

Program

International Symposium

**EXPERIENCE. KNOWLEDGE.
CONTEMPORARY CHALLENGES**
5th Edition

***„Innovative economic-social Approaches
in the Knowledge Society”***

December 12th-13th, 2019

Bucharest, Romania



CONFERENCE AGENDA

December 12th

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

December 13th

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

December 14th

- Visits to academic, cultural-scientific objectives in Bucharest.

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

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

COMITETUL DE ORGANIZARE/ORGANIZING COMMITTEE

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

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

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

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

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

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

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

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

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

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

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

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

COMITETUL ȘTIINȚIFIC/SCIENTIFIC COMMITTEE

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

Prof. **Stefano Amodio**, PhD - Istituto "Teseo", Italy

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

Prof., Sc.D. **Igor Yaremko** - Lviv Polytechnic National University

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

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

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

Assoc. prof. **Elmira Magomed Gojaeva**, PhD - Azerbaijan University of Tourism and Management

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

Prof. **Constantin Anghelache**, PhD - The Bucharest University of Economic Studies, "ARTIFEX" University of Bucharest

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

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

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

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

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

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

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

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

Prof. **Mircea Udrescu**, PhD - "ARTIFEX" University of Bucharest, full member of the Academy of Romanian Scientists, Military Sciences Section

Prof. **Mariya Shygun** - Kyiv National Economic University named after Vadim Hetman

Prof. **Iryna Zhyhlei** - Zhytomyr Polytechnic State University

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

Assoc. prof. **Rodica Perciun** PhD. Hab. - National Institute of Economic Research, Republic of Moldova

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

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

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

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

Assoc. prof. **Radu Nicolae Bălună**, PhD - University of Craiova

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

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

Assoc. prof. **Sorinel Căpuşeanu**, PhD - Dimitrie Cantemir Christian University, Bucharest

Assoc. prof. **Oksana Chubar**, PhD – Uzhhorod National University

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

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

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

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

Assoc. prof. **Marija Mandarić**, PhD - University of Kragujevac

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

Assoc. prof. **Raluca Andreea Mihalache**, PhD - "ARTIFEX" University of Bucharest

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

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

Assoc. prof. **Daniela Penu**, PhD - Dimitrie Cantemir Christian University, Bucharest

Assoc. prof. **Anca Sorina Popescu - Cruceru**, PhD - "ARTIFEX" University of Bucharest

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

Assoc. prof. **Olga Pugacheva**, PhD - Gomel State University named after Francisk Skorina, Republic of Belarus

Assoc. prof. **Ioan Ştefan Sacală**, PhD - „Politehnica” University of Bucharest

Assoc. prof. ec. **Adrian Şimon**, PhD - University of Medicine, Pharmacy, Sciences and Technology "George Emil Palade" of Tîrgu-Mureş, Romania

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

Assoc. prof. **Alexandra Tkacenko**, PhD - Moldova State University

Assoc. prof. **Dar`Ya Trachova**, PhD – Dmytro Motornyi Tavria State Agrotechnological University in Melitopol - Ukraine

Dr. **Rodica Slutu** - State University "Alec Russo", Bălţi, Republic of Moldova

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

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

Lecturer **Dana Maria (Oprea) Constantin**, PhD - Faculty of Geography,
University of Bucharest

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

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

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

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

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

Official opening and plenary session

WELCOME ADDRESS

Prof. Alexandru Lucian MANOLE PhD.
Rector of the “ARTIFEX” University of Bucharest

MESSAGES FROM PARTNER INSTITUTIONS

PRESENTATIONS

Author(s) / Affiliation	Elena L. ANDREEVA^{1,2}, Artem V. RATNER¹ ¹ <i>Institute of Economics of the Ural branch of the Russian academy of sciences, Russia</i> ² <i>Urals state university of economics, Russia</i>
Title of the paper	PROBLEMS AND PROSPECTS OF INCLUDING THE REGION IN THE WORLD MARKET OF MEDICAL TOURISM
Abstract	<i>Trends in the development of the international medical tourism market were identified and it was concluded that it is dynamically developing. The development of the Russian medical tourism market was also analyzed. The factors of attractiveness of regions of the country in the field of medical tourism at the global, national, sectoral, regional level were identified. Weaknesses and risks were identified, as well as strengths and opportunities for the development of medical tourism market of the Russian regions, what allowed to make a conclusion concerning measures to developing the export of Russian medical services.</i>

Author(s) / Affiliation	Danila DABRARODNI¹, Yuri CHERNYAK² ¹ <i>National Institute of Higher Education</i> ² <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	BELARUSIAN MODEL OF THE INFORMATION SOCIETY
Abstract	<i>The article presents the analysis of the Belarusian model of information society that is represented in three main dimensions:</i>

sociocultural, socio-economic and political and legal. The national model makes it possible to present specific conditions, perspectives and risks of developing of the information society in a particular country. The development strategy of the information society in the Republic of Belarus is based on the centralization of State control and management of informatization processes and a strong social policy. Meanwhile, developing of the information society is a national priority and is considered as the main factor of sustainable socio-economic development of the country by the Government.

Author(s) /
 Affiliation

Elmira QODJAYEVA, Naila MUSAYEVA
Azerbaijan Tourism and Management University

Title of the paper

RESEARCH COMPETITIVENESS IN AREAS OF TOURISM BASED ON TRAVEL AND TOURISM COMPETITIVENESS INDEX

Abstract

Contained in the reports, cross-country analysis for the factors of competitiveness in the tourism and travel sectors provide information for comparisons, useful for decision-making in business and valuable for the government, seeking to improve the conditions in travel and tourism sector. Studies contain detailed profiles of each of the 140 economies that appear in the studies, including details of the final position in ranking, as well as provides guidance on the key competitive advantages and disadvantages. International tourism, being a source of both direct and indirect revenues of the state, encourages the development of various industries, not specific to the tourism infrastructure, through the multiplier effect. In this regard, it is urgent to develop new methodological approaches for measuring and evaluating the international competitiveness of countries in order to better position of countries in the modern competition for tourism revenues.

Author(s) /
 Affiliation

Alexandru COLESNICOV¹, Ludmila MALAHOV¹, Tatiana COLESNICOVA², Serghey VERLAN³

¹ *Institute of Mathematics and Computer Science „Vladimir Andrunachievici”, Republic of Moldova*

² *National Institute of Economic Research, Chişinău, Republic of*

	<p>Moldova ³France - Université Paris Est Creteil</p>
Title of the paper	USING PYTHON TO RESOLVE THE ECONOMIC PROBLEMS
Abstract	<i>The work discusses the essential aspects of implementation of online economic applications using Python. The exemplified application performs econometric calculations over the data on an enterprise to analyze situation on labour market. Calculations include data grouping and statistics, extended Mincer earnings function, Duncan index of dissimilarity, the Oaxaca-Blinder decomposition.</i>
Author(s) / Affiliation	<p>Mihai COPEȚCHI – KOPECKY Romania-China Chamber of Commerce and Industry - Travel and Business Department</p>
Title of the paper	„BELT AND ROAD INITIATIVE”, TURISMUL ȘI GEOPOLITICA CHINEI: MOTIVAȚII, PROVOCĂRI ȘI INCERTITUDINI ÎN 2020
Abstract	<i>In the current globalist context, the Geopolitics of Tourism is now permeated, imposed by the trends and dynamics of the tourism industry worldwide, especially when the new, emitting and consuming states of tourism, such as China, are in force. The „Belt and Road Initiative” is a comprehensive project, launched by China in 2017, aimed at improving regional cooperation through better connectivity between countries on the "old silk road" and not only, including the Silk Road Economic Belt, for the land side, and the 21st Century Silk Sea Route, for the naval part. Through "One Belt, One Road" (O.B.O.R.) initiatives, the Chinese political authority wants to show and demonstrate their true political power, proposing this economic partnership to its Asian allies, but also to other nations in the world. The launch of O.B.O.R. and A.I.I.B. (Infrastructure Investment Bank) could help China gain access to other countries' natural resources, as well as expand its regional power, which is reflected in China's geopolitical logic. The main beneficiaries of the change, after the implementation of the "Belt and Road Initiative" will be: agriculture; technologies (digital connectivity), transport (especially air, sea and rail); tourism; and "others" (including consumer goods). The role of tourism - an</i>

objective included in the O.B.O.R. -, as a subject of geopolitical analysis, it is surprising that in the wider context of the expansion of Chinese tourism, for example, the level of European hospitality for this new type of "tourism consumers" has not yet been adequately adapted, for reasons various, including (geo) political. It is known that the year 2018 was declared "the official EU-China tourist year", which was also emphasized by the Beijing authorities, who declared themselves "naturally a firm supporter of an open global economy (...), being willing to share immense opportunities for rapid growth with all countries of the world, Romania being no exception ". In conclusion, the importance of the Chinese market is of considerable importance for European tourism, in general, and for Romania, in particular. The main objective of European - and Romanian, in particular - tour operators would be to prepare and "equip" the tourism industry to respond properly, adapting, naturally, to the specific requirements of Chinese tourism. It is more than a challenge!

Author(s) /
 Affiliation

Margarita MIHAYLOVA
 D. A. Tsenov Academy of Economics – Svishtov

Title of the paper

**A PROCESS-BASED PERSPECTIVE ON THE RESEARCH OF THE
 PROCESS OF KNOWLEDGE ACQUISITION IN THE BORN GLOBAL
 FIRM**

Abstract

The paper aims to contribute to organisational and management knowledge by considering the opportunities the process-based theories and methodology offer to conduct longitudinal studies on the process of knowledge acquisition in the born global firm. To this end it first discusses several issues related to the definition of core concepts like the phenomenon of early (and rapid) internationalization and the business organisations that exemplify it and portrays the process of knowledge acquisition in the born global firm as a formative construct consisting of five sub-processes. Then it briefly reviews the fundamentals of process-based research and the core assumptions that guide it as well as some strategies for process data analysis and possible combinations between them. Finally, we consider a specific combination – between the narrative strategy and the temporal bracketing strategy and analyse the issues related to the

determination of the anchor points that define the boundaries of the phases the process of internationalisation in the born global firm can be decomposed in for the needs of the process-based research on the process of knowledge acquisition in the born global firm.

Author(s) / Affiliation	Tatiana GUTIU <i>National Institute of Economic Research, Chişinău, Republic of Moldova</i>
Title of the paper	IMPACTUL IMPLEMENTĂRII PACHETULUI III ENERGETIC ÎN REPUBLICA MOLDOVA ASUPRA COMPETITIVITĂȚII IMPACT OF THE IMPLEMENTATION OF THE ENERGETIC PACKAGE IN THE REPUBLIC OF MOLDOVA ON COMPETITIVITY
Abstract	<i>The Republic of Moldova does not have energy resources, so the study of the dynamics of the price level at these resources is relevant. The novelty of the study consists in estimating the impact of the third energy package on competitiveness. Research has shown that the third energy package has influenced not only the dynamics of the electricity tariff, but also on the competitiveness of the goods, the export structure and inflation.</i>

Author(s) / Affiliation	Dragos RADUCAN¹, Adrian STANCIULESCU ¹, Ion ANDREI² ¹ <i>Federation of Patronates in the Romanian Tourism</i> ² <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	NOI TENDINȚE ÎN DEZVOLTAREA TURISMULUI NEW TRENDS IN THE DEVELOPMENT OF TOURISM
Abstract	<i>Starting from the global research and the new trends in the international tourism market, this article aims to find solutions for the development of the performance indicators at the tourism level in Romania and in the region. Thus, there is a shortage of labor force in Romanian tourism, although employment in tourism is lower than the percentages in the world economy, as is the share in GDP. Subsequently, the identification of the causes can be found in concerted action of the governmental and employer environment for reducing the gaps and economic growth in the</i>

sector, inclusive by stimulating the export of incoming tourism services. Thus, a concrete model of the national online platform for tourism is presented.

Author(s) / Affiliation **Constantin ANGHELACHE¹², Dana Luiza GRIGORESCU¹, Iulian RADU¹**

¹ The Bucharest University of Economic Studies, Romania

² „ARTIFEX” University of Bucharest

Title of the paper **ASPECTS ON PRODUCTION AND CONSUMPTION MODELS**

Abstract *The production of a country is done in order to provide the resources for the general final consumption of the population, but also consumption we consider the use of results of the previous or current period in the development of production and for investments. From the production function of Coob-Douglas we know that the economic activity is carried out using three factors namely capital, labor and material-financial resources. Production is the main factor, meaning, we will analyze the possibility of using and adapting macroeconomic models to such a complex analysis. We also addressed consumption issues because economic growth is based on mixed consumption or investment. As in the case of Romania this economic growth is mainly achieved through consumption, we have granted a series of privileges to treat such a model. We logically identified the nature of the correlations that arise at the level of macroeconomic production, presented the new variables that should be taken into account, we referred to the basic macroeconomic model and through the used examples we concluded how to use such a model.*

Author(s) / Affiliation **Mircea UDRESCU¹², Sebastian Georgian UȚOIU²**

¹ Member of the Academy of Romanian Scientists (AOȘR), Military Sciences Section

² „ARTIFEX” University of Bucharest, Romania

Title of the paper **RELATIA PUTERE-INTERES ÎN MANAGEMENTUL ORGANIZAȚIEI
THE RELATIONSHIP POWER-INTEREST IN THE MANAGEMENT OF ORGANIZATION**

Abstract *Competitive interest, sovereignty and power are fundamental elements in the management of competitive conjunctures by organizational culture. In crisis situations, managerial interests can be conditional, where appropriate, by: the need for favourable exploitation of resources, the positioning of the firm on a particular market, the control of supply chains and outlets, the management of access to new actors on a consolidated market, limiting the sphere of influence of an actor on a particular market, etc. Depending on the situation, managerial interests, as expression of organizational culture, can be: vital, main, secondary, conjunctural, undeclared, declared, permanent, close, medium and long-term, etc. In organizational culture, power and interest are concepts and processes that make each other conditional. Stronger firms are likely to achieve their interests more quickly, regardless of how they do it, because of the power they do not hesitate to use, when their interests are put into the balance. Smaller firms, which cannot be backed by the power of strength, thank them to remain in the siege of the Great Powers, at the shelter of which they are hoping to attain their small interests. For them, the compromise becomes art in maintaining some level of competition safety. Power must be cultivated because power generates interests resulting in organizational prosperity.*

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

Title of the paper ***INSTRUMENTE NOI PENTRU ASIGURAREA SECURITĂȚII FINANCIARE NAȚIONALE***
NEW INSTRUMENTS FOR ASSURING NATIONAL FINANCIAL SECURITY

Abstract *Financial crises have far-reaching negative effects on the national economies of the countries where they occur, more than that, due to the increasing interdependencies caused by the globalization process, they even tend to contaminate other economies, thus affecting the financial security at global level. For these reasons, the efforts of the national banking supervisory authorities have been supplemented in an increasingly pronounced way in recent years by actions to improve the regulatory framework of the*

international banking activity. In this article, the author sets out his own vision regarding the new tools that will ensure the financial security of the state.

Section sessions

- | | |
|-------------------|--|
| Section 1. | <ul style="list-style-type: none"> • Entrepreneurship, Social and Cooperative Economics • Business Administration, Management, Marketing • Economic and Social Studies |
|-------------------|--|

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

Author(s) / Affiliation	Cristian - Marian BARBU, Leontina IONIȚĂ, Cristian TUDOR, Alexandra NIȚU <i>"ARTIFEX" University of Bucharest, Romania</i>
----------------------------	--

Title of the paper	<i>X-RAY OF ROMANIA'S MAIN MACROECONOMIC ASPECTS AT THE END OF THE FIRST 9 MONTHS IN 2019</i>
--------------------	--

Abstract	<i>This research highlights that fact that, in macroeconomic terms, 2019 brought a higher decline of the public finance, which was reflected in the budget deficit, the trade deficit and the current account, which gives Romania a warning from the point of view of the financial markets. Romania needs more than a GDP with a plus, it needs a GDP that reflects competitive plus, based on quality. Competitiveness is a problem difficult to solve. The question is how to manage the fiscal and the macroeconomic risks in 2020, in a complex legislative environment, in the context of the need of budget corrections and imports.</i>
----------	--

Author(s) / Affiliation	Mircea UDRESCU¹², Oana Denisa CRĂCIUN² ¹ <i>Member of the Academy of Romanian Scientists (AOȘR), Military Sciences Section</i> ² <i>"ARTIFEX" University of Bucharest, Romania</i>
----------------------------	---

Title of the paper	<i>ȘOCURI ALE CIVILIZAȚIEI ÎN COTIDIAN</i> <i>DAILY SHOCKS OF CIVILIZATION</i>
--------------------	---

Abstract	<i>The shock of civilization has struck anyone who has become aware of unprecedented applications of science and technology to the</i>
----------	--

existential context. Electricity, radio, TV, etc. have constituted millions of true shocks of civilization through the cultural novelty they have surrounded. They created amazation and satisfaction. Have constituted superior forms of solving social, organisational and individual needs. As technological achievements have been haunted, becoming a collective competition for ephemeral novelty, for many individuals the daily social behavior has begun to produce real shocks of civilization and culture .The shock of civilization strikes anyone who has a certain age and a certain cultural dowry, people considered by the young people today as being traditionalist and outdated, and they become aware of press campaigns where, as the case may be, they criminalise as sexual abuse The fact that a child of about six years has kissed a classmate, it is required to disapply the employment contract for a teacher who raised the tone in children and threatened to announce the parents of their troubles, they criminate the passengers of a means of Conveying a few noisy young people, who convinced themselves of their said words "to die the mother," "to die your family," to Die Your Love, "by repropt that they would be uneducated, deprived of good growth, even jerks, etc., the contents of the Ten Commandments are being taken, justice is given to thieves who, being caught up in the fact, are immobilized Using disproportionate means, children are encouraged to take what decisions they want in relation to their lives, including the freedom to choose their religion or sexual orientation, etc. In the background, the shock of civilization in the plan of social relations is the way in which the correlation between freedom and responsibility is resolved in educating the young generation. When children are encouraged to love freedom, are people wondering what happens to the coordination of individual responsibility, family responsibility and social responsibility? Later, in life, the question relates to the correlation of individual freedoms with the same three types of responsibilities. Since family and social responsibilities, in the name of individual freedom, are being attacked from all sides, it is a shock of civilization to find children and young people talking about individual responsibility. When freedom is nurtured, it is much easier to justify personal misdeeds, pointing to parents, family, school, Entourage, society, etc. Family and school are no longer good, are culturally outdated, so it is Need meditation and psychological counseling. Meditation and psychological counseling are the new religions of supporting the

Title of the paper **MANAGEMENT OF RELATIONAL SALES AND CUSTOMER LOYALTY**

Title of the paper ***THE BASIS OF INNOVATIVE TRANSFORMATIONS***

Abstract *The purpose of the research is to substantiate the concept of*

environment, which corresponds to the definition of new values in the dynamics of economic processes with the formation of new knowledge as a mandatory stage for achieving sustainability of development. Taking into account different styles of enterprise management, the direction of development of accounting and analytical provision of management is defined as a new perspective in the prospects of the goals of functional business units, coordination of interconnections between management subsystems, change of the role function of information and harmonization of a set of methods, principles and procedures to satisfy different information requests. The projection of accounting and analytical provision of management is done for the strategic development of the enterprise with the possibility of forming scenarios of information development in accordance with the realities and conditions of the market environment, which allows integrating, coordinate and regulate in the information interpretation of management functions.

Author(s) /
Affiliation

Sevinj GULIYEVA
Azerbaijan University of Tourism and Management

Title of the paper

CONSUMER BEHAVIOR IN THE TOURISM SERVICES MARKET

Abstract

In the conditions of the development of a market economy, the activity of any enterprise depends on desires and needs of consumers, since purchasing products or services at their sole discretion, the buyer indicates to the manufacturer or seller what is necessary produce and sell. The manufacturer is dependent on the needs, desires and moods of the consumer, therefore, the study of consumer preferences is extremely important not only from the point of view of the successful organization of the enterprise in accordance with the marketing concept, but also has great practical value. This article highlights consumer behavior and factors influencing consumer decisions. In this article also are mentioned how consumer make decisions and which factors affect the consumer's decisions.

Author(s) / Affiliation	Sorin Gabriel GRESOI, Mihaela Sorina ILIE, Denisa GALAFTIONU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	PRICE STRATEGIES USED BY PRODUCTION COMPANIES
Abstract	<i>The paper presents and exemplifies several types of price that can be used, as a component of the marketing mix, by companies in the area of production or services. Within the marketing mix, one of the important factors of competitiveness is price. Price is a constantly changing factor, depending on the competitive situation, the purchasing power of consumers, the technologies and the labor force used. For these reasons, several types of pricing strategies can be used sequentially or in parallel, presented below.</i>

Author(s) / Affiliation	Vladislav BOLDURAT <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	CONCEPTUAL FRAMEWORK FOR THE ORGANIZATION AND FUNCTIONING OF CLUSTERS: MODELS AND ACTORS
Abstract	<i>World practice has shown that creation of clusters represents an effective mechanism for attracting investment both at national and regional level. Although the Republic of Moldova is in the line of the countries that support the association of the structures in the form of a cluster organization, the real situation shows an arrear in the implementation of the “cluster” concept. At present, the number of functional clusters at national level is too small, much of them being appreciated with modest results. Taking into consideration the fact that the process of creating clusters has not yet achieved the necessary development, this research analyzes the specific features of the concept of organizing cluster structures for a better functioning, adapted to the case of the Republic of Moldova. The research method was based on the secondary analysis through which the current situation regarding the creation of clusters is presented. As a result, there will be an analysis of three clustering organization models: Double Helix, Triple Helix And Four Clover. At the same time, the basic tasks of the actors (public, economic, research) involved in the activity within the cluster will be presented.</i>

Author(s) / Affiliation	Lidia MAIER <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	PROVOCĂRI ȘI NOI OPORTUNITĂȚI PENTRU CREȘTEREA COMPETITIVITĂȚII REPUBLICII MOLDOVA ÎN CONTEXTUL CELEI DE-A PATRA REVOLUȚII INDUSTRIALE PROVOCATIONS AND NEW OPPORTUNITIES TO INCREASE THE REPUBLIC OF MOLDOVA'S COMPETITIVITY IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION
Abstract	<i>In the context of the Fourth Industrial Revolution the World Economic Forum (WEF) introduced a new index on competitiveness – The Global Competitiveness Index 4.0, which at the moment looks to be the main instrument for measuring competitiveness at the worldwide level, being at the same time one of the most important tools for argumentation and monitoring of public policies. It can be used to evaluate the policy at the national level and to argue the future actions of the decision makers, meant to determine the increase of the competitiveness and adjustment the current regulatory frameworks according to the existing problems and resources that can be exploited. In this article, it was tried to analyze the indicators, included in this index and to identify the main challenges and possibilities for increasing competitiveness of the Republic of Moldova in the context of a Fourth Industrial Revolution. However, a comparative analysis of the competitiveness of the Republic of Moldova and the competitiveness of some selected countries has been made according to the principles: these should be neighboring countries with a relative close culture, similar economic structure with some reference countries at the beginning of the transition, relative small economies with low endowment in natural resources, which have achieved high growth performance.</i>
Author(s) / Affiliation	Rza-zadeh Nuray RAUF <i>Azerbaijan University of Tourism and Management</i>
Title of the paper	COOPERATION AS A FACTOR OF FORMING INNOVATIVE DEVELOPMENT OF ENTERPRISES IN THE FIELD OF SERVICES
Abstract	<i>The article examines the issue of cooperation, namely the issue of</i>

mutually beneficial and effective forms of cooperation. We speak about ways of collaboration such as outsourcing, subcontracting, franchising, coming on the market and requiring consideration for implementation in Azerbaijan's service businesses.

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

Title of the paper **DESPRE MARKETINGUL POLITIC ÎN CAMPANIA ELECTORALĂ
PREZIDENȚIALĂ DIN ANUL 2019, TURUL 2
ON POLITICAL MARKETING IN THE PRESIDENTIAL ELECTIONS
CAMPAIGN IN 2019, 2ND ROUND**

Abstract *This study will attempt to focus especially on the component elements of political marketing applied to the election campaign in Romania (2019), 2nd round, between candidates Klaus Werner Iohannis (KWI), supported by PNL and Viorica Vasilica Dăncilă(VVD) supported by PSD.*

Author(s) /
Affiliation **Virginia CUCU**
"ARTIFEX" University of Bucharest, Romania

Title of the paper **EVALUAREA INFLUENȚEI ACTIVITĂȚII MANAGERIALE ASUPRA
REZULTATELOR ECONOMICE
EVALUATION OF THE INFLUENCE OF MANAGERIAL ACTIVITY ON
ECONOMIC RESULTS**

Abstract *The evolution of contemporary science and technics emphasizes with more poignancy the role of the human factor in the management of organizations. The requirements of different economic branches impose granting special attention to the human factor, that is its full usage at the highest parameters. The rapid change of the world imposes to the organizations: fluidity, modification of roles, of structures, at short periods of time. In all fields the training and improvement of managers has become a first order requirement. The current professional exigencies towards personnel are much more complex when compared to the solicitations two decade ago. The professional goal of a manager is not sufficient, it must be founded both on the personality traits*

necessary to the job, but also on the personal efficiency and effectiveness. These conditions make the argument for building a mathematical model, useful to evaluate the efficiency of the managers' activity.

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

Title of the paper **AVANTAJELE, DEZAVANTAJELE SI EFICIENTA SECTORULUI
ENERGETIC AL REPUBLICII MOLDOVA
ADVANTAGES, DISADVANTAGES AND EFFICIENCY OF THE
REPUBLIC OF MOLDOVA'S ENERGY SECTOR**

Abstract *The Republic of Moldova is an importing state of energy resources. For this reason, energy security research and evaluation of the efficiency of the domestic energy sector is relevant. The authors have studied the conceptual delimitations on energy security and efficiency, have investigated the pillars and factors influencing security, estimation methods and efficiency indicators, have evaluated the energy efficiency of the Republic of Moldova. The novelty of the article is the presentation of a new conceptual vision of energy security and efficiency.*

Author(s) /
Affiliation **Dan NĂSTASE¹, Jayesh PANCHOLI, Mihai IANOȘI¹, Daniela BORȘ¹**
¹„ARTIFEX” University of Bucharest

Title of the paper **THEORETICAL HIGHLIGHTS ON THE EVOLUTION OF CLUSTER
PHENOMENON**

Abstract *Clusters are geographic concentrations of interconnected institutions and companies in a particular area. Clusters comprise a group of related industries and other important entities from the point of view of competition. These include, for example, providers of specialised inputs, such as components, machines and services, or specialised infrastructure providers. Often, clusters extend downstream to various distribution channels and customers and laterally to manufacturers of complementary products and to related industries through common qualifications, technologies or inputs. Finally, some clusters include governmental institutions*

and other types – such as universities, standardisation agencies, think tanks, vocational training providers and employers – providing specialised training, education, information, research and technical support.

Author(s) / Affiliation	Leyla Shukur qizi ATAKISIHIEVA <i>Azerbaijan Tourism and Management University</i>
Title of the paper	THE ROLE OF THE GOVERNMENT IN THE DEVELOPMENT OF NATIONAL TOURISM INDUSTRY
Abstract	<i>In some countries, even in the region, travel costs are significantly higher than the state budget for travel promotion projects, including advertising campaigns, museums, and security in recreational areas, and in some cases these expenditures constitute a significant part of the state budget. The world practice has proven the high effectiveness of the government-business tandem in tourism marketing. The marketing of travel companies in partnership with all levels of government is a common practice around the world. Therefore, tourism development and tourism marketing constitute national marketing. The purpose of the state's marketing activities in tourism is not only the promotion of regional tourism, but also the focus on cultural, environmental and other areas, as the state's tourism products and the resulting marketing activities target the broadest consumer category.</i>

Author(s) / Affiliation	Cătălin DEATCU, Corina Diana DINU <i>„ARTIFEX” University of Bucharest</i>
Title of the paper	STRATEGII DE MARKETING ÎN MEDIUL ELECTRONIC MARKETING STRATEGIES IN THE ECONOMIC ENVIRONMENT
Abstract	<i>The changes and development of technologies and information we experience in the last decade made possible for each merchandise or service to be available „one click away”. From any corner of the world, with appropriate promotion, a customer can purchase a good or service. That's why, in the light of these new conditions,</i>

the classical marketing had to make one step forward and develop itself especially on virtual markets, online, by transforming into e-marketing, electronic marketing, cybermarketing or Internet marketing. Regardless the name under which is known, the development of this sector is huge every year and increasingly complex. Online marketing (or digital marketing – that is the site's promotion) have several components that must cover every aspect of online promotion, from content creation to sales. These components can be combined to form strategies to help achieve more traffic towards one's site and to gain more customers. Those very strategies, and the modality to combine and use them, makes the topic of this paper.

Author(s) /
Affiliation

Mihail CIOBANU¹, Катерина ГЛИНЯНА²

¹National Institute of Economic Research, Republic of Moldova
² Національний університет «Одеська юридична академія»,
Республіка Україна

Title of the paper

**COPIII AFLAȚI ÎN DIFICULTATE: ISTORIC, DEFINIȚII ȘI UNELE
ASPECTE LEGALE ȘI SOCIALE ÎN REPUBLICA MOLDOVA
CHILDREN IN DIFFICULTY: HISTORY, DEFINITION AND SOME
LEGAL AND SOCIAL ASPECTS IN THE REPUBLIC OF MOLDOVA**

Abstract

After gaining independence, Republic of Moldova being in a transitional period, has got people who lost their jobs, became hopeless, in poverty, in vices and other deviant behaviours, part of which went abroad. A picture that reminds us of the "journey through the wilderness" of the Jewish people. These represent only part of the whole spectrum of consequences that have been inflicted on children, which has led to the emergence of children in difficulty, children, which, in general, can be characterized by lack, insufficient parental care or inadequate parental care. The authors of this paper intend to analyze some legal and social aspects of this category of children in the Republic of Moldova based on the legislation of the country and the data provided by the National Bureau of Statistics, doing beforehand a foray into the history and definition of this group of children.

Author(s) / Affiliation	Natalia VINOGRADOVA <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	PATENTA DE ÎNTEPRINZĂTOR – FORMĂ CONTROVERSATĂ A ACTIVITĂȚII ANTREPRENORIALE ÎN REPUBLICA MOLDOVA ENTREPRENEUR'S PATENT – A CONTROVERSIAL FORM OF ENTREPRENEURIAL ACTIVITY IN THE REPUBLIC OF MOLDOVA
Abstract	<i>In the Republic of Moldova, a significant number of entrepreneurs conduct their business on the basis of an entrepreneurial patent. Initially, entrepreneur's patent was introduced to reduce the negative impact of economic transformations on individual entrepreneurs. Currently, the retail trade business based on the entrepreneur's patent is the subject of debate between the Government and the business. The purpose of the article is to analyze the indicators related to issuing and prolongation of entrepreneur's patents in the Republic of Moldova and to estimate the existing alternatives for carrying out individual entrepreneurial activity without registering an enterprise. In the article, based on the accessible data of the State Tax Service, as well as the results of own research and interviews with the entrepreneurs, some advantages and disadvantages of working on the basis of entrepreneurial patents have been analyzed. As a result, recommendations were made to improve the policy of support for individual entrepreneurs operating without registering an enterprise.</i>

Author(s) / Affiliation	Aurelian DIACONU, Mugurel POPOVICI, Gina PASCU, Dany DIM <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	STRATEGII MANAGERIALE PRIVIND PROCESUL DE APROVIZIONARE MANAGERIAL STRATEGIES REGARDING THE SUPPLY PROCESS
Abstract	<i>The supply, as an important component of logistics, is considered to run through the following important stages: determination of needs, the request for purchase, the choice of the provider and the reception of products. The determination of needs is realized both from the qualitative and quantitative viewpoints. The quantitative determination is meant to ensure the continuity of manufacturing</i>

activity, by optimizing the level of inventories for articles subjected to current supplying, or by limiting to the strict needs, for products with exceptional demand. The qualitative determination pursues the setting, as principle, of the technical characteristics of products subjected to supply, followed by their standardization, in order to limit the number of items purchased and the number of suppliers implied in the acquisitions.

Author(s) /
Affiliation

Ada STAHOVSKI¹, Maia GRIU²

¹*Military Academy of the Armed Forces of the Republic of Moldova*

² *University of European Studies of Moldova*

Title of the paper

CONTEMPORARY METHODS OF PUBLIC MANAGEMENT ANALYSIS

Abstract

In this article, the authors have set out to analyze and study the main modern tools and procedures for analyzing the management of public institutions. A particularly important condition for the lifting of economic and social performance of public organizations will be the modernization management. Modernizing the management of public organizations should contribute to capacity building in the formulation and implementation of economic and social reform. Through the reform and stability of the public administration, we also aim to improve the management by streamlining the relations between the central and local public administration; uniform and efficient application of the system of rules and regulations in central and local public administration: creation of an integrated information system of the central and local public administration. The implementation of these measures involves the scientific approach of the structures and processes that take place within the central and local public administration, the use of more efficient procedures for managing and executing administrative processes. Analysis of public management is a research tool for all internal and external factors that have an implication on the entity's activities and highlighting the strengths and weaknesses of the activity process of the entity.

Author(s) /
Affiliation

Aurelian DIACONU¹, Dragoş Eugen MIHAI²

¹ *“ARTIFEX” University of Bucharest, Romania*

² *ADG Design SRL*

Title of the paper ***EVALUAREA NUMERICĂ ÎN PROCESUL DE APRECIERE A CALITĂȚII PRODUSELOR AVÂND ÎN VEDERE NIVELUL DE SATISFACȚIE EXPRIMAT DE CONSUMATORI
NUMERIC EVALUATION IN THE PROCESS OF PRODUCT QUALITY APPRECIATION BY CONSIDERING THE LEVEL OF SATISFACTION EXPRESSED BY THE CUSTOMERS***

Abstract *The statistical estimation of products' quality based on the subjective appreciations of the users has as object the statistical interpretation of some distributions, assumed and forecasted by the products' quality audit system, on the basis of numerical indicators achieved following the customer's interaction with the respective product and the expression of his opinion on the product owned for use, opinions classified and analyzed on the basis of deviations from the objectively assumed distribution.*

Author(s) / Affiliation **Aysel Bakshaliyeva ROVSHAN**
Azerbaijan University of Tourism and Management

Title of the paper ***THE CONCEPT OF INVESTMENT, ITS ESSENCE, FORM AND OBJECTIVES***

Abstract *The analysis materials show that most of the investments aimed at the economy most of it is focused on the oil and gas industry. Experience available worldwide it shows that the funds created at the expense of oil revenues of the country's economy must be carried through. From this point of view, the state oil company of Azerbaijan the oil fund established to restructure its strategy is special it is important. In recent years, the government of Azerbaijan has carried out a number of actions in the field of regulation. These include legal basis of investment activity established, tax, customs system developed, organizational environment for attracting foreign investment improved. The sphere of foreign investment should be improved in our country. Two thousand five-adopted law on investment activity in 1992 and 1992 and it will change the old laws, such as the protection of foreign investment. Attraction of investments to regions and non-oil sector in the law encouraging measures are designed. It should be noted that the attraction of investments to the non-oil sector*

there is practically no financial means of making it. of course, to the oil sector contract for the distribution of products for the attraction contract for the distribution of products for the attraction of investments non-oil can also be attributed to the sector. In each individual case, such contracts tax or other can take into account the types of concessions.

Author(s) /
Affiliation

Victoriia PSOTA
*State University "Zhytomyr Polytechnic", Ukraine
Novograd-Volynsky industrial economycal technical college,
Zhytomyr, Ukraine*

Title of the paper

**FEATURES OF THE TRANSITION PERIOD OF REFORM PABLIC
PROCUREMENT IN THE STATE SECTOR OF UCRAINE**

Abstract

The article studies the process of transition of public procurement in Ukraine to the standards of the European Union, based on transparency of procurement processes, fair competition and accountability. The author conducted a study of the transformation of public procurement into public and highlighted the main problems of the transition period in the interpretation of the basic concepts and definitions in Ukrainian legislation. The paper analyzes the subjects of the public sector and their subordination to the Law of Ukraine "On Public Procurement". The author proposes to consider the controlling bodies along with customers and participants as public procurement entities. The paper identifies the main functions of public procurement control, the implementation of which is entrusted to individual institutions, state regulatory bodies and the public.

Author(s) /
Affiliation

Juhnbull UGBO, Aurelia DUCA
University "Constantin Stere", Republic of Moldova

Title of the paper

**ECONOMIC AND CULTURAL ISSUES ABOUT THE DEVELOPMENT
OF MANAGEMENT PHILOSOPHY IN WINE-BUSINESS IN NIGERIA**

Abstract

Nigeria and Africa, in general, has always been seen as a place where organizational management is not effective. It has been characterized by many authors in different ways and terms e.g.,

high degree of mismanagement, poor management, under-management etc. The author here will try to examine the reasons why management theories are not finding its feet and not recording success in Nigeria just like in the Western countries.

Author(s) / Affiliation	Cibela NEAGU, Cristian TUDOR <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	ROLUL MANAGERULUI ÎN CADRUL UNEI ECHIBE DE PROIECT ROLE OF THE MANAGER IN A PROJECT TEAM
Abstract	<i>In the last decades, project work and project management have experienced an exponential evolution, at the same time with the new technologies and ingenious software solutions, designed to ease the work of experts, market competitiveness and performance. The project manager is 100% responsible for the processes used to manage a project. The project manager also has team management responsibilities, although they are shared with the functional managers of the team members. Some specialists even consider that the management of the project team is the most demanding and the most important of the responsibilities of the project management.</i>

Author(s) / Affiliation	Esmira GOJAYEVA <i>Azerbaijan Tourism and Management University</i>
Title of the paper	IMPROVING THE COMPETITIVENESS OF THE NATIONAL ECONOMY
Abstract	<i>We analyze how international financial organizations, the principles of protecting Azerbaijan's state interests should be based on the priorities of long-term social, political and economic development goals. Many countries ' experience of market transformation, including Azerbaijan's experience, shows that loans from international financial organizations can actively help solve financial and other problems.</i>

Author(s) / Affiliation	Olga MOSCALU¹² ¹ UnAŞM ² National Institute of Economic Research, Republic of Moldova
Title of the paper	ACCESUL LA LOCUINŢE PENTRU FAMILIILE TINERE DIN REPUBLICA MOLDOVA ACCESS TO HOUSING FOR YOUNG FAMILIES IN THE REPUBLIC OF MOLDOVA
Abstract	<i>The article analyzes the current situation of the real estate market and housing for young families in the Republic of Moldova. The analysis is focused on the access of housing to the real estate market of youth housing. In this paper, the following research methods were used: comparison, table, statistical method, etc.</i>
Author(s) / Affiliation	Kseniia REDKO Zhytomyr Polytechnic
Title of the paper	BUDGETING OF MARKETING COST AS A FACTOR OF IMPROVING THE EFFICIENCY OF ENTERPRISE ACTIVITIES
Abstract	<i>The paper considers at the marketing budget and its specific features. Existing works on the topic of budgeting in the sphere of marketing are analyzed. The factors that influence the marketing budget and methods of determining the marketing budget are explored. The general concept of "budget" and "marketing budget" is distinguished.</i>
Author(s) / Affiliation	Sabina BASHIROVA Academy of Public Administration under the President of Azerbaijan
Title of the paper	PRIORITY DEVELOPMENT OF THE NATIONAL ECONOMY
Abstract	<i>Economic growth observed in the quality of products and services in Western countries and other important market economies necessitates a more realistic and effective solution of quality issues in our country. If the principle of maximizing the use of the</i>

necessary material and technical resources for quality assurance in the high quality of each product in the former Soviet era, played a crucial role in achieving a strong competition in the conditions of limited economic and production resources, An intensive factor is of paramount importance, with the minimal use of available resources. Here, first of all, the maximum cost-effectiveness is minimized by the minimum costs.

Author(s) /
Affiliation **Nasirulla NASIRLI, Sanubar GANBAROVA**
Azerbaijan Tourism and Management University

Title of the paper **TOURISM AS A SOCIO-ECONOMIC PHENOMENON OF XXI CENTURY**

Abstract *In the modern world tourism is considered a socio-economic phenomenon that directly or indirectly affects everything related to the development of social infrastructure. Modern tourism is based on highly developed transport, social sphere and social services base. Today tourism has become a highly paid sphere of the economy. The article analyses the prospects for the development of tourism in the world, as well as the main directions of tourism in the twenty-first century.*

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

Title of the paper **EFECTELE EXPERIMENTELOR ECONOMICE A ADEPTILOR NEO-LIBERTARIANISMULUI ASUPRA INCLUZIUNII SOCIALE
EFFECTS OF ECONOMIC EXPERIMENTS BY NEO-LIBERTARIANISM ADEPTS ON SOCIAL INCLUSION**

Abstract *Followers of libertarian theory are convinced that under the conditions of the free economy, where minor or no involvement of the state takes place, all the social blankets will have to gain from the moral, social and economic freedoms, in such a society it is possible, of course here it cannot be it a liquidation of the social blankets or a decrease of the gap between the different social-economic The novelty of this article is to provide evidence that absolute business freedom can kill competition, the environment,*

and lead to social inequality.

Author(s) / Affiliation	Rodica SLUTU¹, Adrian ŞIMON² ¹ „Alecu Russo” State University of Bălţi, Republic of Moldova ² University of Medicine, Pharmacy, Sciences and Technology "George Emil Palade" of Tîrgu-Mureş, Romania
Title of the paper	CONTRIBUȚIILE MARKETINGULUI ÎN VEDEREA MOTIVĂRII ANGAJAȚILOR LA ÎNTREPRINDERILE DIN REPUBLICA MOLDOVA CONTRIBUTIONS OF MARKETING IN ORDER TO MOTIVATE EMPLOYEES AT ENTERPRISES IN THE REPUBLIC OF MOLDOVA
Abstract	<i>This article makes an overview of different opinions about the marketing of human resources 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.</i>
Author(s) / Affiliation	Alesya SOLOVEY <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	KEY INDICATORS OF SOCIAL WELL-BEING OF STUDENT YOUTH: A GENDER ASPECT
Abstract	<i>Based on a sociological study conducted among students of the Republic of Belarus, the article examines the emotional state, level of happiness and social optimism, current living standards, basic values, life plans and the most pressing problems as one of the main indicators of the social well-being of students in the Republic of Belarus.</i>

Author(s) / Affiliation	Nikita BROVCHUK <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	THE CONCEPT OF HISTORICAL CONSCIOUSNESS IN THE SOCIAL SCIENCES
Abstract	<i>Historical consciousness is one of the fundamental scientific terms used in social sciences in the study of social, historical and sociocultural experience accumulated by humanity and society. In the broadest sense, historical consciousness is understood as a special form of social consciousness that reproduces the connection of times and generations, ensures the continuity and succession of historical processes taking place in society. One of the key components of historical consciousness is the knowledge and experience extracted from history, as well as the person in all the diversity of their interactions with the outside world and other people. The relevance and necessity of studying the problems of historical consciousness by social sciences is largely determined by crucial, significant or momentous periods in the life of society.</i>
Author(s) / Affiliation	A. V. GAVRIKOV <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	BELARUS AND ITS GEO-ECONOMIC IMPERATIVES (GEO-ECONOMIC RESOURCES ASPECT)
Abstract	<i>The national economies of the post-Soviet countries after the collapse of the USSR and embarking on the path of transformational development have become part of the dynamically developing world economy system. It is obvious that the integration of countries with a transformational economy into a system of world economic relations and the establishment of close economic ties with economically developed countries directly affects the welfare of society and citizens of this country. Therefore, knowledge of the experience of successful and unsuccessful integration economic relations taking place in the geo-economic space is simply necessary for building mutually beneficial relations of the Republic of Belarus with the countries of</i>

the world economic community and the stable development of our country in this space. An analysis of geo-economic resources for the further foreign economic policy of our country is important.

Section 2.

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

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

Author(s) / Affiliation **Dmitro TRUSHAKOV¹, Oleksandr KOZLOVSKYI¹**
Central Ukrainian National Technical University, Kropyvnytskyi, Kirovohrad region, Ukraine

Title of the paper **STATISTICAL ANALYSIS OF THE MODERN STATE OF THE INTEGRATED POWER SYSTEM OF UKRAINE**

Abstract *The general quantitative description of power grids of 0.4-154 kV of power supply companies of Ukraine is presented. The analysis of the trends of technological refusals in these electric networks for the period from 2009 to 2018 years is conducted. With the aim to identify the causes of technological disruptions, the failure of I and II categories are considered according to their organizational characteristics. The analysis of the main indicators of reliability of electricity supply for the electricity distribution companies SAIDI and ENS over the last 6 years is presented.*

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

Title of the paper **COST FORMATION FEATURES OF CROP PRODUCTION OF AGRICULTURAL ENTERPRISES IN UKRAINE**

Abstract *Agriculture is one of the main spheres of material production that provides the population with food. It is a very important industry, which is the basis of any country's agro-industry. At its expense, most of the population's demand for consumer goods is provided. The main purpose of agriculture is to maintain sustainability and further increase production while constantly reducing labor,*

material and monetary resources for its production, comprehensively improving its efficiency. The purpose of agriculture is to meet the needs of the population in products and industry in raw materials, to create the necessary reserves of agricultural products. Correct cost formation of the agricultural products of enterprises affects formation of their profits and, as a consequence, the stability of its activity, both the enterprises themselves and the whole industry.

Author(s) /
Affiliation **Rodica SLUTU¹, Adrian ȘIMON²**
¹ „Alecu Russo” State University of Bălți, Republic of Moldova
² University of Medicine, Pharmacy, Sciences and Technology
”George Emil Palade” of Tîrgu-Mureș, Romania

Title of the paper **DEZVOLTAREA ECONOMICĂ A REGIUNILOR PRIN PRISMA
FACTORULUI UMAN
ECONOMIC DEVELOPMENT OF THE REGIONS THROUGH THE
PRISM OF THE HUMAN FACTOR**

Abstract *Regional development, as a result of the exacerbation of globalisation, has become an important concern not only at national level, but also at international level. At the heart of the regional development policy is the region of development, which is why we will try to define the notion of the region and how this term is found in the literature. In order to understand the changes currently occurring in the regional plan, we propose to distinguish between the terms of the region, regional development, because they create the logical framework in which the important points in the work are clearly marked.*

Author(s) /
Affiliation **Viorica LOPOTENCO**
Academy of Economic Studies of Moldova

Title of the paper **MECANISMUL FUNCȚIONĂRII ARHITECTURII FINANCIARE
INTERNAȚIONALE
RUNNING MECHANISM OF THE INTERNATIONAL FINANCIAL
ARCHITECTURE**

Abstract *The economic activity globalization, but also the increase of the*

potential conflicts in the international monetary-financial system, has put in the foreground the problem of analyzing the current stage of the international financial architecture development both at the international level and at the national financial systems level. Within the theory of complex systems, economic development is regarded as a process of continuous innovation, which can be analyzed through the following approaches: institutional, procedural, structural-functional. In the present study, considering these three approaches, the mechanism of functioning of the international financial architecture was analyzed.

Author(s) /
Affiliation **Olena BURDYK**
Lviv University of Trade and Economics

Title of the paper **INNOVATIVE APPROACHES TO THE CONCEPT OF THE ECONOMIC ESSENCE OF THE PROCESS OF FINANCIAL RESULTS FORMATION**

Abstract *The purpose of the article is to study the main innovative approaches to the concept of the economic essence of the process of financial results formation, as it is one of the most important factors for improving the activity of the enterprise. It also considers the main purpose of its activity, reveals the essence of economic benefit, the concept of profit and loss of the enterprise. The issue of the financial results formation in the context of the interpretation of international and national accounting standards of Ukraine becomes particular important. The contradiction of the issue on the identity of financial results and aggregate income is considered.*

Author(s) /
Affiliation **Constantin ANGHELACHE ¹², Mădălina-Gabriela ANGHEL¹, Ștefan Virgil IACOB¹**

¹ "ARTIFEX" University of Bucharest

² The Bucharest University of Economic Studies

Title of the paper **THE ACCELERATOR OF DYNAMIC MODELS**

Abstract *Dynamic models are used in the analysis of the evolution of a resultant variable depending on the influence that the factorial variables have. It can be seen that, from one period to another,*

there are a number of influences that can accelerate the perspective of the evolution of the resultant variable. Of course, the accelerator is a factor that results from the application of measures programs aimed at visualizing the indicator that we analyze and that we propose to be used in macroeconomic forecasts. From this point of view we find the model of the accelerator without cycle, in which we consider that the properties can be mathematically illustrated, and the moments when they appear can be identified. Of course, the accelerator is an impulse that the evolution of the resultant variable can take as a result of measures of the influence of such desires to change something in the future. We call cycleless in the sense that they do not take place at any time and they are applied when some elements appear that can influence the growth in one direction or another of the variable considered. The model of the harmonized cycle accelerator is one that takes into account the fact that there must be a correlation between the application of acceleration in one direction or another. For example, at the level of the national economy, the problem of reducing consumption is raised, and then it means that a negative acceleration measure, that is, a reduction must be taken, but the problem is that this reduction will lead to growth in investments so that is why we call it the accelerator. with amortized cycle, in the sense that the measure aimed at an increase and at the same time with a decrease is constantly harmonized. Also, we can identify the accelerator with constant cycle, in which the measures taken, the forecast evolution of the influence of the factorial variable on the resultant one, are to occur at the same rate during the period considered. There are cases in which the accelerator model is explosive, that is, it must be taken in order to produce a completely higher evolution. The accelerator with the explosive cycle determines the obtaining of revenues well above the equilibrium aimed at maintaining macrostability, being able to reach a maximum. Of course, the inclusion of such variables in the model is very important to ensure that this accelerator in an explosive cycle model is well anchored in the actual empirical data we have and we have studied over a period of time and based on to which we reached the conclusions I imposed. As far as the explosion is concerned, the accelerator is the one that leads to a special leap, evolving in the direction of the accelerator, but at a certain moment that prints an increase or a decrease. We know that aggregates (statistical variables) have

different influences on the Gross Domestic Product or National Income depending on their increase or decrease. Here are the variables regarding inflation and unemployment, they will have a positive effect on the growth of the Gross Domestic Product or of the National Income, insofar as they will follow a decreasing trend. In other ideas or opposite to them, the increase of labor productivity will be the one that has to increase to ensure a single increase of the macroeconomic indicators of results that we have mentioned. Also, the significance of these models, which must be considered dynamic systems that take into account certain mathematical realities and used in forecast models, can also be considered and those in charge of the economy must manifest themselves in this direction. measures accordingly.

Author(s) / Affiliation	Adrian ŞIMON University of Medicine, Pharmacy, Sciences and Technology "George Emil Palade" of Tîrgu-Mureş, Romania
Title of the paper	L'ÉVOLUTION DU PROCÈS DE RÉORGANISATION ET LA PRIVATISATION DES SOCIÉTÉS COMMERCIALES EN ROUMANIE EVOLUTION OF THE REORGANIZATION AND PRIVATIZATION OF THE COMMERCIAL COMPANIES IN ROMANIA
Abstract	<i>Ce proces complex de tranziție de la economia socialistă la economia de piață a fost larg discutat și va fi încă discutat de către oameni aparținând diferitelor categorii ale societății românești, cu diverse experiențe și diferite niveluri de educație și informație. Este vorba de oameni interesați direct de activitatea politică și administrativă, economică sau socială și evident interesată de subiect, dar și de oameni mai puțin implicați. Este de asemenea un subiect foarte comun și există multe lucrări pe acest subiect, publicate de autori care fac parte din categorii citate mai sus. Există foarte puțini specialiști care s-au înscris la realizarea unui act fără precedent (la tranziția de la proprietate naționalizată la sector privat), dar mai ales având bune intenții.</i>

Author(s) / Affiliation	O.U.BALAZIUK, I.M. SYSOIEVA <i>The Vinnytsia Training and Research Institute of Economics, TNEU Vinnytsia, Ukraine</i>
Title of the paper	APPLICATION OF THE ACCOUNTING PRINCIPLES TO THE ORGANIZATION OF ACCOUNTING AND AUDIT IN UKRAINE
Abstract	<i>Many businesses underestimate the importance of accounting policies, treating it formally, so do not include effects that lead to inefficient management of the company, as of the selected accounting policy affects various indicators of the company such as: production cost, profit, tax and other. The concept means a system of interrelated opinions on a certain phenomenon, the way of understanding, interpreting some phenomena. The results of the research enable to state that one group of authors identifies accounting policy with the methods of financial accounting and its realization; the other relates to the accounting policy only compiling financial accountancy; while the third one regards accounting policy to the home regulatory act. This all testifies to the insufficient research into the role, meaning and structure of accounting policy. Some definitions more or less accurately reflect the essence, while the others wrongfully narrow or broaden it. Yet, the attention to this phenomenon testifies to the fact that accounting policy gains the status of the element of accounting theory and in the economy praxis it is becoming a tool of regulating collection and processing the data taking into account the specifics of enterprise's activity.</i>

Author(s) / Affiliation	Alexandru MANOLE, Dragoş-Gabriel MECU, Georgiana BALUTA, Adrian STEREA <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ON THE APPLICATION OF DATABASE INSTRUMENTS IN PROCESSING ACCOUNTING DATA
Abstract	<i>This paper reflects the use of database instruments for specific tasks related to accounting data processing. The authors focus on the data related to financial accounting, presenting a set of tools who process accounting records in order to achieve the final</i>

documents of the financial accounting cycle: balance sheet with four pairs of equalities, journal of records.

Author(s) / Affiliation	Tatiana IAȚIȘIN <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	ROLUL INOVAȚIILOR ÎN DEZVOLTAREA ȘI MODERNIZAREA SECTORULUI VITIVINICOL ROLE OF INNOVATIONS IN THE DEVELOPMENT AND MODERNIZATION OF THE WINE SECTOR
Abstract	<i>The paper presents the current trends and perspectives of development of the wine sector. The paper analyzes the role of innovation in the development and modernization of the wine sector. In Moldova, the wine sector is at the center of the social and economic life developed harmoniously, as a result of the favorable natural conditions that the vineyard finds on the territory of the country. Moldovan wines can be considered a visiting card of the Republic of Moldova and at the same time a true treasure of the agricultural sector. In the elaboration of this paper, several research methods were used such as: monographic, analysis and synthesis, statistics, comparison, etc.</i>

Author(s) / Affiliation	Viorel TUREȚCHI <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	PARTICULARITĂȚILE INVESTIȚIILOR PE PIAȚA OBIECTELOR IMOBILIARE AMPLASATE ÎN SPAȚIUL RURAL AL REPUBLICII MOLDOVA PARTICULARITIES OF INVESTMENTS ON THE MARKET OF REAL ESTATE OBJECTS ON THE RURAL SPACE OF THE REPUBLIC OF MOLDOVA
Abstract	<i>The real estate market in developed countries depends by the free exchange relationships, which is one of the goal that must be achieved by real estate market of Republic of Moldova. Despite that national real estate market is a relatively new sector of the Moldavian economy, there are already crystalized some specific segments which reached an important development, such as: real</i>

estate market of urban residential objects and land market in rural sector. These is due to optimal adjustments of national regulatory framework that regulates the activity of the national real estate market, and also regulates active involvement of physical and legal person in the investment process in this areas.

Author(s) / Affiliation	Valentyna YASYSHENA <i>Vinnitsia Education and Research Institute of Economy of Ternopil National Economic University, Ukraine</i>
Title of the paper	COMPONENTS OF ACCOUNTING POLICY AND ITS ELEMENTS IN INTANGIBLE ASSETS
Abstract	<i>It is established that the accounting policy of the enterprise should cover alternative aspects of accounting (financial) accounting, managerial accounting options, features of tax calculations, approaches to control and protection of intangible assets (IA). It is stated that the main objectives of accounting policy will allow to systematize its elements in the part of IA. The elements of the accounting policy of the IA are disclosed. The principles of accounting, which are most often mentioned by scientists, are specified in the Law of Ukraine "On Accounting and Financial Reporting in Ukraine". The principle of prudence is justified and proposed to be reintroduced into the Law of Ukraine "On Accounting and Financial Reporting in Ukraine". The principles of managerial accounting for improving the effectiveness of the management of the IA are identified.</i>

Author(s) / Affiliation	Lilia SAGHIN <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	ANALIZA COMPARATIVĂ A PRINCIPALILOR INDICATORI PRIVIND ACTIVITATEA IMM-URILOR IN REPUBLICA MOLDOVA SI UNIUNEA EUROPEANĂ COMPARATIVE ANALYSIS OF THE MAIN INDICATORS REGARDING THE ACTIVITY OF SMES IN THE REPUBLIC OF MOLDOVA AND THE EUROPEAN UNION
Abstract	<i>At the moment, SMEs represent the invadable and most dynamic</i>

element of the market economy, being a promoter of technological and economic initiatives, a primary source of innovation, as well as a determining factor of high productivity and competitive economy. This article analyzes the main indicators that reveal the contribution of the SME sector to the development of the economy, based on which we can deduce that the SME sector plays a decisive role on the entire process of development of the economy of the Republic of Moldova, taking into account the results recorded by small and small enterprises. medium from the European Union.

Author(s) / Affiliation	Ivan BELIK, Olga PUGACHEVA <i>Gomel State University named after Francisk Skorina, Republic of Belarus</i>
Title of the paper	MODERN APPROACHES TO THE ANALYSIS OF SOLVENCY AND THE ASSESSMENT OF THE PROBABILITY OF BANKRUPTCY IN THE REPUBLIC OF BELARUS: STATE AND PROSPECTS
Abstract	<i>In article the characteristics of the methodology used to analyze the solvency of a business entity and its shortcomings is described. The analysis of modern approaches to assessing the financial stability and probability of bankruptcy of an organization (Altman Z-models, discriminant models of Tuffler, Beaver, Argenti A-account) and their limitations are provided. The approaches to the successful application of foreign methods in the Republic of Belarus are proposed.</i>

Author(s) / Affiliation	Andrei MUNTEANU <i>Faculty of Economics and Management, Jiujiang University, Jiangxi province, P.R. of China; PhD researcher, State University of Moldova</i>
Title of the paper	PUZZLE-APPROACH LEARNING AS MEANS OF RAISING ECONOMICS' PRODUCTION FUNCTION
Abstract	<i>In terms of scientific observation, one can assume that in most countries of the world people follow or “affiliate to”/elect leaders depending on how they understand economic reality and/or</i>

sciences. If people understand the economy well, they usually follow leaders with sound economic qualifications and their countries succeed. Economic sciences remain a significant tool for both economic performance and for democracy resilience, as chance to outweigh in the future. This can also be traced out in the stance that, allegedly economic sciences have been losing significance, which might trigger more undesirable consequences if taken for granted. Competition among the schools of economic thought worldwide keeps getting higher, also among the globally renowned scholars. Nowadays' trend of Problem-Based Learning (PBL) in economics matters for future economists' training, but learning should be important not only when the problem already appears. Competitive advantage and future of economic studies should focus on the "niche" how to avoid problems. Should economic studies focus on learning to resolve problems, a situation might appear, gradually but steadily, that situation(s) might be faced when a key principle of economic studies, predictability, is skipped. PBL seems to be stemming from the classically known case studies in economics learning. That was good for the situation when the physical labor accounted for over 80 per cent of the economic operations worldwide. Is this approach plausible so much in a modern economy, with more than 80 percent of intellectual labor?

Author(s) /
 Affiliation

**Mădălina-Gabriela ANGHEL¹, Gabriel-Ștefan DUMBRAVĂ ²,
 Daniel DUMITRU², Tudor SAMSON²**
¹ „ARTIFEX” University of Bucharest, Romania
² Bucharest University of Economic Studies, Romania

Title of the paper

CONSTRUCTION THE EQUILIBRIUM MODEL

Abstract

The equilibrium model is one that, based on the analysis of the considered variables, gives a certain point where the economy evolves correctly, without making over-stocks or without producing products according to the market requirement. The production model at the equilibrium point can be considered after we have done a study of the way in which the production evolves and in which the distribution for consumption is achieved within the national economy. The graphical representations as well as the series of data over a longer period of time, indicate the points

where the production reaches a point of stability, of equilibrium and in parallel the consumption reaches through the game of the market to a point of such equilibrium. It is interesting in the macroeconomic analysis to identify those moments, those points in which the realization of production and its absorption through consumption and investment, reach a point of stability, considering from here that this is that point of macrostability. The model by calculated parameters gives the possibility to estimates, which ultimately determines adjustments on how the production is carried out in close accordance with the degree of absorption and how to avoid making unusable stocks, which are sometimes huge financial expenses, or lack of products on the market.

Author(s) / Affiliation	Mădălina-Gabriela ANGHEL¹, Dragoş Alexandru HAŞEGAN² ¹ „ARTIFEX” University of Bucharest ² Bucharest University of Economic Studies
Title of the paper	GENERAL ASPECTS RELATED TO COMPUTING AND USAGE OF THE RATE OF RETURN IN THE ANALYSES OF THE PRIVATELY MANAGE PENSION FUNDS IN ROMANIA
Abstract	<i>The private pension system in Romanian is composed by privately managed pension funds (Pillar II) and voluntary pension funds (Pillar III). The rate of return of the private pension funds is of upmost importance, in the sense that it gives to the future pensioners the prospect of increasing the accumulated assets from their personal accounts. The amounts are invested by the pension funds management companies with the purpose of increasing the value of the assets of the participants. The activity of these companies is permanently monitor and analyse by the national financial supervisory authority based on the following indicators: the rate of return of a privately managed pension fund, the weighted average rate of return of all privately managed pension funds, the adjusted weighted average rate of return of all privately managed pension funds and the minimum rate of return of all privately managed pension funds from the same risk class.</i>

Author(s) / Affiliation	Alexandra TKACENKO <i>Moldova State University</i>
Title of the paper	METHOD OF SYNTHESIS FUNCTIONS IN SOLVING MULTI-CRITERIA LINEAR-FRACTIONAL TRANSPORTATION PROBLEM OF "BOTTLENECK" TYPE
Abstract	<i>The transport model remains one of major importance in the development of efficient managerial and financial strategies. In the paper is developed an adapted version of algorithm [2] for solving the multi-criteria linear-fractional transportation problem with the same "bottleneck" denominators, additionally the same time "bottleneck" criterion is including separately. It generates for each (feasible) time value the best compromise multi criteria solution, which is situated closely of ideal solution. So, finally, we will obtain one finite set of function-distance optimal compromise solutions, each corresponding to one time of the model. The proposed algorithm has been tested on several examples and proved to be quite effective.</i>

Author(s) / Affiliation	Alexandru GRIBINCEA¹, Ho Jin HAN², Alexandru A. GRIBINCEA³ ¹ Free International University of Moldova ² Center of the Korean Language and Culture "Se Jong" State University of Moldova ³
Title of the paper	THE GLOBAL ECONOMY UNDER THE IMPACT OF IoT
Abstract	<i>Leading countries have taken the vector direction on digitalization. In the CIS countries, this direction means "digital economy", but in other countries, it is Industry 4.0 (Germany), in the USA - Industrial Internet Consortium. In fact, this is the same process - the transition of the economy to a digital one, technology, an algorithm for expressing phenomena and actions, goods and services, thoughts, artificial intelligence, etc. Other countries went further by announcing the development of strategy 5.0 (Japan) or 6.0 (China). Many countries do not have rich natural resources, so they completely depend on the quality of education of the new generation that must to be prepared for revolutionary changes. Therefore, the emphasis is made on children, they are our future. The theme is as relevant as ever. The humanity is subject to a</i>

number of shocks. Reducing the number of employees, aging populations, declining global competitiveness of production, the need to upgrade infrastructure, environmental problems, lack of natural resources, issues of dealing with natural disasters and countering terrorism. There is a need to create a universal concept that would go beyond the scope of industry problems and would meet primarily social needs and requirements.

Author(s) /
Affiliation

Ana CARP
"ARTIFEX" University of Bucharest, Romania

Title of the paper

THE PORTABILITY OF CONTRIBUTIONS IN THE PENSIONS SYSTEMS

Abstract

The contributions collected in the Pension System-Pillar II in Romania began to produce effects. Over 10 years of operation, Pillar II has reached over 7.3 million people. At the same time, another 494 thousand people voluntarily joined the Third Pillar of pensions. The legislative changes introduced in Law No.411/2004 offer participants in Pillar II the possibility to transfer their future contributions to the Public Pension System. Statistics show that a small number of participants took this step, guiding future contributions to Pillar I. At present, the effect of the contribution rate transferred in Pillar II is also felt in the case of social insurance pensions that are established for the persons who have contributions split in the two systems: public and private. In this study, the researcher presents case studies that are useful to the participants in order to be able to decide correctly on the future options.

Author(s) /
Affiliation

Ghenadie CIOBANU, Elena BUGUDUI
"ARTIFEX" University of Bucharest, Romania

Title of the paper

DEZVOLTAREA FINANTELOR PUBLICE LOCALE ÎN VEDEREA ADAPTĂRII REGIUNILOR ȘI LOCALITĂȚILOR LA ECONOMIA CUNOAȘTERII

Abstract

Considering the evolutions in the last decade, in Romania and also the regional and global evolutions, local authorities (at village,

commune, city, municipality) face various problems of social, economic and environmental development. Those issues, by well designed implementation of public management can be solved but which need additional financing and investments. How to face those challenges? How to solve those problems in a world full of changes at global level, but with a well emphasized local impact? Can our cities cope with the challenges, under conditions of unfavorable demographic evolution and massive migrations, especially from less favored areas and rural localities without current development perspectives? How can the management of public finances be adapted and developed to face those modern requirements needed both by rural localities in social-economic difficulties, and also the urban development in the European integration context.

Author(s) /
 Affiliation

Ştefan Virgil IACOB¹ , Alexandra PETRE (OLTEANU)² , Cristian OLTEANU², Radu STOICA²

¹ "ARTIFEX" University of Bucharest, Romania

² Bucharest University of Economic Studies

Title of the paper

THE BASIC MODEL - USES AT MACROECONOMIC LEVEL

Abstract

In the study of macroeconomic models, we mainly start from a basic model, which explains the correlations that are established between the economic variables and the proportions that must exist between them, so that a balanced evolution can be achieved, which has the effect of at the macroeconomic level. The balance is not maintained automatically and therefore some measures must be taken to ensure the return of production to an appropriate level characterized by stability. Normally, unemployment is a balancing element in the sense that, when production is realized above market demands, a restructuring of the workforce is needed. This can be done through professional conversion or through unemployment. The issue regarding what is more advantageous, the production of unsold stocks at the level of the national economy or in a certain field, or the cessation of its production, with the effect of passing a number of employees into unemployment, must be addressed. Also, another element that causes distortions in maintaining the balance, which we find in the basic model, is that of inflation. Inflation, as opposed to deflation,

is a factor that influences consumption and at the same time influences investment. Consumption is influenced in the sense that if inflation is very high, prices increase and then consumption is reduced. But all inflation causes a part of the monetary mass to be released and thus to return to the equilibrium element. Liquidity must be correlated with inflation and the mechanism of inflation.

Author(s) /
Affiliation

Victoria FALA¹, Alexandru FALA¹²

¹ National Institute of Economic Research, Republic of Moldova

² Independent Analytic Center „Expert-Grup”

Title of the paper

**PERFORMANȚA EXPORTURILOR, DIVERSIFICAREA ACESTORA ȘI
CREȘTEREA ECONOMICĂ (CAZUL REPUBLICII MOLDOVA)
PERFORMANCE OF THE EXPORTS, THEIR DIVERSIFICATION AND
ECONOMIC GROWTH (CASE OF THE REPUBLIC OF MOLDOVA)**

Abstract

There is a vast literature aiming at researching the link between export diversification and economic growth. There is no doubt that the more diversified is the basket of products exported by on country, better it will do economically. Although a reciprocal relationship does exist between the two variables. Some basic macro indicators should improve when promoting policies for export diversification, as real GDP growth acceleration and its volatility reduction. Sustaining export growth and diversification became an important aim of the Moldovan authorities to be achieved through the export promotion and investments attraction Strategy implemented in 2016-2020. Moldovan’ external trade performance is poor. It is expressed, mainly by a huge deficit of the external trade balance and a very low share in world exports. Moldova is implementing the Roadmap on national competitiveness enhancement and the Association Agreement with EU since 2014. The aim of this paper is to evaluate the progresses Moldova have achieved to diversify its exports during the implementation of the above mentioned policies; to improve some other relevant trade performance indicators and the link between export concentration, export and GDP evolutions. There have been selected and analyzed a set of key relevant indicators of trade performance in dynamics and in comparison with other countries from Central and Eastern Europe. Special focus was given to export concentration and diversification and the link

between the first indicator, export and GDP growth.

Author(s) / Affiliation	Valentina GANVIUCOV <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	EVOLUTIA SI PROGNOSTICUL COMPLEXULUI INDUSTRIEI CONSTRUCTOARE DE MAȘINI DIN REPUBLICA MOLDOVA EVOLUTION AND PROGNOSIS OF THE COMPLEX OF CAR- BUILDING INDUSTRY IN THE REPUBLIC OF MOLDOVA
Abstract	<i>The car-building industry is the locomotive of both the industry and the national economy. The research object of the given study is to identify the strengths and weaknesses of the branch in question, and the purpose - the medium-term prognosis based on the input-output model.</i>

Author(s) / Affiliation	Cătălin GHINĂRARU¹, Ghenadie CIOBANU¹² ¹ INCSMPS Bucharest ² "ARTIFEX" University of Bucharest
Title of the paper	INTRODUCEREA MONEDEI EURO ÎN ROMÂNIA ȘI IMPACTUL ASUPRA PIEȚEI MUNCII INTRODUCTION OF THE EURO CURRENCY IN ROMANIA AND THE IMPACT ON THE LABOR MARKET
Abstract	<i>Multiple discussions around the issue regarding the introduction of Euro raised many issues especially in the new EU member countries, including Romania. In this paper, we propose to discuss what is the impact of adopting Euro on the Romanian labor market? In order to achieve this, a descriptive and analytical examination of the Euro's evolution is necessary. How the labor market can be affected? What are the advantages of the labor market? We consider that is necessary a greater transparency with impact on competitiveness and efficaciousness of the single European market, also the integration of financial markets, which will contribute to the increase of productivity and a stable macroeconomic environment that have a favorable impact on the investment-related and risk avoidance decisions.</i>

Author(s) / Affiliation	Cristian GHENA
Title of the paper	SECURITATEA ECONOMICĂ ȘI RESURSELE UMANE ECONOMIC SECURITY AND HUMAN RESOURCES
Abstract	<i>The existence of a performing, competitive, stable and dynamic economy is an important pillar of Romania's security policy. This policy can be supported by an economy capable of keeping up with the competitive standards proposed by the security reasons, and also by its ability to perform. Human resources represent a key to the economic efficiency, and right now Romania is facing an increasingly pronounced crisis of specialists. The human resource is, in the context of economic security, an essential element.</i>
Author(s) / Affiliation	Adrian ȘIMON <i>University of Medicine, Pharmacy, Sciences and Technology "George Emil Palade" of Tîrgu-Mureș, Romania</i>
Title of the paper	THE FINANCIAL PHENOMENON OF CONTEMPORANY TOURIST ACTIVITY
Abstract	<i>Tourism - economic social phenomenon specific to modern civilization is rooted in the life of contemporary society and, therefore, influenced by its evolution, represents an ensemble of measures implemented for the initiation and development of leisure travelers and spa treatment, environmental, cultural documentation, historical programs and customized packages, hunting and fishing tourism, equestrian tourism, tourism in national parks, tourism for youth, holiday centers for students, tourism in exotic locations, safari expeditions, adventure etc. team buildings and trainings both in the country and abroad or business that goes along with the globalization of economic life.</i>
Author(s) / Affiliation	Alina IANIOGLO <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	APLICAREA BALANȚELOR INTERRAMURALE ÎN ANALIZA ȘI PROGNOZA SECTORULUI AGROINDUSTRIAL

APPLICATION OF INTRAMURAL BALANCES IN THE ANALYSIS AND PROGNOSIS OF THE AGRO-INDUSTRIAL SECTOR

Abstract

This article reveals the particularities of the analysis and forecast of the agro-industrial sector in the Republic of Moldova, as well as its contribution to the formation of the gross domestic product. The purpose of the article is to analyze and forecast the agro-industrial sector in the Republic of Moldova on the basis of the natural-value inter-branch balance. The methods used are the analysis of the statistical data and the elaboration of the natural-value inter-branch balance. In 2018, the author expanded the inter-branch balance including new goods (ice cream, mayonnaise, beer) offered by the agro-industrial sector, estimated the technical coefficients for quadrant I and evaluated the elements of quadrant II and III. The results of the study are based on the assessment of the current situation of the national economy and can be used in the elaboration of the economic development scenarios.

**Author(s) /
Affiliation**

Tatiana SLIESAR, Lidiia AVRAMCHUK
National University of Life and Environmental Sciences of Ukraine

Title of the paper

PARTICULARITIES OF ACCOUNTING REFORM IN THE AGRICULTURE OF UKRAINE

Abstract

Ukraine's entry in a single economic community with the European countries led to the transition to the International Accounting Standards. This transition called for dramatic changes in the organization of accounting in Ukraine. One of the priority issues of accounting in the agricultural sector is the methodology and organization of the production cost compitation. The costs accounting system amd the agricultural production costs depend on the specificities of technology and organization of the production, the timespan of the production cycle, the discrepancy between the process of implementing expenses and the production process.

Author(s) / Affiliation	Liana GĂDĂU¹² ¹ <i>Spiru Haret University</i> ² <i>"ARTIFEX" University of Bucharest</i>
Title of the paper	PERFORMANȚA PRIN CREARE DE VALOARE ȘI PERFORMANȚA BURSIERĂ ÎN CONTEXTUL CERINȚELOR ECONOMICE ACTUALE PERFORMANCE BY CREATION OF VALUE AND STOCK EXCHANGE MARKET IN THE CONTEXT OF PRESENT ECONOMIC REQUIREMENTS
Abstract	<i>The complexity of the economic activity, the various acceptions of performance, the particularities of activity fields lead us to the conclusion that, for a complex quantification of the performances of the activity of an entity, we cannot limit ourselves to the use of a single indicator, but to make use of other indicators. The paper proposes to overcome the limits of classical performance indicators, leading us to the value creation indicators.</i>

Author(s) / Affiliation	Mihail CIOBANU <i>USDC</i> <i>National Institute of Economic Research, Republic of Moldova</i>
Title of the paper	EXPERIENȚA UNOR ȚĂRI DIN ASIA PRIVIND MECANISMELE FINANCIARE DE STIMULARE A ÎNTREPRINDERILOR „VERZI” PRIN CREDITARE EXPERIENCE OF SOME ASIAN COUNTRIES REGARDING THE FINANCIAL MECHANISMS FOR STIMULATING GREEN ENTERPRISES BY LOANS
Abstract	<i>In the context of environmental degradation and the risk of depletion of fossil resources and other natural resources, the term "green economy" has emerged, the aim of which is to reduce ecological risks and aims at sustainable development so as not to lead to environmental degradation. In order to determine the companies to switch to this paradigm, certain financial mechanisms are needed to stimulate them. To this end, this article presents the experience of countries in Asia, such as Malaysia, India and South Korea in the field of financial incentives for lending to "green" companies.</i>

Author(s) /
Affiliation **Dmytro ZAKHAROV**
Zhytomyr Polytechnic State University

Title of the paper **THE ESSENCE OF SOCIAL CAPITAL CONCEPT**

Abstract *Economic development is causing an increase in the value of intangible assets for socio-economic development. Sustainable economic growth depends on social capital and its components: the level of trust in society, the existence of informal social groups that form a network and the availability of the rules governing relationships. Evaluation of social capital reserves helps to identify economic development, competitiveness, and quality management. Social capital is important for human development as closely related to economic growth and strengthening of all other forms of capital. Of labor and business ethics produced in the process of social interaction, enhance productivity and reduce costs of economic activity. Strengthening social capital can significantly increase the effectiveness of the social and economic policy. Of particular importance is the strengthening gets in terms of hybrid warfare as increased confidence in society and business environment, the formation of stable social relationships between enterprises is the main factor in the development of all sectors of the state.*

Author(s) /
Affiliation **Olha PAVLYKIVSKA, Lesia MARUSHCHAK**
Ternopil Ivan Puluj National Technical University, Ukraine

Title of the paper **ACCOUNTING: SCIENCE OR CRAFT?**

Abstract *Development of accounting as science is investigated in the article. To analyze the structure of theory it is possible from the informative and formal sides. Development of accounting theory considerably exceeds the scopes of operations in terminological apparatus. So, development of accounting principles is an important stage in theoretically accountable comprehension. Accounting as a science is based on the principles formed by certain stages of society relationships development. There is defined a complex of the main with further allocation them on own and additional basic principles of the theory. Accounting was investigated as the main informational provider about the*

condition and directions of enterprise development. It is predicting a justification of theoretical and methodological principles of its organization firstly. Such approach allows developing accounting by an implementation of the new ideas, conceptions, paradigm which are arising at an intersection of different sciences.

Author(s) /
Affiliation

Mariya SHYGUN

*Kyiv National Economic University named after Vadym Hetman,
Kyiv, Ukraine*

Title of the paper

**DEVELOPMENT OF ACCOUNTING EDUCATION IN THE
KNOWLEDGE SOCIETY**

Abstract

Education occupies a key position in the "knowledge society" and the level of education of the country's population generates its future innovative potential. Modern universities are making extensive use of existing technological advances and distance learning technologies, providing education without borders. An open educational space enables mutual exchange of qualitative arrays of knowledge between social and geographical groups. Education is also significantly influenced by current global trends that are changing the nature of communications around the world.

The article describes the main transformations, that should be taken into account in the modern model of specialist training, allowing for the accounting education. This model is based on the tripartite interaction of higher education institutions, business and professional organizations. In such interaction, the paradigm of the "knowledge society" is implemented and a high level of transfer the experience gained within the accounting profession is ensured. Proper communication between the above entities enables universities to receive specific employers' requirements and take them into account when formulating curricula, training and methodological support, to engage practitioners in the educational process, to introduce dual education with combined theoretical and practical training, to use traineeship of students. The most important vectors of change for the qualitative transformation of higher education institutions into full participants in the process of creating human capital of companies and countries are shown.

Author(s) / Affiliation	Dar'ya TRACHOVA <i>The Dmitry Motorny Tavriya State Agrotechnological University</i>
Title of the paper	TRANSFORMATION OF NATIONAL ACCOUNTING DEPRECIATION METHODOLOGY IN ACCORDANCE WITH THE QUESTIONS OF THE DIGITAL INNOVATIONAL ECONOMY.
Abstract	<p><i>Substantiation of the necessity to improve the national method of depreciation accounting in accordance with the challenges of the innovative digital economy. Critical assessment of the national's components depreciation accounting methodology. Construction of the basic mathematical model life cycle asset, taking into account the economic efficiency of this equipment's use, the cost of innovation replacement equipment and the price at which existing equipment can be realized. Exemption of the depreciation's branch component, which is reinforced by the development of the digital economy and scientific and technological progress. Methods. In the study of foreign experience in the regulation of depreciation's allocation deductions, the method of system generalization was used. The method of sociological analysis is used to study the opinion of specialists on the practical implementation of the accounting and information component of the formation of depreciation policy in the framework of national and international accounting and reporting standards. Simulation is used in constructing a dynamic function of determining the life cycle of an asset and the effect of this indicator on the method of accounting for depreciation. Results. The constructed model of the life cycle of an asset provides an opportunity to develop a accounting methodology based on the requirements of innovative directional production, which allows considering depreciation deductions in the perspective of their investment and innovative use, which is embodied in the formation of a depreciation fund in the sum of promising investments, rather than retrospective costs. The simulation of the life cycle of the asset revealed discrepancies with the normative values in accordance with the Tax Code of Ukraine, which confirms the need for a differentiated sectoral approach to asset amortization. Conclusions. The formation of the depreciation policy of the state should be based on the technological expediency and economic ability of enterprises to independently</i></p>

update non-current assets. The method of accounting for depreciation should provide information and form data arrays in areas such as statistics on the economic efficiency of current and capital repairs, the dependence of economic indicators on the stage of the asset life cycle, professional judgment of technical workers on the prospects of attraction and use of technologies, cost and cost-effectiveness of innovation. The practice of statistical observation of the circular circulation of non-current assets in Ukraine does not allow for the calculation of such indicators. In order to model the results of the change in the methodology of depreciation accounting, a survey was conducted on 132 enterprises, in which experts from the economic and technical fields participated. The obtained data allowed substantiating the economically expedient life cycle of the asset, taking into account the field of use. The obtained data allowed substantiating the economically expedient life cycle of the asset, taking into account the field of use, which is especially relevant for the enterprises of the agro-industrial complex, which revealed significant differences. In addition, the questionnaire survey confirmed the expediency of attracting professional judgment of technical staff in order to predict the life cycle of the asset (the difference between the estimated data and the survey results was 8.23%).

Author(s) / Affiliation	A. G. KLIMASHIN <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	METHODOLOGY OF ANALYSIS OF THE PERSONAL CYBERSECURITY LEVEL OF CITIZENS
Abstract	<i>At the present moment the safety of citizens is estimated by three indices (not including the crime rate). At the same time, the existing indices do not reflect the real risks level and the feeling of safety on the Internet, which is a disadvantage of the existing methodology for analyzing the level of security. Institute of sociology attempted research it. Only 47.3 % feel their own safety when they are on the Internet. Also in the field of information security priorities, the following data were obtained: personal data protection is the problem for 57.4 % of respondents; distribution of illegal content – 59.3 %; viruses on digital devices – 63.9 %; a large</i>

flow of unverified information – 61.9 %; excessive automation of labor – 35 %. The paper described this data and different assessment methodologies to analyze cybersecurity.

Author(s) / Affiliation	Yauheni SHUKHNO <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	LABOR VALUES OF SCIENTIFIC LEADERS IN ACADEMIC SPHERE
Abstract	<i>The paper considers possible formal criteria for determination of scientific leadership. Scientific leaders are formally determined as researches with Doctor of Science academic degree and those holding the post of scientific organizations' managers and managers of organizational departments. Values in labor sphere of scientific leaders of the National Academy of Sciences of Belarus within its organizational culture are presented. Axiological analysis is done according to results of author's sociological research "Organizational culture of a scientific organization as a factor for increasing efficiency of its activities: a sociological analysis".</i>

Author(s) / Affiliation	Natalya SOSNOVSKAYA <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	PRIORITIES OF FAMILY UPBRINGING AMONG DIFFERENT SOCIO-DEMOGRAPHIC GROUPS OF THE BELARUSIAN POPULATION
Abstract	<i>In the conditions of acceleration of the global scientific and technical development and increasing role of the innovation economy, universal competences, including critical thinking, communication, creative activity, imagination, entrepreneurial abilities, are in demand. In Belarus, the study of personal qualities is connected, first of all, with the identification of national character features as an essential ethnodifferentiating feature characterizing the identity of the nation. The review of researches has shown that the leading categories of perception of a person for the Belarusians are the attitude to people and the attitude to work. In this study, the perceptions of the Belarusian population</i>

about the qualities that should be encouraged in children are considered on the basis of data obtained in the framework of the European Values Study (EVS) and the International Values Study (WVS), conducted in Belarus in 1990, 1996, 2011 and 2018. The results of the study have shown that the set of qualities that the residents of Belarus consider the most desirable for a child shows that the preferred qualities are those that are consistent with the values of materialism (hard work, good manners), as well as value-neutral qualities (sense of responsibility). Qualities that serve as indicators of post-materialistic values (independence, selflessness, imagination) are considered important by a small number of respondents. Some differences in the assessment of qualities are observed depending on the age of respondents, their education, availability of children and income level.

Author(s) / Affiliation	Maryia VIARENICH <i>Institute of Psychology of the Belarusian State Pedagogical University them. M. Tanka</i>
Title of the paper	MANAGEMENT AND COORDINATION OF THE EDUCATION SYSTEM OF THE REPUBLIC OF BELARUS: CHALLENGES IN THE CONTEXT OF THE FORMATION OF A KNOWLEDGE SOCIETY
Abstract	<i>The article analyzes the nature and content of the management system and social management in the field of education of the Republic of Belarus, its basic principles, tasks and functions in modern conditions. The organization is analyzed by the management of the education system in the context of the requirements and challenges of the "knowledge society", the society of "network" interaction, "cognitive capitalism", which impose new requirements on the quality of the education system and the level of competencies and professional qualities of specialists.</i>

Author(s) / Affiliation	Violetta SHUKHATOVICH <i>Institute of Sociology of the National Academy of Sciences of Belarus</i>
Title of the paper	INSTITUTIONAL CAPACITIES FOR E-HEALTH AND REAL SOCIAL PRACTICES IN BELARUS

Abstract *The article describes institutional capacities for e-health, such as democratization of social relations in the system of medicine-society, the formation of developed feedback through electronic appeals of citizens, optimizing the patient's route in healthcare, overcoming inequalities and inequities in health issues, improving intra-institutional and intersectoral communication, increasing trust in the health system. The results of the national survey of the population of Belarus for 2018-2019 are presented. Support for e-health services by the population is shown. The results of the analysis of social practices of using e-health services in the context of territorial zones are presented.*

Author(s) / **I.P. ZHOGOL-LABZEEVA¹, Maria VIARENICH²**
Affiliation ¹ National Institute of Education of the Republic of Belarus
² Institute of Sociology of the National Academy of Sciences of Belarus

Title of the paper ***ANALYSIS OF THE DEVELOPMENT OF THE EDUCATION SECTOR OF THE REPUBLIC OF BELARUS IN THE CONTEXT MODERN SOCIO-CULTURAL TRANSFORMATIONS.***

Abstract *The article gives an analysis of the concepts of structural and functional interconnections of education in the context of modern transformations in society. Following P. Bourdieu, education is considered as the cultural capital of the individual, which is a reflection of the cultural model of society based on values, while performing the functions of socialization and inculturation, which determine the further distribution of graduates in the social structure of society. The development trends of education in the Republic of Belarus are examined in the context of the concept of security of the country as a whole and the formation of the young generation.*