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CONTEMPORARY CHALLENGES**
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*„Contemporary Economy and Society.
Challenges and Solutions”*

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Note:

**Taking into account the exceptional situation caused by the
COVID -19 pandemics and the protective measures
imposed by the national and international authorities, the
symposium is organized in video-conference format.**

Plenary session

Welcoming message

Prof. Alexandru Manole PhD., “ARTIFEX” University of Bucharest

Messages from partner institutions and guests

Author(s) / Affiliation	Andrey ZAHARIEV¹, Ghenadie CIOBANU^{2,3} <i>¹ D. A. Tsenov Academy of Economics – Svishtov, Bulgaria</i> <i>² “ARTIFEX” University of Bucharest, Romania</i> <i>³ INCSMPS, Bucharest, Romania</i>
Title of the paper	APPROACHES REGARDING THE NEED TO RESTRUCTURE THE INTERNATIONAL FINANCIAL AND MONETARY SYSTEM IN THE NEW CONDITIONS AS A CONSEQUENCE OF THE PANDEMIC CRISIS
Abstract	<i>In the current epidemiological crisis COVID 19 euro area is facing an unprecedented contraction. In this study we propose to present a brief overview of the prospects of the economies of the euro area countries, the evolution of the financial sector during this period, the need to maintain the stability of the financial system as a whole to recover from the pandemic crisis in correlation with economic and social problems. existing in each country with its specificity. In addition, there have long been discussions about the design of a new international financial-monetary system, with a new paradigm in global economic development updated to the third millennium.</i>

Author(s) / Affiliation	Ihor YAREMKO, Olena TIVONCHUK <i>Lviv Polytechnic National University, Ukraine</i>
Title of the paper	CORONAVIRUS CRISIS IN UKRAINE AND PECULIARITIES IN THE REGION OF WESTERN UKRAINE IN THE CURRENT SOCIO-ECONOMIC CRISIS
Abstract	<i>The global epidemiological crisis has, of course, affected us all. In this article we set out to present the evolution of the pandemic crisis in Ukraine and the impact on the Ukrainian economy, reviewing the peculiarities of the regions of Western Ukraine. In</i>

this context, we aim to have solutions to get out of this crisis with solutions for European integration and cooperation within the eastern partnership with Romania, Poland, Hungary. In particular, considering the collaboration relations with the ARTIFEX University of Bucharest, we intend to expand the cooperation with Romania both in the university educational plan and in the economic, cultural and health plan - which has become a priority.

Author(s) /
Affiliation **Alexandru COLESNICOV¹, Tatiana COLESNICOVA², Ludmila MALAHOV¹**
¹ „Vladimir Andrunachievici“ Institute of Mathematics and Computer Science, Republic of Moldova
² National Institute of Economic Research, Chişinău, Republic of Moldova

Title of the paper **SWOT ANALYSIS OF INFORMATION TECHNOLOGIES CONTRIBUTION TO WORK ORGANIZATION IN THE PANDEMIC COVID-19 PERIOD**

Abstract *The work presents the result of an analysis of existing information technologies for organizing remote work in the context of the COVID-19 pandemic. As an example, we considered table of eight free available features for seven shareware services that provide communication capabilities, namely, conferencing, meetings, education, and monitoring. The necessary contribution from IT, management, and economic science are presented. SWOT analysis was performed to explain ZOOM Platform popularity. Recommendations were proposed to avoid loss of ZOOM users attracted during pandemic.*

Author(s) /
Affiliation **Mariya SHYGUN**
Kyiv National Economic University named after Vadim Hetman, Ukraine

Title of the paper **PRESENT AND FUTURES OF DIGITALIZATION OF THE ACCOUNTING SYSTEM**

Abstract *Although the principles of accounting remain the same in the age*

of digitalization, we must mention that technological trends have the potential to transform accounting. Respectively, digital technologies can process data faster and more reliably than people do and provide us with opportunities to fundamentally redesign many financial procedures and generate the value. In this article, we aim to present the current state of accounting information systems, the strong parts of the future of digitization, but we also highlight many weak parts of digitization that will create problems in both economic and social-human activity in accounting. Therefore, it is necessary to replicate both the activity of accountants in the era of digitalization and in the training of accountants-computer scientists in the era of the digital revolution.

Author(s) /
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Cristina DIDEA (CASTRASE), Dan Ioan TOPOR
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Title of the paper

**SUSTAINABLE BUSINESS GROWTH BASED ON A MODERN
MANAGEMENT ACCOUNTING SYSTEM**

Abstract

In order to meet the challenges of the ever-changing business environment, the entities need to rely on complex and flexible management accounting instruments to achieve efficient management decisions. The objective of this scientific approach is to highlight the premise that a performance-oriented management uses the modern information technologies to reshape the business processes, in response to stimuli from the economic environment. The importance of this aspect derives from the influence of complex events at the macroeconomic level and from the need to ensure a sustainable business development.

Author(s) /
Affiliation **Borys POHRISHCHUK, Inna SYSOIEVA, Oksana BALAZIUK**
West Ukrainian National University, Ukraine

Title of the paper ***EFFICIENCY AND MOTIVATION OF THE MANAGEMENT STAFF OF THE ENTERPRISE***

Abstract *The article studies the motivational issues of managerial staff in the context of ensuring the growth of enterprises and organizations. The results are interesting from the theoretical and practical aspects to be applied for the improvement of the motivation to employees, including managerial staff at the enterprises and organizations. Personnel management should provide a supportive environment in which creative abilities of employees are realized, and their abilities develop. As a result, people should enjoy the work performed and the public recognition of their achievements. The main levers of motivation are incentives and motives. A stimulus usually means a material reward of a certain form, for example, wages. Unlike the stimulus, the motive is the inner driving force: desire, attraction, orientation, internal attitudes, etc. Modern theories of motivation are largely based on the results of psychological research and are aimed primarily at determining the list and structure of people's needs. In this context needs are considered as a conscious absence of something causing a motivation for action, and are divided into primary (congenital) and secondary (formed during the acquisition of a certain life experience).*

Author(s) /
Affiliation **Stefano AMODIO**
Istituto Teseo, Italy

Title of the paper ***ORGANIZATIONAL EXPERTISE AND DECISION MAKING IN CORPORATE AND COMPLEX ORGANIZATIONS***

Abstract *The ability to carry out coordination tasks within the group is identified with the leading role of the group itself. If this ability manifests itself continuously, it is an indispensable premise for the attribution of leadership to the one who demonstrates and exercises it. Leadership is therefore a quality, a gift that is not only a factor of appreciation for the individual, but also a valuable*

resource for the group. It usually happens that one or more members of an organization find it important to engage in seeking some influence on other members; this means making attempts to exercise authority. If these attempts are successful and are repeated over time, they can actually confer leadership on the one who has been the protagonist. In whatever sector they operate, companies need to reap the benefits offered by leaders capable of generating the emotional resonance in the company that allows everyone to realize their aspirations and make their potentials concrete. It is important to note that, while it may be easy to achieve individual and private emotional satisfaction, the task is more complex when a leader wants to create an emotional resonance in the group of his collaborators. The awareness of one's individual emotional realities represents, for the entire organization of the company, the beginning of a useful analysis of the common habits on which those emotional realities are based and from which they are fed. In fact, this is precisely the starting point of the leader who wants to spread emotional intelligence in his organization. A group of people can in fact undertake change only when they have fully understood the reality of their internal mechanisms and, above all, when individual members of the company are aware of the dissonant or uncomfortable situations in which they are possibly operating. Understanding these realities, on an emotional level, is of fundamental importance; however, the awareness of the existence of dissonances and discomforts is not enough to bring about a change. It is in fact necessary that the members of the group go back to the cause of the discontent, an emotional reality that usually does not originate in a disagreement with the leader but, very often, in the basic rules and habits consolidated and assimilated by the group. Starting from the understanding of the emotional reality, of the rules and habits that exist in the organization, it will be possible to develop a "collective ideal vision" which, in order to effectively involve everyone, must be in tune with each person's personal one. In a period of great uncertainty and widespread criticality such as the one we are going through, it is time to rethink leadership as a source and guide tool in the development of human resources in the company. We will therefore look at leadership as the result of the activity of an "effective leader", that is, one who is capable of innovating both in terms of product and organizational culture; a leader who pursues the improvement of his organization and who

is not afraid to take new paths; a leader who makes the work day exciting and stimulating by creating meaning and purpose for and with his collaborators. Contemporary organizational realities find themselves operating in environments that globalization has made particularly complex: the speed and rate of change have no equal in the recent or distant past; the widespread knowledge at all levels of the structure does not go well with traditional top-down organizational models; the collapse of welfare systems; the emergence of multiculturalism, which on the one hand enriches organizations, on the other requires greater sensitivity and competence to make the machine work more effectively. In short, a real revolution that raises many questions about the nature and characteristics of leadership for the future. It is therefore evident that, as the complexity of the context in which they operate has increased, today leaders, more than in the past, are faced with greater difficulties than in the past. Thus, the hierarchical image of a leader at the top of the pyramid, sufficiently capable, creative and competent to lead an organization seems to be anachronistic with respect to the changed environmental conditions: today it appears more appropriate that of a facilitator of knowledge and a negotiator of ideas. and the will from all levels of its organization. It is evident that such a leadership style requires the learning of skills and the acquisition of a sensitivity different from traditional ones. Leadership scholars affirm that, in the knowledge economy, traditional command and control models are unsuitable for exploiting the potential offered by what is now considered the true business capital: knowledge. The evolution in the leadership style towards models of a facilitative and co-creation nature, presupposes strong investments in terms of change but above all of cultural evolution, of challenging the mental assumptions through which we think about leadership and, more generally, the figure of the leader . In organizations where it is considered necessary to operate even without predefined maps, and therefore to reduce the complexity and the unknown of the future through more inclusive leadership styles, which enhance the important contributions of the various "orchestral" voices, it will be necessary to evaluate how to pass from leadership models where the creed was "we work together to realize my ideas", to a behavioral typology in which the decision-making process is the result of the inclusion of all voices, including those apparently dissonant, in a perspective that can therefore be summarized in "we create our

vision and our future together”.

Author(s) /
Affiliation **Elena L. ANDREEVA**
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Title of the paper **THE IMPACT OF DIGITALIZATION ON THE DEVELOPMENT OF
WORLD ECONOMY**

Abstract *Some theoretical approaches and the main measures of impact of digitalization on the development of world economy were analyzed. The main trends of their development were identified. The leading countries for individual indicators of digitalization were discovered. Differences of digitalization in the developed and developing countries were identified.*

Author(s) /
Affiliation **Mariana BĂLAN**
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Title of the paper **DIMENSIUNI ALE MIGRAȚIEI REGIONALE
DIMENSIONS OF THE REGIONAL MIGRATION**

Abstract *The importance of contemporary migration is related not only to the number of migrants, but also to the fact that the migratory phenomenon has become global and takes on more and more diverse forms. People travel for various periods of time, but shorter. They adopt a pattern of circulatory migration, continue to maintain strong connections with where they left from or practice unregulated migration. The paper presents an analysis of the size and structure of migratory flows at the regional level, providing a more detailed picture of migration, and presenting a different but complementary perspective of migrants and movements from different parts of the world.*

Author(s) / Affiliation	Daniel ARPINTE, Sebastian ȚOC, Iulian STĂNESCU, Simona Maria STĂNESCU <i>Research Institute for Quality of Life, Romanian Academy</i>
Title of the paper	CHALLENGES OF THE SOCIAL ASSISTANCE SYSTEM IN ROMANIA UNDER THE IMPACT OF COVID-19 PANDEMIC
Abstract	<i>This paper critically overviews the challenges in the provision of social benefits for families and children, for people with disabilities, beneficiaries of minimum income guaranteed, and their appropriateness during the COVID-19 pandemic. Besides, the provision of social services is characterised by a low development level and insufficient specialised staff, which severely limits the alternatives for supporting these vulnerable groups. Among various social services, the shelters for the elderly are highly vulnerable as many COVID-19 victims were recorded in these social assistance units worldwide. Last but not least, the paper identifies various other vulnerable groups highly exposed to social exclusion risks in Romania due to COVID-19 challenges. Their identification represents a first step towards adopting suitable social policy measures.</i>

Author(s) / Affiliation	Gabriela Victoria ANGHELACHE¹, Constantin ANGHELACHE¹², Ștefan Virgil IACOB², Mihaela POPESCU² ¹ <i>The Academy of Economic Studies in Bucharest, Romania</i> ² <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	PRICE INDICES USED AT NATIONAL LEVEL
Abstract	<i>There is no perfect price index and that is why a system of price indices is calculated at national level. Price indices are calculated according to each branch of the national economy, there are price indices of industry, agriculture, construction, transport and other fields of activity. The evolution of all these indices as a whole constitutes the harmonized price index. At national level, indices from that branch are used for each branch, specifying that for each aggregate in the branch of the national economy, the deflation of these indices must be ensured first of all, before they</i>

are used. From this point of view, the article presents in detail the process of deflation of GDP with an example of practical activity to understand that this price index reaches a valid and easily comparable structure. It also presents in detail the consumer price index calculated on the structure of the three categories of food, non-food and services, highlighting how they evolve from one period of time to another. It is also important to make a comparative analysis of the interest rate, the inflation rate, as well as the increase of prices with effect on the living standard of the population in Romania in this case.

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Title of the paper

**ROLUL STOCURILOR ÎN FUNDAMENTAREA DECIZIILOR MILITARE
ROLE OF INVENTORIES IN SUBSTANTIATING MILITARY DECISIONS**

Abstract

The management of inventories widely benefits, in the contemporary period, from the development of operational research. Operational research is not reduced to the choice of a mathematical model to fix the optimum dimensions of inventories, to „norm” them, but forms a complex system, in which the norming of inventories represents only a starting point. The functioning of this system, the measure in which it secures the achievement of the objective of inventories’ management depend on the elements (parameters) that form it, their actual content, those restrictions will affect in a different manner the results of inventories’ management and will condition the success of the entire management system. Through inventories’ management, answers are sought for two fundamental questions: WHEN to order a new batch to satisfy the demand/consumption in the subsequent period and HOW big this batch must be. The impressive array of existing modalities for answering the mentioned questions represents an expression of the need to treat, in a differentiated manner, the issues of inventories’ management, to have into view different objectives and criteria, depending on

the particularities of inventories and entities. The decisions that choose one or other of the possible criteria in the area of inventories must be corroborated too with the general policy of the entity. The choice for an inventory optimization criteria is a decisional process, of strategic importance, and the differences, in the inventory policy, from one entity to another, can reflect both a different optic in choosing the optimization criteria, and also in different conditions surrounding the activity. If by management of inventories is pursued the keeping of a level of inventories that will satisfy the demand regardless of its evolution, is not less true that the dimensions of “quantities” and “qualities” of inventories will be conditioned by restrictions that shape the frame to which the inventories’ management is subordinated. Reported against the policy ran by the management of the entity, the restrictions of the inventories’ management system are divided into restrictions that do not depend on the entity’s policy and restrictions that depend on the entity. In a wide sense, the decision is the resolution adopted following the examination of a succession of situation, a path chosen from multiple possible alternatives. A situation of high load in the decisional process, at any level of decision, is given by the appraisal of logistical consumption, inside which the management of all categories of inventories is mandatory. An optimum level of inventories is closely linked to the assurance of their transfer processes upon the formula “just in time” at the very place where they are needed. Such optimum transfer contributes to the achievement of victory with minimum loss of human life.

Section sessions

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

Section chairs: **Assoc. prof. Anca-Mihaela TEAU, PhD.,** “ARTIFEX” University of Bucharest
Assoc. prof. Andrei BUIGA, PhD., “ARTIFEX” University of Bucharest

Author(s) / Affiliation **Cristian - Marian BARBU, Salomeea RUSU, Alin DUMAN**
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Title of the paper **ROMANIA – BACK TO THE FUTURE FOR A „NEW” ECONOMY**

Abstract *This article emphasizes that the budget policies of the latest years in Romania will be paid for now in the 2020 electoral year, to which we add the pay for the Covid crisis: compared to the other European economies, Romania seems to have created an unsustainable model: European-style social policies with American-style collected revenues. That is why Romania needs, more than never, responsibility and strategic vision to leap on a development curve meant to bring Romania to the EU average values through sustainable genuine convergence. This massive global crisis takes place against a background of climate change that requires a daring and comprehensive response. The time of „as usual affairs” and „adjustment of the existing structures” as safeguarding method or tax cut for sustainable recovery has passed. Unfortunately, the emergency measures implemented were poor, especially in countries under development, where the current fiscal responses are even more limited than after the 2008 financial crisis. Without ambition, these policies are doomed to failure. Instead of waiting for that failure and its devastating effects, both for human and the planet, let us mobilize the public opinion for a more decisive, extensive and immediate action.*

Author(s) / Affiliation	Stefano AMODIO <i>Istituto Teseo, Italy</i>
Title of the paper	<i>I MODELLI TEORICI DELLA PERSONALITÀ NEGLI AMBITI LAVORATIVI</i> <i>THEORETICAL MODELS OF PERSONALITY IN THE WORKPLACE</i>
Abstract	<i>In analyzing the theoretical models presented in this paper, the author considers the contributions of Gordon Allport, Henry Murray, Raymond Cattell, Hans Eysenck, Joy Paul Guilford, Andrew Comrey, Jeffrey Gray, Marvin Zuckerman, and also approaches the dimensions of the personality, and the empirical-intuitive systems.</i>

Author(s) / Affiliation	Cristina-Elena PROTOPOESCU, Anca-Mihaela TEAU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<i>EFFECTS OF GLOBALISATION ON NATIONAL STATES</i>
Abstract	<i>Because the influence that TNCs (transnational companies) have at the level of world economy is very important, in specialty literature there are present a large number of positions and currents of opinion regarding the problem of the globalization effects, whose main vector is represented by TNCs, on the world economy, as a whole. This is why, next there are surprised a few positions of the representatives of each opinion current. The moderates, respectively the representatives of the first opinion current are the ones that consider that the operation of TNCs are potentially, but not automatically, beneficial, adequate policies of the host-states being able to increase the equity degree in the distribution of results. Pro-globalists are the enthusiastic, optimist ones, which consider that the internationalisation of the production has only beneficial effects on the people, companies and states. The fans of the globalization, adepts of economic neo-liberalism, see a directly proportional relation between the degree of liberty in the movement of goods, services and production and economical increase factors. Anti-globalists, are the sceptical, pessimistic ones, are the ones that consider that the expansion of the activities of TNCs has disastrous consequences on the economic, social and ecologic environment.</i>

Author(s) /
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² Institute of Economic Forecasting, Romanian Academy
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Title of the paper **SOCIAL POLICIES FOR YOUTH IN ROMANIA AND BELARUS: A COMPARATIVE APPROACH**

Abstract *Youth is recognised by both international and national regulations as potentially confronting several risks of social exclusion, especially from the labour market. Not in Education, Employment or Training youth is gaining increased attention due to its increased number all over the world. The paper comparatively approaches the youth policies in Romania and Belarus. National regulations as well as institution building framework are taken into account.*

Author(s) /
Affiliation **Anca-Mihaela TEAU, Cristina-Elena PROTOPODESCU**
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Title of the paper **THE 21st CENTURY ORGANIZATION**

Abstract *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, companies must innovate and achieve agility in order to remain competitive. Traditional organizations 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.

Author(s) /
Affiliation **Nadiya SAFONOVA**
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Title of the paper **CIVIL SOCIETY IN UKRAINE: HISTORICAL RETROSPECTIVE AND
DEVELOPMENT PERSPECTIVE**

Abstract *Based on the analysis of legal acts and specialized scientific and practical literature, the study provides its own vision of civil society in Ukraine, its main elements and priority areas for their construction. Thus, the work is practical and aimed at carrying out clear reform steps aimed at creating a civil society in Ukraine and bringing Ukrainian existence to European standards.*

Author(s) /
Affiliation **Horia MIHAI, Simona MIHAIU, Ana Maria NIȚU**
Research Institute for Quality of Life, Romanian Academy

Title of the paper **OPPORTUNITIES AND LIMITS OF SOCIAL SERVICES PROVISION IN
ROMANIA**

Abstract *The social protection system in Romania continues to be developing and facing many challenges, even 30 years after the end of the communist regime. The provision of social services encounters predicaments related to human and material resources, general design, legislative framework and many more. The number of vulnerabilities targeted by the social services along with social inequalities are continuously increasing due to the transition period and other social and economical phenomena across the country. The study presents the social services dynamics at a national level, the vulnerable groups targeted by this social protection component along with the relationship between poverty and social services. It discusses recommendations regarding the opportunities and limits of the social services provision in Romania and lastly the emphasis of scientific research focused on the social impact and particularities of the social services providers. The main conclusion is represented by the need*

for development of social services and its desirability of becoming a national and regional priority. Furthermore another key conclusion is the relevance of addressing specific needs identified through scientific research at the level of vulnerable groups, especially through bottom-up approaches and design.

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Title of the paper

PUBLICITATEA ȘI RECLAMA CA PENIBIL PENTRU LUMEA RAȚIONALULUI
PUBLICITY AND COMMERCIAL AS EMBARRASING FOR THE WORLD OF RATIONAL

Abstract

As it is known, publicity expresses any impersonal of presentation and promotion of some ideas, goods, or services paid by a certain and easily identifiable sponsor. Even if publicity, within the communication process, has and had the highest share among the commercial companies, the actual trends support the fact that publicity becomes a central object of communication for other types of organizations also, especially for the political ones. When customers themselves do not know what they want, the management of the interested company is indicated to create a series of possible messages, offers, to test in a wider range of potential customers, to identify each one’s orientation and to create optimized and well-targeted messages. In order to capture and keep the attention, publicity messages must be very well planned, to be full of imagination and adequate to the requirements of the customers. In all other situations, publicity and commercial descend into ridiculous and becomes covered by embarrassment.

Author(s) / Affiliation	Taisiia HANIEVA, Yevhenii KYRYLIUK <i>Odesa State Academy of Technical Regulation and Quality, Odesa, Ukraine</i>
Title of the paper	PROSPECTS FOR THE DEVELOPMENT OF UKRAINE'S ECONOMY IN THE CONTEXT OF THE FORMATION OF INTERNATIONAL TRANSPORT CORRIDORS IN THE SYSTEM OF GLOBAL ECONOMIC GLOBALIZATION
Abstract	<i>The article considers the prospects of Ukraine 's economic development in the conditions of formation of international transport corridors. As the main direction of resuscitation of economic potential of domestic industrial enterprises creation of the Territorial-industrial cluster, a transport and logistic complex in system of the international transport corridors is offered. Prospects for Ukraine's integration into the Europe-Asia transport system were assessed, and state policy priorities were identified in terms of intensifying Ukraine's activities to develop international cooperation in the field of transport services, adapting national legislation to EU norms and standards, and international countries. connections. Suggestions for intensifying the integration process are given.</i>

Author(s) / Affiliation	Dan NASTASE, Zoica NICOLA, Ionela Monica URSU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	APRECIERI ASUPRA CELOR 5 „S” AL MARKETINGULUI DIGITAL APPRECIATIONS ON THE 5 “S” OF THE DIGITAL MARKETING
Abstract	<i>The use of the Internet and other digital media and technologies to support modern marketing has given rise to an extraordinary array of forms and jargon created by academics and professionals. It has been called digital marketing, online marketing, electronic marketing and web marketing, and these alternative terms have varied over time. The term online marketing is the most commonly used term today, as these definitions of digital marketing indicate. So this will be the one I will use during this paper. With the advent of digital technologies and new technologies, traditional marketing is no longer enough. Little by little, companies are turning to digital marketing to stay</i>

competitive and continue to grow. The number of consumers who use the internet to shop is constantly growing. So when they do a search on Google, they will be influenced by the first sites that appear in the search engine results. In order for a site to be among the first results, it will have to implement different digital marketing strategies. Digital marketing refers to all marketing techniques used on digital channels and essentially covers marketing applications related to the traditional Internet, but also those related to mobile phones, tablets, GPS and other connected applications and objects. The importance of the role of mobile marketing (mobile sites + mobile applications) is constantly growing. Digital marketing also includes, in addition to the digital marketing techniques that were born with the Internet, an increasing number of techniques or areas considered to belong to the traditional offline marketing, which are becoming digital. We are talking, in this case, about the digitalization of marketing. Even if the two areas are obviously inseparable and complementary, digital marketing differs from offline or traditional marketing in many ways that introduce a real break and a new paradigm. It is important to remember that even if digital marketing uses different communication techniques than traditional marketing, its ultimate goals do not differ from those of marketing. It can be easy to set goals for digital marketing based on vanity values, such as the number of likes or followers. Therefore, it is useful to take into account this definition of marketing proposed by the Chartered Institute of Marketing: Marketing is a management process responsible for identifying, anticipating and satisfying customer requirements profitably.

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Title of the paper

**THE NATURE AND TENDENCIES OF DEVELOPMENT OF SMALL
TOURISM ENTREPRENEURSHIP IN AZERBAIJAN**

Abstract

Currently, the tourism sector has been one of the fastest-growing fields of the economy of Azerbaijan and is viewed as a way to further develop the non-oil industries of the country. The purpose of the research is to analyze the current state of small tourism businesses in Azerbaijan. In the study, firstly the modern

development trends of small businesses will be identified. In the last part, researches will offer suggestions for the enhancement of state support for small tourism businesses in Azerbaijan.

Author(s) / Affiliation	Anca POPESCU-CRUCERU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	CONSIDERAȚII CU PRIVIRE LA APĂRAREA DREPTULUI LA SĂNĂTATE - COMPONENTĂ A DREPTULUI LA VIAȚĂ PRIVATĂ. ARGUMENTE JURISPRUDENȚIALE EUROPENE CONSIDERATIONS REGARDING THE DEFENSE OF THE RIGHT OF HEALTH – COMPONENT OF THE RIGHT TO PRIVATE LIFE
Abstract	<i>The European Convention on Human Rights and the Charter of Fundamental Rights of the European Union are legally binding instruments, designed to explicitly recognize the pre-eminence of fundamental rights in the legal order of the Union and their observance. The corroborated interpretation of the Community rules shows that persons whose fundamental rights and freedoms have been restricted, contrary to Community rules, by non-binding normative acts and in breach of the principles of proportionality and necessity, have the right to an effective remedy for the defense of their rights.</i>

Author(s) / Affiliation	Mihail CIOBANU <i>State University of Moldova</i> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	EXPERIENȚA UNOR ȚĂRI DIN EUROPA DE EST PRIVIND MĂSURILE DE SUTOR ÎN SECTORUL AGRICOL ÎN PERIOADA PANDEMIEI COVID-19 THE EXPERIENCE OF SOME COUNTRIES IN THE EASTERN EUROPE REGARDING THE SUPPORT MEASURES IN THE AGRICULTURAL SECTOR DURING THE PANDEMICS PERIOD
Abstract	<i>The SARS-CoV-2 virus has spread around the world, infecting tens of millions of people and affecting the social and economic activities of many economic sectors, including agriculture, which has suffered in particular from food supply chains and food</i>

demand, which also are negatively affected by the drought, especially in Eastern European countries. This article will present the experience of some Eastern European countries, such as Romania, Republic of Moldova and Ukraine in counteracting these negative consequences during the pandemic period.

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Title of the paper

CHARACTERISTICS OF DEVELOPMENT AND INNOVATION OF THE REGIONAL MARKETING SYSTEM IN FIELDS OF TRANSPORT SERVICES

Abstract

The paper considers a comprehensive system of planning the production and marketing of products, focused on meeting specific needs and making a profit based on research and forecasting of market processes, studying the internal and external environment of the enterprise, developing strategies and tactics of market behavior through marketing tools. Marketing research allows to analyze alternative options for the development of the transport sector of the region. As a result, it is possible to quantify and qualitatively existing options, make a long-term forecast and on this basis to choose the best of the considered alternatives to management decisions for innovative development of the transport industry. The transport marketing system focuses on basic market research and forecasting.

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Title of the paper

MARKETING IMPLICATIONS IN MOTIVATING AND PERSUADING THE EMPLOYEES TO CONTINUE TO WORK FOR AN ENTERPRISE

Abstract

This article makes an overview of different opinions about the internal marketing and its importance in persuading the employees not to leave the company they are working for. Human resources marketing is human resources department’s objective. It

helps a company to employ qualified staff and to create conditions for the existing employees not to leave it. We strongly believe that the efficient work of human resources department can lead to the prosperity of the company. This department can make use of some marketing strategies, policies and techniques to spot out the employees' needs for the most efficient work for the benefit of the company.

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Title of the paper

ASSESSMENT OF EXISTING POTENTIAL FOR AGRO-TOURISM IN THE REGIONS OF AZERBAIJAN (GANJA-GAZAKH ECONOMIC REGION)

Abstract

Development of tourism in the Republic of Azerbaijan is one of the most important economic policies. Thus, the state's interest in tourism, which has a significant share of the non-oil sector, can be expressed in several ways. Alternative tourism aims to offer tourists a rural lifestyle and experience of living in nature, not only with traditional tourism, but also with quality tourism products, among the existing problems of mass tourism. In this regard, alternative tourism draws attention to local culture and offers quality services and tourism products by providing direct communication and different experiences between tourists and service providers. As an alternative type of tourism, mainly agritourism can be used as such a tourism service. Agrotourism has the ability to optimally meet all the needs of tourists.

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Title of the paper

INNOVATION OF THE MARKET OF MEDICAL AND HEALTH TOURISM SERVICES IN THE COUNTRY

Abstract

The article is devoted to a study of the current state and features of the development of health tourism in Azerbaijan, as an important type of recreational activities. In particular, recreational tourism and its role in the development strategy of the tourism

industry in Azerbaijan are being studied, the innovativeness of the market of health-improving tourism services in the country is revealed, and factors for the development of health-improving tourism in Azerbaijan are also revealed. In conclusion, the authors identify the priorities of the overall development strategy for the services of the sanatorium-resort and tourist complex, as well as of the enterprises of medical and health tourism in Azerbaijan.

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Title of the paper

PARTICULARITĂȚI ALE MARKETINGULUI ÎN PERIOADA PANDEMIEI
PARTICULARITIES OF MARKETING DURING PANDEMICS

Abstract

The year 2020 will remain a reference for the modern history of all the states of the world. Thus, from its first days, this year was marked by the appearance and spread of a new virus - SARS VOC 2 (COVID 19). Faced with a veritable explosion in the number of people affected by the COVID 19 virus, the World Health Organization declared a pandemic on 11 March 2020, which was soon accompanied by harsh measures to limit human contact in most countries. world. Beyond the obvious effects on the personal life of every person in the areas affected by the COVID virus 19, the pandemic has brought with it a series of economic developments that contemporary society did not expect to face. Thus, against the background of repeated lockdown measures adopted in the vast majority of states affected by the COVID 19 virus, the global economy has been profoundly affected, many economic agents being faced with the diminution or even temporary or permanent closure of their activities. In this context, amid the at least partial closure of traditional markets and the limitation of face-to-face trade activities, in recent months we have seen a dramatic increase in the share of economic activities carried out online. All this has led to a radical change in the way promotional activities are carried out, the share of online marketing increasing exponentially in the last nine months.

Author(s) / Affiliation	Aurelian DIACONU¹, Amelia DIACONU¹, Dragoş Eugen MIHAI² ¹ “ARTIFEX” University of Bucharest, Romania ² ADG Design SRL, Romania
Title of the paper	EVALUAREA RISCULUI ÎN ANTREPRENORIAL RISK EVALUATION IN ENTREPRENEURSHIP
Abstract	<i>Risk assessment is a mandatory activity of paramount importance because it determines the evolution of investment and entrepreneurial life, taking into account the safety of working capital and the amount of profits, thus determining the safety and comfort of entrepreneurial life. The evolution of risk estimation has evolved dramatically over time and we consider that the simulations are very good for specialists and specialized departments, but for the small and medium entrepreneur it is much more useful a numerical estimation that can be performed with relatively few resources and in a relatively short time, but at the same time to return some results well enough substantiated so as to form the basis of an entrepreneurial adventure. If we take all these things into account, we come to the conclusion that a risk indicator quantifiable by a numerical value is required over other methods of risk estimation. This article provides a method of numerical risk estimation and lays the groundwork for various operations with such risk indicators.</i>

Author(s) / Affiliation	Cibela NEAGU “ARTIFEX” University of Bucharest, Romania
Title of the paper	PLANIFICAREA CARIEREI ORGANIZAȚIONALE PLANNING THE ORGANIZATIONAL CAREER
Abstract	<i>Nowadays, organizations focus increasingly more on the planning and administration of a career. This is partly due to the fact that the volatility of the economy makes existing careers to be less clearly defined and predictable, as opposed to the way they were in the past. Career planning is not a singular action, but rather a continuous process of adjusting the career purposes to the always developing educational and occupational offer, as well as to the characteristics of an individual. The career planning efficiency is</i>

resulted from the abilities that individuals possess in the following domains: self-knowledge, educational and occupational exploration, career-related decision making and personal development in the pursuit of clear career goals. Currently, the dynamics of professions and careers are marked by fast changes, so the personnel have to face them with competence and accelerated speed of adaptation.

Author(s) / Affiliation	Rodica SLUTU <i>„Alecru Russo“ State University of Bălți, Republic of Moldova</i>
Title of the paper	ABORDĂRI STRATEGICE DE ÎMBUNĂTĂȚIRE A MARKETINGULUI RESURSELOR UMANE DIN PERSPECTIVA CREȘTERII COMPETITIVITĂȚII ÎNTREPRINDERII STRATEGIC APPROACHES TOWARDS THE IMPROVEMENT OF HUMAN RESOURCES' MARKETING FROM THE PERSPECTIVE OF THE GROWTH OF THE COMPETITIVENESS OF THE ENTERPRISE
Abstract	<i>Increasing competitiveness among organisations, a lack of skilled labour, increased emigration are driving organisations to face an increasing shortage of skilled labour. The external environment of the enterprise is a source of opportunities, but also of threats. By researching the role of human resources in maintaining the competitiveness of the enterprise at both regional and national level, we note that specialists in the field of HR can develop strategies to ensure an increase in the company's competitiveness in the market through the prism of the human factor.</i>

Author(s) / Affiliation	I.P. ZHOGOL-LABZEEVA <i>National Institute of Education of the Republic of Belarus</i>
Title of the paper	LIFE SELF-DETERMINATION OF STUDENTS IN MODERN SOCIO-CULTURAL CONDITIONS (BASED ON THE RESULTS OF MONITORING THE QUALITY OF GENERAL SECONDARY EDUCATION IN THE REPUBLIC OF BELARUS)
Abstract	<i>The analysis of the results of monitoring the personal development of students is presented, in within which the questions of life self-determination of students of institutions were studied general secondary education: value orientations, educational, family,</i>

professional attitudes, needs, attitudes towards the use of psychoactive substances, etc. A cross-temporal analysis of the value orientations of students (comparison of research results from 1996, 2010 and 2019). Youth is recognised by both international and national regulations as potentially confronting several risks of social exclusion, especially from the labour market. Not in Education, Employment or Training youth is gaining increased attention due to its increased number all over the world. The paper comparatively approaches the youth policies in Romania and Belarus. National regulations as well as institution building framework are taken into account.

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Title of the paper

**RISKS AND THREATS TO THE SOCIAL AND CULTURAL SPHERE
MODERN SOCIETY: THEIR STRATEGIC WAYS OVERCOMING**

Abstract

The strategic risks and threats in the socio-cultural sphere are considered modern society, significantly changing the format of relationships traditional and global. The main determinant conditions and preconditions that directly affect the socio-cultural self-determination of the subject, processes of self-identification and self-determination. It is argued that preservation state, national and cultural sovereignty in a situation of emergence permanent external challenges and threats creates reliable prerequisites for strengthening integrity and actualization of the national individual principle, oriented on an autonomous solution when choosing ways of further development.

Author(s) / Affiliation	Maria VIARENICH <i>The Institute of Philosophy of the National Academy of Sciences of Belarus</i>
Title of the paper	IMPLEMENTATION OF THE CULTURAL POLICY OF THE REPUBLIC OF BELARUS: SOCIAL ECONOMIC ASPECT
Abstract	<i>Culture, today acts as an alternative to industrial production and is focused on new types of resources - creative instead of limited material, natural and financial. This in turn leads to a transformation of the value system, affecting the social economic; political processes taking place in modern society. And the development of culture itself is regulated by cultural politics. Contemporary cultural policy is the direction state policy, the purpose of which is to ensure cultural life of all segments of the population through design, planning and implementation of activities in the field of culture. Life self-determination of students in modern socio-cultural conditions (based on the results monitoring the quality of general secondary education in Republic of Belarus).</i>

Section 2.

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

Section chairs:

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Title of the paper

PROBLEMELE STRINGENTE DIN DOMENIUL ALIMENTĂRII CU APĂ ŞI SANITAŢIE A POPULAŢIEI REPUBLICII MOLDOVA ŞI CĂILE DE AMELIORARE
STRINGENT PROBLEMS IN THE FIELD OF WATER SUPPLY AND SANITATION FOR THE POPULATION OF THE REPUBLIC OF MOLDOVA AND THE WAYS OF IMPROVEMENT

Abstract

The problem of drinking water supply is a pressing problem in many countries of the world, including the Republic of Moldova. Problems with drinking water and in particular its supply primarily affect the neediest segments of the population in developing countries. The main goal of the study is to identify problems with water supply and sanitation of the population of the Republic of Moldova and elaborate ways to solve them.

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Title of the paper

BRIEF SUMMARY OF MACROECONOMIC ACCOUNTS

Abstract

At the level of the national economy of any country that uses the System of National Accounts, nine macroeconomic accounts are registered and completed that follow the production cycle and that include all the elements, respectively resources, expenses,

incomes, investments, international economic exchanges. Macroeconomic accounts are drawn up on precise principles which were first specified in La comptable internationale in 1968 and which ensure coherence on macroeconomic accounts, which can be used to include elements obtained in the business cycle process. Of course, the interim costs or interim entries that need to be eliminated are considered because they would artificially increase the value of some indicators. National accounts are presented as an interrelated system, as elements are found in differentiated forms in the structure of these accounts and they provide analysis of the structure of production, volume of production of goods and services, then ensure the structure of investments in the national economy, also provide a possibility see the final results that give the possibility to obtain incomes and here in economic and social plan the accounts include elements from which the obtained incomes are highlighted, the distribution of incomes and their redistribution, as well as the use of incomes for consumption or accumulation. Also, there are accounts that show the sources of financing of the national economy on the basis of which investments are provided and last but not least, there are a number of elements related to the indicators that are calculated in terms of international trade.

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Title of the paper

NATIONAL ACCOUNTS - SUPPORT FOR THE PRICE STATISTICAL SYSTEM

Abstract

National accounts represent the macroeconomic record system at the level of a country. Romania has adopted this system since 1990. Until then, Romania used the material production system, and the data by macroeconomic statistical indicators, but also by structure on aggregates were related to international institutions, which based on compensation tables, correlation, provided transforming indicators from one system to another, thus ensuring international comparability. The problem of expressing the national accounts, the nine that are calculated at macroeconomic level, is made in the current prices of the period in which it is calculated. However, based on the value structure of production

volume and price, international comparability must be ensured by transforming these indicators into comparable real quantities. This is done by deflation, which is nothing more than the transposition of the results of several periods considered at the prices of a period taken as the base period. Or it is the national accounts that contain these elements on the basis of which prices can be determined, price indices can be calculated and finally the deflation process can be ensured, which will ensure bringing the data to a level of comparability over time for a country in the territory, but more chosen in international comparisons. These deflations are necessary and they are also taken into account by Eurostat when transforming the indicators of a country from one system to another. In this context, Romania reports to Eurostat based on the same methodology used by this European institution the results obtained over a period of time.

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Title of the paper

FUTURE CHALLENGES AND IMPLICATION OF THE DIGITALIZATION OF THE ACCOUNTING PROFESSION - EFFECTS OF THE COVID-19 PANDEMIC

Abstract

The future of massive investment in the world of work is shaped by technical progress, globalization, demographic change, and institutional change. Companies of all legal forms, sizes and industries are affected to varying degrees by the economic effects of the COVID-19 pandemic. This depends on the specific business model and the importance of business relationships in countries that are particularly hard hit. A trend can currently be seen in companies in a variety of industries: the pandemic is driving digitization forward. This applies to dealing with customers, suppliers as well as the working conditions of employees, but also internal processes, such as recruiting: every second recruiter still has some catching up to do when it comes to digital application processes. At the same time, companies' demands for innovative

capacity and flexibility are increasing, which means that compatibility with workforce preferences becomes a central challenge for a sustainable work organization. COVID-19 leads us straight into the digital era, because the need to work remotely is greater than ever. Thus, it is necessary to apply new technologies and move from manual data entry, as well as from printing results to using new IT technologies. This paper presents a series of opportunities that Big Data can offer in the accounting profession by implementing new IT technologies. The results of the study show that we are still at the beginning of the road and we are trying to adapt to the new technologies. Although the way is long, the first steps are already being taken in this direction.

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Title of the paper

**INTRODUCERE ÎN TERMINOLOGIA COSTURILOR
INTRODUCTION INTO COST TERMINOLOGY**

Abstract

Beyond the multitude of terms and phrases that are formed around the calculation of costs, obviously the cost constitutes a notion of maximum generalization that suggests something of the essence of value and heritage. Perhaps because of this, at least in the current speech, and not only, between cost and expenditure is often the sign of equality, which can generate different confusions. Since basic dictionaries also address the concept of cost from two perspectives, firstly as an expense of money to be borne in order to be able to benefit from a good or service, i.e. the price to be paid for the purchase of a commodity, and secondly, considered scientifically understood, as a cash expression of the efforts of economic operators to produce and sell goods and services, where appropriate, in the contexts generated by economic and environmental imbalances and the choice of business variants under assumed risk conditions, any plea towards semantic demarcations becomes a particularly courageous action. It is precisely for such reasons that we choose to regard costs as

having a forecast substance, i.e. the predictability and basis of business employment decisions, and the concept of expenditure to have a strict content of the past , i.e. of the patrimonial effort supported by legal supporting documents, an obvious criterion to be able to compare what has been designed with what has been achieved.

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Title of the paper

ECONOMIC ANALYSIS OF METHODS FOR ASSESSING THE STABILITY AND REPRODUCIBILITY OF PHARMACEUTICAL PRODUCTION PROCESSES

Abstract

The aim of the work is the economic analysis of methods for assessing the stability and reproducibility of pharmaceutical production processes. The combination of analysis of control charts and calculation of indicators of process capability makes it possible to qualitatively and quantitatively determine whether the process is in a statistically controlled state. Based on the values of the indices of suitability and reproducibility, you can set the value of the probability of defective products or the share of values of the characteristics of the production process, products that do not meet the established requirements.

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Title of the paper

FACTORINGUL - SURSĂ DE FINANȚARE A ACTIVITĂȚII IMM FACTORING – SOURCE OF FINANCING FOR SMES' ACTIVITY

Abstract

In the last ten years, it has been proven that factoring is a financing source for a growing number of SMEs, with a growth ratio higher than the growth of the national economies. The exact motives behind this growth are difficult to be confirmed. With all these, it can be said that the sector has increased, generally, on the basis of the “free market” and after a higher entry of the banks on the factoring markets. In the context of an economic recession,

the banks, in order to diminish the exposure to risk, will reduce the commercial credit and, under these conditions, SMEs will appeal to factors. Of course, in the situations in which the small and medium enterprises will lower the volume of their transactions and, implicitly, their turnover and profit, the factor will consider this aspect in the evaluation of risks. A similar reasoning can be made during periods of economic growth. Thus, SMEs with higher sales opportunities, need working capital, and the banks will offer alternative sources for financing in order to satisfy the needs of the customers, and one of those sources is factoring.

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Title of the paper

**MECANISME SI INSTRUMENTE APLICATE ÎN PRACTICA
MONDIALĂ PENTRU ATENUAREA CONSECINTELOR PANDEMIEI
COVID-19
MECHANISMS AND INSTRUMENTS APPLIED IN GLOBAL PRACTICE
FOR ATTENUATING THE CONSEQUENCES OF THE COVID-19
PANDEMICS**

Abstract

Agriculture is one of the most important sectors of the national economy on which food security depends, therefore, the governments of most states are interested in investing in this sector of the economy. The pandemic situation around the world has severely affected agriculture and food supply chains around the world. This factor has forced respond both state governments and world non-governmental organizations to rapidly to the negative economic consequences caused by the isolation of people around the globe. As a result, they put in action a number of tools and mechanisms to mitigate the negative consequences of the agricultural system and bring it to pre-pandemic production levels.

Author(s) / Affiliation	Mihail CIOBANU <i>State University of Moldova</i> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	EXPERIENȚA INTERNAȚIONALĂ PRIVIND SUPTUL FAMILIILOR NUMEROASE PRIN INTERMEDIUL CARDURILOR DE REDUCERI INTERNATIONAL EXPERIENCE REGARDING THE SUPPORT OF LARGE FAMILIES THROUGH THE DISCOUNT CARDS
Abstract	<i>The continuity of the existence and development of society depends to a large extent on the socio-economic situation of the families that form it. Large families with many children due to the higher number of dependent people in the family and a higher level of expenses that need to be covered by the income of the dependent adults risk being in a more disadvantaged position than other types of families. To support these families, multiple generic support measures have been adopted that benefit other vulnerable groups, too, but one of the specific tools implemented in some countries is special discount cards for large families, whose implementation experience has been sporadically treated in the literature and particularly for certain types of such cards. This article deals more comprehensively with the experience of countries in support of large families through such measures, on examples of Latvia, Poland, Spain and private associations and initiatives of economic agents. The analysis showed that at the initiative of the state such measures are carried out rather sporadically and are rarely comprehensive, they are part of the broader framework of family policy programs including tax deductions, reductions or exemptions from the payment of expenses for kindergartens and food centers, electric and termic energy, social housing, public transport, studies and other public services, and from economic agents and associations for large families - different types of discounts on the range of products and services sold or promoted.</i>

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Title of the paper	THE MAIN ASPECTS OF STATISTICAL INDICES IN THE PRICE SYSTEM
Abstract	<i>In this article, the authors addressed the importance of statistical indices, given that they are the basis of statistical-econometric analysis of various economic phenomena, can be used directly to measure the variation of phenomena or to break down the variation of complex phenomena by influencing factors. The possibilities of decomposition of the relative variation on influencing factors and the decomposition of the variation into absolute quantities were considered. In this context, the main methods of decomposing the variation of a complex variable by influencing factors were analysed in detail. In the article, the authors also paid attention to the advantages and disadvantages of using the fixed base or the use of the mobile base, in the chain, for the calculation of the price index, given that the price index is a quantity or function that summarizes the change in prices. several goods and services at a time.</i>

Author(s) / Affiliation	Nataliia ARTSIBASHEVA, Tatiana MELENCHUK Odessa State Academy of Technical Regulation and Quality, Odessa, Ukraine
Title of the paper	ANALYSIS AND ECONOMIC EVALUATION OF THE STUDY OF THE TRANSPORT SYSTEM OF ODESSA AND ODESSA REGION
Abstract	<i>The article analyzes the impact of geographical location, natural, economic, social and political factors on the state of the transport system of Odessa and Odessa region on the basis of statistical data, using indicators of cargo transportation by mode of transport. The analysis of the current state of the market of freight forwarding services in Ukraine and the Odessa region is carried out. It is proposed to use such an indicator as transport potential, which characterizes the potential of the object under study.</i>

Author(s) / Affiliation	Roman VORONKO¹, Alla OZERAN², Olena BURDIK¹ ¹ Lviv University of Trade and Economics, Ukraine ² Vadym Hetman Kyiv National University of Economics, Ukraine
Title of the paper	REFLECTION IN COST ACCOUNTING THE IMPACT OF COVID-19 ON THE WORK OF ROAD PASSENGER TRANSPORT
Abstract	<i>The issue of unprofitable urban bus passenger transport due to the COVID-19 pandemic is relevant for most countries and the search for alternative solutions is simply necessary, as motor transport is the main carrier of the population and differs in its accessibility, maneuverability and practicality compared to other modes of transport. Therefore, it is very important to support trucking companies on a positive financial result, not allowing them to go bankrupt. However, it is important to correctly determine the costs with the establishment of the factors of their occurrence.</i>

Author(s) / Affiliation	Svitlana STOYANOVA-KOVAL¹, Gennadiy BILOUS² ¹ Odesa State Agrarian University, Odesa, Ukraine ² National University "Odessa Maritime Academy", Odesa, Ukraine
Title of the paper	CURRENT ISSUES ON THE INTERPRETATION OF THE TERM "INCOTERMS"
Abstract	<i>The purpose of the study is to analyze the operations of international settlements in the implementation of the basic conditions of supply of INCOTERMS, which come into force in 2020. It is analyzed that in the international trade practice the interpretation of the basic terms of delivery is carried out in accordance with the international standard terms of delivery "Incoterms-2020", which determine the place, term, method of delivery, risk distribution, insurance. The structure of the main categories of basic conditions of delivery of Incoterms - 2020 products is given. It is determined that the choice of basic conditions of delivery by the buyer of material resources should be carried out on the basis of calculations of total expenses on maintenance of performance of the duties.</i>

Author(s) / Affiliation	Oleksandr KOZLOVSKYI, Dmitro TRUSHAKOV <i>Central Ukrainian National Technical University, Kropyvnytskyi, Kirovohrad region, Ukraine</i>
Title of the paper	DEVELOPMENT ELECTRIC GENERATING CAPACITIES OF THE INTEGRATED POWER SYSTEM AS ONE OF THE MAIN ECONOMICAL GROWTH IN UKRAINE
Abstract	<i>A general quantitative characteristic of the generating capacities of power plants of the Integrated Power System (IPS) of Ukraine as of 30.09.2020 is presented. The analysis of the state and dynamics of the development of power generating capacities over the past 10 years is carried out. The most complex problems generated by the modern structure of generating capacities of power plants of the UES of Ukraine have been formulated.</i>

Author(s) / Affiliation	Yosyp DANKIV, Maxim YATSKO <i>Uzhgorod National University, Ukraine</i>
Title of the paper	ACCOUNTING OF INCOME AND EXPENSES OF PHYSICAL PERSONS WITH THE AIM OF APPLICATION OF THE RIGHT TO TAX DISCOUNTS ON THE TAX ON INCOME OF PHYSICAL PERSONS IN UKRAINE
Abstract	<i>The article examines the issues of tax deductions for personal income tax in Ukraine, in particular, regarding the application of the right to tax deductibility. The list of taxpayer expenses that can be included in the tax discount is analyzed and substantiated. Characterizes the accounting of income and expenses of individuals, its advantages and disadvantages, documentary support, recommendations for its improvement are given. Taking into account the economic aspect of the application of the right to tax deductions, the article substantiates the social injustice of the right to apply tax relief in Ukraine, suggests solutions to the problems associated with the application of tax privileges in the taxation of individuals' incomes.</i>

Author(s) / Affiliation	Alexandru MANOLE, Georgiana BĂLUȚĂ, Emilia Loredana SEVESTRIAN <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ASPECTE PRIVIND IMPLEMENTAREA UNEI SOLUTII „DATA MART” PENTRU O COMPANIE BROKER DE CREDITE ASPECTS REGARDING THE IMPLEMENTATION OF A “DATA MART” SOLUTION FOR A CREDIT BROKERAGE COMPANY
Abstract	<i>In this paper the authors present some cases encountered during the data preparation process in the larger framework of a data mart implementation for a credit brokerage entity. Considering that data integrity is a must for such an application that exploits data for more than one cycle of business, we presented some solution to solve data integrity problems found at the level of primary data, such as null values, missing values, other inconsistencies.</i>
Author(s) / Affiliation	Galina ATAMAS¹, Olga PETRENKO² ¹ <i>Odesa State Academy of Technical Regulation and Quality, Odesa, Ukraine</i> ² <i>Odesa State Agrarian University, Odesa, Ukraine</i>
Title of the paper	METHODS OF CONTROL AND INDICATORS OF ANALYSIS OF THE COST OF CROP PRODUCTION
Abstract	<i>The article is devoted to the study of the peculiarities of control methods in ensuring the management of operating costs of agricultural enterprises. Considerable attention in ensuring the efficient operation of enterprises of any form of ownership is paid to the issues of costs and production costs in market conditions of economic development. The essence, purpose and component indicators of the analysis of the cost of crop production are revealed. The role of the analysis of the cost of agricultural products as one of the main indicators of production and economic activity of the enterprise is considered. Ways to reduce the cost of production in modern business conditions are proposed.</i>

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Title of the paper **ASPECTS OF FINANCING ROMANIA'S SOCIAL POLICIES
COMPARED TO OTHER EU COUNTRIES**

Abstract *Social insurance is that part of the socio-economic relations in monetary form, through which, in the process of distribution of the gross domestic product, the funds necessary for the obligatory protection of employees, pensioners and their family members are formed, distributed, managed and used. The economic content of social insurance derives from the structure and features of the socio-economic order, from the need to meet the requirements of economic laws, as well as from the prerogatives and functions of the state. Currently, one of the important functions of the state refers to social security, and the social security system is, first and foremost, represented by the insurance system.*

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Affiliation **Andrei MUNTEANU**
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Title of the paper **KEEPING COUNTRY ECONOMIES IN GOOD SHAPE**

Abstract *The appeal to keep up country economies in good shape, launched in 1988, can hardly be considered to have been achieved. In the era of BigData characterized economy, the academic community needs a more specific background for discussion about the concept of a new economy, more specific ways, and higher chances to achieve it. The contemporary world faces challenges which, about ten years ago were unimaginable. Challenges are high, and the need for economic means of living equally matter, to avoid mass economic disruptions and/or worsening instability. Although the correlation between education quality and the economic situation of various countries seems to be undoubtful, how education quality is defined in various countries keeps being an issue of never ending significance and debates. The article tries to approach the difference between two major approaches to shape better*

educational production factor – PISA strategy versus Returns to (investments in) education (RE) strategy, as a precursor for raising eventual “Economic Logic Quotient” (ELQ). The article tries to bring up some thoughts about which of them might be more plausible, particularly for countries facing financial scarcity, and need to both save money and raise RE at higher levels, with neither detriment to the economic establishment(s) of the countries that have managed to keep their economies in good shape, nor to the quality of International Economic Integration (IEI) and/or interdependence already achieved, that might otherwise trigger undesirable u-turns in terms of International Economic Relations of the future.

Author(s) /
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Title of the paper

INFORMATION AND COMMUNICATION SYSTEM FOR DETECTING STREET POLLUTION - ONE OF THE MAIN COMPONENTS OF THE DIGITAL ECONOMICS IN UKRAINE

Abstract

Digital economy is an economy which associated with a wide range of Internet services for human activities. Accumulation, processing, transmission and storage of large amounts of information are the main components of the modern digital economy. The subject of the study is an information and communication system for detecting street pollution. During the development of information technology, the question arose of creating a specialized information system that would help detect street pollution, vandalism and quickly eliminate them. The main purpose of the work is to increase the productivity of government agencies engaged in cleaning the streets of cities and towns of Ukraine.

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² International University of Business and Law, Kherson, Ukraine

Title of the paper ***THEORETICAL PRINCIPLES OF THE INDICATOR APPROACH TO
ASSESSING THE LEVEL OF FINANCIAL AND ECONOMIC SECURITY***

Abstract *The aim of the work is to study the theoretical basis and methodological approaches to assessing the state and level of financial and economic security of the enterprise. The main indicators that characterize the financial component of economic security are identified. The structure of economic security of enterprises is investigated, the essence of financial security of enterprises, its main goals, tasks and functions are considered. The values of indicators of efficiency of use of financial assets and indicators at which financial safety at the meso level is provided are covered. The necessity of a complex assessment of financial and economic security on the basis of application of system, process, situational, reflective approaches is substantiated. Methodical approaches to an estimation of financial safety of the enterprises are generalized.*

Author(s) /
Affiliation **Natalia DOBRIANSKA, Lyudmila TORISHNYA**
Odessa National Polytechnic University, Odessa, Ukraine

Title of the paper ***ATTRACTING CAPITAL INVESTMENT IN THE REGION'S ECONOMY:
CURRENT STATUS AND PROSPECTS***

Abstract *The main indicators of social and economic development of Odessa region are presented in the work. The dynamics of capital investments in the region is considered, the dynamics of foreign direct investment in the region is studied. The reasons for the decline in investment activity in the region have been identified. The assessment of the level of investment activity of the region is made. The dynamics and share of capital investments by sources of financing are presented. Theoretical, methodical and applied principles of investment activity are researched and improved. The main directions of creating a favorable investment climate are substantiated. Ways to improve investment attraction as a*

strategic direction of socio - economic development of the region are offered.

Author(s) / Affiliation	Ştefan Gabriel DUMBRAVĂ¹ ¹ <i>The Academy of Economic Studies in Bucharest, Romania</i>
Title of the paper	CONTENT OF THE NATIONAL ACCOUNTS SYSTEM
Abstract	<i>National accounts are used as the only form of expression and measurement of concrete results in the national economy. At the level of the national economy, nine macroeconomic accounts are calculated, marked from 0 to 8 and which are reflected starting with the production process, realization of goods, then of expenses, investments, realized incomes, income redistribution income use and in last resort to the macroeconomic account on foreign trade. The nine accounts of the national economy record differently the specific elements of each account, which then underlie the calculation of macroeconomic performance indicators by the three known methods, namely gross value added or output, income and expenditure. The article presents the individual content of each macroeconomic account with the structural elements on the basis of which a series of aggregates can be calculated, which will ultimately lead to the supreme aggregate of results, namely Gross Domestic Product, respectively Net National Income and finally Income National or even Available National Income. We note that the content of the system of national accounts ensures all aggregate elements, which underlie the calculation of all macroeconomic performance indicators.</i>

Author(s) / Affiliation	Alexander HALYTSKY, Alisa SHEVCHENKO <i>Odessa State Agrarian University, Odessa, Ukraine</i>
Title of the paper	ECONOMIC AND MATHEMATICAL METHODS OF PLANNING THE PRODUCTION PROGRAM OF AGRICULTURAL ENTERPRISES
Abstract	<i>The methods and algorithms for solving the problems of implementation of economic and mathematical modelling in the process of managing agrarian enterprises with the purpose of increasing their efficiency in terms of the development of market</i>

relations are investigated. General approaches to enterprise management are characterized and criteria of its optimality in modern economic conditions are described. The need to improve methods of functioning of agrarian enterprises and methods of optimization of management of these enterprises is shown. The complex method of identification, related to the construction of an optimization model, the final result of which will be the ability of the management of the production company to correlate their resource capabilities, namely, material and financial, to the needs of the enterprise, assess them from the viewpoint of business development, and develop recommendations for decision-making on the distribution of production means between industries. The essence is determined and the importance of the optimal structure of the enterprise and size of production of agricultural enterprises is revealed.

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Title of the paper

LOCAL LABOR MARKET IN THE CROSS-BORDER AREA ROMANIA – HUNGARY

Abstract

Romania's cross-border areas began to develop more actively after Romania joined the European Union. Therefore, the operational programs for cross-border cooperation within the European Union have been developed in the Romania-Hungary cross-border area. In this article there is a beginning in the study of the respective topic, in which we set out to reflect the evolution of the labor market in the counties and border regions between Romania and Hungary, the evolution of GDP in the border counties and to identify the most important priorities to continue. the topic with deeper researchers highlights the strengths and weaknesses, what indicators we need to calculate and how we can develop this cross-border cooperation with neighboring countries in the field of labor market.

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Affiliation** **Daniela PENU**
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Title of the paper **THE BUDGETARY POLICY IN ROMANIA IN THE CONTEXT OF
COVID-19 PANDEMIC**

Abstract *In the current context, the state must adopt a budgetary policy adapted to the challenges generated by the COVID-9 pandemic. The increase, in recent years, of the administration's operating expenses, the decrease of investments, the reduced absorption capacity of European funds, was added the reduction of the economic activity in the sectors affected by COVID-19, and, also, the increase of social expenses. In this context, a series of fiscal-budgetary measures must be taken to reduce budget expenditures and budget deficit.*

**Author(s) /
Affiliation** **Elena BUGUDUI¹, Valentina YASYSHENA²**
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² West Ukrainian National University, Ukraine*

Title of the paper **VOCATIONAL TRAINING OF LOCAL PUBLIC ADMINISTRATION
OFFICIALS IN CROSS-BORDER AREAS**

Abstract *Given the specifics of the border areas that Romania has, within the EU Hungary and Bulgaria, with Serbia, the Republic of Moldova and Ukraine, the local public administrations in these cross-border areas face a series of problems specific to cross-border regions. From border to border, the specific problems of each area also differ. Some are the problems within the EU with Hungary and Bulgaria, others are specific to those in the area of Serbia, Ukraine and the Republic of Moldova. Considering the European Integration Programs between Hungary and Bulgaria, but also the Eastern Partnership Programs with Ukraine and the Republic of Moldova, we intend to study those aspects specific to the development of cross-border regions with which Romania has cooperation programs to provide training and management in local and county public administrations in the counties on the border. A good training of these local managers in local economic development will also ensure an attraction of funds on these programs, will contribute to the development of localities, to the*

creation of new jobs and to the reduction of poverty in these areas still in difficulty today in Romania. as well as in neighboring countries.

Author(s) / Affiliation	Ana CARP <i>ARTIFEX University of Bucharest, Romania</i>
Title of the paper	PENSII DE ASIGURARI SOCIALE. STUDIU COMPARATIV SISTEM PUBLIC-SISTEM PRIVAT DE PENSII SOCIAL SECURITY PENSIONS. COMPARATIVE STUDY PUBLIC-PRIVATE PENSION SYSTEMS
Abstract	<i>The fiscal aspects occurred since 2018 and the problems in the economy in 2020 have determined a decrease of the profitability of the privately managed pension funds. On the other hand, the increase of pensions from the public system could not be supported financially in 2020, as the legal dispositions provisioned. By taking into account the fact that there have occurred the first beneficiaries of the private pensions in Romania, in this paper I have presented a comparative situation between social security pensions and pensions from Pillar II.</i>

Author(s) / Affiliation	Ana CARP, Daniela Elena IRIMIA, Ana Maria BRADATEANU, Georgeta Monica POP <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	EXPERTIZA CONTABILĂ JUDICIARĂ ÎN CAUZE CIVILE JUDICIAL ACCOUNTING EXPERTISE IN CIVILIAN CAUSES
Abstract	<i>Accounting expertise is a work carried out by a specialized person, skilled in a field, which is used in solving a litigation or for avoiding a potential litigation. In order to become specialist in the field of accounting, that is to realize a Report of expertise, the interested person must acquire this quality under the organizing conditions, regulated, offered by the Body of Accounting Experts and Authorized Accountants from Romania. In this study, we present the regulatory legal framework for accounting expertise and we illustrate a series of aspects regarding the accounting expertises in civilian causes.</i>

Author(s) / Affiliation	Ana CARP, Ana CONSTANTINESCU, Andreea BUȘILĂ <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ANALIZA POSIBILITĂȚILOR DE FINANȚARE A ÎNTRERINDERILOR ANALYSIS OF THE FINANCING POSSIBILITIES OF ENTERPRISES
Abstract	<i>The financial situation of the small and medium enterprises is affected by the current economic-medical crisis. Technical unemployment and frequent pauses in activity have presented new problems to Romanian enterprises. In the perspective of economic re-launch, enterprises must attract proprietary capital, but especially borrowed capital. In this study we illustrate a new modality of economic-financial analysis that has as purpose the identification of the possibilities for financing.</i>