

Program

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EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES 5th Edition

***„Management of public Policies: National
Selfishness vs. Planetary Responsibility”***

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Note:
**The symposium is organized in hybrid format, with a
video-conference component.**

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Welcoming message

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Messages from partner institutions and guests

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Coordinator	Zinovia TOACA PhD, Associate Prof. <i>Academia de Studii Economice din Moldova, Republica Moldova</i>
Title of the paper	<i>PROCESSING THE SPECIALISED TRANSACTIONS WHICH INTERACT WITH DATABASE</i>
Abstract	<i>The processing the specialised transactions which interact with database is analyzed in this scientific article. It is explains that transaction refers to: payments for goods and services, transfers, including automatic transfers; charges, such as bank fees; cash deposits or withdrawals from ATMs; payments for loans, penalties. This article defines a transaction and examines the types of transactions - online and offline. It also explains that SQL transaction is a grouping of one or more SQL statements that interact with a database. Some examples of control transactions are detailed exemined as: COMMIT – to save the changes, ROLLBACK – to roll back the changes. The importance of transactions is that digital payments help to reduce fraud. Digital payments use various technologies to protect and encrypt transaction data, as well as multi-factor authentication, making it difficult for unscrupulous participants to initiate fraudulent transactions.</i>

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Title of the paper	ОБЛІКОВО-АНАЛІТИЧНЕ ЗАБЕЗПЕЧЕННЯ ПІДПРИЄМСТВ ACCOUNTING AND ANALYTICAL ENTERPRISE SUPPORT
Abstract	<i>The role of accounting and analytical support in the process of making informed management decisions in conditions of uncertainty in the external environment grows significantly and is determined by the quality of the collected information. Management decision-making should be based on reliable accounting and analytical information that a traditional accounting system can provide. Various interpretations of the concept of accounting and analytical support are considered. The main elements of accounting and analytical support are identified and their content is determined. The importance of accounting and analytical support for creating an effective management business system is revealed.</i>

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Title of the paper	RECENT TRENDS IN THE ACTIVITY OF THE SUMMER CAMPS FOR CHILDREN IN THE REPUBLIC OF MOLDOVA
Abstract	<i>Active rest is a crucial element in the adequate mental and physical development of children. Summer rest camps are a modality through which this is realized. The COVID-19 pandemic restrictions have put in the difficulty the organization of summer rest camps for children, because it was necessary to find a compromise solution between avoiding or at least reducing the risk of infection by COVID-19 and at the same time ensuring the smooth conduct of children's rest in summer rest camps. In this paper are analyzed in the post-restrictive part of the pandemic period the main indicators of the activity of summer rest camps for children and are discussed the changes in the legislations regulating this domain.</i>

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Title of the paper	TIPAR CU TIPAR CĂTRE SUCCES MODEL BY MODEL TOWARDS SUCCESS
Abstract	<i>I approached the way to success of an exceptional german business woman, Aenne Burda. She comes from a modest family, father working in railway field and the mother housewife. She succed to exceed her social condition through fighting spirit and</i>

hard will. She married Franz Burda in 1931. Franz Burda wasn't rich at that time, but he had a Phd title and he was a visionary. They had together three sons and Franz celebrated success with one of the first radio magazine from Germany. In 1945, Anna was 36 years old and she would have liked to work by hand with her husband, but he didn't accepted. She found out that her husband had a mistress and an illegitimate daughter with her, too. This was a hard hit for Anna. Still, she didn't wanted to be a loser, so she decided to confront him for compensations: "You give me the publishing house, ori I'll divorce!". In 1949, the cheated wife became the sole owner of the fashion publishing house. She had the brilliant idea to publish a fashion magazine with patterns for the fashion models exposed in the pages of the magazine. Her idea proved to be a gold mine. During her activity, she extended her business continuously, both territorial and by diversifying the content, as well. In 1973, during the hard oil crisis, her business developed even further and the magazine reached for the first time a circulation of 2 millions copies per issue. She had also an outstanding success on the soviet market. "Burda Moden" was the first western magazine translated in Russian. In May 1987 she was welcome by the first lady of the Soviet Union, Raissa Gorbatschowa. In 1994, by 85 years old, Aenne Burda handed over the publishing house to one of her sons, Hubert Burda.

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Title of the paper	THE NEW STEP IN THE DIGITALIZATION OF ECONOMY
Abstract	<i>We are witnessing the digital transformation of many industries, which is typical for the 4th industrial revolution. Economic transformation and digitalization literature advocate on the reduction of costs of storing, processing and transmitting information, as well as accelerating the exchange of financial resources between partners. In addition, it transforms the way</i>

countries, economic systems, work under the conditions of information technology. Over the past 20 years, investments in IT&C enterprises have increased the GDP of many countries by tens and even hundreds of billions of dollars. The influence of technologies on economy and businesses is increasing significantly, day by day.

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Title of the paper	PROS AND CONS OF COMPARATIVE ADVERTISING
Abstract	<i>Comparative advertising is a marketing strategy in which a company's products or services are compared to those of other companies in an advertisement or other type of advertising content. The purpose of this type of advertising is to make potential or existing customers make informed decisions when choosing between two brands. This tactic brings visibility to brands and helps to increase sales as well as differentiate brands in the minds of consumers in the long run. Following Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006, comparative advertising is regulated in Romania by Law 158/2008 and aims to protect consumers against misleading information and to promote fair competition between economic operators. The law applies to all areas of advertising activity regardless of the communication channel used. When comparative advertising is false and therefore illegal, it is sanctioned by the competent authorities. In Romania, complaints are made to the Ministry of Public Finance, the National Authority for Consumer Protection, or the National Audiovisual Council, as appropriate.</i>

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Title of the paper	ROLUL MANAGEMENTULUI IN PROIECTAREA PROPRIEI CARIERE DE SUCCES THE ROLE OF THE MANAGEMENT IN DESIGNING ONE'S SUCCESSFUL CAREER
Abstract	<i>It is demonstrated that motivation, establishing a daily schedule of activities and following it as best as possible, permanent improvement, self-criticism, has a direct influence on the development of a successful career. That is why it is very important to determine the motivation factors.</i>

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Title of the paper	UNFAIR COMPETITION
Abstract	<i>In this piece of work, we will explore the concept of unfair competition, different forms, examples, the effects on the market and consumers, the legal framework, sanctions, as well as the measures that can be taken to prevent and combat this unfair commercial practice.</i>

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Title of the paper	ВПЛИВ РЕКЛАМНОЇ ДІЯЛЬНОСТІ НА ДІЛОВИЙ ІМІДЖ ЗАКЛАДІВ ОХОРОНИ ЗДОРОВ'Я
Abstract	<i>Здійснювана рекламна компанія може вплинути на діловий імідж закладу охорони здоров'я, як у позитивному так і у негативному аспектах.</i>

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Title of the paper	ОБЛІК ГРОШОВИХ КОШТІВ ТА ЇХ ЕКВІВАЛЕНТІВ
Abstract	<i>Грошові кошти та їх еквіваленти належать до поточних активів балансу компанії. Вони включають в себе: готівку в касі, цінні папери, які можна швидко конвертувати в готівку та кошти на поточному рахунку. Кожне підприємство, незалежно від форм власності та господарювання, здійснює господарську діяльність і вступає в ділові відносини з постачальниками, покупцями, іншими дебіторами, кредиторами та фінансово-кредитними установами. Все це утворює складну систему грошових відносин і розрахунків.</i>

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Title of the paper	CULTURA ORGANIZATIONALA SAMSUNG SAMSUNG ORGANIZATIONAL CULTURE
Abstract	<i>In this paper, we will explore some of the dimensions that characterize the business environment and organizational culture of Samsung. The key components of the company are analyzed: mission, vision, values, objectives. Samsung is active in the market of operating systems, phones and mobile devices and mobile accessories, TV and audio-video equipment, memory and storage, home appliances etc.</i>

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Title of the paper	METODE ȘI MODELE PRIVIND GESTIUNEA RISCURILOR ȘI APLICAREA ACESTORA ÎN ECONOMIE METHODS AND MODELS REGARDING THE MANAGEMENT OF RISKS AND THEIR APPLICATION IN THE ECONOMY
Abstract	<i>Transition to a market economy, connected to the deviation in the society, has led to a re-capitalization of all hypotheses on the economic life of the entity. The necessity for economic growth and recovery of the national economy brought forward a new vision of economic theories and execution, in the first row, of the provisions related to the anti-crisis management, prevention of bankruptcy, financial re-configuration and, last but not least, management of risks.</i>

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Title of the paper	MARKETING PHOTOGRAPHY
Abstract	<i>Marketing means everything on the multitude of products, advertisements on television, in magazines or in the mailbox, all of which make up traditional marketing. Marketing is also a method by which customer value represents a first stage of the marketing process is carried out by fully understanding consumers as well as the market in which they operate. Needs are met when the missing segment is realized.</i>