

Program

International Symposium

EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES **12th Edition**

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

May 18th - 19th, 2023

Bucharest, Romania



Note:

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

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

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	Tatiana IAȚIȘIN, Tatiana COLESNICOVA <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	TEHNOLOGII MODERNE ÎN SECTORUL VITIVINICOL
Abstract	<p><i>One of the strategic prerogatives for the sustainable development of the agricultural sector and the economy as a whole is the implementation of modern technologies. The implementation of modern technologies in agriculture will transform and increase the production and quality of products. Therefore, modern agriculture is the most effective and necessary approach for transformation through the use of information technologies in increasing profitability, productivity and sustainability. Innovative technologies in the agricultural sector are seen as a solution for agro-industrial countries to produce healthier, safer and more affordable food in a sustainable and transparent way. In this research we aimed to analyse the benefits of using and implementing modern technologies in the wine sector.</i></p> <p><i>The article is elaborated within the framework of the State Program Projects for the period 2020-2023: "Development of new economic instruments for evaluation and stimulation of competitiveness of agriculture of the Republic of Moldova for the years 2020 - 2023" (registered in the State Register of Projects in the field of science and innovation of the Republic of Moldova with the code - 20.80009.0807.16) and "Improvement of mechanisms for implementation of innovative instruments oriented to sustainable growth of welfare of the population of the Republic of Moldova" (registered in the State Register of Projects in the field of science and innovation of the Republic of Moldova with the code - 20.80009.0807.29).</i></p>

Author(s) / Affiliation	Stanislav VASYLISHYN, Nataliia KASHCHENA <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	CYBERSECURITY OF ACCOUNTING DATA: MODERN REALITIES
Abstract	<i>The article analyses modern tendencies of the digitalised world, which influence the accounting and information system of business entities. The groups of digitalisation risks of accounting data and parameters of cyber threats are characterised and analysed. The methodical aspects of ensuring cybersecurity at enterprise are substantiated and the main stages in the process of organising the protection of accounting information are defined. The following directions for strengthening the cybersecurity of enterprises in the process of information transformation are proposed.</i>

Author(s) / Affiliation	Giani-Ionel GRĂDINARU, Cristian Marius RĂDUȚ, Laura CONSTANTIN <i>Bucharest University of Economic Studies, Romania</i>
Title of the paper	COMPARATIVE STUDY ON PURCHASING POWER IN THE MEMBER STATES OF THE EUROPEAN UNION
Abstract	<i>The authors make a random selection of three groups of four states, trying to highlight the situation in 2021 for the main groups of goods and services. Volume indices of GDP/inhabitant, in 2021, for the 12 analyzed states are also presented. The article carries out an econometric analysis aiming to emphasize the connection between the price level for the group of goods and services, the final consumption of households and other groups of goods and services.</i>

Author(s) Affiliation	Natalia DOBRIANSKA, Anna SARKISIAN, Vyacheslav IVANCHENKOV, Rostislav DOBRYANSKYI <i>Odessa National Technological University, Odessa, Ukraine</i>
Title of the paper	<i>PROSPECTS FOR THE DEVELOPMENT OF MILITARY TOURISM IN THE TERRITORY OF UKRAINE</i>
Abstract	<i>The article examines the prospects and significance of the development of military tourism on the territory of Ukraine after the end of the Russian-Ukrainian war, which in the future can become one of the important directions of patriotic education of the young generation of Ukrainians and highlighting the scale of the events of the war in the world. The influence of wars and conflicts always negatively affects the tourism sphere, however, the objects that remain after such events can serve the development of such a direction of tourism as military tourism, attracting the attention of both domestic and international tourists. In the article based on the studied literary sources of foreign and domestic scientists regarding the structure of military tourism, it was found that there is no unified structure, and each author provides his vision regarding the directions of development of structural elements. The main aspects of the development of military-tourism after the end of the Russian-Ukrainian war are substantiated and formulated, and it is established that on the territory of Ukraine it is necessary to establish monuments, memorials, museums related to military events, as well as to create memory routes. Priority directions for the development of military tourism are proposed, and the significance of the development of this type of tourism for the patriotic education of the young and adult generations of Ukraine is highlighted.</i>

Author(s)	Alexandra TKACENKO
Affiliation	<i>Moldova State University</i>
Title of the paper	MULTI-CRITERIA INTEGER LINEAR FRACTIONAL OPTIMIZATION FROM APPLIED PERSPECTIVES
Abstract	<i>In the paper we propose a method for solving the linear-fractional multicriteria optimization model with identical denominators in whole numbers. It should be noted that such models are in growing demand, especially from a practical application point of view. The procedure for solving these types of models initially involves assigning utilities (weights) to each criterion [15], at the discretion of the decision-maker, after which a single-criteria fractional linear optimization model is built, which is a synthetic function of all criteria weighted. It was found that the optimal solution of the weighted model does not depend on whether the optimal values of the criteria used in the objective function are of real or integer type. This finding is very important because the decision maker has the possibility to combinatorially select the type of objective function values involved in the synthesis function. By changing the utility values, the decision maker can determine a new optimal compromise solution of the original model. The theoretical justification of the algorithm is presented in the paper. The algorithm was tested on several examples, which proved its effectiveness.</i>

Author(s)	Lyudmyla Volodymyrivna RYBALCHENKO,
Affiliation	Oleksandr Oleksandrovych KOSYCHENKO <i>Dnipropetrovs'k State University of Internal Affairs</i> <i>Ukraine</i>
Title of the paper	ASYMMETRY OF INFORMATION AND THE PROBLEMS OF ITS REDUCTION
Abstract	<i>Asymmetry of information can arise between classes, social groups and separate individuals. Uneven possession of information leads to a different position in the market, some firms, taking advantage</i>

of the availability of information, can monopolize the market. To reduce its imperfection, it is necessary to have information about what is happening and make a rational choice. The asymmetry of information exists in different markets due to the uneven distribution of information among economic agents, as a result of which this leads to irrational behavior and differentiation.

Author(s)	Rozi Liliana BEREVOIANU, Cristina Maria STERIE, Diana Maria ILIE
Affiliation	<i>Research Institute for Agriculture Economy and Rural Development, Bucharest, Romania</i>
Title of the paper	BIBLIOMETRIC ANALYSIS OF SCIENTIFIC TRENDS IN THE VEGETABLE SECTOR
Abstract	<i>The bibliometric analysis undertaken in this paper is considered to be important to understand and perceive the key topics related to the vegetable sector. At the same time, the current state of scientific research in this sector is presented with the aim of providing useful reference points to young researchers, as well as updated information for the academic environment. 3,008 scientific works published between 1974 and 2022 were analyzed, most of them being included in the following categories: food science technology, 442; environmental sciences, 384; horticulture, 327; agronomy, 265; multidisciplinary agriculture, 236; green sustainable science technology, 234; agricultural economics policy, 231; energy fuels, 231; economics, 203; plant sciences, 190. Scientific papers were extracted from the Web of Science Core Collection and the links between them were mapped using VosViewer software. The results obtained complement the previous research regarding the knowledge of scientific trends for the vegetable sector and the expansion of future research directions for the studied field.</i>

Author(s) / Affiliation	Mircea UDRESCU¹², Aurelian DIACONU¹ ¹ <i>“ARTIFEX” University of Bucharest, Romania</i> ² <i>Full member of the Academy of Romanian Scientists, Romania</i>
Title of the paper	MATILA C. GHYKA: DE LA NUMĂR LA ARMONIE ȘI PROPORȚIE DIVINĂ MATILA C. GHYKA: FROM NUMBER TO HARMONY AND DIVINE PROPORTION
Abstract	<p><i>Matila C. Ghyka has become famous in 1931, when he published his masterwork “The Golden Number” (“Numărul de aur”, in Romanian), which had a significant influence on the international plan. His first major idea was dedicated to outlining the mathematical symmetry in the esthetical theory. For the author, the concept of symmetry in the understanding of physical interactions was proven to be extremely fertile in physics, in the way in which the central idea of the Quantum Theory of the fields is exactly the one of a symmetry that generates interactions between the fields and their quantum. The intuition of Matila Ghyka, of a relation between science and art, based on the concept of symmetry with “the golden number” does not result from occult acceptations; actually, the definition of “the golden number” is formulated in extremely simple mathematical terms: a segment of a straight line is divided in two new segments, a and b, so the ratio between the length of the total segment and the length of segment a is equal to the ratio between the length of the a segment and the length of the b segment. Subsequently, the author shows that the golden number establishes an organic connection between the human being and the dynamics of the pulsation of life in the vegetable world, and the world of marine organisms, is found in the architecture – from the Egyptian and Greek temples to the cathedrals of the Middle Age, and also in correspondence with the proportions of the human body. The second great intuition of Matila Ghyka is linked to the necessity to formulate a mathematical theory on the rhythm. From the number, through rhythm, the divine proportions are reached, which are found everywhere in the Universe.</i></p>

Author(s) / Affiliation	Cristian - Marian BARBU, Alexandru – Lucian MANOLE, Cătălin DEATCU, Maria – Valeria POPESCU <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	ASPECTS REGARDING THE CIRCULAR ECONOMY CONCEPT
Abstract	<i>In this paper, we wanted to present the conceptual framework that defines the circular economy and its role in the contemporary global economic system. Coming as a healthy alternative to the linear economy, the new economic model is an important step in ensuring a sustainable economic development for the entire human civilization. For too long, we humans have been too concerned with making short-term profits, without considering the environmental costs that our actions entail. We have thus sacrificed, almost entirely, the future of future generations and perhaps that of this planet. Before we reach a point of no return, it is necessary to redefine our priorities and try to ensure the transition to a more environmentally friendly economy, an economy based on the recycling and reuse of raw materials and the reduction of irrational consumption. In this context, the circular economy is emerging as an option with huge potential for success. In this sense all of us need to know and apply the principles of the circular economy, which are becoming mandatory requirements for a cleaner planet and a higher standard of living globally. In summary, these principles can be formulated as follows: phasing out non-recoverable waste and reducing pollution, keeping products and materials at the highest value of use for as long as possible, and regeneration of natural systems (biodiversity and ecosystem).</i>

Section sessions

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| Section 1. | <ul style="list-style-type: none"> • Entrepreneurship, Social and Cooperative Economics • Business Administration, Management, Marketing • Economic and Social Studies |
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Section chairs:	Assoc. prof. Anca-Mihaela MELINCEANU, PhD., “ARTIFEX” University of Bucharest Assoc. prof. Andrei BUIGA, PhD., “ARTIFEX” University of Bucharest
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Author(s) / Affiliation	Cristian - Marian BARBU, Valentina Mădălina MUNTEANU, Cornel Mihai ALEXE, Anca Silvia DORIN, Elena BUȘILĂ, Constantin -Daniel SĂNDULESCU <i>“ARTIFEX” University of Bucharest, Romania</i>
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Title of the paper	ROMANIA – WHAT STORM IS STILL LURKING ON THE HORIZON?
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Abstract	<i>This article highlights the fact that, as we know the budget execution on Q1 of 2023 of Romania (published, skillfully, on Friday, April 28, 2023, before May 1), there are missing, yes, not only 20 billion lei, but also the adherence to the undoubted development program that the implementation of the PNRR (The National Recovery and Resilience Plan of Romania) would imply. But the execution also shows something else: Romania's deepening in the paradigm of fiscal inequity and the crooked functioning of the state as an instrument of society (and not the other way around, as we are about to arrive), plus the moral hazard that the finances of the same state establish in the economy and, at the same time, in society.</i>
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Author(s) / Affiliation	Tatiana COLESNICOVA, Mihail CIOBANU <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	APRECIEREA ACCESIBILITĂȚII LA INFRASTRUCTURA EDUCAȚIONALĂ DE CĂTRE POPULAȚIA REPUBLICII MOLDOVA ASSESSMENT OF THE ACCESSIBILITY TO THE EDUCATIONAL INFRASTRUCTURE BY THE POPULATION OF THE REPUBLIC OF MOLDOVA
Abstract	<i>Education is one of the pillars on which a society is founded. Educational infrastructure is one of the main factors influencing the quality of education. Access to educational infrastructure is a component of population welfare. In order to evaluate how the accessibility of the educational infrastructure is appreciated by the population of the Republic of Moldova, a sociological survey was developed. This article presents some of the results of this survey. The present work was elaborated and financed within the framework of the Scientific Project for the period 2020-2023, registered in the State Register of Science and Innovation Projects of the Republic of Moldova with the code 20.80009.0807.29 State Program Project "Improvement of mechanisms for the application of innovative tools aimed at sustainable growth of the welfare of the population of the Republic of Moldova".</i>
Author(s) / Affiliation	Valentina COTELNIC <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	CADRUL DE DREPT PRIVIND PROTECȚIA MUNCII ȘI INSECURITATEA SĂNĂTĂȚII ÎN MUNCĂ LEGAL FRAMEWORK REGARDING THE PROTECTION OF LABOR AND THE INSECURITY OF LABOR HEALTH
Abstract	<i>Through this article, we aim to bring clarity to the legal provisions regarding work accidents as well as the steps to be followed in the event of such situations. As well as the cost in terms of lost lives and suffering to workers and their families, accidents affect business and society as a whole. Fewer accidents mean fewer sick</i>

leaves, which result in lower costs and less disruption of the production process. It also saves employers the expense of recruiting and training new staff, and can cut the cost of early retirement and insurance payouts. To prevent accidents occurring in the workplace, employers should establish a safety management system that incorporates risk assessment and monitoring procedures.

Author(s) / Affiliation	Anatolii ROJCO, Ecaterina HEGHEA <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	ACCESIBILITATEA ECONOMICĂ A POPULAȚIEI REPUBLICII MOLDOVA LA SERVICIILE LOCATIV-COMUNALE ECONOMIC ACCESSIBILITY OF THE POPULATION OF THE REPUBLIC OF MOLDOVA TO HOUSEHOLD-COMMUNAL SERVICES
Abstract	<i>The article substantiates the expediency of using indicators related to household consumer spending when assessing the economic accessibility of housing and communal services. The central place among them is occupied by the indicator “share of expenses for payment of housing and communal services in total household consumer spending”. Its analysis led to the conclusion that in 2019-2021 the economic accessibility of the population of the Republic of Moldova to housing and communal services increased, but in 2022 it significantly decreased. To compare the accessibility of housing and communal services for the population of the Republic of Moldova and foreign countries, the statistical data were brought to comparable values. It is shown that in no other EU country when paying for utilities there is such a big burden on household budgets as in the Republic of Moldova. The main reason for this situation is the establishment of high tariffs for water supply and sewerage, as well as for the use of energy resources.</i>

Author(s) / Affiliation	Nadiia KOVALEVSKA State Biotechnological University, Kharkiv, Ukraine
Title of the paper	GLOBAL TRENDS IN THE DEVELOPMENT OF THE HOTEL INDUSTRY IN THE ERA OF GLOBALIZATION
Abstract	<i>The article analyzes the trends of the global hotel industry, which is an integral part of the development of tourism. The material base for tourist accommodation occupies one of the first places in the development of the entire tourist infrastructure. The hotel industry of Ukraine is suffering from the full-scale military invasion of Russia and has a number of certain problems that prevent compliance with European standards of service quality in hotel enterprises. The problem is also the small number of qualified specialists in the field of service and management of hotel enterprises. The amount of investment in the renovation and construction of new facilities for the collective accommodation of tourists is insufficient. Destruction, dangerous situation, technological backwardness of the industry; high level of tax burden; the imperfection of the legislative framework and its non-compliance with modern requirements; the low solvency of the population also inhibits the development of the country's tourism and the hotel industry in particular. The level of competition in the hotel market is low, there are no corporate standards for managing the quality of services in hotels. Positive development trends include the creation of international hotel and restaurant chains, an increase in the number of small hotel-type enterprises, and the introduction of computer technologies in the hotel industry.</i>

Author(s) / Affiliation	Volodymyr PECHKO State Biotechnological University, Kharkiv, Ukraine
Title of the paper	THE PLACE OF THE VITICULTURE AND WINEMAKING COMPLEX IN THE UKRAINIAN AGRO-INDUSTRIAL COMPLEX
Abstract	<i>The article is concerned with analysing the current trends in the</i>

development of the viticulture and wine industry and its place in the agro-industrial complex of Ukraine. The article analyses the dynamics of sown areas and gross production of grapes in Ukraine and its yield in 2000-2022. The dynamics of wine production in Ukraine is studied and the peculiarities of the industry are identified. Transformational challenges for the viticulture and wine industry in the context of global changes and Ukraine's European integration vector are outlined.

Author(s) / Affiliation	Mircea UDRESCU <i>“ARTIFEX” University of Bucharest, Romania</i> <i>Full member of the Academy of Romanian Scientists, Romania</i>
Title of the paper	ROMÂNIA EDUCATĂ: ÎNTRE SEDUCȚIA DIRECȚIONĂRII ȘI CULTIVAREA FORMELOR FĂRĂ FOND EDUCATED ROMANIA: BETWEEN THE SEDUCTION OF DIRECTION AND THE NURTUREMENT OF FORMS WITHOUT FOUNDATION
Abstract	<i>The guiding lines of the “Educated Romania” project are drawn from the orientation of the governmental, legal and behavioral efforts, meant to become real in: the achievement of conceptual clarity and increase of the efficiency of the expected educational system, the support for the idea of asymmetric autonomy for a higher degree of freedom granted to the schools and that can ensure a high degree of qualitative education, but also recovery measures for schools with improper results; centering the coordination of the educational system at county level, in a perspective of institutional collaboration, with emphasis on three specific dimensions: increase of the quality of the educational process, management of the school network and adjacent human resource, offering relevant support in designing the teaching career; centering the educational efforts on the needs of each pupil, to ensure the reduction of dropout and functional literacy of the pupils; supporting the measures related to educational equity, digitization and cultivation of the resilience; strengthening the idea of curriculum based on competences etc. After three decades of educational stumbles, the public opinion expected to find, in this</i>

project, at least the clear definition of the general culture education and specialized education, of instruction and education, of public and private education etc. None of these occurred. Therefore, there are no chances that the pupil will know, from the beginning, what does he need to know and how the accumulated science will be evaluated. He does not know what education means and how it evolves. From these considerations, we appreciate that suspicion is observed in the attitude of the educational environment. For a change of paradigm in education and instruction, a great deal of political power and much good faith are needed in order to substantiate the framework that pushes future generation from illiteracy to quality education, in which social selection would be rigorous.

Author(s) / Affiliation	Mihail CIOBANU, Silvia SAVCENCO <i>National Institute for Economic Research, Republic of Moldova</i>
Title of the paper	TENDENCIES IN THE DEVELOPMENT OF SOCIAL AND ECONOMIC SITUATION OF CHILDREN IN THE REPUBLIC OF MOLDOVA
Abstract	<i>In 2020 the COVID-19 pandemic was announced and in 2023 the pandemic emergency was declared ended. The policies that were applied in this period, including the restrictive ones had influenced the socioeconomic development, especially of vulnerable groups of population. One of the most vulnerable category of people are children and their socioeconomic situation also underwent changes. Like other countries, Republic of Moldova also was affected, so in this paper based on the socioeconomic indicators we try to identify and highlight the tendencies in the development of social and economic situation of children in the Republic of Moldova, taking into consideration demographical aspects related to children, children education, the main characteristics of the households with children, social protection of children, children health, culture and sport for children and children in contact with the law.</i>

Author(s) / Affiliation	Dan NASTASE, Zoica NICOLA, Alexandra BELU, Valentina ENE “ARTIFEX” University of Bucharest, Romania
Title of the paper	STUDIU PRIVIND PSIHOLOGIA CUMPĂRĂTORILOR ȘI A DECIZIILOR LOR DE CUMPĂRARE DIN PERSPECTIVA NEUROMARKETINGULUI STUDY REGARDING THE PSYCHOLOGY OF BUYERS AND THEIR PURCHASE DECISIONS FROM THE PERSPECTIVE OF NEURO- MARKETING
Abstract	<i>In an age in which efficient marketing is regarded as a very important instrument for selling a product, various types of marketing strategies are ventured. Neuromarketing is a crucial segment invented with the purpose to describe the use of neuro-imagery by various fields of study in order to explain all the human phenomena regarding the activity of the brain. The possibility to enter in the mind of the customers has offered, to the companies, the opportunity to better understand the behavior of the consumers that forms the foundation of the decisional process of the individual. The neuromarketing techniques have helped the commercial enterprises to discover and visualize the needs, wishes and the real desires of the individuals. Researchers in the field describe the heartbeat rhythm and the galvanic response of the skin, the monitoring of the eyes, the test of reaction time and facial expression that are proven to be key elements in the understanding of the mode in which products attract people to be inclined towards buying them.</i>

Author(s) / Affiliation	Iryna NESTERENKO <i>State Biotechnological University, Ukraine</i>
Title of the paper	TRENDS IN DEVELOPING THE POTENTIAL FOR ENVIRONMENTAL SECURITY IN ENTERPRISES
Abstract	<i>The results of the conducted research are the identification of a complex of factors, principles, features and levers for ensuring the organizational and economic formation of the strategic potential of environmental security of enterprises. It has been proven that the theoretical and methodological definition and methodological support for the development of the strategic potential of environmental safety of enterprises is the basis of the policy of sustainable socio-economic growth. The justification of the theoretical principles, methodical and conceptual approaches to the formation and forecasting of the development of the strategic potential of ecological security of enterprises. The conceptual principles and methodological approaches to the socio-economic development of the strategic potential of environmental security are proposed and substantiated, which allows, based on the identification of general and specific factors that have a significant impact on the formation and development of the strategic potential, to improve the organizational-economic mechanism and regulatory activity in the field environmental safety of enterprises.</i>
Author(s) / Affiliation	Mariana CIUVICĂ-ENUȘI¹, Ana CARP² ¹ <i>ECOLOGICAL University of Bucharest</i> ² <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE POLICIES AND STRATEGIES IN ADMINISTRATION COMPANY
Abstract	<i>The business strategy consists in performing an analysis of the economic-financial situation, in the self-assessment of resources and own capital and in the competitive analysis. Concomitant with this assessment of resources and equity, objectives are set according to Know-how, know-what, know-why and carry-why.</i>

These goals should be paralleled by a timeline of business strategy implementation stages, some of which are short-term and some of which are long-term. They involve vision statements (long-term, of a possible future), mission statements (the role the organization assumes in society). In this article we address the topic of policies and strategies in company management. A special place is occupied by the analysis of the company's global objectives (both financial and strategic), strategic objectives of each business unit (both financial and strategic) and tactical objectives. These objectives should, depending on the analysis of the financial situation, represent and suggest a strategic plan. The plan provides the details of how to achieve these objectives

Author(s) / Affiliation	Tetyana KOVALCHUK, Andrii VERHUN <i>Yuriy Fedkovych Chernivtsi National University, Ukraine</i>
Title of the paper	A PROCESS APPROACH TO THE ORGANIZATION OF ECONOMIC ANALYSIS AT THE ENTERPRISE
Abstract	<i>In order to increase competitiveness, enterprises should monitor not only the current market situation, but also analyze and forecast future conditions of their operation. Today, the implementation of changes has turned from an extraordinary event into a permanent planned process. Therefore, enterprises must constantly respond to changes in the external environment, make and implement balanced decisions in a timely manner, which must ensure the rapid adaptation of management policy to changes. The need to create a management system capable of solving the above-mentioned problems requires the implementation of its analytical function based on the capabilities of economic analysis. After all, management goals determine the depth of analytical research, their systematicity and complexity, efficiency and information security. Economic analysis should ensure flexibility and timeliness in the preparation and adoption of management decisions, fuller implementation of opportunities to quickly rebuild and respond to changes in the external and internal environment. The creation of an adequate organizational system</i>

can ensure the implementation of innovative methods of analyzing changes in the external environment.

Author(s) / Affiliation	Cibela NEAGU “ARTIFEX” University of Bucharest, Romania
Title of the paper	CAPITALUL INTELECTUAL ȘI ECONOMIA CUNOAȘTERII INTELLECTUAL CAPITAL AND THE ECONOMY OF KNOWLEDGE
Abstract	<i>Human intelligence is becoming the primary factor in the wealth of organizations, while recognizing the importance of the value of intangible assets, especially of knowledge, is a characteristic of the new economy. Today, knowledge is perceived as the driving force of growth and productivity, but also of globalization, which generates a growing interest in information, technology, learning and their role in economic growth.</i>

Author(s) / Affiliation	Iryna RAGULINA The State Biotechnological University, Kharkiv, Ukraine
Title of the paper	ОБЛІКОВА ПОЛІТИКА ПІДПРИЄМСТВА: УПРАВЛІНСЬКИЙ АСПЕКТ ACCOUNTING POLICY OF THE ENTERPRISE: MANAGERIAL ASPECTS
Abstract	<i>Management accounting effective performance of its functions regarding the information support of the management decision-making process is impossible without clearly defined rules and methods of forming and processing the necessary information. A set of accounting rules, methods and techniques is the enterprise's accounting policy. This article examines the issue of accounting policy formation for the purpose of management accounting as a set of methodical and organizational and technical means of its management. The elements of the accounting policy are highlighted and disclosed.</i>

Author(s) / Affiliation	Konon BAGRII, Nataliya MAKSYMUK <i>Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi (Ukraine)</i>
Title of the paper	THE RELATIONSHIP OF STRATEGIC ANALYSIS AND COMPLEX MONITORING IN THE MANAGEMENT SYSTEM OF THE BUSINESS ENTITY
Abstract	<i>The dynamic system of management of the business entity is subject to permanent fluctuations, which are accompanied by both external and internal information overload and require effective organization and implementation, first of all, of high-quality analytical support of the management process. Therefore, the role and understanding of the essence of analytical tools which will allow to increase adaptability to environmental changes, is strengthened. The research of economic scientific publications made it possible to outline strategic analysis and monitoring among the most used analytical tools. The essence of the "monitoring" concept is thoroughly analyzed in the article and it is determined that the most scientists use it, replacing the concept of "analysis". However, monitoring is a broader concept that combines various areas of analysis: operational, financial, strategic, investment, technical, technological, social, innovative, environmental, etc. and is its complex manifestation. Therefore, it is more appropriate to use the concept of "complex monitoring" which is more multi-vector and sound analytical study. It takes into account the results of various types of enterprise activities, which are formed under the influence of internal and external factors and serves as a basis for determining the directions of further operation and development of the enterprise, including base for strategic analysis. Despite the fact that the researched categories of "strategic analysis" and "complex monitoring" are not identical, they are closely related, since it is impossible to form a strategic plan for the development of an enterprise without the basis of comprehensive monitoring, which ensures the effective implementation of strategic analysis and the correct formulation of its elements. Strategic analysis and complex monitoring occupy</i>

an important place in the management system of a business entity, as they solve one of its main tasks - the qualitative formation of a strategic plan and strategy for the development of the enterprise.

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Cătălin DEATCU, Maria – Valeria POPESCU, Eugen – Iulian POPESCU
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Title of the paper

STUDIU PRIVIND COMPORTAMENTUL CONSUMATORILOR ROMÂNI ÎN PERIOADA PANDEMICĂ ȘI POST – PANDEMICĂ
STUDY ON THE BEHAVIOR OF ROMANIAN CONSUMERS DURING THE PANDEMIC AND POST-PANDEMIC PERIODS

Abstract

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.

Author(s) / Affiliation	Ghenadie CIOBANU <i>“ARTIFEX” University of Bucharest, Romania</i> <i>INCSMPS Bucharest</i>
Title of the paper	<i>INTERDISCIPLINARY APPROACHES IN BUILDING NEW MODELS IN THE NEW ECONOMY ORIENTED TO THE DEVELOPMENT OF THE GREEN ECONOMY</i>
Abstract	<i>The general model of the entropic value theory which aims at the formation of physical, social and monetary forms of value, and the contribution of the four general factors involved in the mechanism of obtaining value, the natural environment, society and the enterprise system in the state of production and consumption. The application of the model to the management of natural resources at the European level contributes: - to the expansion of the concept of the system of economic activity, which includes alongside the classic elements the workforce, means and objects of economic activity, and the new elements - information and the internal natural environment and external elements system – the natural environment and society. The inclusion of the mechanism of obtaining value in the area of action of the general laws of Nature. Value - as a concrete form of low entropy or energy (economic potential) passes through human society, being destructible and difficult to retain in the economic circuit. The construction of new entropic models will have a considerable impact on the management of natural resources both in Romania and at the level of the European Union.</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
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Title of the paper

THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR ASSESSING THE FACTORS OF POTENTIAL DEVELOPMENT OF SEED ENTERPRISES

Abstract

The article is concerned with establishing the theoretical and methodological foundations for assessing the factors of development of the potential of seed enterprises and proves the complexity of using certain methods and approaches. It is substantiated that the economic potential of enterprise is influenced by a number of factors of the external and internal environment of direct and indirect action, which are influenced by the institutional environment of the State and competitors, as well as by the risks and threats of a changing competitive environment. The basic principles of the methodology for assessing the factors of development of the potential of seed enterprises are determined.

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Title of the paper

DIGITALIZATION OF ENTERPRISE ACTIVITIES

Abstract

The article examines the influence of digitalization on the development of business structures Submitted definition of

digitization. The stages of digitization research are defined. Detected motivational factors of digital transformation of companies. It turned out that digital transformations are often driven by changing consumer behavior and expectations, digital shifts in companies and changes in the competitive environment. The main ones are explained directions of digitization. The key factors that need to be taken into account when introduction of digitization. The impact of the coronavirus epidemic on decision-making has been determined regarding digitization. It is established that to use the possibilities of digital technologies, organizational transformation is necessary. It is noted that many companies fail when trying to implement digital transformations. Highlighted nine practical tips for company managers that must be taken into account when implementation of digitization. The role of CRM, ERP and BPM digital technologies is indicated digitization of enterprises. The analysis of the enterprise's business processes was carried out, their importance was revealed and the degree of problem was estimated. A generalized matrix of business process ranking is given, which is built on the basis of the importance and problems of a certain process. Problem places at the enterprise are revealed. The need for digitalization of preparation and registration of the application for the order of materials and a choice of suppliers is established.

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Title of the paper

ANALYSIS OF THE DEFICIT IN INTERNATIONAL TRADE

Abstract

In this article we aim to present the fact that Romania has a lower export than import, which affects the net export indicator, economic growth. Therefore, there are few possibilities that our country can undertake in the desire to get more from exports. Basically, the indicator covering imports by exports is sub-unitary

and quite substantial. Imports, however, also increase as a result of the liberalization of the European Union market and due to the causes mentioned earlier, but they bring damage to our country in the tendency to return to macrostability. In creating this article, we used the data provided by the National Institute of Statistics, the data contained in the Statistical Yearbook 2022, but also by Eurostat.

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Title of the paper

INFLATION HAS A WORRYING TREND

Abstract

In this article, the authors want to highlight the fact that inflation has a particularly negative role on economic growth (Gross Domestic Product), because inflated prices can bring additional income to the state budget, but cannot bring any advantage to living conditions. In this article I used the data published by the National Institute of Statistics and especially from the 2022 Yearbook published by the National Institute of Statistics, Eurostat data, as well as other important data, which I compared and re-processed to reach the conditions we proposed.

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Title of the paper

STUDY ON THE STRUCTURAL EVOLUTION OF UNEMPLOYMENT

Abstract

Unemployment does not have a fulminant increase because many of the Romanian citizens who lose their jobs go abroad where they get somewhat higher incomes. It is true that they bring into the

country quite large sums that contribute to helping families or making small investments or works they need. In this article, using the data provided by the National Institute of Statistics, Eurostat and especially the data contained in the Statistical Yearbook 2022, we aimed to highlight the trend of this indicator, unemployment, slightly increasing, sometimes stagnant, but let's explain further broadly, what is the situation of employment, of labor resources in our country, in order to make it easier to understand that unemployment is not the one we calculate as a result of the correct data that exists at the National Institute of Statistics, but, from the point of view of view of the unemployment of the population is much higher if we also take into account the more than 4 million people who practically work abroad for indefinite or determined periods and who, over time, even settle in other states of the European Union or, on a wider scale, in the world.

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Title of the paper

DIGITAL INNOVATIONS AND INFORMATION SECURITY OF THE ACCOUNT DATA OF THE MODERN ENTERPRISE

Abstract

As a result of the conducted research, it was found that the management of a modern enterprise involves control and supervision of all business operations, and requires high-quality informational support for making management decisions. The practical implementation of the problem of improving the informativeness of business management requires the modernization of its information service system by introducing digital innovations and ensuring the information security of account data. It has been proven that digital innovations are essentially innovations focused on the use of the latest digital technologies to change and improve the quality of business processes in all spheres of economic activity, in particular in the sphere of information formation for enterprise management. It has been established that the most common digital innovations of the enterprise management information service are: Cloud

technologies and computing, Big Data, Blockchain, Artificial intelligence and other. It is noted that the information protection subsystem deserves special attention in the enterprise management information system. It is proposed to form it in compliance with the principles of integrity, accessibility and confidentiality. It was concluded that the management information service system of a modern enterprise should correspond to modern management technologies, integrate the latest computer and network technologies, provide for the continuous joint work of a qualified information worker and manager, and ensure information security in the new format of global innovative changes.

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Title of the paper

**GLOBAL TRENDS IN THE DEVELOPMENT OF E-BUSINESS IN THE
 CONTEXT OF INFORMATION GLOBALIZATION**

Abstract

The article is devoted to the definition of trends in the development of e-business and the problems of accounting and analytical support for e-commerce. The main task of the study is to determine modern approaches to the formation of accounting and analytical support for the management of trading enterprises, methods of effective application of software for planning, analysis and optimization of the settlement activity of enterprises. The scientific significance of the work lies in the study of the enterprise management process, taking into account the specifics of the development and implementation of innovative calculation activities. The results of the study showed that the most highlighted aspect of the current legislation regarding the activities of e-business enterprises in Ukraine is the regulation of the activities of online stores, which is due to the fact that online stores are the most popular and developed type of e-business in Ukraine.

Author(s) / Affiliation	Valentyna YAROVA <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	UKRAINE AND ROMANIA: CURRENT STATE AND TRENDS IN DEMOGRAPHIC DEVELOPMENT
Abstract	<i>The article analyses the current trends in the demographic situation in Ukraine, Romania, and the Eurozone countries, which are shaped by the economic development of the countries. The largest groups of immigrants by country of origin are studied. The modern problems of demographic development of Ukraine, which are formed under the influence of martial law in the country, are characterised. The problems of post-war reconstruction of the state in terms of loss of human potential, falling living standards, unemployment, destruction of housing and industrial infrastructure are highlighted. The problem of developing an active state policy to restore the country's human potential is raised.</i>

Author(s) / Affiliation	Тетяна МАРЕНИЧ <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	REPORT ON MANAGEMENT AND ITS PLACE IN THE REPORTING SYSTEM OF ENTERPRISES OF UKRAINE
Abstract	<i>The study is devoted to determining the place of the management report in the reporting system of Ukrainian enterprises, taking into account the current regulatory acts. Emphasis is placed on the mandatory preparation and submission, establishment of the reporting period for the preparation of the management report. This corresponds to the conditions of formation of standard financial reporting of domestic enterprises. It is proposed to establish the status of the management report as a full-fledged component of standard financial reporting for large enterprises by law. This can be ensured by approving the unified form of the report and the possibility of submitting in an arbitrary format explanations of the circumstances and factors that have influenced</i>

or may influence the state, results of operations and further development of the enterprise.

Author(s) / Affiliation	Oleg BASLYK <i>State Biotechnological University, Kharkiv, Ukraine</i>
Title of the paper	THE ROLE OF BLOCKCHAIN TECHNOLOGY IN ACCOUNTING AND AUDITING
Abstract	<i>The article is devoted to the problems of blockchain application in the practice of accounting and auditing, namely the transition from traditional double-entry bookkeeping to the triple-entry system. The essence of blockchain technology, the role and advantages of its implementation in the accounting system are considered. A critical assessment of the situation is given, as well as problematic aspects and prospects of blockchain development in the accounting and auditing system are discussed. It is noted that it is necessary to create new legislation for regulatory and legal regulation of accounting based on the blockchain and to make changes to the existing one. It has been analyzed which normative legal acts regulating accounting need improvement. The main factors affecting the cost of blockchain implementation are presented. It has been determined that accounting staff, management and government agencies implementing blockchain and making decisions based on blockchain data will need new skills to adapt to the changing environment.</i>

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Title of the paper	ECONOMIC GROWTH IS NEGATIVELY INFLUENCED BY NET EXPORTS AND INFLATION
Abstract	<i>The authors aimed to highlight, using the data from the National</i>

Institute of Statistics mentioned above, how they have a negative effect on economic growth (Gross Domestic Product). Individually, both export and import considered show a positive influence on economic growth because import is found in all the indicators regarding the uses of the Gross Domestic Product, namely household consumption, total consumption, gross investments and so on. At the same time, exports also have the same effect, only that in the calculation relationship of the Gross Domestic Product on account of uses, we add the export and subtract the import which is higher or, statistically, we consider the net export which is the difference between export and import, always deficient.

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Title of the paper

THE DECISION OF MANAGEMENT IN THE OPTIMAL FINANCIAL STRUCTURE FOR COMPANY

Abstract

The financial structure of the company expresses the distribution of the company's existing finances at a given moment. It expresses the relationships between permanent capital and treasury resources on the one hand and the firm's assets on the other. According to another criterion, the financial structure is a ratio between long-term financing resources and short-term financing resources. So, the financial structure of the company is a graphic representation of the assets and liabilities of the balance sheet, built on the basis of the data from the financial balance sheet, which provides a basic relationship between the assets of the company and its sources of financing. Since the financial balance is relative, the management is constantly concerned with ensuring the financial stability of the company and the continuation of the activity on a scale at least equal to that of the completed financial year. The correctly dimensioned financial structure is the guarantee of achieving financial performance. In order to correctly measure the financial resources of the company and to obtain the desired results, financial management tools are used, which we

present in this article.

Author(s) / Affiliation	Iulian RADU <i>Bucharest University of Economic Studies, Romania</i>
Title of the paper	ANALYSIS OF THE MINIMUM WAGE AT THE LEVEL OF THE EUROPEAN UNION
Abstract	<i>The minimum wages in the member states of the European Union in July 2020 were analyzed, expressed in euros/month and grouped into three categories according to the levels of less than 500 euros, between 500 and 1,000 euros and over 1,000 euros. Next, the expression of these wages in an artificial monetary unit, namely the standard power purchase (SPC), was considered. In this case, the grouping was done according to the 1,000 SPC threshold, thus having two groups: states with national minimum wages that were less than 1,000 SPC and countries with national minimum wages that were at least 1,000 SPC in July 2020. The article is accompanied by graphic representations that make it easier to understand the analysis made in this article.</i>

Author(s) / Affiliation	Ana CARP <i>“ARTIFEX” University of Bucharest, Romania</i>
Title of the paper	THE INFLUENCE OF GLOBAL RISKS ON INSURANCE MANAGEMENT
Abstract	<i>In all fields of activity, management contributes decisively to the achievement of performance and efficiency indicators. In the field of insurance, management aims to create favorable conditions for carrying out an activity as efficiently as possible. For efficient management, it is necessary for the organization and management of the insurance-reinsurance activity to take into account the influence of the insured and global risks, both for the insured and for the insurance companies. Choosing the right reinsurance techniques, appropriate to the prevailing activity, is</i>

also a management prerogative. In insurance, the financial situation of insurance companies is strongly influenced by the occurrence of risks assumed in insurance. In insurance, risks can be technical risks (primary), investment risks (global) and other categories of business-related risks. The management of insurance companies must thoroughly know all categories of risks, undertake measures to prevent them, as well as measures to combat each form of risk. In this study we addressed the problem of global risks, risk control and management decision in insurance companies.