

Program

International Symposium

**EXPERIENCE. KNOWLEDGE.
CONTEMPORARY CHALLENGES**
4th Edition

*„Necessity of new Economic-Social
Paradigms in the current globalization
Context”*

May 23rd-24th, 2019

Bucharest, Romania



CONFERENCE AGENDA

May 23rd

- 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;

May 24th

- 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. **Dragoș Gabriel Mecu**, PhD - “ARTIFEX” University of Bucharest

COMITETUL ȘTIINȚIFIC/SCIENTIFIC COMMITTEE

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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
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Prof. **Alexandru Stratan**, PhD. Habil., 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. **Rodica Perciun** PhD. Hab. - 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

Maria Viarenich, researcher - Institute of Sociology of the National Academy of Sciences of Belarus

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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. **Raluca Andreea Mihalache**, PhD - “ARTIFEX” University of Bucharest

Assoc. prof. **Ioana-Nely Militaru**, PhD - The Bucharest University of Economic Studies

Assoc. prof. **Cibela Elena Neagu**, PhD - “ARTIFEX” University of Bucharest

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 Şimon**, PhD - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania

Assoc. prof. **Anca-Mihaela Teau**, PhD - “ARTIFEX” University of Bucharest

Dr. **Rodica Slutu** - State University “Alecu Russo”, Bălţi, Republic of Moldova

Lecturer **Dan Ioan Topor**, PhD - Faculty of Economic Sciences, 1 Decembrie 1918 University, Alba-Iulia

Lecturer **Hassan Danial Aslam**, Dr. - Islamia University of Bahawalpur

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 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 **Drago CVIJANOVIC¹, Ivan MILOJEVIC², Milan MIHAJLOVIC³**
¹ University of Kragujevac, Faculty of management and Tourism, Serbia
² University of Defense, Serbia
³ University of Defense, Serbia

Title of the paper **FINANCING OF AGRICULTURE IN THE REPUBLIC OF SERBIA BY THE BUDGET**

Abstract *Financing the development of agriculture is one of the basic tasks of a condition of economic growth of any country. Focusing on the financial institution budgets may be present level of need and the possibility of meeting the basic social needs, with the aim of establishing and functioning of agriculture as primary branch of the economy in the Republic of Serbia. Using statistical methods present the causal relationships between the elements of financing agriculture and their main financial strongholds, the economic power of the state, with reference to the agricultural sector of the Republic of Serbia.*

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Andrei BUIGA - “ARTIFEX” 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 **MANAGEMENTUL GLOBALIZĂRII ÎN PRAGUL EȘECULUI
MANAGEMENT OF GLOBALIZATION ON THE VERGE OF FAILURE**

Abstract *Globalization was and is, at the same time, a process and a State of affairs. It was and is a process, because he knew and knows*

deep qualitative and quantitative prefaceri, political and economic time, and it was and is a State of affairs, since it enabled and allows for comparison of the actions on the constituent moments evolutionary. Beyond his political reasons, globalization could be justified by the two major components: the evolution of technology and developments in the exchange markets. Thus, it is understandable why globalization doesn't produce the same levels of satisfaction, because neither the technical and scientific knowledge is not uniform. As a result, the income per capita of the countries covered by the waves of globalization does not necessarily tend to converge towards a balance, because countries have not acquired technical knowledge in the same manner, but it is possible to establish a link between progress endogenous productivity and external influences. If a good is produced by a country better situated economically, the product gets better for both the overall market in terms of quality and cost. They give as examples in this regard, automobiles, aircraft microprocessors, mobile phones, etc., goods whose quality has increased, but whose prices have declined as increased experience. Relentlessly, the great challenge for the century in which we entered, from the point of view of globalization was creating institutions that highlight the promises of globalization and avoid crises of world proportions. But the U.S. policy of exceptionalitate, by boycotting the understandings that brought globalization to political and economic ideology, has made passage of globalization to fail miserably. Democratic globalization failed, being răpusă by the hegemonic pretensions of exceptionalitate required by us.

Reviewers: Georgeta ILIE - Dimitrie Cantemir Christian University, Bucharest
Dan NĂSTASE - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Gennady KORSHUNOV**
Institute of Sociology of the National Academy of Sciences of Belarus

Title of the paper **DIGITAL TRANSFORMATION OF MEDIA SPACE OF BELARUS**

Abstract *The article based on empirical research conducted by the Institute of Sociology of the National Academy of Sciences of Belarus outlines and analyzes trends that are characteristic of the media space of the Republic of Belarus. Data on the frequency of*

information consumption from both traditional media (television, radio, newspapers) and from new media (news and specialized portals, news sites, social networks, etc.) are given. The characteristic of national specificity of such trends in the change of the Belarusian media space as convergence, desubjecting, etc. is given. It is concluded that the transition to a new paradigm of the functioning of the media space has already occurred.

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

Author(s) / Affiliation **Elena L. ANDREEVA¹², Artem V. RATNER¹, Darya E. KUZNETSOVA¹**
¹ *Institute of Economics of the Ural branch of the Russian academy of sciences, Russia*
² *Urals state university of economics, Russia*

Title of the paper **ROLE OF INSTITUTIONAL FACTOR IN DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF REGION**

Abstract *The object of research in this article are the institutional factors of development of region’s foreign economic activity (FEA), the purpose - to reveal essence of institutional factors and their role in development of region’s FEA. The hypothesis is offered about the importance of this role. During the analysis the term of institutional factors of FEA development is defined, including are allocated the so-called institutional region-forming factors. The directions are proved of formation of the effective environment contributing to the development of the foreign economic activity in region, the functions of regional state bodies are systematized. The specifics of strategic planning of development of FEA in modern conditions are revealed and the main reference points are designated which have to be considered when developing the FEA development strategy in region. It’s proved that institutional factors of development of region’s FEA make a contribution to solving the tasks of FEA expansion and diversification, increase in region’s investment attractiveness, inter-industry cooperation, and in general, of efficiency of use of region’s productive forces. It proves that institutional factors of FEA development are closely related to the most important parameters of region’s economy development. The results can be used by authorities and structures of FEA assistance and also will form a basis for further work about*

Reviewers:	<i>assessment and search of opportunities of improvement of institutional factor influence on region’s FEA.</i> Constantin ANGHELACHE - “ARTIFEX” University of Bucharest Constantin CODERIE - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Stefano AMODIO <i>Istituto Teseo (Italy)</i>
Title of the paper	NEW OCCUPATIONAL STRATEGIES. FROM PLACEMENT TO SELF-MARKETING INTO GLOBALISED SOCIETY.
Abstract	<p><i>The employment in the new scenario of globalised society hasn't already been studied in all of its aspects, despite its diffusion and its importance for global economy. Even the self-marketing, widely discussed, is a topic with unfilled gaps in scientific research, specifically concerning empirical analysis and interpretative theoretical models. Economical literature hasn't ever paid much attention to psychological aspects; on the other hand, psycho-social literature has often omitted employment as a specific research topic, focusing on placement and outplacement traditional processes.</i></p> <p><i>A few years ago Fraccaroli (2005) underlined the need to direct the research towards a psychological self-analysis on self-marketing, considering also the outcomes of managerial and organizational literature. This article is focused on the acquisition and transmission process of work placement techniques, by describing its specific characteristics and dynamics. It also provides an interpretation of such processes, adopting a theoretical model derived by social psychology of interpersonal relationships.</i></p> <p><i>In the end, the article provides some advices to enter into the world of work with less stress, psychologically speaking, and less organizational uncertainties, addressing mostly to the new generations, connected more than ever with the globalised society.</i></p>
Reviewers:	Mircea UDRESCU - Academy of Romanian Scientists, “ARTIFEX” University of Bucharest Cibela NEAGU - “ARTIFEX” University of Bucharest
Author(s) /	Iván ZÁDORI, Zsolt NEMESKÉRI, Antal TIBOLD, Marietta POHL

Affiliation	<i>University of Pécs, Hungary</i>
Title of the paper	WORK ABILITY AND HUMAN RESOURCE MANAGEMENT
Abstract	<i>Dealing with the challenges of older labor force is becoming an increasingly important part of the HRM processes of companies. Organizations need more complex steps to help an effective management of human resources and prepare the company for future challenges in the next years. The purpose of the paper is to explore the differences of the perception of workability among the employees of a Hungarian company (Hungarian Post) and draw the main dimensions of future HRM practices in business organizations.</i>
Reviewers:	Stefano AMODIO - Istituto Teseo Gennady KORSHUNOV - Institute of Sociology of the National Academy of Sciences of Belarus

Author(s) / Affiliation	Tatiana GUTIU <i>National Institute of Economic Research, Chişinău, Republic of Moldova</i>
Title of the paper	COMERTUL EXTERIOR. COMPETITIVITATEA SI CRESTEREA ECONOMIEI REPUBLICII MOLDOVA FOREIGN TRADE. COMPETITIVITY AND GROWTH OF REPUBLIC OF MOLDOVA'S ECONOMY
Abstract	<i>Trade flows of the Republic of Moldova, and the comparative advantages in the division of goods represent the research objectives of this article. The main purpose is to identify those goods and groups of commodities whose specialization in manufacturing would ensure sustainable economic growth. Research has shown that the structure of exports is dominated by primary products with extremely low added value and goods that are made from clients' materials. In order to ensure economic growth, the state should focus on the development of the following branches of the manufacturing industry: agro-food industry, light industry and industry of construction materials.</i>
Reviewers:	Constantin CODERIE - “ARTIFEX” University of Bucharest Anca Mihaela TEAU - “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 Cristian - Marian BARBU, Leontina IONIȚĂ, Cezar Gabriel PETCU
“ARTIFEX” University of Bucharest, Romania

Title of the paper ***DARK CLOUDS IN THE ROMANIAN ECONOMY AT THE BEGINNING OF 2019***

Abstract *This article emphasizes that, as the former Romania Prime-Ministry and professor with the Bucharest Academy of Economic Studies, Radu Vasile, was saying, economy is like plasticine, if you squeeze it in your fist, it leaks between your fingers. The doubled average salaries and the doubled minimal salary during the last 5 years in Romania resulted into more shopping (most of it, imported goods) that resulted into quicker growth of imports as against exports. It also resulted into increased expenditure of the State which deepened the budget deficit, making Romania have the highest budget deficit in Europe in 2018. A GDP expanded at the expense of the fiscal deficit or current account deficit is susceptible to destabilize the positive trend of an economy. Briefly, the “blood” of the economy saw a high level of cholesterol, so a diet should be followed to bring it to normal values, the question is: How to adjust it?*

Reviewers: Mircea UDRESCU - Academy of Romanian Scientists, “ARTIFEX” University of Bucharest
Alexandru MANOLE - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Anca-Mihaela TEAU, Cristina Elena PROTOPODESCU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	SCHIMBAREA PARADIGMEI: UN NOU MODEL DE ORGANIZATIE CHANGE OF PARADIGM: A NEW MODEL OF ORGANIZATION
Abstract	<i>Developments in the global economic environment, such as digital revolution, changing customers needs and human resources expectations, related to their workplaces and professional career, increasing pressure for delivering the right outcome are important challenges for different organizations around the world. In response, they must innovate and achieve agility in order to remain competitive. Traditional companies with their structural hierarchy, organizational bureaucracy operate through linear planning and control in order to deliver value for their shareholders. Designed specifically for stability, their organizational structure are often rigid and slow moving. Management reengineering was the answer for traditional companies facing the changing economic environment. In this paper we underline that reengineering is not fast enough to enable organizations to capture the opportunities and focus on customers needs. A new paradigm is needed for the business model, as well as a new form of organization. The 21st century organization must maintain a balance between dynamism and stability, integrate new technologies into business processes, create leaders who inspire people and enhance their personal and professional potential while promoting an organizational culture centered on human resources.</i>
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	Yuri CHERNYAK <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	TOURIST POTENTIAL OF THE REGION: PROBLEMS AND OPPORTUNITIES FOR DEVELOPMENT
Abstract	<i>The article discusses the tourist potential of the region, as well as</i>

some of the problems associated with its development. Based on the analysis of the structure of the tourism industry, the main directions of its development are highlighted. They include event tourism, involvement of the local population in the creation and promotion of a tourism product, analysis of reviews of tourism products on the Internet, support of regional tourism product, the study of the information environment.

Reviewers: Serghei OHRIMENCO - Academy of Economic Studies of Moldova
Olga PUGACHEVA - Gomel State University named after Francisk Skorina, Republic of Belarus

Author(s) / Affiliation **Dan NASTASE, Anca Sorina POPESCU CRUCERU, Maria Alexandra FODAC**
“ARTIFEX” University of Bucharest, Romania

Title of the paper **PARTICULATIATI PRIVIND INTOCMIREA CONTRACTULUI DE VÂNZARE-CUMPĂRARE INTERNAȚIONALĂ
PARTICULARITIES REGARDING THE INTERNATIONAL SALE-PURCHASE CONTRACT**

Abstract *The international sale-purchase contract in the international trade is the legal act by which the parties, seller and buyer, belonging to different states, oblige themselves to transfer the property in exchange of a payment (a price).*

Reviewers: Alexandru STRATAN - National Institute of Economic Research,
Ioana-Nely MILITARU - The Bucharest University of Economic Studies

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

Title of the paper **ADVANTAGES AND DISADVANTAGES OF E-BUSINESS FOR BOTH COMPANIES AND CUSTOMERS**

Abstract *The first time E-business term was announced in 1997. Since that many companies not only learned its definition, but also successfully implemented in their businesses. The main purpose of this article to define the main advantages and disadvantages of this business form.*

Reviewers:	Andrei BUIGA - “ARTIFEX” University of Bucharest Dragana GNJATOVIC - University of Kragujevac
Author(s) / Affiliation	Mariana BĂLAN <i>Institutul de Prognoză Economică- INCE, Romanian Academy</i>
Title of the paper	MIGRAȚIA ÎN CONTEXTUL GLOBALIZĂRII LA ÎNCEPUT DE SECOL XXI MIGRATION IN THE CONTEXT OF GLOBALIZATION AT THE BEGINNING OF THE 21ST CENTURY
Abstract	<i>The globalization of modern world stimulated marked increases in the migration to locations both near and far supported by several factors either of economic, social or environmental nature or by political instability and the development of some sophisticated, modern transport systems and networks that facilitated easier, cheaper and quicker movement of individuals than in any other moment in mankind’s history. Thus, the number of international migrants reached 244 million in 2015 on increase by 41% as compared with the year 2000. Characteristic for the migration phenomenon by the end of the 20th century and the beginning of the third millennium is the change in the structure, dimension and typology of migration flows, as the workforce demand regarding the labor force market in the countries of destination is addressed especially to high-skilled immigrants. Even though for most of the times, the volume, diversity, geographic expansion, as well as the general complexity of international migration are considered as on increase as effects of the globalization processes, still this idea remains for its largest part unverified. The paper presents a brief analysis of the main globalization characteristics of globalization and its impact on the volume, structure, and trends of the migration flows.</i>
Reviewers:	Drago CVIJANOVIĆ - University of Kragujevac Ivan MARCHEVSKI - D.A. Tsenov Academy of Economics, Bulgaria
Author(s) / Affiliation	Daniel ARPINTE, Simona Maria STĂNESCU <i>Research Institute for Quality of Life, Romanian Academy</i>
Title of the paper	AN OVERALL EVALUATION OF SOCIAL ECONOMY SECTOR AND ITS

FEASIBILITY AS AN ALTERNATIVE TO CLASSIC SOLUTIONS FOR SUPPORTING VULNERABLE GROUPS

Abstract

The unprecedented growth of projects supporting social economy in Romania co-funded by European Social Funds (ESF) during the 2007-2013 programming period has come to an end. Retrospectively looking, some significant results are left behind as scientific research papers, newly created social enterprises, thematic university courses, newly developed or consolidated services, an increased public awareness of social enterprises on their sector membership, but also a significant number of practitioners who gained expertise in developing and implementing of a proactive supporting way of those who are vulnerable. Social economy national networks restate their role and we have acknowledged a better cooperation of the social economy entities, including through their connecting to transnational organisations and networks which have facilitated expertise transfer. From a juridical perspective, the adoption of the Law 219/2015 on social economy has raised the voice of social economy. In this regard, the paper investigates to which extent the social economy can be assessed as feasible from the perspective as an innovative alternative against to classic employment solutions for vulnerable groups and to which extent the social economy has developed its capacity for a sustainable self-development while the European funds, the main co-funding source during the last years, are significantly lower. From the methodological perspective, the paper includes some analysis using Civil Society Development Foundation (CSDF) statistical data (Social Economy Atlas, 2012, 2014 editions), various relevant data provided by Romanian National Institute of Statistics as well as statistical data produced by relevant Research Institute for Quality of Life (RIQL), Romanian Academy research projects. The research results are of interest both for those active in academic field, practitioners, social entrepreneurs, and members of social economy entities.

Reviewers:

Gennady KORSHUNOV - Institute of Sociology of the National Academy of Sciences of Belarus
Elena BUGUDUI - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation

Alena SHKUROVA
Institute of Sociology of the National Academy of Sciences of

	<i>Belarus</i>
Title of the paper	MOTIVATING MECHANISMS FOR THE INVOLVEMENT OF BELARUSIAN CONFESSIONAL FOLLOWERS IN RELIGION
Abstract	<i>The article presents some results of studying religiosity in Belarus on the basis of the multi-dimensional cross-confessional model. The research focused on the country's religious population. The model is based on constructing the set of universal indicators within the framework of the main dimensions of religion (religious views, activities and institutions) The complex of parameters of religiosity given in the framework of the model includes, in particular, an assessment of the motivating mechanisms of involvement in religion. Analysis of the main faiths followers' answers (Orthodoxy, Catholicism and Islam) showed that the religious choice of the Belarusian population is carried out primarily consciously within the framework of established religious traditions under the influence of family upbringing and social environment, and under a result of their own spiritual quest.</i>
Reviewers:	Constantin CODERIE - “ARTIFEX” University of Bucharest Elmira Magomed GOJAEVA - Azerbaijan University of Tourism and Management

Author(s) / Affiliation	Dan NASTASE, Amelia DIACONU, Cristina Elena CĂȚĂNOIU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ASPECTE TEORTICE PRIVIND MARKETINGUL AGROALIMENTAR THEORETICAL ASPECTS REGARDING THE AGRIFOOD MANAGEMENT
Abstract	<i>Representing the quantity of agricultural and food products that the buyers are willing to purchase at a given time on the market, the demand of agrifood products is divided into demand for final consumption and demand for productive consumption. If the demand of agricultural products destined for productive consumption presents, widely, the characteristics of demand on the business market, that is the final consumers, it shows a series of particularities in the case of agrifood products. The demand of agrifood products associated to the population is determined by both exogenous and endogenous factors, objective and subjective.</i>

The main element forming the demand is the food consumption need, which is the result of physiological impulses (sensations of hunger and thirst). The agrifood products provide the human organism with the necessary nutrient, for the normal running of metabolic processes, the human needs oxygen, water, proteins, lipids, carbohydrates, mineral elements and vitamins. Excepting the oxygen and, partially, water, all other substances are to be found in variable proportions in the agrifood products.

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation **Andrey Valerievich GAVRIKOV**
Institute of Sociology of the National Academy of Sciences of Belarus

Title of the paper **FRAMEWORK MODERNIZATION OF THE POLITICAL SYSTEM OF THE REPUBLIC OF BELARUS (SEEN THROUGH THE PRISM OF POLITICAL PARTIES)**

Abstract *The Belarusian political parties have become a stumbling block to domestic politics in the Republic of Belarus. Even now it is safe to assume that without system reforms by the government – the main political subject in modern society – the parties as a socio-political institution will remain on the periphery of Belarusian politics.*

Reviewers: Stefano AMODIO - Istituto Teseo
Constantin CODERIE - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Paulina NĂSTASE**
General School 117 Bucharest

Title of the paper **THE IMPORTANCE OF COMMUNICATION IN BUSINESS NEGOTIATION**

Abstract *Within the negotiation between the negotiation partners, the use of the language that evolved over time is of great importance, and it is constantly improving. One remarkable aspect is that this language has been simplified, focusing on direct communication*

	<i>on the subject with concise, clear dialogues, starting from the premise that the negotiator must first convince.</i>
Reviewers:	Dragoş-Gabriel MECU - “ARTIFEX” University of Bucharest Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies
Author(s) / Affiliation	Catalin DEATCU, Zoica NICOLA, Ana-Maria Adreea BARULETE, Tiberiu Ionut STEFAN <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ABORDARI TEORETICE PRIVIND INTERNAȚIONALIZAREA AFACERILOR THEORETICAL APPROACHES REGARDING THE INTERNATIONALIZATION OF BUSINESS
Abstract	<i>Internationalization was defined as a process to increase the involvement of the company in international operations. It assumes a re-orientation of the business strategy of the organization from the internal market to the international one. In the age of globalization, the penetration on the international market became a stringent necessity for firms wishing to affirm or maintain themselves on the world economic arena. The internationalization strategy are multiple and complex, which determines a deep process of analysis on behalf of the companies, when they decide to seek for external markets or to develop the existing ones. The choice of the optimal strategy is made depending on the financial, human, logistical resources, the international experience, the attitude towards risk or the competitive advantages the respective firm possesses, but also on the external environment, the tariff and non-tariff barriers encountered, and on many other elements.</i>
Reviewers:	Rodica PERCIUN - National Institute of Economic Research Mircea UDRESCU - Academy of Romanian Scientists, “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Constantin CODERIE <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ASPECTE GENERALE PRIVIND PREGĂTIREA ȘI DEZVOLTAREA

**UNUI PROIECT EUROPEAN DE SUCCES
GENERAL ASPECTS REGARDING THE PREPARATION AND
DEVELOPMENT OF A SUCCESFUL EUROPEAN PROJECT**

Abstract *A well formulated project should derive from an adequate equilibrium between the priorities of the CE development policy and the partner's development priorities. In the sphere of these policy priorities, the executive branch of the government or non-government agencies formulates wide working areas necessary to implement the decision referring to policies. These wide areas are often named programs that, like projects, can differ significantly as sphere and scale.*

Reviewers: Mircea UDRESCU - Academy of Romanian Scientists, “ARTIFEX”
University of Bucharest
Virginia CUCU - “ARTIFEX” University of Bucharest

**Author(s) /
Affiliation** **Gabriela NEAGU**
Romanian Academy, Research Institute for Quality of Life

Title of the paper ***DETERMINANTS FACTORS OF TEACHERS' ATTITUDES TOWARDS
SCHOOL INCLUSION***

Abstract *This paper presents the results of a pilot survey based on a questionnaire conducted among teachers in pre-university public education (ISCED 0-4). The purpose of this research is to identify the susceptible factors which influence teacher`s attitudes towards school inclusion (SI). Research data, on the whole, highlights a positive attitude of teachers towards the SI, but a thorough analysis of each of the three dimensions of attitude - cognitive, affective and behavioral - reveals significant statistical correlations only between certain factors and one or other of the dimensions of attitude. The research also highlighted certain particularities of Romanian teachers when it comes to SI. The results of the research are important both from the scientific point of view and from the point of view of the public policy measures in the field of inclusive education. From a scientific point of view, it is the basis for a complex research, on the representative sample of the education system to deepend the relationship between the attitude of the teachers and the SI. From the point of view of public policies, this research allows those responsible for education and not only, to*

	<i>act "targeted" for each situation and thus increase the chances of education of pupils with special needs.</i>
Reviewers:	Cristian Marian BARBU - “ARTIFEX” University of Bucharest Andrei BUIGA - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Mihail CIOBANU¹², Larisa BUMBU² ¹ USDC ² National Institute of Economic Research, Republic of Moldova
Title of the paper	UNELE ASPECTE ALE SITUAȚIEI SOCIAL-ECONOMICE A COPILOR DIN REPUBLICA MOLDOVA SOME ASPECTS OF THE SOCIAL-ECONOMIC SITUATION OF CHILDREN IN THE REPUBLIC OF MOLDOVA
Abstract	<i>Children and youth from the Republic of Moldova are among the most vulnerable groups to poverty. Poverty continues to affect traditionally vulnerable categories of the population. The poorest are families that depend on agricultural activities, older people, people without vocational education and skills, large households and those with many children. Children, as a whole, remain more vulnerable to poverty. For these social groups, specific initiatives are needed to overcome the impact of economic deprivation and social exclusion. This article analyzes the current socio-economic situation of children in the Republic of Moldova based on the statistical data of the National Bureau of Statistics of the Republic of Moldova, demographically, with regard to juvenile crime, to the standard of living of the households with children, and to the state of children's health.</i>
Reviewers:	Elena BUGUDUI - “ARTIFEX” University of Bucharest, Romania Maria VIARENICH - Institute of Sociology of the National Academy of Sciences of Belarus
Author(s) / Affiliation	Tatiana IAȚIȘIN National Institute of Economic Research, Republic of Moldova
Title of the paper	ANALIZA INTERNAȚIONALĂ A PIEȚEI VINULUI INTERNATIONAL ANALYSIS OF THE WINE MARKET

Abstract	<i>The paper presents the current trends and perspectives of the international wine trade. The paper also analyzes the production and consumption of wine of traditional European producers and new wine producing world countries with an emphasis on the period 2000-2016. The following research methods were used in the elaboration of this research: monographic, analysis and synthesis, statistical, comparison, etc. The results show that: the EU is the world's largest market for wine production, consumption, wine exports and imports. The best three competitors in the world are Italy, France and Spain, along with them over the centuries, wine tradition continues to be the reference point for world winemaking.</i>
Reviewers:	Alexandru GRIBINCEA - Institute of International Relations of Moldova Constantin CODERIE - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Aurelian DIACONU, Traian Ionut DASCALU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<i>NOI REPERE PRIVIND CONCEPTUL DE APROVIZIONARE SI DESFACERE A MARFURILOR NEW LANDMARKS REGARDING THE CONCEPT OF SUPPLY AND SALE OF MERCHANDISE</i>
Abstract	<i>In the specific literature, as in the economic practice, terms such as: purchase, assurance, supply, buy, accumulation are frequently used. These terms have, however, a similar significance or, by case, different. Thus, purchase represents an action of financial engagement to buy some material resources or products, being a real transaction (the forms in which is realized by economic units being relatively uniform). In report to purchase, supply has a wider content, as purchase is only a moment of the complex process of supply with materials and technical equipments.</i>
Reviewers:	Dan NĂSTASE - “ARTIFEX” University of Bucharest Mirela Cătălina TÜRKEŞ - Dimitrie Cantemir Christian University, Bucharest
Author(s) / Affiliation	Dan NASTASE, Mugurel POPOVICI, Ancuta BURCEA <i>“ARTIFEX” University of Bucharest, Romania</i>

Title of the paper **DELIMITĂRI CONCEPTUALE ASUPRA CLUSTERELOR
CONCEPTUAL BOUNDARIES ON CLUSTERS**

Abstract *The institutional cluster, known also as the state-anchored cluster, is dominated by public or non-profit institutions, for example research-development laboratories, universities or institutions. The institutional clusters are focused on dominant institutions. When an entity is dominant, the cluster can become dependent on it. The characteristics of the institutional cluster have effects on the stability of the region and its subsequent development. The main benefits of cluster organization are: innovations, access to market, infrastructure, human resources, financial resources, proximity, reduction of transaction costs, image improvement. In general, these advantages associated to the enterprises within the cluster contribute to the regional growth through: new establishments of enterprises, new jobs, new human settlements, the increase of the value-added.*

Reviewers: Alexandru MANOLE - “ARTIFEX” University of Bucharest
Cristina-Elena PROTOPOESCU - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Nikita BROVCHUK**
Institute of Sociology, National Academy of Sciences of Belarus

Title of the paper **IMAGES OF THE PAST AS A COMPONENT OF THE HISTORICAL
MEMORY OF SOCIETY**

Abstract *One of the key concepts that are widely used by researchers in studying the perception of history is the term «images of the past». It can also be used in the study of the historical memory of society from the standpoint of sociological analysis, as well as viewed as a key component of the historical memory, emerging in the public consciousness and displaying information about existing versions of the historical past in society. The problem of images of the past in many of its aspects remains insufficiently explored; in order to conduct a sociological study of historical memory, it seems appropriate to focus on such categories of images of the past as images of events, people and sites of memory.*

Reviewers:	Alexandru STRATAN - National Institute of Economic Research, Republic of Moldova Stefano AMODIO - Istituto Teseo
Author(s) / Affiliation	Aurelian DIACONU¹, Luminița MATEI², Dragoș Eugen MIHAI³ ^{1,2} “ARTIFEX” University of Bucharest, Romania ³ ADG Design SRL
Title of the paper	CONSIDERAȚII PRIVIND ESTIMAREA OBIECTIVĂ A CALITĂȚII PRODUSELOR PRIN PRISMA SATISFACȚIEI UTILIZATORILOR CONSIDERATIONS REGARDING THE OBJECTIVE ESTIMATION OF PRODUCTS'QUALITY THROUGH THE PRISM OF CUSTOMERS' SATISFACTION
Abstract	<i>The quality of products is a subjective indicator at the level of the user and objective at the level of the producer, making the quality auditor an entity that must possess remarkable, consistent socio-statistical abilities, in order to transform the qualitative indicators expressed by the users into numerical values, easy to analyze and classify in comparison to a normal distribution.</i>
Reviewers:	Elmira Magomed GOJAEVA - Azerbaijan University of Tourism and Management Marija MANDARIĆ - University of Kragujevac
Author(s) / Affiliation	Daniel Adrian ANDRONESCU, Andrei BUIGA “ARTIFEX” University of Bucharest, Romania
Title of the paper	MARKETING AND NEUROSCIENCES, A BRILLIANT FUTURE TANDEM
Abstract	<i>The technologies used in neuromarketing research, which is less known in Romania, have recorded a spectacular development worldwide in the last few years, thus, in addition to miniaturization, they increase the degree of versatility and automatically the number of research projects. This material aims to show how, with the help of neuromarketing technologies, primary positive and negative responses can be obtained, unaltered by other factors, at the emotional level that allow their value measurement. In this case study, we tested through a technology such as emotion measurement technology, a total of</i>

	<p><i>11 respondents aged between 33 and 52 years, having an average age of 39.8 years. The objective of the demonstration study was to find out to what extent viewing a short one minute video, that features several tourist locations, can trigger emotions strong enough to lead to the decision to include them as points tourist interest in a future vacation. The classification of emotions was based on the studies by (Tomkins, 1962), (Ekman, 1969 and 1972) and „Facial Action Coding System” (Ekman, Friesen, Hager, 2002). Another reference in the literature is Martin Lindstrom with his „Sensory Brands and Buyology”.</i></p>
Reviewers:	<p>Iván ZÁDORI - University of Pécs Maria VIARENICH - Institute of Sociology of the National Academy of Sciences of Belarus</p>
Author(s) / Affiliation	<p>Maryia VIARENICH <i>Institute of Sociology, National Academy of Sciences of Belarus</i></p>
Title of the paper	<p><i>JOINT SCIENTIFIC RESEARCH IN THE POST-SOVIET SPACE IN THE CONTEXT OF MODERN SOCIO-CULTURAL TRANSFORMATIONS: EXPERIENCE IMPLEMENTATION OF THE BELARUS-ARMENIA PROJECT</i></p>
Abstract	<p><i>New realities and the alignment of forces that have arisen in the former The USSR in the post-perestroika years, the emergence of new states and new the relationship between states and ethnic groups formerly in the union 15 republics, necessitated the comprehension of relevantpolitical, socio-economic, ethno-cultural, legal calls. This is important both from the point of view of sharing experience in successful implementation programs of political, economic and socio-cultural development, and in terms of the fact that, until now, many citizens live behind the borders of their small homeland, the Armenians live in Belarus and the Belarusians in Armenia Today joint scientific projects are initiated between countries. Joint Belarusian-Armenian studies were held at over the past 5 years, and the project to study radical and extremist trends in modern societies has been implemented on from 2017 to 2019.</i></p>
Reviewers:	<p>Alexandru MANOLE - “ARTIFEX” University of Bucharest Constantin CODERIE - “ARTIFEX” University of Bucharest</p>

Author(s) / Affiliation	Tofiq HAYDAROV <i>Azerbaijan University of Tourism and Management</i>
Title of the paper	ESTABLISHMENT OF NEW MARKETING STRATEGY OF AGRICULTURE IN AZERBAIJAN ECONOMIC SYSTEM
Abstract	<i>Agriculture is one of the most important areas of Azerbaijan's economy. Compensation of population demand for food products, as well as processing of raw materials and other sectors of the economy is carried out by the agricultural sector. In modernization of economic development in each area should be determined the complexity of the economy of the Republic, its normal regional development and integrity. The process of modernization of economic development in the country, as in other countries, it requires a new approach to economic management.</i>
Reviewers:	Cristian-Marian BARBU - “ARTIFEX” University of Bucharest Andrei BUIGA - “ARTIFEX” University of Bucharest

Author(s) / Affiliation	Laurențiu STOENICĂ
Title of the paper	THEORETICAL APPROACHES REGARDING INSTRUMENTS OF MARKETING RESEARCH ON THE EDUCATIONAL SERVICES MARKET
Abstract	<i>In the context of globalization, market research has become a necessity, a condition for identifying pathways to attract customers and to gain an advantageous position in front of the competitors. Adapting to the expectations and needs of the consumers and educational market determines changes in products and educational services offered by higher education institutions. The marketing research allows the evaluation of the structure of the activity of the higher education institutions and of the specific institutional framework regarding the functioning of these organizations, seen as prerequisites of their elaboration and implementation of the marketing strategy, also the definition of the educational market, the study of its dimensions and its characteristics.</i>

Reviewers:	Andrei BUIGA - “ARTIFEX” University of Bucharest Cătălin DEATCU- “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Florina Silvia IONITA “ARTIFEX” University of Bucharest
Title of the paper	THE ROLE OF ADVERTISING IN THE PROJECTION OF DR. OETKER’S BRAND
Abstract	<i>This paper presents the development of advertising from the 1930s to the 21st century. Advertising is the main sales tool of a product and defines how a company is positioned on the market. Comparing today advertising with the 1930s, obviously many things have changed, especially many changes in portraying women in advertising. The representation of women has always been limited and stereotyped. The reasons for this and the process of development beyond stereotypes are also an important part of this paper. Focusing on the German company Dr. Oetker, founded in 1891, which produces baking powder, cake blends and cake decorations, the study is based on a real case and it’s focused on Dr. Oetker’s advertising strategies and on things that have changed over time. By using observation methods and content analysis, these changes are observed and analysed.</i>
Reviewers:	Olga PUGACHEVA - Gomel State University named after Francisk Skorina, Republic of Belarus Andreea Marin-PANTELESCU - The Bucharest University of Economic Studies

Author(s) / Affiliation	Catalin BERESCU Research Institute for Quality of Life, Romanian Academy
Title of the paper	DIMENSIUNEA SOCIALĂ SI ECONOMICĂ A LOCUIRII MINIMALE SOCIAL AND ECONOMIC DIMENSION OF MINIMAL HABITATION
Abstract	<i>Public housing in Romania lost its prominent place as an economic activity in the last 30 years (Petrovici 2017). As a result, the public stock declined in size and quality and numerous housing areas affected by extreme poverty appeared around the country. Unlike in most of the rest of the world our pockets of poverty are small</i>

and homogenously scattered within the territory. The measures and programmes of intervention are rare and inefficient (Cace 2006), the legal provisions are unclear and the financial effort of both state and private actors is insignificant. The paper describes the situation of poverty housing in Romania and addresses some principles of intervention in areas affected by social and economic exclusion. Extreme poverty housing is a field that is commonly perceived and labeled as an ethnic area, stereotypically associated with the Roma, while lack of access to housing is usually described as a result of neoliberal policies and of the financialisation of the housing market (Aalbers 2016). Both perspectives are correct, however, I choose to focus on the lack of proper policies in Romania, on the poor quality of interventions and on the institutional and legal setbacks that currently govern the activity of the housing area, disrespectful of the actors involved, being them NGO, international donors or the state.

Reviewers: Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania
Ioana-Nely MILITARU - The Bucharest University of Economic Studies

Author(s) /
Affiliation **Stanciu VIOREL**
“ARTIFEX” University of Bucharest

Title of the paper **FACEBOOK AS ONLINE MARKETING INSTRUMENT**

Abstract *Social networking platforms, like Facebook.com, have grown a lot in popularity when it comes to e-commerce. Facebook is particularly described as a perfect marketing tool because its developers have created a perfect advertising system that allows companies, whether to sell products or services, to use the information of every Facebook user for personalized advertising for each of them. Despite the current Facebook boom on the marketing side, this study reveals that users buying decisions are not influenced by advertisements and that users are not using Facebook as a source of information. However, Facebook offers the ideal platform for direct communication between the companies and the customer. Marketing on social networking platforms must follow new rules and principles over the mediums we are used to,*

	<i>such as television, radio or the media, and traders or services providers need to adapt.</i>
Reviewers:	Mirela Cătălina TÜRKEŞ - Dimitrie Cantemir Christian University, Bucharest Rodica SLUTU - State University “Alecu Russo”, Bălţi
Author(s) / Affiliation	Mihai COPEŢCHI – KOPECKY¹, Ion ANDREI² ¹ Sectorial Committee for Tourism, Hotels and Restaurants, Romania ² “ARTIFEX” University of Bucharest
Title of the paper	SUSTAINABLE DEVELOPMENT OF ROMANIAN TOURISM IN THE CONTEXT OF REGIONAL GEOPOLITICAL ACTUALITY
Abstract	<i>The current concerns of the specialized environment in the tourism industry – research, academia and professional training providers, profile media – are directed to highlight, through analyses, summaries, case studies, etc. - In what way and to what extent -, if the sustainable development of Romanian tourism, in the current regional geopolitical context, is viable, has prospects and how? The tourism industry should play a particularly important role in the concerns for the development of a sustainable society in the current regional geopolitical context. This sector of activity can represent an important force for achieving sustainability, by increasing living standards in underdeveloped areas, promoting the preservation of the natural and human environment and providing an engine for the development of peaceful international exchanges</i>
Reviewers:	Drago CVIJANOVIĆ - University of Kragujevac Dragana GNJATOVIĆ - University of Kragujevac
Author(s) / Affiliation	Rodica PERCIUN National Institute of Economic Research, Republic of Moldova
Title of the paper	ÎNTRERINDERILE CU CRESTERE RAPIDĂ – O SOLUTIE INOVATIONALĂ DE ASIGURARE A UNEI CRESTERI ECONOMICE RAPID-GROWING ENTERPRISES - AN INNOVATIVE SOLUTION TO ENSURE AN ECONOMIC GROWTH

Abstract	<i>The high growth firms (HGF's) have become a focal point for public policies in many developed countries. More of them, the research have highlighted the role of HGEs in fostering economic growth. HGEs are relevant for their direct contribution to employment and growth as well as for their indirect contribution, enhancing growth across other sections of the enterprise population through positive spill-over effects. In this article, the author aims to analyze the concept and role of high-growth enterprises.</i>
Reviewers:	Cristina Elena PROTOPOESCU - “ARTIFEX” University of Bucharest Anca Mihaela TEAU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Tatiana COLESNICOVA <i>National Institute of Economic Research, Chişinău, Republic of Moldova</i>
Title of the paper	GENDER EQUALITY IN EMPLOYMENT: SOCIAL POLICIES OF DIFFERENT COUNTRIES
Abstract	<i>The specific of gender equality regulation models and its implementation in the social policies of different countries is analysed in this scientific work. The gender policies in different countries are include the individual features. The theoretical models of the welfare state were described. The much attention is put on the social assistant of employed women in EU's countries. The following research methods were used in this work: logical, monographic, synthesis, comparative analysis.</i>
Reviewers:	Radu Nicolae BĂLUNĂ - University of Craiova Elena BUGUDUI - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Mircea UDRESCU¹², Alina GHEORGHE² ¹ <i>Academy of Romanian Scientists</i> ² <i>“ARTIFEX” University of Bucharest</i>
Title of the paper	ASPECTE DIN MANAGEMENTUL PRODUSELOR NOI ASPECTS REGARDING THE MANAGEMENT OF NEW PRODUCTS
Abstract	<i>As the desires and demands of consumers are becoming more diverse and unstable, businesses remain in the competitive</i>

environment to the extent that rational processes to create and market new products, as well as processes reduction of production and the cessation of certain products which are no longer enjoying the interest on the market. As soon as they are launched on the market, the products are becoming more vulnerable to changes in consumer demands and wishes, the emergence of new manufacturing technologies, intensification of competition, etc. Company management is responsible for the success of new products, it must be: to define areas of activity and categories of products that the company wants to extend them, lay down criteria for the acceptance of new product ideas and provide budget involved in new product creation. Management by targeting actions to promote the new product, though: clearly defines the product, specifies the expected market potential, the market, the annual rate of growth, the rate of profit, sets out other responsibilities for directing the efforts related to the implementation of the new product. A vital part of the marketing of new products is to find the most profitable way of embedding them into the range of ordinary consumer to individuals, families, organized groups, etc. For this, marketing research seeks to estimate the rate of diffusion of new products by studying the attitudes of consumers using product test that provides clues on the extent of their acceptance of a particular market.

Reviewers: Cristian-Marian BARBU - “ARTIFEX” University of Bucharest
Marija MANDARIĆ - University of Kragujevac

Author(s) /
Affiliation

Cibela NEAGU¹, Rafael NEAGU²
¹“ARTIFEX” University of Bucharest, Romania
² The Bucharest University of Economic Studies, Romania

Title of the paper

**ROLUL POLITICILOR CONCURENȚIALE ÎN CONSOLIDAREA
ECONOMICĂ A UE ȘI ÎMBUNĂȚĂȚIREA PROGRAMULUI DE
PROTECȚIE A CONSUMATORULUI
THE ROLE OF COMPETITIONAL POLICIES IN EU'S ECONOMIC
CONSOLIDATION AND IN THE IMPROVEMENT OF THE CUSTOMER
PROTECTION PROGRAM**

Abstract

The competition policy of a state plays a very important role, because depending on how a state chooses to build its competition policy, that state may or may not be successful in terms of

	<i>economic development. Given the rapid pace of the global economy, it is imperative that each state aligns its competition policy with the international standards, but it is vital that this policy is constantly monitored and improved when necessary.</i>
Reviewers:	Dan NĂSTASE - “ARTIFEX” University of Bucharest Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania
Author(s) / Affiliation	Aysel MAMMADOVA <i>Azerbaijan Tourism and Management University</i>
Title of the paper	MANAGEMENT STRATEGIES OF CULTURAL DIVERSITY IN ORGANIZATIONS
Abstract	<i>The 21st century is widely known as the era of globalization, which affects many countries and spheres. Increasing globalization requires more interaction among people from various corners of the world and as a consequence, leads to the development of cultural diversity in organizations.</i>
Reviewers:	Cristina Elena PROTOPOESCU - “ARTIFEX” University of Bucharest Angela TIMUŞ - National Institute of Economic Research, Republic of Moldova
Author(s) / Affiliation	Olga MOSCALU¹², Larisa BUMBU² ¹ USDC ² National Institute of Economic Research, Republic of Moldova
Title of the paper	DEZVOLTAREA ANTREPRENORIATULUI RURAL PRIN INOVARE DEVELOPMENT OF RURAL ENTREPRENEURSHIP THROUGH INNOVATION
Abstract	<i>The current society is evolving at astonishing speed, taking by surprise with the accelerated pace of change that addresses all aspects of human existence. A developed economy is an innovative economy, which, in turn, is based on innovation in entrepreneurship, where the basic objective is the absorption of innovations, which determines the main directions for the development of the entrepreneurial business. The aim of the research is to deepen the theoretical basis on entrepreneurship</i>

and innovation and to develop practical recommendations for developing it through innovations based on the food industry enterprises in the South Development Region. In the process of research, general scientific methods have been applied, such as: quantitative and qualitative analysis (survey), system and synthesis analysis, chronological series method, tables and graphs method, induction and deduction, comparison, logic principle.

Reviewers: Anca-Sorina POPESCU-CRUCERU - “ARTIFEX” University of Bucharest
Aurelian DIACONU - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Verdiyev Elshan BAKHTIYAR**
*Azerbaijan Tourism and Management University
IMC Krems University of Applied Sciences*

Title of the paper ***THE ROLE OF AZERBAIJANI CULTURE IN THE WORLD HERITAGE***

Abstract *It is undeniably true that culture plays a substantial role in the history of any country. Therefore, a lot of countries attempt to protect their culture and try to promote it to the entire world in order to make it more popular and attractive. Due to the comprehensive and rich background of the word “culture”, it has several appropriate meanings. Thus, the most widely used definition is that it is the social behavior and norms found in human societies. At the same time, one of those countries which pay special attention to their culture is Azerbaijan. One of the world's most ancient nations - the nation of Azerbaijan - has the right to feel proud for its history, material and cultural monuments, literature, arts and music heritage.*

Reviewers: Andrei BUIGA - “ARTIFEX” University of Bucharest
Dragana GNJATOVIC - University of Kragujevac

Author(s) / Affiliation **Mariana Georgeta TĂNASE**
“ARTIFEX” University of Bucharest

Title of the paper ***TECHNOLOGY IN THE SERVICE INDUSTRY***

Abstract *The term technology comes from Greek: technology (treating or*

dissertation on an arts, exposing the rules of an arts), consisting of: tekhnē (art, trade) + -logos (word). Reference to the profession involves the application of skills and knowledge in practice. The original meaning in Greek was "discourse on the arts". In English, it appeared in the 17th century, being used to signify a discussion only on applied arts. The term "arts" means here the production of artifacts, not only "art objects" but, more generally, products. At the beginning of the 20th century, the term technology included a growing range of means, processes and ideas, apart from tools and machines. The services were neglected because Adam Smith, one of the pioneers of the economy, described services as unproductive. Once it was clear that services were being neglected unnecessarily and that this sector could play an initiating role for economic development, service-related studies have accelerated. Recently, new theories and approaches that gain new dimensions and focus on the impact of economic and technical changes such as technological developments, production structure, changing value concepts, and maintaining system integrity. One of these approaches is that technological developments are improving the service sector. Some changes that have been caused by technological developments in the service sector are being analyzed in a theoretical way, they have improved and helped to streamline the services sector that has been neglected for a long time.

Reviewers:

Sorin Gabriel GRESOI - "ARTIFEX" University of Bucharest
Aurelian DIACONU - "ARTIFEX" University of Bucharest

Section 2.

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

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 **Dmitro TRUSHAKOV¹, Oleksandr KOZLOVSKYI¹**
Central Ukrainian National Technical University, Kropyvnytskyi, Kirovohrad region, Ukraine

Title of the paper **APPLICATION THE NEWEST APPROACHES IN THE TEACHING ECONOMIC CYBERNETICS - ONE OF THE MAIN ASPECTS THE FUTURE DEVELOPMENT THE DIGITAL ECONOMICS IN UKRAINE**

Abstract *The development of a modern digital economy is impossible without the use of new scientific approaches for teaching students, including in the study of economic cybernetics. Innovative activities in the field of higher education is an integral part of the development digital economy. In this article, a study was conducted on the use of hybrid educational practical work during practical exercises in the major disciplines of cybernetics. Proposed methodology of the hybrid workshop when students perform practical work is illustrated by the example of determining the reliability of a personal computer. The implementation of practical work is divided into stages: the use of theoretical material and its interactive processing for calculating the probabilities of the failure-free operation of a personal computer with the construction of graphs of the probabilities of no-failure operation and estimation of the final result.*

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

Author(s) / Affiliation **Yosyp DANKIV**
Uzhhorod National University, Ukraine

Title of the paper **ANALYTICAL INFORMATION ABOUT EFFICIENCY OF ALTERNATIVE**

INVESTMENT PROJECTS

Abstract

To select alternatives for investment projects, it is important to apply modern methods of economic analysis in order to gain in-depth analytical information on the possibilities of obtaining economic benefits from their implementation. This will provide the opportunity to make managerial decisions on the effectiveness of the development and implementation of investment projects. The starting point of this study is to obtain analytical information on the preparation of alternative investment projects at the pre-investment stage of their life cycle. It is important to emphasize that the life cycle of the project is a basic element of its analytical assessment concept and reflects the work that takes place at different stages of project preparation, implementation and operation. The overall assessment of an investment project at its pre-investment stage, from the point of making decisions on the appropriateness of investing in a particular project, is the formation of analytical information based on the use of modern static and dynamic methods of evaluation and comparative analysis. Its essence is the preliminary assessment of future benefits, costs, return on investment and risk in the project's implementation. While conducting calculations on the effectiveness of alternative investment projects that were prepared for four garment shops at PJSC Uzhhorod Garment Factory. The calculations were performed in accordance with the "Guidelines for Project Evaluation" of the International Center for Industrial Research at UNIDO and recognized by foreign investors. Application of this technique is especially important in attracting foreign investment. Its application makes it possible to carry out objectively an international expertise in the preparation of an analytical assessment of alternative variants of prepared investment projects prior to their implementation.

Reviewers:

Virginia CUCU - “ARTIFEX” University of Bucharest
Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation

Adrian ŞIMON
*University of Medicine, Pharmacy, Sciences and Technology of
Tîrgu-Mureş, Romania*

Title of the paper	CRISES MONÉTAIRES ET FINANCIÈRES ET SES SIGNAUX D'AVERTISSEMENT MONETARY AND FINANCIAL CRISES AND THEIR WARNING SIGNALS
Abstract	<i>The crises have penetrated the society and the modern financial markets were born in 1973, from the double necessity to establish an exchange market to manage the new system of floating exchange rates and to finance the budget deficits of the United States, freed ince then by the exchange constraints.</i>
Reviewers:	Radu-Titus MARINESCU - “ARTIFEX” University of Bucharest Mădălina-Gabriela ANGHEL - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Viorica LOPOTENCO
Title of the paper	APLICAREA METODEI DEA ÎN EVALUAREA EFICIENȚEI SISTEMULUI BANCAR DIN REPUBLICA MOLDOVA APPLICATION OF THE DEA METHOD IN THE EVALUATION OF THE EFFICIENCY OF THE BANKING SYSTEM FROM THE REPUBLIC OF MOLDOVA
Abstract	<i>In this study, the main objective was to evaluate the efficiency of the banking system in the Republic of Moldova during 2013-2018. This analysis is particularly relevant in the context of the signing and implementation of the Association Agreement with the European Union, which has significantly changed the modern macroeconomics. The analysis was performed using the non-parametric DEA method, and the chosen approach was the intermediate one. This required the secondary data obtained from the reports of the National Bank of Moldova. All calculations were made in the R programme (R Core Team, 2018) and the results were obtained using Output-Oriented (VRS) Efficiency. The evaluation carried out in the study revealed the trend regarding the efficiency of the Moldovan banking system, but also the banks with higher efficiency.</i>
Reviewers:	Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest Tatiana COLESNICOVA - National Institute of Economic Research

Author(s) / Affiliation	Constantin ANGHELACHE ^{1,2} , Mădălina-Gabriela ANGHEL ¹ , Gabriel-Ştefan DUMBRAVĂ ² ¹ “ARTIFEX” University of Bucharest ² The Bucharest University of Economic Studies
Title of the paper	THE GRAVITATIONAL MODEL – GENERAL CONSIDERATIONS
Abstract	<i>Numerous empirical studies have shown that trade flows follow the principles of gravity-related physics: two opposing forces determine the level of bilateral trade between countries, the level of economic activity and income, on the one hand, and all the barriers to trade, on the other. The latter include: transport costs, prohibitive trade policies, insecurity of exporters and importers about the evolution of various trade conditions such as the evolution of the exchange rate, cultural differences, the existence of national borders, the diversity of consumer preferences and various other impediments. The authors' analysis highlights the fact that the gravitational model ensures the possibility of international trade analysis. Gravitational equations have several characteristics that make it possible to carry out empirical studies being a bilateral equation. Although the gravitational model had, since the beginning of its use, an empirical success that could be challenged with difficulty, this model had, however, for some time, also criticism regarding the lack of a theoretical substantiation. From that moment on, it has been increasingly accepted that the gravitational equation can be extracted from certain hypotheses from theoretical models such as ricardian models, Heckscher-Ohlin models or scale models belonging to New Theories of International Trade. These three types of models differ in essence by the way in which product specialization is made by different countries.</i>
Reviewers:	Serghei OHRIMENCO - Academy of Economic Studies of Moldova Yuliya Georgievna LAVRIKOVA - Institute of Economics of the Ural branch of Russian Academy of Sciences
Author(s) / Affiliation	Adrian ŞIMON <i>University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania</i>
Title of the paper	LES CRITÈRES ÉCONOMIQUES APPLIQUÉS

**AU CHOIX DES INVESTISSEMENTS
ECONOMIC CRITERIA APPLIED TO INVESTMENT CHOICES**

Abstract *The investment policy is included in the strategic framework of the enterprise. Investment is, in general, approached exclusively from the angle of mathematic calculation, as the mathematic models allow to optimize its provisional profitability. The economic calculation applied to investments supposes that its promoters are able to define a set of financial flows characterizing its impact on the economic environment. The future is always uncertain and all investment must, within the initial analysis, be considered as a gamble on the future and an expression of the optimistic belief in the future development of the company.*

Reviewers: Virginia CUCU - “ARTIFEX” University of Bucharest
Sorin Gabriel GRESOI - “ARTIFEX” University of Bucharest

**Author(s) /
Affiliation** **György BODÓ**
Bucharest University of Economic Studies, Romania

Title of the paper **THE ROLE OF THE NATIONAL BANK OF ROMANIA FOR
STABILIZATION OF THE FINANCIAL-BANKING SYSTEM IN
ROMANIA**

Abstract *The National Bank of Romania took a series of very ugly measures regarding the supervision of banks, not to repeat bankruptcy before 2000 (Bancorex, Bankcoop, Agricultural Bank, Religion Bank, Turkish-Romanian Bank, Romanian Bank of Scont etc.) . As a result of these measures, the financial crisis did not have significant negative effects, as in other countries, including in Europe where the financial system was more free, with fewer restrictions. In Romania, there was no need for state intervention to save strategically important banks considered to be big to fail, that is, their failure would have amplified the effects of the crisis. Tracking a ranking in a set of risk indicators may be useful for determining the status of a bank, viewed individually and isolated, but this is not enough. Over 85% of the capital of the financial-banking market comes from outside Romania, and is exposed to the volatility in those markets. For example, banks in Greece, Austria, Italy, Portugal with difficulties in their country of origin have also transmitted these risks to their subsidiaries in Romania.*

The effect was not so vehement, because there was the Vienna agreement that regulated the capital withdrawals in Romania and the additional prudential supervision measures imposed by the NBR. The impact also depends on the size of the actor in the market. For example, in Romania the top 5 banks have a market share of over 54%, which leads to the hypothesis that the difficulty of such a bank could create a greater turmoil in the Romanian financial system. Therefore, the National Bank of Romania imposes additional supervision measures on these banks.

Reviewers: Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Radu Titus MARINESCU - “ARTIFEX” University of Bucharest

Author(s) / Affiliation: **Alexandru MANOLE, Dragoş-Gabriel MECU, Alexandrina COTIGĂ, Daniela IONIȚĂ**
“ARTIFEX” University of Bucharest, Romania

Title of the paper: **INSTRUMENTS FOR ENSURING DATA INTEGRITY**

Abstract: *This paper reviews some database specific instruments that can be used to ensure data confidentiality in the context of a relational database management system designed to host applications dedicated for small and medium enterprises. The cases considered follow the data types, referential integrity, interval and set of values restrictions. Several cases are discussed, to show the impact of management rules on the integrity constraints.*

Reviewers: Serghei OHRIMENCO - Academy of Economic Studies of Moldova
Ioan Ştefan SACALĂ - „Politehnica” University of Bucharest

Author(s) / Affiliation: **Mircea GUTIU, Tatiana COLESNICOVA**
National Institute of Economic Research, Republic of Moldova

Title of the paper: **EVOLUTIA TEHNOLOGIILOR DE COMUNICATIE PE PIATA REPUBLICII MOLDOVA**
EVOLUTION OF COMMUNICATION TECHNOLOGIES ON THE REPUBLIC OF MOLDOVA’S MARKET

Abstract: *Digital economy has fastest growth expansion in the world, and Republic of Moldova also is implicated in this technology race.*

	<i>Even if Moldova does not have Silicon Valley like in United State of America, or strong research facilities in digital sector like in Japan or China, digital sector of Moldova has much support from government and private companies.</i>
Reviewers:	Alexandru MANOLE - “ARTIFEX” University of Bucharest Cătălin DEATCU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Raluca MIHALACHE <i>„ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	DELIMITĂRI ȘI FUNDAMENTĂRI CONCEPTUALE PRIVIND CONTUL DE PROFIT ȘI PIERDERE ÎN SISTEMUL CONTABIL AL SUA CONCEPTUAL BOUNDARIES AND FOUNDATIONS REGARDING THE PROFIT AND LOSS ACCOUNT IN THE USA ACCOUNTING SYSTEM
Abstract	<i>The American accounting system is a true inspiration for most other countries, with the main focus of interest in developing contemporary accounting. At the same time, the British accounting system is an exporter of the “true image,” the French accounting system is a model of inspiration for accounting reforms in the Latin world and beyond, and the German accounting system is recognized by its rigorous and analytical spirit. The concept of accounting, which has become a reality in the American accounting system, places US normalizers among the first conceptual cadre makers, an otherwise enhanced success in the times that followed.</i>
Reviewers:	Igor YAREMKO - Lviv Polytechnic National University Dan Ioan TOPOR - 1 Decembrie 1918 University, Alba-Iulia
Author(s) / Affiliation	Asgar PASHAYEV <i>Azerbaijan Tourism and Management University</i>
Title of the paper	INVESTMENT OPPORTUNITIES IN AZERBAIJAN: NON-OIL SECTOR DEVELOPMENT PROSPECTS
Abstract	<i>In the history of Azerbaijan the 20th century is the era of radical changes in the cultural, political, economic and social life. Azerbaijan had declared its first independence on May 19 18 but this individuality was short-lived. The collapse of the Soviet Union</i>

in 1991 noted a new stage in the history of Azerbaijan: the country restored its independence and boarded upon a challenging process of democracy building and social-economic alteration. Azerbaijan is on the way to develop a full-fledged member of the world economy irrespective of problems related to transition from the centrally-planned to a market budget and from the totalitarian communist organization to a democratic society. These difficulties, encompassing all spheres of social life, are characteristic for all countries of the previous Socialist Bloc. Despite problems of transitional nature and serious moments of the continued Armenian occupation, as a result of which more than millions of Azerbaijanis became refugees and within displaced persons (IDPs), Azerbaijan has realized to become one of the most successful between the NIS countries in terms of political and economic constancy. Since renovation of its independence in 1991 Azerbaijan has been progressively moving towards creation of a market bargain and society based on democratic values. As a result of market improvements that have been presented over the past few years, Azerbaijan has realized considerable progress in economic presentation and attraction of distant investments.

Reviewers: Hassan Danial ASLAM - Islamia University of Bahawalpur
Ileana Sorina RAKOS - University of Petroșani

Author(s) / Affiliation **Ramiro-Constantin PATRAS¹, Dragos-Mihai TOMA², Aurelian PENCEA³**

¹ “ARTIFEX” University of Bucharest

² SC Rosim SRL

³ SC Rocerber SRL

Title of the paper ***BUSINESS PROCESS AND RESOURCES USE EFFICIENCY ANALYSIS BY CONNECTING MANAGEMENT INFORMATION SYSTEMS TO MODELLING AND SIMULATION ENVIRONMENT***

Abstract *We see an increased international interest in modeling, simulation and optimization of business processes design and resource use efficiency. The company will draw its business processes into an easy-to-use graphical language (BPMN), which will then try to model it into 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 by connecting existent Management Information System to Modeling and Simulation Environment.

Reviewers: Serghei OHRIMENCO - Academy of Economic Studies of Moldova
Alexandru MANOLE - “ARTIFEX” University of Bucharest, Romania

Author(s) /
Affiliation **Ștefan Virgil IACOB**

Title of the paper **POST-CRISIS BEHAVIOR OF THE CONSTRUCTION METALLIC MATERIALS DISTRIBUTION COMPANIES**

Abstract *The period preceding the economic crisis of 2008 and 2009 was marked by uncertainty regarding the price of promotion and sale of products characteristic of the construction materials market in Romania. Since 2010, the price of construction materials decreased steadily but also experienced steep slopes that affected the activity of manufacturers, importers and distributors in the field. The analysis is focused on the timeframe between 2010 and 2017. Thus, during this time there have been periods of continuous price declines, such as the years in which the blockade of buildings has led to the cessation of new constructions and the freezing of some in different phases of construction. The declining values recorded in the first years post-crisis were of a relatively small intensity, ranging from 3 to 7%, followed by significant decreases such as those between 2013 and 2014, which recorded lower values by 22.7%. Minimum price values were recorded in 2015 reaching an average of 471 euro / ton, followed by price increases. Thus, between the years 2015 and 2016, there was an average increase of 4.67%, and between 2016 and 2017 there was an average increase of 23.73%. The upward trend in prices has been preserved so far. Between 2014 and 2015, prices fluctuated with*

oscillating low-intensity behavior directly affecting economic activity, so the purchasing of marketed materials became more and more difficult for local entrepreneurs. In this research I have proposed to analyze aspects concerning the sensitivity of demand for construction products in relation to price changes in the period 2010-2017. The field of application of the study is represented by the companies in the field of trade in materials for light, medium and heavy metal constructions and assets during the period mentioned. Seven commercial companies with different sales volumes were introduced into the analysis. These fall into two categories: small firms with turnover below 100,000,000 lei / year and large commercial companies with turnover of more than 100,000,000 lei / year. The products that characterize this commercial area with direct implications in the construction and real estate market in general are wire and wire mesh for reinforcements, longitudinally welded or laminated, rectangular or rounded pipes, cornier, tee, plate, strip and table profiles in various shapes and sizes, black or thermally galvanized against corrosion. Following the analysis, I highlighted the fact that there is a high demand sensitivity in terms of price changes. The level of elasticity is maintained over time, both in the period when prices decrease and the period when metal products for construction increased. Also, the levels recorded by the coefficients of elasticity in different economic conditions characterizing the analyzed period are also quantified.

Reviewers: Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Daniela PENU - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Raluca-Andreea MIHALACHE¹, Rafael NEAGU²**
¹ „ARTIFEX” University of Bucharest, Romania
²Academia de Studii Economice, București

Title of the paper **MANAGERUL ACTIVITĂȚII FINANCIAR-CONTABILE: CALITĂȚI, RESPONSABILITĂȚI, ROL**
THE MANAGER OF FINANCIAL-ACCOUNTING ACTIVITY: QUALITIES, RESPONSIBILITIES, ROLE

Abstract *The role of management, of the manager in general, is very important in the functioning of commercial companies regardless*

of their legal form. Component of managerial activity, financial-accounting management requires knowledge of the legal norms governing the accounting activity, its optimal organization, use, management and permanent use of financial means based on the maximum profit principle, as well as the analysis and provision of the capital requirement for the next period, which is determined by choosing the optimal variant. The financial and accounting manager deals with all questions related to financial issues, financing, investing and spending money as well as profits in general. The ability of a Financial Accounting Manager to adapt to change, to seek sources of finance, to invest, and to manage wisely, brings success to the entire company. The Financial Accounting Manager aims to reduce costs, preserve cash, diversify funding sources and open new credit lines, carefully analyze suppliers and customers, and financially assess assets and companies that may be purchased.

Reviewers: Igor YAREMKO - Lviv Polytechnic National University
Alina Georgiana SOLOMON - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Turana Amil HUSEYNOVA**
Azerbaijan Tourism and Management University

Title of the paper **STABILITY OF THE BANK AND INCREASE CONFIDENCE IN THE BANKING SYSTEM IN THE MODERN ERA**

Abstract *It is extremely important to attract internal resources in order to strengthen the stability of the bank and increase confidence in the banking system in the modern era. It can be concluded that flexible instruments for regulating banking activities are methods for assessing personal capital and its adequacy, as well as liquidity indicators and other norms. Speaking about the development of the banking sector today, it should be borne in mind that the general political and economic situation in the country should lead to the development of banking operations and the successful functioning of the banking system. That is, the economic and political situation in the country creates a stable economic basis for the activities of banks and strengthens the confidence of local and foreign investors in banks. Without the necessary conditions, banks cannot financially create a base of time deposits, achieve*

profitability and profitability of operations, improve the quality of their assets and improve the management system. Thus, we can say with confidence that the financial soundness of banks controls profitability and manages all possible banking risks closely related. In the future and in the forecasted period, the financing of a country's economic growth will largely depend on the state of domestic savings and investments. A high level of national savings, in turn, will ensure lending to the real economy.

Reviewers: Mădălina-Gabriela ANGHEL - “ARTIFEX” University of Bucharest
Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania

Author(s) / Affiliation **György BODÓ, Radu STOICA**
Bucharest University of Economic Studies, Romania

Title of the paper **THE ANALYSIS OF THE BANKING RISKS IN THE CONTEXT OF THE BASEL AGREEMENTS**

Abstract *The Basel Accords are the Basel Committee for Banking Supervision (BCSB) regulations. It was established in 1974 with the Bank of International Settlements (BIS). The name of the normative acts, the Basel Agreements, drawn up by them, comes from the fact that these institutions are based in Basel in Switzerland. BCSB aims to use the experience gained in banking activity to understand the main factors governing this activity, to synthesize and to harmonize good practice rules to reduce the risks associated with financial-banking activities and to improve the efficiency of supervision banking. The Committee proposes that its work should serve the purpose of preventing, avoiding or at least limiting the effects of significant crises. It expresses its views through publications, exchange of information and approaches on the promotion of banking supervision standards, but also provides a common and coherent framework for the analysis of banking supervision elements and their unitary treatment. The last big financial crisis in 2008 proved the usefulness of adopting the provisions of the Basel Committee Agreement by most financial and banking institutions. Even if in many cases the recommendations were imposed by the banking supervisors in the respective countries and were not adopted*

Reviewers:	<i>voluntarily, they have made their effect, otherwise the effects of the crisis would have been more devastating.</i> Radu Titus MARINESCU - “ARTIFEX” University of Bucharest Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest
Author(s) / Affiliation	Svitlana SLAVA <i>Uzhhorod National University, Ukraine</i>
Title of the paper	<i>CORRELATION AND REGRESSION MODELLING OF THE INFLUENCE OF INNOVATION ACTIVITY PARAMETERS ON THE GROSS REGIONAL PRODUCT IN UKRAINE</i>
Abstract	<i>In the study, the regression equations developed, describe the relationship between the parameters of innovation activity and gross regional product. On basis of the presented equations, the levels of values of the individual Sig are detected for certain indicators more than 0.05 and less than 0.10, what, in general, indicates the average level of certainty of these relations for the purposes of forecasting.</i>
Reviewers:	Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest Ivan MARCHEVSKI - D.A. Tsenov Academy of Economics, Svishtov, Bulgaria
Author(s) / Affiliation	Elena BUGUDUI, Florin Paul Costel LILEA <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<i>ERORI ȘI SURSE DE ERORI ÎN ANCHETELE ȘI SONDAJELE STATISTICE ERRORS AND SOURCES OF ERRORS IN STATISTICAL ENQUIRIES AND SAMPLES</i>
Abstract	<i>The statistical survey is a complex method of social and economic research. The complexity is due to the whole of the tools they use, the techniques, but also to the complementary appeal to other statistical research methods. The survey is a specific form of the survey, representing a statistical method of determining, on the basis of sampling, the stratification of opinions in relation to</i>

different socio-economic variables of the studied population. The survey seeks to satisfy the sample representativeness requirement in relation to the population. Limits are influenced by distortion factors that lead to errors. Depending on their cause and severity, the errors were grouped into two categories: systematic and random. Sources of errors are found in domains for registration as well as the recording methods used.

Reviewers: Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania
Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest

Author(s) /
Affiliation **Cătălin GHINĂRARU, Ghenadie CIOBANU**
INCSMPS Bucharest, Romania

Title of the paper **UNEMPLOYMENT INSURANCE BUDGET AND EVOLUTION OF FUNDING EXPENDITURE ON ACTIVE MEASURES FOR ROMANIAN LABOR MARKET**

Abstract *In this article we propose to review the evolution and analysis of the unemployment insurance budget and the expenditures for the financing of active measures for the labor market in Romania. Generally speaking, the unemployment insurance budget process has been in line with a realistic approach, in line with the macroeconomic context and government priorities for keeping the current account deficit within sustainable limits, strengthening budget revenues to provide the financial resources needed to support spending commitments with which Romania is going to face in the years to come. In the article, we come up with proposals to improve policies and management of the unemployment insurance budget in correlation with other economic policies.*

Reviewers: Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Radu Titus MARINESCU - “ARTIFEX” University of Bucharest

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

Title of the paper **THE IMPORTANCE OF COST ANALYSIS IN SHORT-TERM DECISION MAKING**

Abstract *In a market economy, a producer can not afford to carry out a production of goods or services without having the accounting information accurately quantified, processed, and transmitted for internal use to management. For a manager, financial accounting data is insufficient for planning and controlling activities, as well as for decision-making. The article includes the presentation of the cost calculation procedures and short-term decision-making modalities through the use of product cost information. Buying or selling is a managerial decision based on correct quantification of costs.*

Reviewers: Igor YAREMKO - Lviv Polytechnic National University
Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest

Author(s) / Affiliation **Doina AVRAM**
Bucharest University of Economic Studies

Title of the paper **INDICATORS FOR THE ASSESSMENT OF THE RESULTS OF THE ECONOMIC ACTIVITY AT THE LEVEL OF THE COMPANY**

Abstract *The purpose of any economic activity at the micro, meso, macroeconomic or even family level is the progress, well-being of the members of the organization conducting that activity. This welfare, this progress to be appreciated needs to be measured, evaluated, compared, a process that, at the enterprise level, is achieved through value and / or non-value data. The results of the economic activity at the company level are obtained by carrying out the production and marketing activities, ie the activities of achieving the goods and services necessary to meet the individual and social needs, and this activity is measured by value and non-value data, which is repeated regularly takes the form of statistical indicators of economic results. The statistical analysis of this activity on the basis of physical and synthetic indicators is performed with the purpose of substantiating the production and marketing program for the following periods, establishing strategic objectives for the company's development. The information provided by the statistical and economic analysis is*

	<p><i>used both by the company's managers in the decision-making process and by the financial and credit institutions to determine the firm's ability to deal with maturity payments. The characterization of the results of the economic activity implies the use of a system of result indicators, which include both indicators of physical production and synthetic - money indicators.</i></p>
Reviewers:	Alexandru MANOLE - “ARTIFEX” University of Bucharest Radu Nicolae BĂLUNĂ - University of Craiova
Author(s) / Affiliation	György BODÓ, Daniel DUMITRU <i>Bucharest University of Economic Studies</i>
Title of the paper	THE EFFECT OF SYSTEMIC RISK ON THE STABILITY OF THE BANKING SYSTEM
Abstract	<p><i>The global crisis triggered in 2008 had a causal component deriving from the significant financial component, which triggered a high volatility in financial markets. The most affected by the crisis were the financial institutions that suffered the biggest losses. Banks, known as the main financiers of the economy, have transmitted the shock suffered further in the economy, triggering a kind of domino effect. This phenomenon has been defined as a systemic risk, that is, the risk that may have significant effects on a large part of the economy of a country, geographic area or sector of the economy. In the context of systemic risk, effects that can spread across the chain may occur. Recently, there have been an increasing number of events in Romania that could trigger systemic risk situations. These are mainly associated with legislative changes adopted without a careful analysis of the impact on the economic system or state intervention in the economic mechanism.</i></p>
Reviewers:	Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania
Author(s) / Affiliation	Sergei OHRIMENCO¹, Grigori BORTA¹, Ghenadie CIOBANU²³ ¹ <i>Academy of Economic Studies of Moldova</i>

	² INCSMPS Bucharest ³ “ARTIFEX” University of Bucharest
Title of the paper	THE CONCEPT AND PROBLEMS THE SHADOW OF DIGITAL ECONOMICS
Abstract	<i>A new direction of scientific research related to outlining a new segment of the shadow economics is discussed: the shadow economics in the domain of information and communication technologies or the shadow digital economics. The task is to form a scientific understanding of the main trends, directions and prospects of the development of the global market for criminal products and services in the context of globalization. The review and comparative analysis is based on reports and available statistical materials from well-known global research centers, whose activities are related to research on information security problems and struggling against cybercrime. Great attention has been paid to the development and definition of the category of “shadow digital economics”, its structure and genesis, with the identification of such components as “shadow information technologies”, “shadow information systems” and “shadow digital economics”. An analysis of measurement methods and approaches to assessing the level of the shadow digital economics is carried out, the main factors influencing them are determined. The level of support for the shadow digital economics by organized criminal groups has been determined, and a conclusion has been drawn about the stimulation of development and their excess of demand for relevant products and services. The results of this study can serve as a basis for predictions, effective struggle and confronting the manifestations of the shadow digital economy.</i>
Reviewers:	Cristian-Marian BARBU - “ARTIFEX” University of Bucharest Anca-Sorina POPESCU-CRUCERU - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Cristian GHENA CS Rapid București
Title of the paper	CERCETARE PRIVIND POSIBILITATEA ATRIBUIRII ECHEIPEI DE FOTBAL RAPID BUCUREȘTI A TROFEULUI CUPA EUROPEI CENTRALE, EDIȚIA 1940

**RESEARCH REGARDING THE POSSIBILITY TO GRANT TO THE
„RAPID BUCHAREST” TEAM THE TROPHY CENTRAL EUROPE CUP,
1940 EDITION**

Abstract

In 1940, taking place in Bucharest and Budapest, during the final ten days of July, it was anticipated that the final match for the football Central European Cup would take place. This much thought about match would take place between two emblematic teams representing Romania and Hungary; Rapid Bucharest and Ferencvaros Budapest. The tensioned military and diplomatic relations between the two countries, as well as domestic tensions in Hungary, made it an impossibility for the final to be held, thus, hampering the Romanian team’s chance of winning a glorious trophy. Furthermore; Romania lost its chance in attaining a positive image of itself abroad. This in part is due to the reality that the country suffered significant territorial losses, and was preparing to take part in World War II. Football, in those unsafe times, was a very powerful propaganda instrument, but at the same time it was one of only a few possibilities for fun and recreation. At the same time, football in general, especially the team Rapid Bucharest, were a symbol of national identity that could not reach the deserved glory due the reasons that will be elucidated in detail within the following research.

Reviewers:

Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Cătălin DEATCU - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation

Elchin Gurban MAMMADLI
Azerbaijan Tourism and Management University

Title of the paper

**ANALYSIS OF INDICATORS CHARACTERIZING THE RESULTS OF THE
AUDIT IN ORGANIZATIONS**

Abstract

The article discusses the relationship between the auditor and the customer, the key issues facing the auditor selection, the current approaches to the development of the audit methodology, and the broad description of the audit methodology, and the methodologies and methods used by the auditor during the auditor's audit . In addition, three years of auditors in Azerbaijan are short, but the dynamics of auditing audits have been studied.

Reviewers:	Radu Titus MARINESCU - “ARTIFEX” University of Bucharest Dan Ioan TOPOR - 1 Decembrie 1918 University, Alba-Iulia
Author(s) / Affiliation	Ghenadie CIOBANU¹², Elena BUGUDUI² ¹ <i>INCSPMS Bucharest</i> ² <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	METHODOLOGICAL ASPECTS OF SYNERGISTIC CONNECTIONS OF THE FINANCIAL MARKET WITH THE LABOR MARKET
Abstract	<i>In this article, we come up with a necessary methodological approach in correlating the activity of the financial market with the labor market. We intend to review the evolution of the labor market, the evolution of the financial market in Romania, the possibility of ensuring economic growth, with the effect of investing in creating new jobs. We propose the introduction of the concept of synergy in economic activity, especially on the labor market. Over the past three decades, economic and social reforms in post-communist countries, building a functioning market economy, both in practice and in theory, evidence has been, obtained that the financial market plays a completely independent and important role in assuring economic growth. We intend to identify and define the degree of financial market influence on economic and social development especially on the labor market, and vice versa - to identify the impact of the labor market on the financial market.</i>
Reviewers:	Rodica PERCIUN - National Institute of Economic Research, Republic of Moldova Angela TIMUȘ - National Institute of Economic Research, Republic of Moldova
Author(s) / Affiliation	Yauheni SHUKHNO <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	FACTORS DETERMINING CAREER OF YOUNG RESEARCHES IN ACADEMIC SCIENCE
Abstract	<i>The paper considers career management within organizational</i>

culture of scientific institutions and its specifics due to “the double career ladder” in science. According to results of the sociological research “Career of a young scientist in academic science as an object of sociological analysis and management” conducted by the research group of the Institute of Sociology of the National Academy of Sciences of Belarus in April 2017 career orientations and factors determining building scientific career are analyzed. Four types of career orientations – monetary, qualification, executive and status careers are presented. Factors conducive to building a scientific career as well as factors hindering young scientists career are considered. Assessment by young scientist of realization of their professional expectations are represented.

Reviewers: Drago CVIJANOVIĆ - University of Kragujevac
Constantin ANGHELACHE - “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Alesia SALAVEI**
Institute of Sociology of the National Academy of Sciences of Belarus

Title of the paper ***MIGRATION LABOR INTENTIONS OF WOMEN SCIENTISTS OF THE NATIONAL ACADEMY OF SCIENCES OF BELARUS***

Abstract *According to the results of sociological research, migration intentions of women researchers in academic science of the Republic of Belarus are analyzed. Reasons for migration of women researchers decided to go abroad forever or for temporary research work are indicated. Opportunities for work abroad and reasons that keep women researchers from emigration are indicated.*

Reviewers: Mircea UDRESCU - Academy of Romanian Scientists, “ARTIFEX” University of Bucharest
Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest

Author(s) / Affiliation **Nigar FARADJULLAYEVA**
Azerbaijan Tourism and Management University

Title of the paper ***TOURISM AND HOSPITALITY***

Abstract *The tourism development of a territory is based on designing, developing, and promoting a number of attractions for tourists as well as providing the services that are needed for tourists to access and sojourn in a destination. Tourism attractions are normally based upon the resources available at the destination. Undoubtedly, those territories whose end owed resources have a high value will have a comparative advantage over others who do not have them.*

Reviewers: Dana Maria (Oprea) CONSTANTIN - University of Bucharest
Andreea MARIN-PANTELESCU - The Bucharest University of Economic Studies

Author(s) / Affiliation **Emilia STANCIU , Marius POPOVICI, Alexandra PETRE (OLTEANU)**
The Bucharest University of Economic Studies, Romania

Title of the paper **GENERAL CONSIDERATIONS ON THE MAIN METHODS AND TECHNIQUES FOR ELABORATION OF THE MACROECONOMIC FORECASTS**

Abstract *The elaboration of the methodological framework of the macroeconomic forecast involves solving the following three major problems: structuring the forecasts; substantiating forecasts: ensuring a logical flow of drafting work. Structuring the forecasts means grouping them, problems and actions, according to various criteria that allow the work to be done in such order in relation to the skills of those who develop such works and to ensure the desired degree of operationalization. The provisions of the forecasts are structured, however, in a differentiated way on: sections - large groups of problems; profiles - grouping provisions by branch, territorial or social criterion; categories of provisions, namely indicative or imperative, are particularly relevant to plans and programs. Establishing macroeconomic forecasts means setting each of their elements on the basis of sufficient information, taking into account the network of interdependencies and predictable developments, while ensuring risk and uncertainty measures. The substantiation of the forecasts is aimed at carrying out activities that are technically, economically, socially and ecologically efficient. The elaboration of the macroeconomic forecasting projects involves the following three essential steps, namely: diagnosis, forecasting and planning or programming. All*

of this is in information and methodological conditioning.

Reviewers: Constantin ANGHELACHE - “ARTIFEX” University of Bucharest
Mădălina-Gabriela ANGHEL - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Olivia –Georgiana NIȚĂ, Alexandru BADIU**
The Bucharest University of Economic Studies, Romania

Title of the paper **DETERMINANT FACTORS OF MIGRATION**

Abstract *The migration can be described as a spatial phenomenon because it involves changing a person's place of residence for a varied or time-bound period. Migration involves the movement of the population, whether it is happening inside a country, or that it takes place outside the borders of a country. A person's motivation to leave his home country is based on a combination of factors of an economic, political or ethnic nature. There are a number of attractive factors that can influence the migrant's decision to leave the country of origin, such factors include: improving quality of life, personal and professional development, and political factors such as respect for rights , law and freedom, security and security. However, the greatest impact is the economic nature of the decision to leave the country of origin. Migration is determined by the wage differences between two geographical regions, the country of origin of the migrant and the country of destination. It will closely analyze all of its options and choose the one that will maximize its utility and meet its needs at the time. The main reason migrants choose to temporarily or permanently leave their home country is to increase their income. The direct and positive correlation between increasing the migrant's income and improving his / her quality of life and, implicitly, his / her family, access to better health systems, educational systems for children, personal and professional development, and other needs influences the migrant in choosing a new destination.*

Reviewers: Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest
Cristina Mihaela SÂMBOAN - “ARTIFEX” University of Bucharest

Author(s) /
Affiliation **Tudor SAMSON , Alexandra PETRE (OLTEANU), Cristian OLTEANU**
The Bucharest University of Economic Studies, Romania

Title of the paper **THE ANALYSIS OF THE EVOLUTION OF THE GROSS DOMESTIC PRODUCT IN ROMANIA**

Abstract *In this article, the authors propose to realize an analysis of the concrete results obtained by Romania in the first quarter of 2019. The most complex indicator associated with GDP per capita and purchasing power parity, is the Gross Domestic Product, that express how the economic growth is achieved in a country. In the case of Romania, as in other countries, according to Eurostat methodology, analyzes are performed on a quarterly basis to identify trends in the evolution of this macroeconomic indicators. As a Gross Domestic Product the indicator calculated at one year level and the evolution of the gross domestic situation the quarterly product is made in three phases, these data will be successively corrected. In the article the authors present certain methodological aspects related to signal estimates and preliminary estimates to provide a correct image of Romania's economic evolution. The authors also point out that the signal produced in the Romanian national accounts are obtained by use of the direct method, when applied to the existence of sub-annual data sources and here we have as example statistical surveys and other data that permits calculation of this indicator. This method is used to calculate this indicator, based on the gross value added to the basic price used in the economy. The authors continue to analyze how gross domestic product evolved in the first quarter of 2019, compared with the evolution of gross domestic product on the same quarter for a longer period between 2015 and 2018. The comparison is also based on gross series, as well as on the seasonally adjusted series. To highlight evolution of this indicator, this evolution is graphically presented between 2000 and 2018. It should be noted that, 2008-2012 was a crisis period and the upward trend started with 2013.*

Reviewers: Constantin ANGHELACHE - “ARTIFEX” University of Bucharest
Ghenadie CIOBANU - “ARTIFEX” University of Bucharest, INCSMPS Bucharest

Author(s) / **Emilia STANCIU , Radu STOICA, Cristian OLTEANU**
Affiliation *The Bucharest University of Economic Studies, Romania*

Title of the paper	ASPECTS REGARDING THE USE OF STATISTICAL AND ECONOMIC METHODS AND MODELS IN THE ACTIVITY OF FORECASTING
Abstract	<i>The statistical and economical methods and models are indispensable tools for assessing economic trends through their diversified and mixed use, with specialists being able to determine macroeconomic developments, taking into account dependent and independent variables. The entire forecasting methodology aims to analyze the vulnerabilities, diversities, past and present opportunities and create the best framework for action for the future. Priority measures and micro- and macro-economic action lines are established following these assessments. The econometric models that can be used to predict the evolution of an economic system can be: simple and multiple linear regression models, nonlinear regression models, models with simultaneous equations, time series analysis models. Macroeconomic indicators are also used in benchmarking the performance of different economic systems. In this way, it is possible to determine the position of a certain national economy in relation to similar economic systems. It is very important for such comparisons to have unique systems of indicators. In this case, mention is made of the System of National Accounts or the studies elaborated at the level of specialized bodies at the level of the European Union, studies in which we have assessments of the economic performances of the Member States, but also comparative analyzes between them or between them and other economic systems at the level globally. The combined use of outcome indicators and econometric models has enabled the creation of complex structures, analyzed in the form of studies on local, regional, national, and international economic models.</i>
Reviewers:	Elena BUGUDUI - “ARTIFEX” University of Bucharest Tatiana COLESNICOVA - National Institute of Economic Research
Author(s) / Affiliation	Olivia –Georgiana NIȚĂ <i>The Bucharest University of Economic Studies, Romania</i>
Title of the paper	THE MAIN INDICATORS USED IN THE ANALYSIS AND MEASUREMENT OF POVERTY
Abstract	<i>When we talk about poverty, we think of the lack of financial</i>

possibilities of a household or individual to meet their primary needs: food, shelter and clothing. However, the concept of poverty means more than the lack of financial possibilities. In the measurement of poverty several aspects need to be considered: welfare, the poverty line and the choice of a poverty indicator suitable for reporting at population or population level. Living standards and quality of life are derived from poverty, which analyzes not only the lack of material resources of a person or household, but also aspects related to: access to health systems, educational systems, political life or social security needed to create a social picture as complete and relevant as possible. The main determinants of poverty are analyzed from a regional, economic, social or demographic point of view. All of these factors should of course be considered at country level and especially in the region, with differences in the poverty indicators present in a developed country compared to those present in a developing country. The measuring poverty involves a detailed and difficult analysis, the choice of appropriate indicators and their interpretation must be carefully carried out in such a way that the results reflect as real as possible the situation of an individual, a household and not only an entire region. Traditional poverty measures use different monetary indicators, but also non-monetary ones help to better understand poverty. Poverty also has other dimensions, among the indicators that can influence poverty: structure and size of the household, age, gender and level of education of the head of the household. For example, in some countries studies have shown that female-run households are poorer than those in which the head of the family is male.

Reviewers: Gennady KORSHUNOV - Institute of Sociology of the National Academy of Sciences of Belarus
Maria VIARENICH - Institute of Sociology of the National Academy of Sciences of Belarus

Author(s) / Affiliation: **Maria MIREA**
The Bucharest University of Economic Studies, Romania

Title of the paper: **MODEL FOR ANALYZING THE FINANCIAL STRUCTURE OF PATRIMONIAL ITEMS**

Abstract: *The economic analysis uses the information in the standardized*

financial statements through the tax reporting forms. These situations are designed to be understood and read by anyone who is interested in learning about a business entity in terms of the results obtained at a given time, or in time by comparing the data of several periods, information about debts, assets, capital, but also about the possibilities for development in the near future. There are a lot of users of financial information presented in the financial statements that might be interested in the image of the economic entity they offer with loyalty and trust. The first category of users of accounting information would be primarily investors interested in profit and development of their own businesses. The second category of users can be considered as employees who would like a stable economic and social environment in the long run, and may compete with banks that need feasible customers with a clear chance of returning their loan rates to maturity.

Reviewers: Radu Nicolae BĂLUNĂ - University of Craiova
Adrian ŞIMON - University of Medicine, Pharmacy, Sciences and Technology of Tîrgu-Mureş, Romania

Author(s) / Affiliation **Andreea – Ioana MARINESCU**
The Bucharest University of Economic Studies, Romania

Title of the paper **MODELS USED IN ECONOMIC FORECASTING**

Abstract *The forecasting is the main objective of economic and econometric analyzes along with the modeling of economic phenomena. Undoubtedly, forecasting is one of the few activities of academic and professional economists that are an end in itself, in the sense that trying to find out what your future holds is a universal human effort. Given the growing concerns about anticipating future events, considerable efforts have been made at the academic level to lay the foundations and develop instruments for effective anticipation. Starting from the fact that the prediction is the most comprehensive expression of anticipation, it can be generally achieved by two types of methods and techniques. On the one hand, there are the exploratory (descriptive) methods and techniques used to understand the future based on the outlined trends, and on the other hand the prescriptive methods and techniques. In the case of exploratory methods, it is intended to observe a probable evolution, based on historical data,*

respectively on the past and present trends. Instead, in the case of normative methods, the meaning of events is directed, based on predetermined objectives, which adjusts the trends found in the past and present, and will replace them with other tendencies.

Reviewers: Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Daniela PENU - Dimitrie Cantemir Christian University, Bucharest

Author(s) /
Affiliation **Doina AVRAM, Doina BUREA**
The Bucharest University of Economic Studies, Romania

Title of the paper ***SYNTHETIC INDICATORS OF THE COMPANY ACTIVITY IN THE SYSTEM OF NATIONAL ACCOUNTS***

Abstract *The synthetic indicators of the company's activity in the System of National Accounts are characterized by the fact that they cross the boundaries of a branch, being common to all economic agents, regardless of the activity profile. Synthetic indicators are grouped into: Synthetic indicators that measure the results of the firm's activity; synthetic indicators that highlight causal relationships within the firm; Synthetic indicators that measure the efficiency of a business. The presentation and analysis of these indicators aims at developing a diagnosis designed to improve the firm's performance as an investigated, open and adaptable system. The management factors involved in the activity of the company aim at knowing, measuring, evaluating the economic results, achieving the following objectives: maximizing or satisfying to the utmost extent the requirements of the users (patrons, shareholders, employees, state, clients); the correct estimation of present and future developments of environmental factors that can influence the level of results; coordinating all the factors that influence this "firm" system by developing a flexible and adaptable activity plan; appropriate dimensioning of trained resources to achieve the desired quantity and quality of economic satisfaction.*

Reviewers: Constantin ANGHELACHE - The Bucharest University of Economic Studies, “ARTIFEX” University of Bucharest
Angela TIMUȘ - National Institute of Economic Research, Republic of Moldova

Author(s) / Affiliation	Dar`ya TRACHOVA <i>Tavria State Agrotechnological University</i>
Title of the paper	ACCOUNTING AND INFORMATION SUPPORT FOR THE FORMATION OF DEPRECIATION POLICY: THEORY, METHODOLOGY, ORGANIZATION
Abstract	<i>The Article addressed problem of scientific provision of the conceptual foundations of depreciation policy formation in the informational and innovative era of economic growth, development of the theory and methodology of accounting and analytical provision of depreciation policy, assessment of depreciation policy of Ukraine, development of the institutional and theoretical basis of accounting and depreciation policy in Ukraine, deepening the theoretical understanding of the position and role of the accounting institute in depreciation policy formation based on economic and accounting theories</i>
Reviewers:	Igor YAREMKO - Lviv Polytechnic National University Raluca Andreea MIHALACHE - “ARTIFEX” University of Bucharest
Author(s) / Affiliation	Alexandru BOGEANU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	MODEL DE RATING PENTRU COMPANII VALABIL LA NIVEL INTERNAȚIONAL ȘI IMPOSIBIL DE MANIPULAT CONTABIL RATING MODEL FOR COMPANIES, INTERNATIONALLY VALID AND NOT MANIPULABLE THROUGH ACCOUNTING
Abstract	<i>I have proposed to try to obtain a new rating model for companies, and the proposed target was that the new rating model would be valid at the international level, to not be susceptible of accounting manipulation, to consider all the costs of the companies, including the cost of their own capital, and to be superior to all existing models on the market.</i>
Reviewers:	Alexandru MANOLE - “ARTIFEX” University of Bucharest Sorinel CĂPUȘNEANU - Dimitrie Cantemir Christian University, Bucharest

