Florin Ciprian², GAVRILĂ Cătălin³, STAN Dragoş Alexandru⁴ ^{1,2,3,4} „ARTIFEX” University of Bucharest
Title of the paper	ROMANIA’S SUSTAINABLE DEVELOPMENT – FROM THE POINT OF VIEW OF THE INDICATORS PROVIDED BY EUROSTAT
Abstract	<i>In the context of sustainable development, national competitiveness and sustainability became a fundamental preoccupation for emerging countries and the advanced countries. Romania has lately appeared in reports of European and international bodies that try to make rankings and to identify solutions to increase competitiveness. This paper is emphasizing, by comparison, Romania’s national and sectorial competitiveness, in European context, from the point of view of the productivity of the use of energy resources, of the amount of consumed energy, of the inclusive development index, of the percentage of companies with innovative products and / or processes and of the main indicators in education.</i>
Reviewers:	Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences Galina ULIAN - Moldova State University
Author(s) / Affiliation	Ana CARP “ARTIFEX” University of Bucharest
Title of the paper	MODELE DE ANALIZA A SISTEMULUI DE SECURITATE SOCIALA ANALYSIS MODELS OF THE SOCIAL SECURITY SYSTEM
Abstract	<i>Social security systems are constantly studied in close connection with demographics, the economic situation and the legislative framework. The demographic potential of a country, viewed as a total generation, is the producer of benefits from the Social Security System. The fact that generations are of unequal size must not worry, but only be elements of analysis of social security systems. In this article I approach modern models of analysis of</i>

the social security system. Even if the term OLG models are not spoken, I conclude that by structuring the population in the three major sectors a model of this type is actually made. Driving the idea that in the future the social security system is no longer sustainable is denied by the results of this study.

Reviewers: Daniela PENU - Dimitrie Cantemir Christian University, Bucharest
Alina Georgiana SOLOMON - Dimitrie Cantemir Christian University, Bucharest

Author(s) /
Affiliation **Ramiro-Constantin PATRAS**

Title of the paper **MODELING AND AUTOMATION OF BUSINESS PROCESSES - A PATH FOR EFFICIENCY IN USE OF RESOURCES AND INCREASE IN LABOR PRODUCTIVITY**

Abstract *A standard business process modeling language (BPMN) will enable companies to understand their own procedures and the way they perform their operations using graphical language that is easy to understand and handle. Moreover, the modeling and simulation environments (iBPMS) developed in recent years tend to replace specialized IT applications that implement information flows across a company (eg CRM), while providing increased flexibility in drawing, modeling, simulation and even changing business processes according to changing needs. Migrating to a platform of this kind has multiple benefits but also brings many major changes to the company's life, equally organizational and budgeting. Impact can be major. Most companies have Enterprise Resource Planning (ERP) platforms where it is difficult to implement / modify business processes and monitor collaboration between the various actors in the process. We propose a way to implement a classic ERP connection with an iBPMS environment using web services to analyze, model and simulate existing business processes and try to optimize them.*

Reviewers: Serghei OHRIMENCO - Academy of Economic Studies of Moldova
Sergiu CATARANCIUC - Moldova State University

Author(s) /
Affiliation **Mihai BĂDULESCU**
"ARTIFEX" University of Bucharest

Title of the paper	CONTRIBUTIA INFORMATICII ÎN MANAGEMENTUL ORGANIZAȚIEI CONTRIBUTION OF INFORMATICS IN THE MANAGEMENT OF THE ORGANIZATION
Abstract	<i>Strategic orientation must be a dominant spirit in the organizations, including system architect. The transition from processing informatics to communication informatics must be based on knowledge management applications. The screen belongs not to the consultant, but the user, who puts to value its knowledge on building applications with the help of friendly instruments, and benefiting of independence in solving its own informational problems related to strategic decisions.</i>
Reviewers:	Sergei OHRIMENCO - Academy of Economic Studies of Moldova Alexandra TKACENKO - Moldova State University
Author(s) / Affiliation	Cătălin DEATCU¹, Alexandru MANOLE², Zoica NICOLA³ ¹²³ “ARTIFEX” University of Bucharest
Title of the paper	PARTICULARITĂȚI ALE MIXULUI DE MARKETING ONLINE PARTICULARITIES OF THE ONLINE MARKETING MIX
Abstract	<i>The e-marketing mix presents a number of defining features that individualize it in the broader sphere of marketing activities conducted by economic or social organizations. It is important to note that all activities carried out in the online environment have as main purpose the best satisfaction of all the requirements of the clients within a shorter timeframe, which is the main competitive advantage that cybermarketing has compared to the variant its classic. The differences between e-marketing and classic marketing are felt even at the level of product policy, this being more directed to the category of immaterial products or to high-volume physical products. Also, a number of characteristic elements of price and distribution policies are easily felt, which have to align with the specifics of the electronic business environment. Last but not least, promotion in the electronic environment is radically different from traditional marketing, economic and social entities have a number of specific tools, the main advantage of which is that they can transmit messages in</i>

	<i>real time to potential clients or beneficiaries. It is also worth noting that online promotion can be easier to target customers, the dynamics of this type of activity being very high, while the level of costs that such an activity involves is, most of the time, less.</i>
Reviewers:	Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies Mirela Cătălina TÜRKEŞ - Dimitrie Cantemir Christian University, Bucharest
Author(s) / Affiliation	Daniel Ioan DUMITRESCU, Diana Valentina SOARE DUMITRESCU¹ ¹ „ARTIFEX“ University of Bucharest
Title of the paper	SOME SIGNIFICANT ASPECT OF THE EVOLUTION OF ELECTRICITY AND NATURAL GAS EXCHANGES IN ROMANIA
Abstract	<i>Energy exchanges are institutions of strategic interest at national and regional level. According to the latest policies, the European Union as a whole needs to have strategies, instruments and institutions to ensure the energy security of the whole union, especially in times of crisis, when energy demand exceeds the available supply in some areas. In this respect, the existence of strong stock exchange institutions that allow the trading of electricity and natural gas in professional and transparent conditions becomes an essential condition for any developed economy wishing to join the European Union. The present study analyzes the activity of the Romanian Commodities Exchange on its various trading rings, highlighting the evolution of the energy market in recent years, thus arguing the position of this institution as a leader on the Romanian stock market.</i>
Reviewers:	Alexandru GRIBINCEA - Institute of International Relations of Moldova Anca Mihaela TEAU - „ARTIFEX“ University of Bucharest
Author(s) / Affiliation	Aurelian DIACONU¹, Andreea CEANUSU¹, Dragos Eugen MIHAI² ¹ „ARTIFEX“ University of Bucharest ² ADG Design SRL
Title of the paper	CONSIDERATIONS REGARDING THE REPRESENTATION OF STOCK

LEVELS BASED ON THE SERIES OF PERIODIC FUNCTIONS

Abstract

Current stocks vary between a minimum and a maximum value, according to a, usually linear, descending curve, depending on the economic process for which said stock is conceived. For a proper analysis of the development of stock levels throughout time, the information collected from the economic process must be transformed, so that mathematical analysis can be used both for building a model which simulates the development of the current stock, and for predicting the development of stock levels within the development of the economic process. Unlike the oversimplification provided by the theoretical material analysing the stock process, in real life, the maximum and minimum stock levels are not constant and the periodicity of the characteristic stock events is different for every cycle of production or consumption. Using the series of periodic functions allows the opportunity to make use, for the analysis of the evolution of past, present and future stocks, of the well-known and established mathematical tools, for which programs of general use, that can be utilised both in academia and in the current economic practice, have already been designed.

Reviewers:

Radu Nicolae BĂLUNĂ - University of Craiova
Loredana CIURLĂU -, „Constantin Brâncuși” University of Târgu Jiu

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Title of the paper

A NEW RATING MODEL FOR COMPANY: AN ADVANCED ECONOMIC SCANNER FOR REAL PERFORMANCE, RETURN, SOLVENCY AND SHAREHOLDERS CAPITALIZATION

Abstract

This paper presents an example of calculating the rating based on EVA (Economic Value Added). The rating was split into 22 classes. The calculations are made econometrically using a total of 11 variables based on EVA. By means of the roto-translational movement of rotation, we achieved a set of 4 factors which are in fact the 4 rating classes and were called PROFITABILITY, RETURN, SOLVENCY, SHAREHOLDERS CAPITALIZATION, dependant on the “steady variables” which best represent them.

Reviewers:	Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest Dan Ioan TOPOR - 1 Decembrie 1918 University, Alba-Iulia
Author(s) / Affiliation	Constantin ANGHELACHE¹², Mădălina-Gabriela ANGHEL¹, Andreea – Ioana MARINESCU² ¹ “ARTIFEX” University of Bucharest ² Bucharest University of Economic Studies
Title of the paper	MACROECONOMIC MODELING - MACROECONOMETRIC MODELS
Abstract	<i>In the study, the authors sought to focus on the main theoretical aspects of macroeconomic modeling and hence, deriving econometric models used at macroeconomic level. First, the authors highlighted the fact that economic models should be viewed as a whole, so that a macroeconomic model represents a new approach to the economic analysis of a country. The input-output tables as well as other accounting systems have highlighted the fact that within the national economy there are flows and economic circuits that have to be brought to a level of perception for researchers. There are still models of planned or centralized economies that have been or will be in transition. From this point of view, there are discussed systems of demand, supply systems, deterministic systems, wholly or partially determined demand or supply systems, imbalance models, but especially the use of macroeconomic methods to identify macroeconomic malfunctions and to ensure this way to achieve macrostability. In the study, a number of major concepts on macromodulation were revealed. Thus, the authors highlighted the final and intermediate demand functions, the production functions and the production potential, or agreed on the equations to explain the prices, salaries in the context of the financial situation at the level of the national economy. An interesting area is that the modeling process must be necessarily followed by a simulation process or method that ensures that in the economy the simulated model in the laboratory will give the expected results by the researcher in real activity. It is not worthwhile validating models to identify and eliminate errors as well as dynamic analysis of some of the methods and models that are used in this case. At the same time, reference is made to the fact that the political analysis must take into account the economic realities, so in some calculations, when multipliers are</i>

used, they also have to make political simulations to identify the optimal economic policy. This problem of macromodels is used in economic forecasts, and therefore, the authors have also laughed about these aspects.

Reviewers: Cristian Marian BARBU - "ARTIFEX" University of Bucharest
Sergiu CATARANCIUC - Moldova State University

Author(s) / Affiliation **Constantin ANGHELACHE¹², Florin Paul Costel LILEA¹, Alexandru BADIU²**

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Title of the paper **SECTIONS OF THE CENTENARY EVOLUTION OF THE ROMANIAN INDUSTRY**

Abstract *In this article, the authors sought to analyze a longer time frame, with an emphasis on the period beginning in 1948 - when the process of nationalization of industrial, banking, insurance, mining and transportation entanglement - took place in Romania nowadays. In this context, the authors try to suggest through the study of the figures, the data and the legislative framework, step by step, how it evolved and why the Romanian industry is currently at the stage it has. There are references to the conditions that led to the process of nationalization of the industry and of other private properties in the national economy, concluding that in 1989 the Romanian economy was fully staged and the industry was developed according to other criteria than the economic efficiency. Thus, one of the criteria was the uniform distribution throughout the country of industrial objectives to ensure the use of labor force. After 1990, the inverse privatization process began, through the forms we know, all proved to be harmful in terms of preserving the values of the Romanian industry and, especially, in the recovery by the privatizations made of the enormous investments on which Romania has done for several decades. We can discuss a concrete plan to "prepare" the industry for negative terms in order to be privatized in the interest of certain circles or certain firms. Against this background, the negative process of corruption, bribery and bribery has grown, so that the entire Romanian industry defined by the first prime minister of Romania after the events of December 1989 as "a bunch of old beasts".*

Reviewers:	<p><i>Here, the "old beasts" rusted, they were used without bringing anything to the Romanian economy. On the other hand, Romania is no longer specialized in any field of industry and thus has only eventually participated in minor projects within the European Union and not projects where we would have given the right level achieved in some areas industrial.</i></p> <p>Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia Igor KOTLYAROV - Institute of Sociology of the National Academy of Sciences of Belarus</p>
Author(s) / Affiliation	<p>Radu Titus MARINESCU¹, Mădălina-Gabriela ANGHEL¹, Doina AVRAM², Doina BUREA² ¹“ARTIFEX” University of Bucharest ² Bucharest University of Economic Studies</p>
Title of the paper	<p>TECHNICAL-SCIENTIFIC AND ECONOMIC RESEARCH - FACTOR OF ECONOMIC DEVELOPMENT</p>
Abstract	<p><i>In this article, the authors analyze, based on the study, the correlation between research, innovation and development. Scientific research is an indissoluble element, on which the evolution of the entire national economy depends, regardless of the field of activity we are discussing. Over time, as the economic activity improved, research and innovation became the cornerstone of technological evolution on the basis of which a country's economy is developing. Research in the field of economics is the prestige of the Romanian Academy, which from ancient times until now has dealt with research under the most diverse forms of the technological level of the country. Many Romanian scholars have become very important internally and internationally and have become appreciated by all of humanity. Unfortunately, during the centralized economy some of Romania's great values remained not only in the shadows but suffered for the courage and courage to capitalize on the level of knowledge on the basis of criteria of political affiliation. As far as economic research is concerned, it is very clear that in this field many personalities have put their mark on the study and research of economic relations, on the development of economic models, thinking and dare to publish large works that have found their</i></p>

place in libraries and researchers' research base later on. The training of the specialists for the economy can not be achieved without the involvement of the research results in this field. That is why Romanian education is anchored in study, research and learning which is a continuous process within the Romanian economic system. The Romanian Academy, the researchers, as well as the researchers in the research institutes of the Academy, including those in the field of economics, achieve results that affect the evolution of the economy as a whole and in every field of activity. With regard to the international context, it emerges that Romanian researchers have and still have an active presence being members of different research and development institutions, as well as with regard to the current development but especially the perspective of the scientific research in the economic field.

Reviewers: Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest
Igor YAREMKO - Lviv Polytechnic National University

Author(s) / Affiliation **Г. ЧОБАН¹, В.Д.ШКВИР¹, Э.В. РЫЖКОВ², С.А. ОХРИМЕНКО³, Г.Р. БОРТЭ³**

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Title of the paper **ВЫЗОВЫ ЦИФРОВОЙ ЭКОНОМИКИ**

Abstract *Технологический рывок начала XXI века обусловил глубокую трансформацию всех сфер жизнедеятельности общества и государства. Появление и активное развитие информационно-коммуникационных технологий положило начало формированию информационного общества, под которым понимается переход от производственной к сервисной экономике, где теоретические знания, технологии и информация становятся товаром массового потребления.*

Построение цифровой (информационной) экономики связано с решением комплекса задач, направленных на развитие искусственного интеллекта, больших данных, интернета вещей, телемедицины, технологий блокчейна, виртуальной и дополнительной реальности, криптовалюты, уберизации

	<i>и т.д. К большому сожалению, риски новых технологий замалчиваются или нивелируются, а чаще всего просто не обсуждаются экспертным сообществом.</i>
Reviewers:	Ghenadie CIOBANU - INCSMPS Bucharest Igor YAREMKO - Lviv Polytechnic National University
Author(s) / Affiliation	Сергей Александрович СТУПАЧЕВ ³ Молдавская Экономическая Академия
Title of the paper	<i>ВЗАИМОДЕЙСТВИЕ РОССИИ С МЕЖДУНАРОДНЫМИ ФИНАНСОВЫМИ ОРГАНИЗАЦИЯМИ В ОБЕСПЕЧЕНИИ ВНЕШНЕЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ</i>
Abstract	<i>The issues of the interaction of the Russian Federation with the International Financial Organisations, the policy of maintaining the foreign trade security, increasing the role of the countries-members of BRICS are considered in the report.</i>
Reviewers:	Ghenadie CIOBANU - INCSMPS Bucharest Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences, Russia

Notes

