

# **Program**

## **International Symposium**

### **EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES** **11th Edition**

***„Humanity is reshaping itself. Let's think  
beyond the Present”***

**December 14<sup>th</sup> - 15<sup>th</sup>, 2022**

**Bucharest, Romania**



**Note:**

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

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Lecturer **Cristina Mihaela Sâmboan**, PhD – “ARTIFEX” University of Bucharest



## Plenary session

### Welcoming message

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

### Messages from partner institutions and guests

Author(s) / Affiliation	<b>Tatiana COLESNICOVA<sup>1</sup>, Viktoria BLYZNIUK<sup>2</sup></b> <sup>1</sup> <i>National Institute for Economic Research, Republic of Moldova</i> <sup>2</sup> <i>Institute for Economics and Forecasting, National Academy of Sciences of Ukraine</i>
Title of the paper	<b><i>STRENGTHENING THE GENDER-ORIENTED MEASURES FOR ECONOMIC EMPOWERING OF WOMEN IN THE REPUBLIC OF MOLDOVA AND UKRAINE</i></b>
Abstract	<i>Previous research confirms that women's full participation in the economy contributes to countries' economic growth and to the efficiency and sustainability of enterprises, etc. Based on a detailed gender analysis of key gender indicators in the socio-economic sphere, including the labour market, this article presents measures to strengthen and empower women in two countries - the Republic of Moldova and Ukraine - with the aim of reducing gender gaps. The two countries were chosen for research because of their potential desire to join the EU.</i>

Author(s) / Affiliation	<b>Stanislav VASYLISHYN</b> <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	<b><i>THE IMPACT OF DIGITIZATION ON THE ACCOUNTING PROFESSION: NEW CHALLENGES</i></b>
Abstract	<i>The research is devoted to establishing the historical origins and analysis of transformational changes in the profession of accountant in the modern world. The undeniable influence of digitalization on the institute of accounting and profession is emphasized. The main prospects and directions of development of the professional environment of accountants in the digitalized world are outlined.</i>

Author(s) / Affiliation	<b>Mircea UDRESCU</b> <i>“ARTIFEX” University of Bucharest, Romania</i> <i>Full member of the Academy of Romanian Scientists, Romania</i>
Title of the paper	<b>AVUȚIA NAȚIUNILOR – LUCRARE DE INSPIRAȚIE PERENĂ A MEDIULUI UNIVERSITAR DE MANAGEMENT ȘI MARKETING WEALTH OF NATIONS – WORK OF PERPETUAL INSPIRATION FOR THE ACADEMIC ENVIRONMENT OF MANAGEMENT AND MARKETING</b>
Abstract	<i>Rightfully, “The Wealth of Nations” represents one of the most important and influential books on economics ever written, having as author a teacher of philosophy, but preoccupied by the subtleties of the incipient theories on economics. It was Adam Smith, a Scotsman who became a father of the political economics, whose principals enchant even the most renowned economists of the moment. For Adam Smith, the great economy is built from the multitude of the small economies, and the wealth of nations is nothing else but the sum of the wealth of individuals and families that compose the respective nation. And if in his time – the work was published in 1776 – the national wealth was measured in terms of gold and silver reserve of the country, and the commerce was considered beneficial only for the seller, not for the buyer, Adam Smith was convinced that free exchange increases the prosperity of all those who take part in the general act of buying and selling. That’s why the wealth of nations is not to be found only in the quantity of gold and silver in the state treasury, but in the volume of its production, which is sold, by virtue of the individual interest, but within a judicial system that protects the property and ensures the execution of contracts. Therefore, the author pleads for a free market, for a stimulating government, for the rule of law, in the conviction that such environment brings satisfaction for everyone.</i>

Author(s) / Affiliation	<b>Tatiana GUTIU</b> <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	<b><i>SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF MOLDOVA: TRENDS, CHALLENGES AND FORECASTS</i></b>
Abstract	<i>Forecasting is relevant for improving Small and Medium-sized Enterprises management. It is due to the great uncertainty of the events arising from the operation of a market economy, a geopolitical and energy crisis of recent years. Forecasting allows SMEs to reduce the degree of uncertainty of the future and makes it possible to develop a strategy for the company's behavior. It permits SMEs to make effective management decisions. Forecasting makes it possible to evaluate the economic and financial prospects for the development of the enterprise. One of the main problems is the lack of financial resources that hinder entrepreneurship development. In conditions of economic instability, the main task of small business development is not so much obtaining guaranteed profits as increasing business survival in an unstable environment. One of the indicators that registered a downward trend is the number of employees employed at SMEs, which is decreasing every year. To forecast the base SME indicators for 2022-2025, the econometric model developed based on statistical data for 2009-2021 was adjusted.</i>
Author(s) / Affiliation	<b>Constantin ANGHELACHE<sup>12</sup>, Giani-Ionel GRĂDINARU<sup>1</sup>, Cristian Marius RĂDUȚ<sup>1</sup></b> <i><sup>1</sup> Bucharest University of Economic Studies, Romania</i> <i><sup>2</sup> "ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	<b><i>THE IMPACT OF CRISES ON THE ECONOMIC EVOLUTION OF ROMANIA</i></b>
Abstract	<i>The economic evolution of Romania in the last period of time is under the impact of crises that act together. The COVID 19 pandemic crisis triggered the economic-financial crisis, which deepened due to the effects determined by the war in Ukraine. The</i>

*energy crisis has particular effects on the price of energy (electricity, gas and oil), which deepened as a result of the measures imposed on each other by the European Union and the other states of the world, as well as the reaction of the Russian Federation, which imposed major restrictions that caused the increase the price of energy. The correlated action of these crises has a disastrous effect on the evolution of Romania's economy. The effect is reflected on the quality of life in that purchasing power parity has increased, resulting in limited resources for the population of Romania, as well as for that of other states in the European Union as well as on a wider, global level, which foresee a decrease in the quality of life. We used the interpretive, comparative analysis, highlighting the effects that certain crises have on Romania's economic growth, the population's income and, finally, the quality of life.*

Author(s)	<b>Natalia DOBRIANSKA, Oleksandr BALAN, Vira LEBEDIEVA</b>
Affiliation	<i>Odesa Polytechnic National University, Odessa, Ukraine</i>
Title of the paper	<b>ATTRACTION OF INVESTMENTS AS A WAY OF DEVELOPMENT OF LOCAL SELF-GOVERNMENT IN UKRAINE</b>
Abstract	<i>Ukraine, like any other country, has plans for the near future to improve the current economic situation, but this process has always required significant financial investment. That is why the issue of attracting investment at the regional level, on the development of which depends on the overall economic development of the country, is of particular importance. This article discusses the basic concepts of the investment process, as well as the problems of regulatory and legal support of investment activities and state guarantees to be provided to investors. The basic principles of state regulation of investment activity and indicators of state attractiveness are determined, as well as the volumes of investments in the country for several decades are analyzed. In addition, it is investigated which industries are attractive to investors today.</i>

Author(s)	<b>Borys POHRISHCHUK, Inna SYSOIEVA</b>
Affiliation	<i>Vinnitsia Education and Research Institute of Economics of West Ukrainian National University</i>
Title of the paper	<b>CONTROL OF SOCIAL RESPONSIBILITY OF BUSINESS</b>
Abstract	<i>The specified stages systematize the organizational process and contribute to the qualitative implementation of the social audit procedure as a whole. The definition of “social audit” has been clarified as a set of control measures in the form of monitoring, audits, inspections, surveys, questionnaires, which are carried out by stakeholders in order to determine the degree of social responsibility of the enterprise. The main criteria for the classification of social audit are summarized and systematized, namely: its functional purpose (social audit of compliance, efficiency audit). Characteristic features, advantages and disadvantages of auditing procedures performed by external and internal auditors are given.</i>

## Section sessions

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| <b>Section 1.</b> | <ul style="list-style-type: none"> <li>• <b>Entrepreneurship, Social and Cooperative Economics</b></li> <li>• <b>Business Administration, Management, Marketing</b></li> <li>• <b>Economic and Social Studies</b></li> </ul> |
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<b>Section chairs:</b>	<p><b>Assoc. prof. Anca-Mihaela MELINCEANU, PhD., “ARTIFEX”</b> University of Bucharest</p> <p><b>Assoc. prof. Andrei BUIGA, PhD., “ARTIFEX”</b> University of Bucharest</p>
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Author(s) / Affiliation	<p><b>Cristian - Marian BARBU, Elena BUȘILĂ, Simona Delia STANCU,</b> <b>Maria Mirabela POPESCU</b> <i>“ARTIFEX” University of Bucharest, Romania</i></p>
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Title of the paper	<p><b><i>THE CURRENT WORLD – UNDER OBVIOUS MODIFICATION AND TRANSITION TOWARDS THE NEW NORMALITY</i></b></p>
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Abstract	<p><i>This article highlights some economic changes in today's world. It is becoming increasingly obvious that there is no way back to what we have long defined as normality. Some paths were destroyed by the global crisis of 2007-2011, the current global crisis is destroying others. We are already talking about the old normality when we look back. But the new normal, for the time being, is no more than a projection that gives us a glimpse of the future. It is certain that the present has become a transient reality, shaped by a series of transitions: digital, energy, geopolitical and many others. All rolled into one: the transition to the new normal.</i></p>
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Author(s) / Affiliation	<b>Mircea UDRESCU</b> <i>“ARTIFEX” University of Bucharest, Romania</i> <i>Full member of the Academy of Romanian Scientists, Romania</i>
Title of the paper	<b>REZILIENTĂ ȘI GUVERNANȚĂ APRECIERI ALE MEDIULUI DE AFACERI PENTRU 2021</b> <b><i>RESILIENCE AND GOVERNANCE. APPRECIATIONS OF THE BUSINESS ENVIRONMENT FOR 2021</i></b>
Abstract	<i>For the business environment, the year 2021 concluded in the context of a strong pandemic crisis. In the dedicated publications, managers of businesses in different activity areas have openly concluded in relation with the evolution of their own businesses, by systematizing their own approaches for adaptation and change, but also the contribution of the governmental measures on this direction. The business environment has been turbulent, the pandemic having negative reverberations on the companies, as influences that are hard to be controlled, coming from all directions. The opinions of businessmen demonstrate responsibility and implication in adapting changes meant to maintain the businesses within parameters of profitability. These changes are considered to have been more extended, if the governance would have involved more in the line of cultivating legislative predictability and stability.</i>

  

Author(s) / Affiliation	<b>Viorica POPA, Nicolae POPA</b> <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	<b>INFRASTRUCTURA DE COLECTARE A DEȘEURILOR ÎN CONTEXTUL DEZVOLTĂRII DURABILE</b> <b><i>WASTE COLLECTION INFRASTRUCTURE IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT</i></b>
Abstract	<i>The concept of sustainable development implies the implementation of some mechanisms and policies, which allow both economic development and the preservation of the state of the environment at the same time, capturing both the increase in</i>

*the degree of responsibility and the increase in economic efficiency in the sense of minimizing the costs of reducing the damage suffered by the environment due to consumption human. Thus, the EU has become a global promoter of sustainable development. The environmental policy of the European Union is becoming more and more comprehensive and closely correlated with the other European community policies that can be correlated with those of the Republic of Moldova. Currently, the problem of waste manifests itself more and more acutely, due to the increase in its quantity and diversity, as well as its increasingly pronounced negative impact on the environment. The urban and industrial development of localities, as well as the general increase in the standard of living of the population, leads to the production of increasingly large amounts of waste. Actions to reduce these impacts will be essential, as the amounts generated by waste are growing faster than any other environmental pollutant, especially in developing regions, or in rural areas where waste represents a larger share of global emissions. In this article, the theoretical-practical aspects regarding the organization of separate waste collection in the Republic of Moldova are analyzed. The research was conducted within the State Program 20.80009.0807.22 Developing the circular economy mechanism for the Republic of Moldova.*

Author(s) / Affiliation	<b>Олена НІКОЛЮК</b> Odesa National University of Technology, Odesa, Ukraine
Title of the paper	<b>ПРОДОВОЛЬЧА БЕЗПЕКА ГРОМАД В УМОВАХ ВОЄННОГО СТАНУ</b> <b>FOOD SECURITY OF COMMUNITIES UNDER MARTIAL LAW</b>
Abstract	<i>Встановлено, що кількість людей, які стикаються з гострою нестачею продовольства та потребують термінової життєво необхідної продовольчої допомоги та підтримки засобів до існування, продовжує зростати загрозливими темпами. Війна в Україні має негативні наслідки для глобальних продовольчих систем, а також підвищення цін на</i>



*продукти харчування та добрива. Доведено, що оскільки сумарний короткостроковий вплив цін на продовольство та енергоносії продовжує зростати, продовольча безпека, посилена зростанням боргового тягаря України, матиме руйнівні наслідки для значної частини населення. Обґрунтовано, що послаблення прояву кризових факторів продовольчої безпеки вимагає, насамперед, скоординованої та негайної екстреної гуманітарної допомоги всіма зацікавленими сторонами – урядом, інституціями розвитку та банками, неурядовими організаціями та приватними компаніями з метою задоволення найнагальніших потреб людей шляхом надання гуманітарної допомоги, включаючи продовольство, фінансову підтримку, насіння, ресурси, інструменти та технічна допомога для підтримки сталої інтенсифікації в Україні та інших дій щодо заміни культур.*

Author(s) /

**Богдан МИРОНЕНКО**

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Title of the paper

**УПРАВЛІННЯ ЛЮДСЬКИМ ПОТЕНЦІАЛОМ В ОРГАНАХ  
ПУБЛІЧНОЇ ВЛАДИ  
MANAGEMENT OF HUMAN POTENTIAL IN PUBLIC AUTHORITIES**

Abstract

*Управління людським потенціалом є однією з основних умов функціонування органів публічної влади в умовах невизначеності зовнішнього середовища та обмеженості ресурсів. Людські ресурси забезпечують організаційну складову діяльності органів, потенціал - можливості розвитку людських ресурсів на перспективу.*

Author(s) /  
Affiliation                      **Volodymyr PECHKO**  
State Biotechnological University, Kharkiv, Ukraine

Title of the paper            **THEORETICAL CONCEPTS AND FEATURES OF ECONOMIC  
GLOBALIZATION**

Abstract                      *The article is devoted to the analysis of the theoretical essence, main distinguishing features and concepts of economic globalization. The views of scientists on the manifestations of globalization phenomena in the modern world are characterized. On the example of Ukraine, an approach to the classification of the main economic advantages and disadvantages of globalization is proposed.*

Author(s) /  
Affiliation                      **Mircea UDRESCU, Alina GHEORGHE**  
“ARTIFEX” University of Bucharest, Romania

Title of the paper            **STRATEGIC THINKING IN SMALL AND MEDIUM-SIZED  
COMPANIES' MANAGEMENT**

Abstract                      *In general, the stability of an organization presupposes the daily and prospective management of tens, hundreds and thousands of changes, which occur at the level of the organization's functions, as well as on its whole. Therefore, general management teaches us to use theories, systems, methods and practices of rational management of resources, so that the stability of an organization can be ensured, in conditions of competitiveness. In business practice, change is the managerial quality that gives luster to the stability of the organization. Even if at first sight it is difficult to notice, at every moment, the spatial stability of a company is characterized by change. The composition of production factors is constantly changing, the internal cultural environment is changing, the external environment of small and medium-sized companies is changing. In everyday life, small and medium-sized companies are constantly changing, in the sense that some are becoming more and more efficient, others are in a precarious balance, while others are already being talked about in the past*

*tense. Change for the better is one of the enduring features of small and medium-sized firms, but this is the result of specific strategic management processes.*

Author(s) / Affiliation	<b>Mihail CIOBANU</b> <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	<b>CULTURAL VOUCHER – A NEW INSTRUMENT FOR BOLSTERING CULTURAL CONSUMPTION IN THE REPUBLIC OF MOLDOVA</b>
Abstract	<i>The trend of reduction of cultural consumption, especially among youth, in the Republic of Moldova in the last years has been accentuated by the COVID-19 pandemic and the process of digitalization. In order to stimulate the cultural consumption among youth from Moldova has been implemented recently the national program “Cultural Voucher” which represents a financial instrument that offers an amount of money that can only be used on expenditures for cultural goods and services. In this paper is analyzed the international experience in adopting cultural vouchers on which was based this program in Moldova, the current development in the country and future prospects.</i>

Author(s) / Affiliation	<b>Mădălina-Gabriela ANGHEL<sup>1</sup>, Dana Luiza GRIGORESCU<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>DIGITAL MONEY CAN INFLUENCE MONETARY POLICY</b>
Abstract	<i>The elimination of cash is seen as a positive thing in that digital payments, based on central bank currency, would be much faster, more efficient and at the same time much clearer. The result of a situation where people no longer use cash, but instead use digital means of payment based on a central bank's currency, will be an effective constraint on the limitation of monetary policy. Standard monetary policy theories prescribe a cut in central bank interest rates whenever inflation threatens to fall below target. Here, then,</i>

*compared to the current conditions, in which inflation depends on the money supply, which of course is a danger to the economy of a country, this possibility of using the digital currency of the central bank also appears. The authors started from the perspective of the emergence of digital money, making some associations and analyses, interpretations in relation to monetary or monetarist policy. The literature has provided a wide spectrum in terms of the logical interpretation of how the two aspects namely, the emergence and use of digital money and the monetary policy of a country. In addition to the method of logical analysis, we also used the method of comparative analysis, which would highlight a certain structure of monetary policy in the context of the use of cash compared to the situation in which digital money is used.*

Author(s) / Affiliation	<b>Vitalie COCEBAN, Sergiu TUTUNARU, Anatolie BABIN</b> <i>Moldova University of Economic Studies, Chişinău, Republic of Moldova</i>
Title of the paper	<b><i>ECOSISTEMELE DIGITALE ALE COMPANIILOR MICRO, MICI ŞI MIJLOCII</i></b> <b><i>DIGITAL ECOSYSTEMS OF MICRO, SMALL AND MEDIUM COMPANIES</i></b>
Abstract	<i>Today we are present at the development of the digital economy based on the redesign and complex digitization of organizational and functional processes within companies, the foundation of which are digital ecosystems. The article describes the prerequisites for their emergence and examines the boundaries, structure and main elements of digital ecosystems, shows the interaction between the company's client and the platform, and also describes the mechanism of data transformation into knowledge in the process of their complex processing and operation. An analysis of the world's largest digital ecosystems was conducted and approaches for building and implementing digital ecosystems within small and medium-sized enterprises were presented.</i>

Author(s) / Affiliation	<b>Mircea GUTIU</b> <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	<b>TRECEREA FRONTIEREI PENTRU SOLICITANȚII DE AZIL</b> <b>BORDER CROSSING FOR ASYLUM SEEKERS</b>
Abstract	<i>The article reveals the main problems faced by asylum seekers at the border crossing stage. Crossing the border for people is quite difficult from an objective point of view. If the need to receive refugee status is added to this objective, it becomes a double issue. In order to cross the border and receive refugee status, interested persons use electronic communication to receive advisory help from relatives or sympathizers. At the same time, governments that do not want refugees to cross the border use not only fences and other material obstacles, but also digital obstacles, such as the Eurodac system in Europe.</i>

Author(s) / Affiliation	<b>Ірина РАГУЛІНА</b> <i>Kharkiv State Biotechnological University</i>
Title of the paper	<b>ДЕЯКІ ПИТАННЯ СКЛАДАННЯ АУДИТОРСЬКОГО ЗВІТУ</b> <b>ВНУТРІШНЬОГО АУДИТУ</b> <b>SOME ISSUES OF COMPILING THE AUDIT REPORT OF THE</b> <b>INTERNAL AUDIT</b>
Abstract	<i>Being the final document of the audit, the audit report reflects the opinion on the reliability of the accounting (financial) statements and increases the confidence of users in the indicators contained in the accounting (financial) statements. On the basis of this document, users of financial statements make economic decisions relying on the competence of the auditor and hoping that when expressing an opinion (s)he was honest, objective and independent of the person being audited. The study of the main elements of the audit report is based on the analysis and generalization of the international auditing standards requirements, as well as Ukrainian and foreign internal audit practices. Based on the review</i>

*of internal audit practice, recommendations have been developed that allow reporting users to pay attention to important points contained in the auditor's report, to avoid possible mistakes in the development of management decisions.*

Author(s) /  
Affiliation      **Богдан ШУМІЛОВ**  
Odesa National University of Technology, Odesa, Ukraine

Title of the paper      **ЗАБЕЗПЕЧЕННЯ ПРОДОВОЛЬЧОЇ БЕЗПЕКИ В УМОВАХ  
ВОЄННОГО СТАНУ  
ENSURING FOOD SECURITY UNDER THE CONDITIONS OF  
MARTIAL STATE**

Abstract      *З початку повномасштабного вторгнення ситуація з експортом продовольства покращилась за допомогою "зернового коридору". Таким чином Україна забезпечує збереження нового врожаю звільняючи склади від минулорічного. В 2022 році було вироблено достатньо зернових культур для забезпечення потреб країни, але країна зазнала збитки через війну.*

Author(s) /  
Affiliation      **Dan NASTASE, Zoica NICOLA, Irina Mihaela BARBU, Andrei GHEORGHE**  
“ARTIFEX” University of Bucharest, Romania

Title of the paper      **ANTI-CONSUMER IN MARKETING**

Abstract      *The few business and marketing conceptual works on anti-consumption unfortunately create a lot of confusion due to inconsistencies between definitions and their implicit nature. It could easily be argued that the boundaries of this term are not adequately established by theorists, causing ambiguities about what anti-consumption really is and what its boundaries are. Anti-consumerism is also considered a sub-branch of political/ideological consumerism as it allows consumers to express their values, ideas, beliefs and general identities.*

Author(s) / Affiliation	<b>Sorin Gabriel GRESOI, Geanina CIOATĂRĂ</b> <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<b>COMUNICAREA – PROBLEMA ESENȚIALĂ A NEGOCIERII</b> <b>COMMUNICATION – THE ESSENTIAL PROBLEM OF THE</b> <b>NEGOTIATION</b>
Abstract	<i>In business, if you master the art of negotiation, you have an extra chance to earn more and keep a good relationship with your partner. When you negotiate well, you can guide, influence and manipulate your partner to cooperate. The secret lies in being able to train him in a game of "Let's win together!"</i>

  

Author(s) / Affiliation	<b>Nataliia HUSARINA, Oleksandra CHECHELNYTSKA</b> <i>Odessa Polytechnic State University, Odessa, Ukraine</i>
Title of the paper	<b>ANALYSIS OF THE RESULTS OF REFORMING THE HEALTHCARE</b> <b>SYSTEM IN UKRAINE</b>
Abstract	<i>The theoretical principles of state management of primary health care in Ukraine were investigated. An analysis of the current state of state management of primary health care in Ukraine was carried out, an analysis of the results of the reform of the health care system in Ukraine was carried out. Ways to improve the mechanisms of state management of primary health care in Ukraine are proposed, directions for improving the mechanisms of state management of primary health care are considered, and measures to improve the system of state regulation of health care based on cooperation with international organizations are formed. Scientific and practical conclusions were made.</i>

Author(s) / Affiliation	<b>Віктор БУРЛАКОВ</b> <i>Odesa National University of Technology, Odesa, Ukraine</i>
Title of the paper	<b>ІННОВАЦІЙНО-ІНВЕСТИЦІЙНА ДІЯЛЬНІСТЬ ПІДПРИЄМСТВ В УМОВАХ ЦИФРОВІЗАЦІЇ</b> <b>INNOVATIVE AND INVESTMENT ACTIVITY OF ENTERPRISES IN CONDITIONS OF DIGITALIZATION</b>
Abstract	<i>Розроблені положення та пропозиції щодо оцінювання узгодженості інноваційної та інвестиційної стратегій підприємств в умовах цифровізації складають аналітичну основу забезпечення узгодженості інноваційної та інвестиційної стратегій і процесу ухвалення управлінських рішень у інноваційно-інвестиційній діяльності підприємств в умовах цифровізації.</i>

  

Author(s) / Affiliation	<b>Nataliia KASHCHENA, Iryna NESTERENKO, Nadiia KOVALEVSKA</b> <i>State Biotechnological University, Ukraine</i>
Title of the paper	<b>THEORETICAL AND METHODOLOGICAL PRINCIPLES OF THE FORMATION OF INFORMATION AND ANALYTICAL SERVICE MANAGEMENT OF TRADE ENTERPRISES</b>
Abstract	<i>The conceptual system formation principles of information and analytical of trade enterprise management service (SIAS UPT) are substantiated in this article. The most promising is an integrated approach to the formation of accounting and analytical information as for enterprise's activities and its accumulation in a single circuit of SIAS UPT has been proven. The scientific basis and theoretical and methodological provisions of such system formation has been formed. The applied character of mechanism, which provides the complex decision of problems of informative management decision-making support as for functioning and enterprise trade development through the elaboration of the regulatory and legal basis of accounting, analysis and controlling has been determinate. A conceptual model of the formation of the SIAS UPT, which presents a complex of views on the</i>



*implementation of the tasks of creating the architecture of a unified information management space has been developed.*

Author(s) / Affiliation	<b>Virginia CUCU</b> “ARTIFEX” University of Bucharest, Romania
Title of the paper	<b>REDEFINIREA STRATEGIEI DE CREARE A VALORII ȘI EXPANSIUNEA PE PIAȚA UNIUNII EUROPENE A COMPANIILOR ROMÂNEȘTI REDEFINING THE STRATEGY FOR VALUE CREATION AND EXPANSION ON THE EUROPEAN UNION MARKET OF THE ROMANIAN COMPANIES</b>
Abstract	<i>The basic idea that I take into account in this paper is determined by the following argument: the economic organizations can obtain a sustainable competitive advantage on long term only by capitalizing the intellectual capital that it has, by developing new abilities and cultivating the innovation. Thus, the classical strategy approaches the capitalization of resources, that is to generate value by accumulating and maximizing the return of the fixed capital. According to the literature in the field, I consider that, in the present stage, it must be completed with a new strategy – the strategy of knowledge. In our days, knowledge becomes an increasingly important capital of the organizations, but it is also insufficiently captured and capitalized.</i>

Author(s) / Affiliation	<b>Alina SUSLENCU</b> „Alecu Russo” State University of Bălți, Republic of Moldova
Title of the paper	<b>PROVOCĂRI ÎN CULTIVAREA EDUCAȚIEI SUSTENABILE ÎN INSTITUȚIILE DE ÎNVĂȚĂMÂNT SUPERIOR CHALLENGES IN GROWING THE SUSTAINABLE EDUCATION IN HIGHER EDUCATION INSTITUTIONS</b>
Abstract	<i>This paper represents a complex approach to the main challenges that higher education institutions encounter on their way to achieving sustainability. Currently, most of the higher education</i>

*institutions focus on quality assurance in the higher education process, trying to create options for capitalizing on competitive advantages. Just as sustainability focuses on ensuring a balance from a triple perspective, economic-social-environmental, universities must focus their attention on capitalizing and implementing sustainability in their day-to-day activity. At the same time, we must mention that in the context of the multiple innovative changes that have affected the higher education system, higher education institutions must identify effective possibilities to align themselves with the principles of achieving sustainability, through the mobilization and sensitivity of all its stakeholders. Thus, the research methodology focused on the use of multiple research methods, such as: analysis, synthesis, induction, deduction, abduction, scientific abstraction. In the conclusions, we can reiterate that sustainable education is a "SMART facet" of postmodern education, which helps universities cultivate sustainability and identify efficient ways of aligning with the principles, values of a sustainable society.*

Author(s) / Affiliation	<b>Natalia DOBRIANSKA, Karolina BRADUL, Anna STEPANOVA</b> National University "Odesa Polytechnic", Odessa, Ukraine
Title of the paper	<b>RESEARCH OF PROBLEMS OF SOCIAL DEVELOPMENT OF UKRAINE IN THE CONDITIONS OF RUSSIAN AGGRESSION AND WAYS TO ELIMINATE THEM</b>
Abstract	<i>The article identifies the main problems of social development of Ukraine in the context of Russian aggression, which include the following: the crisis of social development in the occupied territories and the impossibility of providing the civilian population with the necessary resources, infrastructure and housing losses, the growth of humanitarian needs (access to medical services, education, the judiciary), the emergence of an acute issue of support for migrants and internally displaced persons, and the increase in unemployment. It is emphasized that the financial assistance of foreign countries, as well as various condemnations of the actions of the Russian Federation and the use of sanctions</i>

*are important in this matter. The prospects of Ukraine in the near future and important factors of building social policy of Ukraine in the post-war period are investigated.*

Author(s) / Affiliation	<b>Aurelian DIACONU<sup>1</sup>, Dragoş Eugen MIHAI<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> ADG Design SRL
Title of the paper	<b>METODE PRIVIND ATENUAREA EFECTELOR INFLAȚIEI ASUPRA AGENȚILOR ECONOMICI ÎN CONTEXTUL CREȘTERII PREȚURILOR LA MATERII PRIME ȘI MATERIALE</b> <b>METHODS REGARDING THE MITIGATION OF INFLATION'S AND EVALUATION OF PRODUCTS' QUALITY FROM THE PERSPECTIVE OF USERS' PERCEPTION</b>
Abstract	<i>The evolution of private economic agents in an economic environment characterized by low or moderate inflation since the 1970s has determined their adaptability and competitiveness in this type of economic environment, but no long-term economic event prepared or instructed them for the evolution in an economic environment characterized by inflation expressed by a number with two percentage digits. The behavior of customers, economic agents and supply chains must be modified and moderated by various means and methods so that price fluctuations are mitigated and mediated, shared between the various actors of this chain.</i>

Author(s) / Affiliation	<b>Aurelian DIACONU<sup>1</sup>, Florin MĂCIUCĂ<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Universitatea Națională de Apărare Carol I din București
Title of the paper	<b>DESPRE MOTIVAȚIE ÎN MEDII DE AUSTERITATE</b> <b>ON MOTIVATION IN AUSTERE ENVIRONMENTS</b>
Abstract	<i>In the situation in which unemployment is growing or maintains at high levels, the motivation of personnel is strongly connected to</i>

*levers specific to the known pyramid of Maslow. The salary and the job become essential motivational elements. Even under these conditions, there are numerous companies that cultivate policies to attract and maintain high-quality employees in their sphere of influence. The continuous testing of managerial competences of young employees, the personalized grant of packages of benefits, the creation and cultivation of a pleasant atmosphere at work, but also the realization of feedback systems specific to the informal mode are modalities to select valuable people. Therefore, employees wish to have the type of benefits they aspire to, and the employers see in this request a form to increase the interest of the employees towards the company, with favorable implications on the profitability indicators.*

Author(s) /  
Affiliation

**Cibela NEAGU**  
“ARTIFEX” University of Bucharest, Romania

Title of the paper

**EFICIENȚA MANAGERULUI DIN PERSPECTIVA PROFILULUI SAU  
PSIHO-SOCIAL  
EFFICIENCY OF THE MANAGER FROM THE PERSPECTIVE OF HIS  
PSYCHO-SOCIAL PROFILE**

Abstract

*The modern leader has to be more than a leader, as far as the employees are concerned. To be successful in business, he has to be the boss, the mentor and the friend of the team he is leading. The economic efficiency of a company depends, to a large extent, on the people who are employed there. It starts from the manager, who has to have certain qualities for leadership, and goes on to the employees, whose native qualities should be capitalized on, in order to make their activity as effective as possible. The paper herein presents only a few psychological and psycho-social skills that are specific to an efficient manager.*

Author(s) / Affiliation	<b>Rodica SLUTU<sup>1</sup>, Adrian ŞIMON<sup>2</sup></b> <i><sup>1</sup> University of Medicine, Pharmacy, Sciences and Technology „George Emil Palade” of Tîrgu-Mureş, Romania <sup>2</sup> „Alecu Russo” State University of Bălţi, Republic of Moldova</i>
Title of the paper	<b>STRATEGIES TO IMPROVE HR MARKETING FOR HIGHER COMPETITIVE ADVANTAGE</b>
Abstract	<i>The increasing competitiveness among organizations, the lack of skilled labor, the increase in emigration are causing organizations to face more and more a shortage of skilled labor. The external environment of the enterprise is a source of opportunities, but also of threats. Researching the role of human resources in maintaining the competitiveness of the enterprise both at regional and national level, we mention that HR specialists can develop strategies that ensure an increase in the competitiveness of the enterprise on the market through the prism of the human factor. The human resources strategy designates the direction of guiding the management of the company in substantiating the set of activities related to the planning and provision of personnel, the segmentation of employees and the elaboration of the strategies of the marketing mix.</i>

Author(s) / Affiliation	<b>Tatiana BARAN</b> <i>Trade Co-operative University of Moldova</i>
Title of the paper	<b>IMPACTUL IMPLEMENTĂRII STRATEGIILOR DE SPECIALIZARE INTELIGENTĂ ÎN ȚĂRILE UNIUNII EUROPENE IMPACT OF THE IMPLEMENTATION OF INTELLIGENT SPECIALIZATION STRATEGIES IN THE EUROPEAN UNION COUNTRIES</b>
Abstract	<i>It was the European Commission, as early as 2010, that launched smart specialization as a powerful new policy approach, seen as a crucial element in promoting and transforming the economy towards smart, sustainable and inclusive growth. During this time,</i>

*smart specialization has become a key tool for local development, representing the most comprehensive policy experience regarding the implementation of innovation-based progress in Europe, a fact demonstrated by the practice of the countries of the European Community.*

Author(s) / Affiliation	<b>Cătălin DEATCU, Maria – Valeria SEFTOIU, Eugen – Iulian POPESCU</b> <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	<b>STUDIU PRIVIND COMPORTAMENTUL CONSUMATORILOR ROMÂNI ÎN PERIOADA PANDEMICĂ ȘI POST – PANDEMICĂ</b> <b>STUDY ON THE BEHAVIOR OF ROMANIAN CONSUMERS DURING THE PANDEMIC AND POST-PANDEMIC PERIODS</b>
Abstract	<i>Consumption behavior during the Covid-19 pandemic has changed both globally and locally, as a result of restrictions imposed by law or global fear of contamination. Although, by making a comparison between countries, there are many similarities, we can find the same number of peculiarities depending on the nation. This study has as its main actor the consumption behavior of Romanians, in terms of shopping frequency, place and concerns related to it during the pandemic and post-pandemic period, using descriptive statistics of an online survey. After analyzing the answers, it was found both the existence of some changes in their behavior and habits that remained unchanged. This work is structured in five sections: the introduction, followed by the specialized literature presented in section 2, the methodology used to create the questionnaire can be found in the third section, the results obtained are presented in section 4 a, and the - the fifth section includes the conclusions of the study.</i>

Author(s) / Affiliation	<b>Valentyna KYRYLOVA, Olena NIKOLIUK</b> <i>Odessa National Technological University</i>
Title of the paper	<b><i>EFFECTIVE PRACTICES OF REFORMS IN THE SPHERE OF PUBLIC ADMINISTRATION</i></b>
Abstract	<i>The work considers the importance of the reform process in the field of public administration, identifies the most common reform trends observed in EU member states, which are key components of the "European" approach to public administration reform, in particular, e-government measures and the introduction of artificial intelligence technologies in order to improve the provision services. Based on the analysis, strategic guidelines for improving the efficiency of the public administration system are proposed, taking into account the leading world experience.</i>

Author(s) / Affiliation	<b>Alexandru Ioan MANEA, Andrei BUIGA</b> <i>"ARTIFEX" University of Bucharest, Romania</i>
Title of the paper	<b><i>THE ROMANIAN ADAPTATION OF COOK AND WALL'S (1980) ORGANIZATIONAL COMMITMENT SCALE – A PRIMARY STEP</i></b>
Abstract	<i>The present study outlines the first steps taken towards the Romanian adaption of Cook and Wall's (1980) Organizational Commitment scale. Working with a set of pre-existing items translated into Romanian, a small sample (N = 23) was used in order to investigate the internal consistency of this OC scale, along with its subscales. The resulting coefficients were encouraging for the total OC scale (.79), but mixed for the other three scales (ranging from .45 to .81). As future directions of research, further analyses are proposed as well as recommendations for sample size and composition.</i>

## Section 2.

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

### Section chairs:

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

**Assoc. prof. Cătălin DEATCU, PhD.,** “ARTIFEX” University of Bucharest, Romania

### Author(s) / Affiliation

**V. BLYZNIUK<sup>1</sup>, L. YATSENKO<sup>2</sup>**

<sup>1</sup> *Institute for Economics and Forecasting,*

*NAS of Ukraine, Kyiv, Ukraine*

<sup>2</sup> *National Institute for Strategic Studies, Ukraine*

### Title of the paper

**LABOR MARKET IMBALANCE: CAUSES AND CONSEQUENCES**

### Abstract

*The article is devoted to the problems of labor market imbalance. It is substantiated that the labor market is an important element of the economic system that functions under the influence of various factors. Their influence on the labor market causes an imbalance, which exacerbates the problems of economic development and use of labor potential. Analysis of the modern labor market of Ukraine made it possible to argue the impact of the current economic and political situation on the aggravation of problems of imbalance, to identify their consequences. Directions, levers and basic principles of functioning of the mechanism of state regulation of the labor market are proposed to optimize the structural situation in the national labor market and eliminate the growing imbalance of supply and demand according to sectoral, territorial, professional and demographic characteristics.*



Author(s) / Affiliation	<b>Оксана ПОПОВИЧ, Вікторія ПОПОВИЧ</b> <i>National Aviation University, Kyiv, Ukraine</i>
Title of the paper	<b>ОСОБЛИВОСТІ КОНТРОЛЮ ВИТРАТ НА ВИРОБНИЦТВІ ТА СОБІВАРТОСТІ ПРОДУКЦІЇ СІЛЬСЬКОГОСПОДАРСЬКОГО ПІДПРИЄМСТВА ТОВ «АГРО-ЛЕНД.»</b> <b>FEATURES OF THE CONTROL OF PRODUCTION COSTS AND THE COST OF PRODUCTS OF THE AGRICULTURAL ENTERPRISE “AGRO-LAND” LLC</b>
Abstract	<i>In the context of the agricultural development of our country, there is an objective need to improve the efficiency of control over the production of farm products. Reducing the cost and increasing the profitability of the agricultural output (works, services) on this basis require the proper organization of accounting, internal control of production costs and compliance with the methodology of costing products (works, services). An indisputable condition for successful management is high-quality and timely accounting at the enterprise, the results and analysis of which are a prerequisite for making management decisions on the development of individual management areas and the functioning of the enterprise as a whole. The adequacy of these decisions will depend on the chosen methodology for assessing the state of the enterprise and the interpretation of the results.</i>
Author(s) / Affiliation	<b>Natalia HUSARINA, Ilona BABSKA</b> <i>Odessa Polytechnic State University, Odessa, Ukraine</i>
Title of the paper	<b>CONSTRUCTION OF A MATHEMATICAL MODEL OF THE PROCESS OF COMPARISON OF TERRITORIAL COMMUNITIES</b>
Abstract	<i>Problems of the development of united territorial communities, in particular unemployment and economic problems, are considered. Communities, for the most part, do not have enough funds to solve economic and other problems. Therefore, it is necessary to create self-sufficient communities that have enough financial tools for their own development. The paper examines the mathematical</i>

*model of the decision-making support system for the development of territorial communities (agro-industrial sector). An important step in building a mathematical model of the agro-industrial complex is taking into account the specifics of agricultural activity. The article considers a mathematical model of linear multifactorial regression, which describes the relationship between the amount of resources spent and the volume of products produced. Since economic processes and agricultural production processes are complex, it is difficult to describe them using only linear deterministic models. A common case is when problem variables take on some discrete values or values from a certain interval. Such a situation complicates the search.*

Author(s) /  
Affiliation

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*Національний авіаційний університет, Україна*

Title of the paper

**БАНКІВСЬКА СИСТЕМА УКРАЇНИ: ОСОБЛИВОСТІ  
ФУНКЦІОНУВАННЯ В УМОВАХ ВОЄННОГО СТАНУ  
THE BANKING SYSTEM OF UKRAINE: FEATURES OF FUNCTIONING  
UNDER THE CONDITIONS OF MARTIAL STATE**

Abstract

*The features of the functioning of the banking system under martial law are considered. A comparative analysis of the performance of Ukrainian banks for the period of Russian aggression and pre-war time was carried out. The main problems of activity of banking institutions, caused by the need to confront the threats of violation of its stability and continuity were revealed. The influence of the growth of the NBU discount rate on the activities of banking institutions in the conditions of war was investigated. The factors of decreasing interest of banks to purchase domestic bonds and therefore to increase the volume of lending to sectors of the economy were outlined. The growth of investment of funds by banking institutions in certificates of deposit is revealed, which negatively affects the replenishment of the state budget revenues and the actions of banks to repay the refinancing debts of the NBU were assessed. The views of analytical experts on the impact on the state of the banking*

*system of the growth of the share of non-performing loans (NPL) in bank portfolios and government actions to regulate the situation with the repayment of loans in cases of damage or destruction of property of citizens during military operations were analyzed. The interaction between the regulator and banks was assessed, taking into account the challenges of the current risk environment and the role of legislative innovations in order to take into account the realities of a full-scale war.*

Author(s) / Affiliation	<b>Viktoriya VELIEVA</b> <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	<b>PRINCIPLES, OBJECTIVES AND METHODS OF ANALYSIS OF FINANCIAL AND ECONOMIC ACTIVITIES</b>
Abstract	<i>The article reveals a summary of the principles, methods, objects of analysis of financial and economic activities. The main ways to improve the application of the principles of analysis of financial and economic activities using the latest modern technologies are proposed.</i>

Author(s) / Affiliation	<b>Daniela PENU</b> <i>“Costin C. Kirițescu” Economic College</i>
Title of the paper	<b>INFLATION IN ROMANIA IN 2022</b>
Abstract	<i>In Romania, in 2022, we see an accelerated increase in the prices of food products, non-food products and services. Some economists believe that it is a consequence of the conflict situation in Ukraine, which has caused an increase in energy and gas prices. In this article I propose an analysis of the causes of inflation in Romania in 2022 and its consequences on the economy and on the population's standard of living.</i>

Author(s) / Affiliation	<b>Ольга БОНДАРЕНКО</b> <i>Національний авіаційний університет, Ukraine</i>
Title of the paper	<b>АНАЛІЗ ДІЯЛЬНОСТІ АВІАЦІЙНОЇ ГАЛУЗІ УКРАЇНИ: ВІД РОЗКВІТУ ДО РЕАЛІЙ СЬОГОДЕННЯ</b> <b>ANALYSIS OF ACTIVITIES OF THE AVIATION INDUSTRY OF UKRAINE: FROM THE PROSPERITY TO TODAY'S REALITIES</b>
Abstract	<i>The article is devoted to topical issues related to the analysis of the aviation industry (airlines) of Ukraine. The research topic is relevant in today's conditions as a result of Russia's military invasion of the territory of Ukraine. Prospects for the resumption of air transportation and the return of Ukrainian airlines to the possibility of providing aviation services are being considered. The article provides an overview of the dynamics of Ukrainian airlines over the past ten years, taking into account the impact of COVID-19 before a full-scale invasion. An analysis of the losses suffered by airlines and ways of preserving the professional suitability of the personnel potential as a result of military aggression was carried out. Possibilities of continuing the operation of airlines outside of Ukraine and maintaining the financial condition in modern conditions are revealed.</i>
Author(s) / Affiliation	<b>Ștefan Virgil IACOB<sup>1</sup>, Dana Luiza GRIGORESCU<sup>2</sup>, Iulian RADU<sup>2</sup>, Denis-Arthur STRIJEK<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>THE EFFECTS OF CRISES ON THE FINANCIAL-MONETARY SYSTEM OF THE EUROPEAN UNION</b>
Abstract	<i>In this article, the authors aim to establish the effect of the COVID 19 pandemic and the other crises that have started and act in concert on the financial evolution of the member states of the European Union. The evolution consists in the fact that the member states of the European Monetary Union, as well as the states that wish to join it, must meet a series of conditions that</i>

*cannot be ensured at the moment. It started from the interpretation of these data, the comparison using statistical-econometric methods (tables, graphic representations, comparative studies, coefficients of determination and others). Using the indicators, we had, from the study of the financial situation, which includes here the budget deficit or the public debt, it shows the situations in which the respective countries have great difficulties in organizing themselves and being able to carry out really effective activities. The financial-monetary problem is an important one because, in the context in which the money supply in circulation exceeds the necessary money supply, it triggers inflation with equally destructive effects on the national economy.*

Author(s) / Affiliation	<b>Mădălina-Gabriela ANGHEL<sup>1</sup>, Iulian RADU<sup>2</sup>, Alexandra PETRE<sup>2</sup>, Cristian OLTEANU<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>MONEY IN THE CONTEXT OF THE EVOLUTION OF THE MONEY SUPPLY</b>
Abstract	<i>In this study, the authors sought to highlight the situation of the money supply that exists at a given moment, the role of money and, above all, the need to correlate the money supply in circulation with the money supply that has coverage in goods and services. The data provided by the National Bank (Central Bank of Romania) were used, from which a number of aspects emerge and, last but not least, the existing European data. In arranging the data to provide some tabular and graphical representations, we used statistical-econometric methods, as well as intuitive analysis, comparative analysis or the study of the money supply according to the exchange rate.</i>

Author(s) / Affiliation	<b>Ina VÎRTOSU, Chen LI</b> <i>University of Macau, SAR Macau, China</i>
Title of the paper	<b>STATE ACTION IN PUBLIC PROCUREMENT: A COMPARATIVE REVIEW OF CHINESE AND EU COMPETITION LAWS</b>
Abstract	<i>In China, local governments and their departments have a strong incentive to interfere in public procurement activities, practicing discrimination between different regions and protectionism. These actions are directly harming competition and hamper China's efforts to unify internal market. Chinese Anti-Monopoly Law contains a special chapter to regulate the actions of the government, which have restrictive effects on market competition and has as an aim to protect fair competition in public procurements. China and the EU have opted out for different approaches to protect competition in the public procurement market. However, compared with the EU, in China, restrictions on competition in procurement procedure are regarded as a kind of abuse of administrative power. It also uses its fair competition review framework to prevent the promulgation of laws or regulations, which will have restrictive effects on competition public procurement market. It makes foreign investors have a stronger voice when they are not fairly treated in public procurement.</i>

Author(s) / Affiliation	<b>Nina OVSIUK, Inna AFANASIEVA</b> <i>Kyiv, National Aviation University, Ukraine</i>
Title of the paper	<b><i>IMPACT OF REGULATION OF FOREIGN ECONOMIC ACTIVITIES ON DOCUMENTATION AND TAXATION OF EXPORT-IMPORT TRANSACTIONS</i></b>
Abstract	<i>The specifics of export-import trade operations, the importance of licensing and quotas for foreign economic activity were determined. Normative acts regulating operations of foreign economic activity were characterized. The peculiarities of drawing up export contracts, terms of the contract, forms and the procedure for concluding a foreign economic contract were revealed. The system of documentation of export trade operations was studied. The specifics of taxation of trade operations of a business entity carrying out export operations and directions of optimization processes that become objects of state control were determined.</i>

Author(s) / Affiliation	<b>Olena NIKOLIUK, Dariia BONDARCHUK</b> <i>Kyiv, National Aviation University, Ukraine</i>
Title of the paper	<b><i>FINANCIAL CAPACITY OF URBAN TERRITORIAL COMMUNITIES</i></b>
Abstract	<i>The paper describes that the main change that occurred as a result of the implementation of the decentralization reform was the financial condition of local self-government bodies. The term financial capacity of the OTG was defined and the most capable territorial communities and the least capable were established. The main factors affecting the formation of financial capacity and dynamics during 2018-2021 have been established.</i>

Author(s) / Affiliation	<b>Constantin ANGHELACHE<sup>12</sup>, Mădălina-Gabriela ANGHEL<sup>2</sup>, Cristian Marius RĂDUȚ<sup>1</sup></b> <sup>1</sup> Bucharest University of Economic Studies, Romania <sup>2</sup> “ARTIFEX” University of Bucharest, Romania
Title of the paper	<b>THE ENERGY CRISIS AFFECTS MACROSTABILITY</b>
Abstract	<i>The energy crisis, which started on a larger scale after February 24, 2022, when the war in Ukraine started, greatly affects the economies of the member countries of the European Union or all the states of the globe. Against this background, macrostability and the maintenance of macroeconomic proportions and correlations were affected. The authors aim in this article to highlight the tangible, precise effects that this energy crisis entails. For this purpose, the data recorded in the period 2019 – 2022 were used, when there was a strong influence of the crises acting in concert on the national economies. In the study carried out we have used the statistical indicators regarding the Gross Domestic Product, their evolution, the structure of resources and uses, as well as the way in which the national economy is in the process of destabilization and this will occur especially in the context where there will be few resources and ways to eliminate the effects of the energy crisis.</i>
Author(s) / Affiliation	<b>Ștefan Virgil IACOB<sup>1</sup>, Cristian Marius RĂDUȚ<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>STRUCTURAL ANALYSIS OF THE POPULATION BY DOMICILE</b>
Abstract	<i>The population by domicile is that which has its declared domicile in Romania, even if it does not always have its residence. In establishing this indicator, we used the data provided by the National Institute of Statistics, also confirmed by the data that also exists at the local level to highlight an indicator that, in mid-2022, was 21,943,000 people, down from last year. In using some correlations that exist in the structure of the population, domicile,</i>



*sex, etc., we used statistical data, we performed some processing of the data using statistical-econometric tools.*

Author(s) / Affiliation	<b>Наталія КОВАЛЕНКО, Богдан СУХАРОВ</b> <i>Національний транспортний університет, Україна</i>
Title of the paper	<b>ТЕНДЕНЦІЇ СТРУКТУРИ РИНКУ ЛЕГКОВИХ АВТОМОБІЛІВ В УКРАЇНІ</b> <b>TRENDS OF THE CAR MARKET STRUCTURE IN UKRAINE</b>
Abstract	<i>З початком повномасштабного вторгнення росії, кон'юнктура ринку автомобілів зазнала змін, безповоротно втрачено 500 тис. автомобілів, 300 тис. покинуло територію, за оцінкою експертів мільйон авто вибули з активної частини автопарку. Частково змінилися умови розмитнення автомобілів та сплати податків, на певний період скасували митні платежі на імпорту автомобілів, з 01 квітня 2022 року по 30 червня 2022 року можна було розмитнити автомобіль без сплати мита, акцизу та ПДВ.</i>
Author(s) / Affiliation	<b>Ștefan Virgil IACOB<sup>1</sup>, Cristian Marius RĂDUȚ<sup>2</sup>, Cristian OLTEANU<sup>2</sup></b> <sup>1</sup> "ARTIFEX" University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>THE TRADE BALANCE OF EXTERNAL PAYMENTS INDICATOR OF ECONOMIC GROWTH</b>
Abstract	<i>International specialization necessarily requires international collaboration. International collaboration is also achieved through commercial exchanges in the sense that certain products that cannot be produced in a country, or are produced more expensively, can be supplemented for the expansion of industrial production and other branches with imports. Thus, a country is in debt or obtains deficits, i.e. lower exports than imports, or obtains surpluses (the case of Great Britain, Germany, France) and lower</i>

*imports. From 1990 until now, Romania has had a deficit in the balance of external commercial payments. This deficit increased over time, reaching over 3 billion euros in October. In the first 10 months of 2022, the deficit approaches 9 billion euros. The authors set out to carry out a complex study on Romania's international trade, aiming to highlight the negative effect that international trade has on economic growth. We have made extensive use of the methodological data on the basis of which the National Institute of Statistics and Eurostat calculate international trade indicators, comparing imports with exports to obtain the net export (the difference between export and import), which is increasingly higher. By using some statistical-econometric models, we also highlighted how big this influence of the external trade balance of payments deficit is on the growth of the gross domestic product. In addition to the effects of the crises faced by the world economy, including Romania's, there are also these problems generated by the impossibility of balancing exports with imports.*

Author(s) /  
Affiliation

**Constantin ANGHELACHE<sup>12</sup>, Mădălina-Gabriela ANGHEL<sup>2</sup>, Ștefan Virgil IACOB<sup>2</sup>**

<sup>1</sup> Bucharest University of Economic Studies, Romania

<sup>2</sup> “ARTIFEX” University of Bucharest, Romania

Title of the paper

**THE DIGITAL ECONOMY MUST PRIORITIZE RESEARCH-DEVELOPMENT-INNOVATION**

Abstract

*Innovation, research and development represent, for any national economy, an important element that can ensure economic growth in the future. Digitization, together with robotics, biotechnological, artificial intelligence, as well as other advanced technical methods represent the future towards which the activity in this field must evolve. In dealing with this topic, we used a series of aspects related to the existing data through statistical indicators published by Eurostat, the National Institute of Statistics or the European Union. We have sought to use logical analysis, comparative analysis and interpretive analysis to resolve issues arising from this theme.*

Author(s) / Affiliation	<b>Mădălina-Gabriela ANGHEL<sup>1</sup>, Ștefan Gabriel DUMBRAVĂ<sup>2</sup>, Alexandra PETRE<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b><i><u>DIGITIZATION OF MONEY - COSTS AND BENEFITS</u></i></b>
Abstract	<i>The share of cash in the economy has declined at an average annual rate of about 6%, from 49% in 2006 to 26% in 2016 and 21% in 2022. In this article the authors aim to determine what are the costs of a society based on digitization and what is the efficiency or benefit of such an activity. Southeast Asian economies appear to be experiencing a particular decline in market cash. The decline in cash is driven by the convenience and efficiency gains offered by electronic payment methods in combination with mobile devices. The authors propose in this article to highlight precisely this perspective of increasing the efficiency of the use of digital money. We used the logical, comparative study of the two situations, the existence of cash on the market and the reduction of this cash, to ensure control and avoidance of the negative aspects faced by the financial market. We used a series of statistical data which, by comparison, led to some conclusions showing that there must be a balance between the cost of digitizing money and the benefits that this digitized system brings.</i>
Author(s) / Affiliation	<b>Ana Maria POPESCU, Daniel DUMITRU</b> Bucharest University of Economic Studies, Romania
Title of the paper	<b><i><u>EFFECT OF CONSUMER DEMAND – ANALYSIS MODEL</u></i></b>
Abstract	<i>The main objective of this research was the analysis of macro-econometric models, which are likely to favor the market with positive effects for consumers. Using the data from the specialized literature regarding this aspect, the authors have carried out an extensive analysis on the conditions that are required to establish</i>

*models that can meet the demands of consumers. The results of these econometric studies were processed and used to highlight, first of all, the model that can be used, adapted to the specifics of the goods and services market, but also some concrete results in this field. The analysis method was widely used, based on the use of econometric models, the establishment and adaptation of econometric models to market requirements, as well as the use of statistical indicators.*

Author(s) / Affiliation	<b>Ştefan Virgil IACOB<sup>1</sup>, Dana Luiza GRIGORESCU<sup>2</sup></b> <sup>1</sup> “ARTIFEX” University of Bucharest, Romania <sup>2</sup> Bucharest University of Economic Studies, Romania
Title of the paper	<b>THE EVOLUTION OF MULTIDIMENSIONAL MACRO-ECONOMETRIC MODELS</b>
Abstract	<i>The authors aimed, by publishing this article, to achieve an important objective, namely, that of highlighting how macroeconomic models have evolved over time. The Link model is considered which has then been modified and adapted for use in various countries or research bodies. For the realization of this article, data published in the specialized literature were used with exact references to the content of proposals and models that became important and that represented the beginning, or the basis, of several model developments. A number of elements from statistics and econometrics were used, aiming at these models brought up to the present day.</i>

Author(s) / Affiliation	<b>Constantin ANGHELACHE<sup>12</sup>, Daniel DUMITRU<sup>1</sup></b> <sup>1</sup> Bucharest University of Economic Studies, Romania <sup>2</sup> “ARTIFEX” University of Bucharest, Romania
Title of the paper	<b>INDUSTRY AND AGRICULTURE UNDER THE IMPACT OF CRISES</b>
Abstract	<i>In this article, the authors aimed to analyze the evolution of production in the two branches of the national economy, with</i>

*reference to the effect that the current crises have on economic growth as a whole and in particular on the production of the two fields. To carry out this analysis, a large volume of data provided by the National Institute of Statistics and Eurostat was used, highlighting the significant aspects that had an effect, starting from 2019, on industrial production and agricultural production. We used indicators, indices, graphic representations, tables all synthesized and correlated with the evolution during this period. At the same time, we also used some data that refer to current crises (the COVID 19 pandemic, the economic-financial crisis, the energy crisis, the food crisis, etc.).*

Author(s) /  
Affiliation      **Valentyna YASYSHENA, Alla DOLYUK**  
Vinnitsia Education and Research Institute of  
West Ukrainian National University, Ukraine

Title of the paper      ***BLOGGING: ACCOUNTING AND TAXATION***

Abstract      *Introduction.*  
*Internet marketing today is one of the most promising areas of marketing development in Ukraine. Blogging as a component of Internet marketing is actively developing and brings significant profits to bloggers. Since blogging is an economic activity, it needs proper reflection in the field of accounting and taxation with the development of relevant provisions of domestic legislation. The goal is to improve accounting and taxation procedures related to blogger activity and outline the prospects for its conduct in Ukraine.*  
*Research methods.*  
*In the research process, the following methods were used: analysis and synthesis - to study the object and subject of research; constructive and experimental - to form a decision with the help of analytical support; tabular – for a visual representation of the formation of pricing of paintings; abstract-logical - for theoretical generalizations and the formation of conclusions.*  
*Research results.*  
*Prospects for the development of blogging activity in Ukraine are*

*revealed. The accounting and taxation procedures of blogger activity in Ukraine are considered. The main advantages for the socio-economic development of the state from the official activity of a blogger are outlined, and problematic areas in the formation of the official online business of Internet literature in Ukraine are identified.*

*Prospects.*

*The main provisions of this research in the form of proposals can provide a number of advantages for the establishment of an official online business of blogging activity in Ukraine. Regulating blogging activities at the legislative level, keeping records and taxation of bloggers' activities is a significant contribution to the socio-economic development of the state, which will help increase revenues to the state budget, harmonize the activities of bloggers and advertisers, and become a guarantee of social guarantees for bloggers. Increasing the attractiveness of the blogging profession will contribute to the development of this field of activity.*

*Conclusions.*

*Those bloggers who develop their activities and want to receive significant profits must account for the income they receive and pay taxes. An important factor in the cooperation of an advertiser with a blogger is taxation, which allows transparent reporting to the tax office and honest payment of taxes. During the consideration of procedures for accounting and taxation of operations and processes of blogging activity in Ukraine, it is proposed to add a separate code NACE with the name "Blogging activity". Changes should be made to the Tax Code of Ukraine and accounting and taxation conditions for blogging activities should be established.*

Author(s) / Affiliation	<b>Aurelia TOMȘA</b> <i>Moldova University of Economic Studies, Chișinău, Republic of Moldova</i>
Title of the paper	<b>RETROSPECTIVA DEZVOLTĂRII ÎNTREPRINDERILOR MICI ȘI MIJLOCII ÎN REPUBLICA MOLDOVA</b> <b>RETROSPECTIVE OF THE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN THE REPUBLIC OF MOLDOVA</b>
Abstract	<i>Small and Medium-sized business exists as independent sector of the market economy, providing for the basic needs of the national economy. SMEs is the strategic resource for sustainable socio-economic development of society, which ensures its high level and improves the quality of life of the population. The article examines the development trends of small and medium-sized enterprises in the Republic of Moldova in 2015–2021. The problems of the development of SMEs at the regional and national levels are revealed. An important difference from similar works on this topic is an attempt to prove that throughout the formation of SMEs, it has the same systemic problems. In conclusion, the article proposes measures to develop and support small and medium-sized enterprises.</i>
Author(s) / Affiliation	<b>Cristian Marius RĂDUȚ, Iulian RADU, Denis-Arthur STRIJEK</b> <i>Bucharest University of Economic Studies, Romania</i>
Title of the paper	<b>THE PARADOX OF RISING UNEMPLOYMENT IN CONTRAST TO FILLING VACANCIES</b>
Abstract	<i>In this study we considered the fact that vacant jobs are those that show the desire of managerial factors in a commercial company to produce more. I have emphasized that the number of job vacancies does not automatically attract the employment of the unemployed workforce existing at a given time in the national economy. If we take into account that in construction and services, we have a labor force imported from the Asian area, the offer of employers does not really attract the labor force or for the</i>

*respective fields there is a lack of labor force.*

Author(s) / Affiliation	<b>Iulian RADU<sup>1</sup>, Bogdan DRĂGHIA<sup>2</sup></b> <sup>1</sup> Bucharest University of Economic Studies, Romania <sup>2</sup> National Institute of Statistics, Romania
Title of the paper	<b>THE LABOR MARKET UNDER THE IMPACT OF CRISES</b>
Abstract	<i>The crises produced a great disruption in the sense that elements appeared that are destructive and that unbalanced this correlation population - the labor market and in this context in which a series of other breaks in the necessary macroeconomic correlations occurred, the economies enter - a destabilization process. In this article we set out to emphasize and show concretely what was the impact of the cracks, which still manifests itself. In this sense, we used a series of statistical indicators, we used some statistical-econometric methods and models to establish the correlation between labor force indicators in the current context of the manifestation of crises. At the same time, we used interpretive, logical analysis to emphasize these aspects.</i>

Author(s) / Affiliation	<b>Ana Maria POPESCU, Denis-Arthur STRIEK</b> Bucharest University of Economic Studies, Romania
Title of the paper	<b>THE DIGITIZATION PROCESS AND THE MONETARY SYSTEM</b>
Abstract	<i>In developed economies, the importance of cash is substantially reduced, and the problem arises that cash will be replaced by digitalization with other currencies. It is in this context that digital currencies appeared, which certainly have an effect on the monetary system. There is a potential for widespread adaptation of foreign cryptocurrencies that will eventually materialize in the context where precise elements of this system emerge. In this article the authors aim to highlight the perspective of the digitization of currencies and the effect they will have on the monetary system in operation. The aspects that appear in the</i>



*international specialized literature have been used, using the experience of such coin appearances and the digitalization of money as a result. The introduction of digital currencies by banks is one possible answer to trying to describe how the monetary system will evolve.*