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INTERNATIONAL COMPETITIVENESS, PRODUCTIVITY, INNOVATIONS

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The countries that seek to increase their wealth and the wellbeing of their population should promote policies to increase their competitiveness and therefore to strengthen their ability obtain on external markets decent incomes from the sales of goods and services they produce.

Exports are a mean to avoid the small size of the internal market. They let companies increase economies of scales by extending the market, to improve and specialize. Exporting companies may have access to a more sophisticated demand, to new knowledge, technologies. Thus increasing exports should spur aggregate productivity and economic growth. On the other side exports performance is a reflection of a country competitiveness.

The competitive advantage of countries depends on the ability of companies to innovate and upgrade (Porter, 1990). The national environment is very important in this regards.

The objective of the research is to evaluate the innovation environment, productivity and international competitiveness of the Republic of Moldova comparing to Central European countries.

Some of the conclusions the authors have been drawn from the undertaken research are as follows: Moldova rank significant lower comparative to the benchmark countries as concerns the innovation input sub index of the Global innovation index produced by Global forum of intellectual property, the knowledge impact expressed in labor productivity growth is small as well as the share of Moldova in the world export market.

Keywords: international competitiveness, technological intensity of exports, productivity, innovations

JEL Classification: F43, F68, O47

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INCREASING THE COMPETITIVENESS OF THE ROMANIAN AGRI-FOOD SECTOR IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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Romania has a high agricultural potential that allows ensuring food safety and security. However, the performances achieved by this sector are still low compared to other member states of the European Union. The low average productions, both in the case of vegetable production and especially in the case of livestock production, highlight the dependence of our country's agricultural sector on the climate factor, with direct influences on the trade balance of agri-food products.

Increasing the competitiveness of the agri-food sector can be achieved through two pillars, namely improving the quality of agri-food products, as well as obtaining and bringing to the market agri-food products at affordable prices for domestic and foreign consumers.

The work represents a detailed analysis of the performances achieved by the Romanian agri-food sector, compared to other states of the European Union, highlighting the existing gaps, as well as the comparative advantages of our country determined by the high agricultural potential.

Also, the paper presents an analysis of the trade balance of agri-food products in order to determine the impact of the performances achieved in agriculture on the balance of the trade balance.

The conclusions of the analysis demonstrate the need to secure funds for making investments in modern technology for the agri-food sector, both from non-reimbursable European funds and from national funds. Also, from our analyzes it follows that there is a need to identify financial mechanisms to encourage investors in this sector, such as subsidizing interest on loans, providing guarantees for loans, granting tax facilities for agricultural producers, etc.

SESSION I: INNOVATIVE APPROACHES AND NEW TRENDS IN THE FIELD OF "BUSINESS AND ADMINISTRATION"

WASTE RECYCLING IN SUPPORT OF ENVIRONMENTAL PROTECTION

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Abstract. Environmental protection policies are regulated at European level. The increase in the amount of waste is a result of industrial processes, but it is also the result of the numerical increase of the population. The article analyzes aspects related to the recycling of municipal waste. The increase in the amount of waste can be an effect of not using the raw materials to the maximum. This would lead to the depletion of natural resources. The article also presents aspects of bio-waste recycling as well as e-waste. Urban development also involves the construction of buildings, but also the demolition of others. These processes result in waste. Thus, the comparative situation of the recovery rate of construction and demolition waste is presented.

Keywords: *waste, waste recycling, European Union, environmental protection*

JEL Classification: Q53, Q50

SHORT AND PROXIMITY VALUE CHAINS IN THE AGRI-FOOD ECONOMY IN ROMANIA

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Abstract. In the Romanian economy, before the change of political and economic system for the valorization of agri-food production, there were value chains organized and managed centrally with the operation based on order 1) of agricultural production (in large state farms), 2) agri-food processing in processing factories (state) and 3) distribution and consumption of agri-food products through state commercial networks. Currently (2022) in the decentralized, market economy, approximately 45.7% of Romania's population lives in rural areas, compared to 23.6% in the EU member states. Approximately 30% of the population is employed in agriculture, compared to 2% in the EU member states. There are significant differences between rural and urban areas (a higher level of poverty and a lower standard of living). In Romania, the existence of long distribution chains places farmers in captivity between their suppliers and customers, which influences their prosperity. The current practice of interposing at least two intermediaries (wholesaler + retailer) between the producer and the consumer means that the benefits reach a small proportion to the farmers. This inefficiency directly affects the productivity and investment motivation of farmers, especially those with semi-subsistence farms. The development of a category of medium-sized agricultural holdings must be complemented by actions that stimulate the formation of working capital through increased access to financing, but also to the market. This is a major obstacle that small farmers face today. The creation of short agri-food chains, such as the creation and development of groups of producers, in a clustered, networked and proximity regime, will help farms to integrate better on the national and European markets.

Keywords: *subsistence of agricultural farms, economic growth, short proximity agri-food chains, clustering, underutilization of agricultural potential*

RESEARCH ON THE DEVELOPMENT OF RECIPES FOR NOODLES FROM NON BREAD CHICKPEA FLOUR FOR PEOPLE WITH GLUTEN INTOLERANCE

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Abstract. In the Republic of Moldova, currently, there is an increasing trend in the number of people suffering from celiac disease (CD), one of the most common chronic digestive ailments. The existence of people affected by this disease implies the presence of gluten-free products on the market. Bread, cereals, and floury pasta that are produced from wheat flour are prohibited in this diet they must be replaced with products made from non bread flours, obtained from cereals whose proteins do not generate gluten. The purpose of the work: the development of recipes for noodles from non bread chickpea flour for people with gluten intolerance. The research object - the technology of obtaining noodles from non bread chickpea flour and noodles from non bread chickpea flour with various additions, such as: flax seed flour; tomato paste; chopped spinach and addition of chopped beets. The research methods are: sensory, laboratory, technological and counting. Calculations are made regarding the energy value and the nutritional value index of the varieties of noodles made from non bread chickpea flour with various additions, as well as the cost price of these noodles. As a result of the scientific research carried out, it was proven that chickpea flour can be used in the technology of manufacturing gluten-free noodles. For implementation in production, the most suitable sort of noodles is the one made from chickpea flour without additives, which has superior physico-chemical, technological and organoleptic properties. We believe that the possibility of using chickpea flour for the manufacture of noodles can be very convenient for producers, for public alimentation units, thanks to the existence of the rich source of raw material, but also for consumers, because the flour obtained from chickpeas has an increased biological value.

Key words: *celiac disease, gluten-free products, noodles, chickpea flour*

JEL Classification: L66, L81, M31, O32

THE EU ENERGY CRISIS: CHALLENGES AND PROSPECTS

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Abstract. The present paper represents a theoretical-analytical approach regarding the energy crisis of the EU which has worsened the last year. The purpose of the paper is to identify effective options for overcoming the EU energy crisis by means of achieving the EU 2030 objectives that focus on reducing electricity consumption, diversifying insurance and increasing the production of renewable energy in EU countries. The energy crisis that the EU is facing at the moment has dramatically affected each individual country and amplified the problems of all macroeconomic sectors, contributing to the increase in the prices of goods and services offered to consumers. In this context, there is a need to apply effective measures to overcome the crisis by implementing digital technologies that will eventually contribute to the reduction of electricity consumption, to the reduction of carbon emissions, but also to the leveling of the negative effects of the energy crisis on the states from the EU.

Keywords: *electricity, energy crisis, EU, energy dependence of the EU, overcoming the energy crisis*

JEL Classification: Q40, Q42, Q47

THE DIGITAL TRANSFORMATION OF SMES FROM THE REPUBLIC OF MOLDOVA

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Abstract. The present work represents a theoretical and methodological foray into the digitization of SMEs in the Republic of Moldova. Thus, the purpose of the research is to identify the possibilities of digital transformation of SMEs in the Republic of Moldova as a result of the multiple crises that impose, more and more and urgently this transformation approach. So,

SMEs in our country need support, the help of the whole community in order to speed up the digital transformation process. The implementation of information technologies becomes an imperative for SMEs as a result of the multiple crises that have dramatically affected SME activity. Thus, with the implementation of software, programs and digital platforms, SMEs will be able to benefit from a reduction in operational costs, but will also have the opportunity to increase their visibility, to enter new markets. However, the digital transformation of SMEs must be achieved through joint efforts, both of the state, through the development of the strategy of digital transformation of SMEs, but also of the entire communication, where SMEs could benefit from trainings, support in the implementation of information technologies. As a result, SMEs will become more competitive, sustainable and gain increased visibility both on the national and international markets.

Keywords: *SME digitization, digital transformation, information technologies, digital SMEs, digitization objectives*

JEL Classification: L26, M1, L96

IMPORTANCE OF SOCIAL ASPECTS OF INDUSTRIALIZATION 4.0 FOR SMES OF THE REPUBLIC OF MOLDOVA

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Abstract. Talk about the Fourth Industrial Revolution is mainly related to the processes of digitalization and the penetration of artificial intelligence into our lives. Business, of course, is also undergoing significant changes under the influence of such cardinal processes. In this context, the social aspects of change are very important, so the management of organizational change should be focused on such extremely important elements as: ethics, social responsibility, values and principles of companies of the future.

Without such an important understanding of the transformational processes in society, social inequality can form, the concentration of power and monopolization by only a few large companies, aggravation of problems associated with the failure to implement the goals of the Sustainable Development Concept. The ideologists of the concept of the 4th industrial revolution pay great attention to soft factors, which, along with technical aspects, lead to a completely different model of the functioning of society.

The object of study in the work of SMEs of the Republic of Moldova, which are the most vulnerable in these challenges. Having insufficient resources and staff qualifications, it is more difficult for them to adapt to such changes, therefore, the purpose of the study is to develop guidelines for the development of enterprises of this type in a complex, uncertain environment of existence.

Keywords: *SME, Industrialization 4.0, Change Management, Business-Model, Model of Change, digitalization*

JEL Classification: M14, M19

Acknowledgement: This study is part of a study funded from the state budget of the Republic of Moldova on the topic: "Creating the organizational change management model for small and medium enterprises through the challenges of Industrialization 4.0", within the framework of the project numbered 22.00208.0807.10/PD.

THE FORMATION OF A STARTUP ECOSYSTEM AS A BASIS FOR INCREASING ENTREPRENEURIAL ACTIVITY: THE EXPERIENCE OF UKRAINE

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Abstract. The development of entrepreneurship is the key to the economic growth of a democratic country with a market economy. The role of state and local authorities is to promote and increase entrepreneurial activity. An important role in the development of entrepreneurship is played by startups as a special form of its management, which is mainly aimed at innovative solutions to problems and satisfaction of needs. That is why the question arises in the formation of a complete and complex ecosystem for the development of entrepreneurship, where a startup ecosystem can be singled out separately.

The purpose of this study is to develop a structural and logical model of a startup ecosystem based on the example of Ukraine.

As a result of using a set of scientific research methods, a number of results were obtained.

Based on the methods of structural and logical generalization, analysis and synthesis, a theoretical interpretation of the basic categories of startup and startup ecosystem was provided.

The study of literary sources on the essence of the startup ecosystem made it possible to establish its hierarchy and equality, which affects its content. Hierarchical demarcation of the startup ecosystem of Ukraine was carried out, where 4 levels were distinguished: international (global), national, regional and local. Features of each level are described.

Based on the analysis of the constituent ecosystems, a structural and logical model of the startup ecosystem of Ukraine was developed and a description of its structural elements was carried out.

Based on the structuring and comparative analysis of the components of the national startup ecosystem and foreign ones, directions for the further development of the startup ecosystem of Ukraine have been determined.

Special attention is paid to the analysis and features of the formation of startup ecosystems at the local level, which includes the university level. The Ukrainian university start-up ecosystem and the stages of its implementation are presented on the example of the start-up ecosystem of the O.M. Beketov Kharkiv National University of Urban Economy, which is based on the theory of SMART specializations. The peculiarities of the activity and development of the start-up ecosystem of Ukraine in the conditions of the war with Russia have been determined.

Keywords: *startup, ecosystem, startup ecosystem, SMART specialization, entrepreneurship.*

JEL Classification: J 23, M 13

SHOCK TACTICS IN ADVERTISING: GENDER REACTION STUDY

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Abstract. Today's advertising environment is filled with too many messages and not enough attention by consumers. Shock advertising is a field of marketing that provokes, inspires and stuns the public. Shock tactics in advertising are used mainly to break the monotony of the normal advertisements and instead to shock the audience by deliberately violating ethical and social norms to create a buzz about the advertisement. Advertising may appeal to the rational side of consumers, convey information, and elicit cognitive reaction. Yet the most interesting is an emotional aspect of advertising that affects feelings of the audience. The critical aspect of controversial advertising is to create a negative or positive emotional response that is directly related to the item or idea being advertised. Striving for exceptionality and persuasiveness, advertisers tend to use dramatic emotions, they create the messages that would shock consumers. According to the scientists, consumer perception of shocking advertising can be influenced by religiosity, moral principles, individuals' emotional ambivalence, age, gender, and cultural dimensions. The purpose of this article is to research and compare gender reaction to different shock tactics in advertising and the intensity of perceived shock. As method of research was used Focus Group, as it can explore complex issues and obtain in depth answers and the process of obtaining data is quick. The results confirmed that women and men had different reactions to the same shock advertisements, female consumers were more involved and felt deeper level of shock.

Keywords: *Advertising, shock tactics, shock advertising*

JEL Classification: M31, M37

TRANSFORMATION OF HIGHER EDUCATION INSTITUTIONS TO THE MARKET NEEDS: IMPLEMENTATION OF DUAL EDUCATION

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Abstract. Military actions on the territory of Ukraine, the consequences of limiting the activities of economic entities in wartime require a new approach to the education process, which would be able to respond flexibly and adapt to changes in the students education, seek ways and sources of resumption to meet the urgent needs of the enterprises and further accelerating the recovery of the national economy. The main goal of the paper is the theoretical and practical substantiation of directions and tools for the transformation of higher education institutions in Ukraine to the needs of the modern market. Transformation to the needs of the market involves a detailed study of the structure and characteristics of employers' demand. One of the leading directions of transformation is the introduction of dual education into the curricula of higher education institutions. This paper examines the theoretical approaches to the implementation of dual education in Ukraine. Drawing on a mixed-methods design, the paper examines algorithm of the dual education implementation. The paper explains basic elements and goals of the dual education implementation

Ukrainians' enterprises and students. The components and directions of the higher education institutions' transformation in the direction of the implementation of dual education are traced.

Keywords: *transformation, higher education institutions, dual education.*

JEL Classification: A200

THE ROLE OF THE RURAL TOURISM IN DEVELOPING THE ECONOMY OF RURAL REGIONS

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Abstract. Tourism is an important driver of socio-economic development and poverty reduction. One of the most dynamic and resilient economic activities, tourism is a catalyst for job creation and can stimulate the development of infrastructure and public services. Thanks to its job-creating capacity, tourism plays a major role in developing the often overlooked potential of rural areas. Its significant multiplier effect on all economic sectors such as agriculture, manufacturing, construction and transport, can greatly contribute to the economic diversification of rural regions and to local economic development.

This article analyzes the development of rural tourism as a factor for diversification of the rural economy. It reveals conditions and preconditions for the emergence of rural tourism, its promotion and development through multifunctionality concepts and diversification of agriculture. The article examines the history of emergence and development of rural tourism.

The article also provides a framework showing how tourism activities impact the travel experience, but also on local development seen in terms of the economy. Rural tourism plays an important role in the economy and thus it should not be overlooked. Rural tourism has suffered because of the recession with increasingly more people choosing this form of tourism to recreate, to move away from the crowded areas of the country.

Keywords: *Rural tourism, rural development, regional development*

JEL Classification : O13, R11, Z32

CONTENT OF THE SPECIFIC FUNCTIONS OF ELABORATION - INSURANCE - IMPLEMENTATION OF THE OPTIMAL COMMERCIAL ASSORTMENT OF CONSUMER GOODS IN THE RETAIL TRADE

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The degrees of satisfaction of the material needs of consumers, the demand of buyers and the economic efficiency of the commercial activity of the trade unit (network) depend on the degree of diversity and the structure of the supply of goods, presented by the subject concerned, which must correspond to the structure of the needs of consumers and the solvent demand of the purchasers. This correspondence can be achieved only by ensuring the management of the commercial assortment of consumer goods. The management of the commercial assortment of consumer goods, as well as any other, is carried out by performing a series of functions, including specific ones, the nomenclature and the content of which are not yet determined in the specialized literature.

The purpose of this research is to formulate the definitions and to elaborate the contents of the specific functions of elaboration - insurance - implementation of the optimal commercial assortment of consumer goods in the retail trade. The research is performed using scientific methods: observation, comparative analysis, co-relational analysis, analogy, induction and deduction, prediction, extrapolation, generalization, expertise, didactic and practical experience, etc., orienting us to the standards regarding the management of the quality of the production in the spheres of production and circulation and to the specialized literature.

In this work for the first time we present the definitions, contents (purposes, tasks and elements) and areas of application of the specific functions of elaboration - insurance - implementation of the optimal commercial assortment of consumer goods of the management of the commercial assortment of consumer goods in retail trade.

Keywords: management of the commercial assortment of goods; the contents (purposes, tasks, elements) and the areas of application of the specific functions of elaboration - insurance - implementation of the optimal commercial assortment of consumer goods of the Complex system of management of the commercial assortment of consumer goods.

JEL classification: A10, D00,D004, F1, L2, L81, M2

CONSUMER BEHAVIOR TRENDS AND NEW MARKETING CHALLENGES

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Abstract. The pandemic has highlighted and reinforced changes in consumer behavior, leading to its significant transformation. The habits, motives and features of choosing and making purchases of various categories of goods have changed. This has manifested itself in the rapid growth of online commerce, a decrease in brand loyalty, a shift in priorities towards safety and hygiene, a return to basic values, and a decrease in discretionary spending.

Though the dynamics of changes in lifestyle and habits vary by country, some general trends in consumer behavior around the world have become noticeable. To study this problem in the market of the Republic of Moldova, the author used methods of observation and survey. Research findings indicate that many of the changes in consumer behavior brought about by the pandemic may be long-lasting. At the same time, in the new reality, it has become much more difficult to predict consumer behavior.

Consumers push businesses to innovate. Companies are forced to be flexible and adapt to new trends and realities of modern life. Many companies have transferred their business to the Internet, where new opportunities, functionality, platforms are constantly appearing and customer behavior is changing. The surge in online commerce has prompted companies to invest in e-commerce channels and online marketing. Marketing is forced to respond to the development of new ways of communication and new behavioral models.

Keywords: *consumer behavior, trends, pandemic, marketing, communications.*

JEL Classification: M31

CULTURAL DIVERSITY MANAGEMENT OF A TEAM

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Abstract. In order for the investment in multicultural personnel of a company to successfully develop international cooperation, its management should pay special attention to the selection and adaptation of people, since failures and mistakes will negatively affect the company's performance. These processes must be well organized and economically justified.

People of different cultures, being in interaction, complement each other through the exchange of experience and cultural components, but also enter into relationships in which they are forced to adapt to cultural characteristics of each other, mastering and using new elements in their lives. That are the reasons for the need to adapt to the new cultural conditions of specialists.

In order to build an adequate system for managing intercultural teams, it is necessary to take into account the characteristics of a certain type of national culture, whose representatives are members of the group. In cultures with different indicators of cultural parameters, there are different approaches to organizing work and building management systems.

Knowing the cultural dimensions (specific characteristics, attitudes and behavior) of different people in a multicultural team will allow managers to succeed and to open new opportunities for specialists from different countries in conditions of globalized business.

Keywords: *multicultural team, cross-cultural management, cultural dimensions*

JEL Classification: M14

BLOCKCHAIN AS A TOOL FOR DIGITAL TRANSFORMATION OF BUSINESS MODELS INTO VALUE CREATION

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Abstract. Blockchain was recently recognized as one of the top 10 emerging technologies by the World Economic Forum (2016). Prior to this remarkable recognition, The Economist published several articles about the "trust machine" and therefore introduced this remarkable new technology to a wider audience. Prior to these developments, information science and business had already begun to explore the vast potential of blockchain technology with numerous evidence and concepts besides its origin - the development of cryptocurrencies, a decentralized and tamper-proof ledger technology that is expected to have many more use cases than digital technology with bitcoin as the most important mainstream application.

To understand the advancement of blockchain technology and its current state, investigating these under-researched aspects of blockchain technology operations is crucial. In this vein, it is important to differentiate between theoretical blockchain applications and their commercial applications in order to assess the potential disruption of existing business models by blockchain technology. The digital transformation of business models makes it necessary for companies to develop a strategy to manage (radical) change in terms of value creation. Digital transformation strategies: which will contribute to changes in value creation, such as structural changes and financial issues.

The given study aims to map the existing blockchain activities and analyze how they are used in different industries and regions, as a result, we will get a better understanding of the disruptive potential of blockchain technology, apart from purely conceptual considerations and evaluate the potential of this technology, in case of their application in the economy of the Republic of Moldova.

Keywords: *blockchain, business models, value of creation, structural change, cryptocurrencies*

JEL Classification: O32, M15, M21

THE EFFECTS AND CONSEQUENCES OF TAX PRESSURE ON BUSINESS ENVIRONMENT

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Abstract. *After important steps were taken regarding the development of the market economy of the Republic of Moldova, a continuous policy of modernization of the national tax system followed, which from the point of view of tax pressure on the business environment was both upward and downward.*

Currently, it is found that the majority of the country's population continues to have modest incomes to support an increase in the tax base, and small and medium-sized enterprises are insufficiently developed to allow the increase in tax revenues.

Considering such situation, which will mark the taxation of the Republic of Moldova in the future, as well as the effects of the COVID-19 pandemic crisis and the war in Ukraine, it is expected that in our country, the taxpayers' tax pressure will experience gradual increase until when a balance will be reached again, marked by a sustainable economic stabilization.

Considering the aspects mentioned above, the authors aimed in this article to analyze the effects that tax pressure has on the business environment.

THE SPECIFIC RISKS OF THE ENERGY MARKET OF THE REPUBLIC OF MOLDOVA IN TIMES OF CRISIS

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Abstract. *The aftermath of the pandemic crisis and the war in Ukraine has accelerated the rise in the prices of energy resources worldwide.*

With winter approaching, the sudden energy crisis hitting the world is threatening already strained supply chains, causing geopolitical tensions and raising questions about how ready the world is for a transition to greener forms of energy.

The Republic of Moldova, being a net importer of energy resources, obviously would be affected by this phenomenon, and this is due to the fact that the energy security of the Republic of Moldova was ignored for several years by the central public authorities, and the country became totally dependent on the energy resources supplied by the Russian Federation. Thus, at the moment, there are practically no alternatives regarding the supply of energy resources, and the risks of stopping them are very high.

Under these circumstances, the state institutions responsible for this sector, in addition to the regulatory aspects, must have the capacity to manage the risks specific to this field.

In the long term, however, a broad vision is needed for the field of energy security and diversification of sources, so that such crises are avoided in the future.

Based on the above, this article was developed to highlight the problems facing the country's energy sector, in order to overcome the existing crisis.

THE STRATEGIC FRAMEWORK FOR EUROPEAN COOPERATION IN THE FIELD OF EDUCATION AND VOCATIONAL TRAINING (ET 2020)

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Abstract. Education is essential to the vitality of any state's society and economy. Education is at the heart of the European way of life, strengthening the social market economy and democracy through freedom, diversity, human rights and social justice. In this context, investments in education, training and the effective use of skills will be crucial to support the economic and social prosperity of states. The right to education, training and lifelong learning, which must be inclusive and of high quality, is proclaimed by the European Pillar of Social Rights as its first principle.

In terms of setting the framework and adopting the necessary measures for recovery and resilience, population-centred policies are more vital than ever. Early childhood education and care, schools, vocational education and training (VET), higher education, research, adult education and non-formal learning play a key role. The Strategic Framework for European Cooperation in Vocational Education and Training (ET 2020) helped to build trust and mutual understanding that supported the first initiatives on the European Education Area and national reforms. It also set common EU-wide targets ('benchmarks') and made available a wide range of mutual learning and policy support tools, which encouraged Member States to focus their efforts on the most urgent priorities.

Taking over this experience for the educational system of the Republic of Moldova is a task of prime importance.

Keywords: *skills, the right to education, training and lifelong learning, vocational education and training, adult education, national reforms.*

JEL Classification: J24, M 51, M 53

RESEARCH OF THE COMPETITIVE ENVIRONMENT OF THE INNOVATIVE ENTERPRISE

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Abstract. As we know, competition law must ensure, on the one hand, the free exercise of competition, and on the other hand, to repress that practice that contravenes and distorts the game of competition. The market economy also imposed in our country the creation of an appropriate legislative framework to ensure a normal and fair free competition between economic agents. However, the economic reality shows that there are infinite possible situations, each branch or field of activity, characterized by specific situations of competition. Competition in its broadest sense is not limited to the struggle between existing firms, but also includes potential competitors and the dangers of substitute products. Moreover, with the globalization of markets, the increase in the number of strategic alliances, the emergence of new countries as technological competitors, the increase in research costs, the increase in costs of raw and auxiliary materials, the competitive approach to the enterprise market will take place not only in the scope of attracting and maintaining new consumer segments, but also in the direction of finding new materials, financial and human resources. Thus, taking into account the global nature of the innovation market and the expansion of competition from national to international level, we can state that the structure of competition on the innovation market is formed by the factors of the marketing environment of the innovative enterprise, which are otherwise both sources of innovation as well as topics of competition, and the relationships that occur between them and other marketing media.

Keywords: *competition, innovation, innovative enterprise, innovation market*

JEL Classification: M00, O3

THE AUDIT OF MARKETING ACTIVITIES IS A CONTROL TOOL IN THE COMPANY'S MANAGEMENT SYSTEM

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Abstract. An impressive number of businesses fail to implement a well-designed marketing system. This is largely due to the lack of sufficient knowledge in the field, the lack of funds, as well as a poor organization of the marketing system. In these circumstances, the solution lies in focusing the marketing department of the enterprise on the most promising directions of development. In today's conditions, companies are forced to review and evaluate their marketing tasks, strategies and programs because they become irrelevant in the context of the organization's overall approach to the market.

From a theoretical point of view, it should be noted the existence of such types of audit as financial, managerial and marketing. The main source of information about the financial situation of the enterprise for management continues to be accounting reporting, but such a category cannot fully reflect the efficiency of the use of labor, available material and financial resources of an enterprise. Most organizations that provide audit services are unprepared to provide such services. On the other hand, many business leaders are not prepared for such an audit, underestimating the level of development of marketing theory and practice at the current stage of economic development. The marketing audit can be compared to the first step in the process of implementing marketing planning in an enterprise, being a tool that develops marketing within an enterprise, as it allows the current assessment of the situation and indicates the vector towards development prospects.

Keywords: *Marketing audit, market research, strategic planning, and control function.*

JEL Classification: M31

PROJECT RISK MANAGEMENT THROUGH PMBOK

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Abstract. The article highlights the importance of the risk management for the success of projects and organizations, respectively. The risk impacts the project through project complexity, technological uncertainty, product novelty, cadence, or progress tracking. So the risk management of project is the important key element of modern project management methodologies, being important tools for success project planning and control.

We consider that the risk management is the set of processes that ensure the identification, evaluation and react to the risks that have arisen that, systemically, ensure the expected progress of the project.

The contemporary evolution of the business environment increases the level of uncertainty of companies, but also of their internal processes, especially of the internal and external environment of projects. Amplifying business risks is determined by high levels of innovation, new technology, commercial arrangements, interfaces, or other external dependencies.

In this increasingly dynamic organizational context, there is an orientation of projects from predictable to incremental ones. In the same way, the reduction and share of risks takes place through the increasingly intense involvement of stakeholders, including their participation in the project teams.

The analysis of the evolution of the content of the project risk management is presented by the comparative-evolutionary analysis of this topic in more advanced editions of Project Management Body of Knowledge and other methodologies, which are known and used internationally.

The analysis of processes in project risk management has allowed the generalization of some ways of improvement of this domain.

Keywords: *project management, PMBOK, project risk management, methodology*

JEL Classification: B41, M10, O21, O22

THE CHALLENGES OF HIGHER EDUCATION MARKETING IN THE DIGITAL ERA

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Abstract. The digital economy has affected all sectors of the economy and social activities, including education. The development of information and communication technologies has produced changes in the higher institution's marketing landscape, influencing not only the way teaching activities are organized, but also the marketing strategies used. The need to adapt exposes universities to several challenges, but also offers opportunities for development.

This paper proposes to explore the challenges and opportunities presented by digitization, as well as its impact on the marketing activity of the higher education institution.

In the conditions of the intensification of competition both on the national market and on the global market of higher education services, the application of digital marketing tools can become a source of competitive advantage for the university.

As technology advances, higher education institutions are forced to reconsider traditional marketing methods and techniques to achieve their goals. Unlike traditional models, digital marketing allows the educational institution to better know its current and potential customers, to personalize its offer, to create brand loyalty. The use of digital marketing tools as an integral part of the global strategy is no longer just an option, but has become vital, in particular, to facilitate the recruitment of students.

Keywords: *higher education marketing, digital marketing, marketing strategies*

JEL Classification: M31, M37, I23

CIRCULAR BUSINESS MODELS FOR INCREASING PRODUCT USAGE

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Abstract. Economic development and globalization have brought our planet into a dramatic situation both from the perspective of the impact on the environment and from the perspective of the rapid depletion of limited natural resources. The excessive private consumption of the population of most countries in the world, who live in an abundance of material things, is far from sustainable and calls into question the existence of future generations. Population behavior and consumption and production choices have a negative impact on the environment and other people, for this reason the global challenges we face require the development of new lifestyles and business models that would be more sustainable and responsible towards the environment.

The need to move in a prompt manner from a linear economy to circular economy practices is rapidly intensifying every year, and this is currently seen as the only solution to slow down the negative developments. The circular economy means extracting value throughout the product life cycle by repairing, reusing, upgrading and recycling products in a profitable and sustainable way, with the aim of reducing the amount of exhaustible resources consumed, the volume of waste generated and the harmful impact on climate. The transition to a circular economy requires a fundamental change in the way we think and use goods. A real change refers to the adoption of business models and behaviors that would also aim to optimize and increase the rate of use of products. In this work, we aimed to describe the main circular business models that can be implemented, highlighting among them those that directly aim to increase the rate of use of products, this being one of the essential ways of transitioning to a circular economy.

Keywords: *circular economy, circular business models, increasing product usage, sustainable development, product-life extension*

JEL Classification : Q01, Q32, Q57

Acknowledgments. This paper is written within the state project 20.80009.0807.22. Developing the mechanism for the circular economy creation in the RM

MANAGING THE TAX EVASION AND FRAUD RISKS AS RESULT OF THE VOLUNTARY TAXPAYER COMPLIANCE PROGRAM

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Abstract. Currently, taxpayers are developing solutions to reduce the tax burden using both legal limits of the tax legislation and less legal limits.

Resulting from this situation, the concern of the State Tax Service in terms of tax practices in the future will be mainly focused on the identification and management of fraud and tax evasion risks, which represent a major impediment for the revenue to the national public budget.

In this context, risk management through the voluntary compliance of taxpayers would be a less expensive solution for tax administration, and the results obtained could reduce the tax gap between what was planned and what was collected.

The study carried out by the author was focused on addressing the issue of the risks of voluntary compliance of taxpayers, thereby contributing to the increase of efficiency in tax administration, carried out by the State Tax Service.

The scientific approach started from the idea of identifying the potential risks faced by the State Tax Service in the process of tax administration.

SWOT ANALYSIS OF THE INNOVATION PROCESS ON THE MARKET OF BANKING PRODUCTS

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Abstract: Nowadays, banking system is one of the most dynamic sectors in terms of digitization and the launch of alternative service delivery channels, which are based on innovative processes. . In the present study, the SWOT method is used to evaluate the opportunities and threats of innovation in the market of banking products, as well as the strengths and weaknesses of the innovation process in the banking system. Following the analysis, are identified the perspectives of the innovative process on the market of banking products.

Keywords: innovation process, SWOT analysis, banking innovations

JEL Classification:G10, G21, O31

SUSTAINABILITY – A SAFE APPROACH IN THE STRATEGIC DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS

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Abstract. The present paper represents a theoretical-analytical foray into the options for achieving sustainability in higher education institutions. The purpose of the research is to identify the possibilities of achieving sustainability within higher education institutions. In the context of the multiple crises faced by the world economy, there is a need to identify effective solutions to overcome the crises. One of them is sustainability, which represents a strategic approach to the development of higher education institutions in a new context, one disrupted by massive crises that require rapid adaptation, through the prism of changing the management model of higher education institutions. Sustainability represents an effective lever in achieving strategic development, increasing the visibility of higher education institutions, in the context of the emergence towards postmodern education. The research methodology focused on the use of multiple methods such as: analysis, synthesis, induction, deduction, abduction, comparative analysis.

Keywords: *sustainability, universities, sustainable development, sustainability assessment, sustainability reporting*

JEL Classification: Q01, Q56, I23

POLICIES FOR INCREASING THE DEGREE OF EMPLOYMENT IN ROMANIA

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Abstract. The European Employment Strategy established a common objective set for employment policy and contributed to non-coercive coordination between states through the monitoring process and funding instruments. related. Creating more and better jobs was one of the main objectives of the Europe 2020 Strategy and social protection, to build a strong social Europe by 2030. EU legislation is relevant in certain areas, even if the responsibility for social and employment policy rests primarily with national governments. Among the main objectives, principles and activities are the promotion of a high level of employment through the development of a coordinated strategy, in particular with regard to the creation of a skilled, trained and adaptable workforce and responsive labor markets economic changes. According to the horizontal clause in Article 9 of the TFEU, the objective of achieving a high level of employment must be taken into account in the definition and implementation of EU policies and activities.

Key words: *economy; employment; labor force; salaries*

JEL Classification: I26; J24

THE CHALLENGES OF MIGRATION IN THE CONTEXT OF ENSURING NATIONAL SECURITY

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Abstract: In the conditions of an unsurmounted geo-economic crisis the factor of international migration remains the main challenge to national and international security. National security, to a great extent, is determined by the country's political stability, the social environment, socio-cultural relations and economic potential. These factors, in turn, emerge labour migration processes, which can become direct threats to the security of the countries participating in these international flows. Based on the performed analysis, we can conclude that the relationship between security and migration is evident and very complex, since migration can be an important factor of national security, but at the same time, migration is a result of the security environment. In our view, international labour migration, in the context of national security, is one of the most current issues of state policy in most countries, the causes being different, starting with excess of migrants to the need of solving the demographic imbalance through migration flows. Security is possible by effective policies, including migration policy, their implementation being based on social consolidation, social support of government goals and actions, security can not exist in isolation, being interdependent with the life of the individual, society and state.

Keywords: *migration, labour migration, threats, economic security, national security.*

JEL Classification: F22

INCREASING THE ECONOMIC SECURITY OF UNIVERSITIES THROUGH THE DEVELOPMENT OF ULLL PROGRAMS AND SERVICES

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Abstract. The article aims to address the perspective of capitalization by universities of the opportunity to develop continuous professional training programs and services and the impact they could have on the finances of universities, in the context of the decrease in the number of students in the Bachelor's and Master's programs. The article analyzes the experience of EU universities in the field of ULLL and presents the solutions that can be adopted and applied by Moldovan universities. At the same time, the article presents some results of the implementation in the Republic of Moldova of the ERASMUS+, COMPASS project, focused on strengthening university capacities in the ULLL field.

Conclusions: in order to stay on the market, universities must adopt an entrepreneurial behavior, continuously adapting its offer to the needs of the market. Business today requires human resources to periodically return to education in order to update their knowledge, develop their skills - this being an excellent chance for universities, which can meet the needs of business by developing ULLL programs. ULLL programs and services can compensate the financial losses of universities from the decrease in the number of students in traditional programs.

Keywords: *ULLL, continuing education, entrepreneurial university, knowledge, skills.*

JEL Classification: D83, I23, J24, M21

THE ROLE OF TOURIST CLUSTER IN THE DEVELOPMENT OF NATIONAL TOURISM

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Clusters are geographic concentrations of interconnected companies, specialised suppliers, service providers, companies operating in related industries and associated institutions in certain fields, which compete with each other but also cooperate. They have proven successful economic advantages, becoming one of the most popular local and regional development concepts for both research and practice. Tourism activity capitalises on cluster initiatives, generalising complex, coherent and attractive products. The objective of this study is to highlight the key challenges of tourism clustering at international, regional and national levels.

ECONOMIC LIFE CYCLE PROFILES IN MOLDOVA: THE NATIONAL TRANSFER ACCOUNTS APPROACH

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Abstract. The National Transfer Accounts (NTA) have recently been developed to measure economic flows across generations. Proposed by R.Lee and A.Mason NTA methodology focuses on how four fundamental activities – working, consuming, sharing, and saving – vary over the life course, creating flows across generations. The purpose of the article is to illustrate the use of NTA for understanding demography-economic link, to provide a complete picture of economic flows by age and to measure the way in which individuals produce, consume, save, and share resources at each age in Moldova. The NTA for 2019 year were developed. The results show that the labor income of the population of Moldova exceeds consumption in the short age interval from 30 to 48 years (19 years). Due to low employment rate and low labor income, which cannot be offset by the lower consumption, population experience a short independence period and a low aggregate life cycle surplus. Life cycle deficit (is defined as consumption less labor income) is large and have to be cover by public and private transfers, as well as by asset-based reallocations. The volume of private transfers to cover the life cycle deficit is much larger than the public transfers. There are large net private current transfers flowing from adults to children, including from the elderly.

Keywords: consumption, labor income, life cycle deficit, age profiles, National Transfer Accounts

JEL classification : J11

Acknowledgement: The study was carried out within the project 20.80009. 0807.21 «Migration, demographic changes and situation stabilization policies», 2020-2023. The implementation of the NTA methodology in Moldova was carried out with the financial support of the Population Fund (UNFPA).

THE IMPACT OF THE REFERENCE INTEREST RATE ON PAYMENT SCHEMES FOR AGRICULTURE IN THE REPUBLIC OF MOLDOVA

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Abstract. The dynamics of inflationary processes on the money market brought to the fore the importance of the reference interest rate on the interbank market in relaunching the economy. The paper aims to analyze the impact of the interest rate on the intensity of the payment schemes for local agricultural producers. The analysis of the link between the reference interest rate and the intensity of the updated payment scheme at the date of the subsidy shows the increase or decrease in the borrowing costs of producers. The research carried out revealed that for agricultural producers, at the level of interest on loans paid in 2021, updated on the date of its granting (May 2022), the cost of the loan has increased by 12,28%. The main impact factors are the increase in the reference interest rate and the delay in the subsidy payment by the national agricultural paying authority. The research results are useful to the business environment and public institutions.

Keywords: *reference interest rate, agricultural subsidy, payment schemes, Republic of Moldova.*

JEL Classification: D24, G18, O13

ECONOMETRIC MODEL FOR FORECASTING SMES DEVELOPMENT IN THE MEDIUM TERM. CASE OF MOLDOVA

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Abstract. Small and medium-sized businesses are an indispensable part of national economies. SMEs ensure the development of the real sector and the occupation of a considerable share of the population. In the current period of economic recession and high inflation rate, it is necessary to determine the factors that would ensure the growth of SMEs. Therefore, the study aims to model indicators that reflect the level of development of small and medium-sized businesses in Moldova. The essential method is mathematical modeling using a multiple linear regression model. The model contains thirty exogenous variables and nine endogenous variables. The following functions, such as linear, exponential, logarithmic, and second-order polynomial, are applied to construct the trend of the exogenous variables. Their statistical testing showed that, in most cases, the best fit is the linear function. The accuracy assessment of the econometric model showed that the null hypothesis of model inadequacy could be rejected with a probability of 95%. A multilateral test of the small and medium-sized enterprises development model allows us to conclude that it is reliable. This model can be used to build scenarios for the development of SMEs, taking into account the processes in the national economy and the policies promoted by the state.

Keywords: *small and medium-sized enterprises, economic factors, forecast of the main indicators, scenarios for the development of SMEs.*

JEL Classification: C50, M20

SOME FACTORS OF ORGANIZATIONAL BEHAVIOR IN THE FORMATION OF BIDIRECTIONAL RELATIONS

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Abstract. People need to understand, anticipate, and influence the behavior of others in the workplace. Employees want to understand why certain events occur, what to expect in the future, in order to activate as efficiently as possible and benefit from the best results. The field of organizational behavior provides a scientific basis, which helps to improve anticipation of events in organizations under certain conditions. Identifying and explaining these events is more complex, because employee decisions and actions are driven by a multitude of factors and therefore require a specific response. Or, to the extent that a behavior can be explained and anticipated, it can also be influenced.

If we enumerate and analyze the factors of organizational behavior, we will start from the idea that in the work process takes place the interaction between people, between organizational and technological structures, the elements being influenced by the external environment, and they, in turn, influence this. medium. Therefore, human nature, the nature of the organization, technology, the external environment are the factors that determine organizational behavior.

We note, therefore, that organizational behavior means the study of human behavior, attitudes, and performance in the organizational environment. The study is based on the theory, methods and principles of disciplines such as psychology, sociology, cultural anthropology, etc. with which information is accumulated about individual perceptions, values, learning abilities and actions while working in groups and throughout the organization. Organizational behavior analyzes the effects of the external environment on the organization and its human resources, missions, objectives and strategies.

Keywords: *factor, behavior, organization, relationships, technology, environment*

JEL Classification: M10

PLATFORMIZATION AND TRANSFORMATION OF THE INSTITUTIONAL ENVIRONMENT OF ECONOMIC ACTIVITY

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Abstract. The purpose of the research is to study the impact of digitization and the spread of digital platforms (DP) on the transformation of the institutional environment of human economic activity. The research is based on the comprehensive use of structural, functional, systemic, complementary institutional, historical-genetic, graphic analysis. Institutional transformation is considered at mega-, macro-, meso-, micro- and nano-economic levels. The impact of platformization on the change of organizational structures for ensuring global, regional and sectoral economic interaction and institutional forms of its implementation is presented.

It is shown that the formation of DP at the microeconomic level as an alternative to traditional hierarchical structures leads to a radical restructuring of the institutional structure of entire sectors of the economy. It was started by transport (passenger and cargo transportation), hotel and tourist business. It is substantiated that the consequence of the spread of the platform business model at the mesoeconomic level was the transition from chains to networks of value creation, ecosystems-2. They include all stages of value creation in a single production cycle. At the macroeconomic level, the duplication of individual elements of networks ensures their approximation to sales markets. Accelerates the process of implementation of additive technologies and the COVID-19 pandemic. The tendency of developing countries to lose the advantages of cheap labor is accelerating. Countries with developed economies are reindustrializing. At the global level, the regionalization of world trade is combined with the preservation of the global nature of production systems. The transformation of the global production system leads to changes in the institutional support of global trade, transport logistics, financial, currency, and investment relations.

The institutional mechanism of the formation of network ecosystems by DPs and their influence on the transformation of relations between economic subjects is disclosed. Attention is focused on the study of the influence of DPs on the fundamental revision of property relations, the system of corporate governance, industrial relations, competitive interaction, and the tools of state regulation of business.

Keywords: *digital platforms, digitization, economic system, institution, institutional environment.*

JEL classification: O 33

THE ROLE OF BUDGETARY-FISCAL POLICY IN REDUCING REVENUE INEQUALITY IN THE REPUBLIC OF MOLDOVA

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Abstract: *Income inequality is a current socio-economic problem both in the Republic of Moldova and in several countries. The implementation of inequality mitigation instruments is a condition in ensuring the national security of the Republic of Moldova and sustainable development worldwide. Fiscal policy plays an important role in redistributing revenues in the economy and therefore in neutralizing the increase in revenue inequality. The relatively low redistributive effect of direct taxes and social transfers requires changes in budgetary and fiscal policy in the Republic of Moldova. Therefore, some budgetary-fiscal policy measures are proposed in order to mitigate the income inequality in the Republic of Moldova.*

Keywords: *budgetary-fiscal policy, income inequality, Gini coefficient, poverty, taxes, social transfers.*

JEL Classification:

MORTGAGE – A SAFE WAY TO PURCHASE A PROPERTY

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Abstract. The real estate market in the Republic of Moldova has experienced an impressive development in recent years, based especially on the competitive principles of the market economy. Many choose the mortgage loan because it offers the possibility of planning daily expenses and solving the housing space problem. Thus, the real estate loan becomes a financial solution for more and more people. The demand for bank mortgages was in constant growth, until the crisis was signaled, both on the international mortgage markets and on the market of the Republic of Moldova. With the help of the bank mortgage loan offered by the bank, the client can purchase the property without having extra free money at the moment, the loan is offered for a long period. The banking sector is also actively involved in the race to release "advantageous" mortgage loans with interest rates and repayment terms of bank obligations that are "affordable" to the common citizen. However, let's take a look at the other side of the curtain, where the notion of credit, housing, mortgage and even life has a completely different meaning. The newly built residential building offers customers the opportunity to make the optimal choice from a multitude of options such as: luxury class, classic class, medium class, green version, white version, turnkey etc. Thus, real estate agencies and financial institutions constantly monitor the situation on the primary and secondary market of real estate, the progress of constructions and changes in offers, this and many others lead to the variety of credit conditions from one bank to another.

Key words: *real estate market, risks, buyer, purchasing decision process, mortgage, property.*

JEL Classification : M 31, M 37, L 74

THE ROLE OF THE PRIMARY DEALERS IN THE GOVERNMENT SECURITIES MARKET

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Abstract. Governments need money for good functioning. Following the COVID – 19 pandemic and the energy crisis, finding sources to cover the budget deficits has become a real challenge. One of the ways of accumulating funds is by issuing government securities. Thus, countries are continuously concerned about developing the domestic debt market to decrease the dependence on external creditors. The most widespread form of the cooperation between the issuer and investors is through the primary dealer system. Using the auction results data of the Republic of Moldova for the period of ten years, it is shown the influence of the primary dealers on the issued and traded volume of the government securities. One of the goals of the research is to design a primary dealer system in order to meet the requirements of the debt manager office. Despite the quantitative obligations of the primary dealers, the analysis focuses on their qualitative. Also, the paper presents a practical experience for individual countries regarding the evaluation of the activity of the primary dealers. The results of this research show a positive effect on the development of the domestic government securities market with the introduction of new obligation and methodology for evaluating the activity of the primary dealers.

Keywords: *government securities, primary dealers, auction, obligations, ranking.*

JEL Classification: D 44, G 18, H 63.

SESSION III: EUROPEAN INTEGRATION, MULTICULTURALITY AND INTERNATIONAL ECONOMIC RELATIONS

EDUCATION LEVEL OF THE ADULT POPULATION IN THE EUROPEAN UNION

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Abstract. Measures to implement more flexible learning pathways can lead to increased employment rates. The updating of skills, abilities and knowledge is also a consequence of technological changes occurring in economic systems. Access to jobs that are more secure and better paid is facilitated by a high level of education. Also, in view of job forecasts, the structure of the population has a high influence. Thus, in the article an analysis of the education level of the population is carried out considering the structure of the population.

Keywords: *adults, competences, European Union, level of education*

JEL Classification: I21, I25, I20

TRENDS IN THE DEVELOPMENT OF GLOBAL ADVERTISING SERVICES MARKET

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Abstract. Success of any business much depends on its promotion, including advertising. The authors have set as *a purpose of the article* the revealing and exploring the trends in contemporary global market of advertising services. *Methodology and Results:* having been based on the evolutionary approach to the advertising services global market, and analysis of the relevant statistical data, the authors have systematized the main trends in the development of the global advertising market as well as have highlighted the key factors which determined the trends, and provided some explanation to the factors. The special attention has been paid to the shifts in global advertising market produced by the COVID 19 global pandemic crisis. Besides, the authors have revealed and analyzed the particular directions of the global advertising market development within the general trends. Having applied the pragmatic approach to the study, the authors have elaborated some recommendations that may help the business to develop its strategies in line of the trends in and the development directions of the contemporary global market of advertising services, becoming so far more competitive.

Keywords: *Trend, Global Market, Advertising Service*

JEL Classification: F0, M3

DISCOVERY OF THE ENTREPRENEURIAL POTENTIAL OF SETTLEMENTS, DISTRICTS IN THE CROSS-BORDER TERRITORY OF THE REPUBLIC OF MOLDOVA-UKRAINE ON THE BASIS OF SMART SPECIALIZATION APPROACHES AND PRIORITIES FOR SUSTAINABLE TERRITORIAL DEVELOPMENT

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Abstract. In order for regions today to be globally competitive, their smart specialization strategies cannot be created by an approach limited to one particular region only. The grouping of objectives emphasizes the need to create greater external dynamism by coordinating and maximizing synergies with policy initiatives, instruments and infrastructures in other regions. In this regard, trans-regional cooperation is a central aspect and a challenge of «Smart specialization», especially for neighboring regions with a cross-border dimension. EU best practice shows that cross-border Smart Specialisation Strategies (RIS3T) are singular in the practice of the cross-border RIS approach in the EU. The examples of innovative cross-border cooperation between Portugal and Spain, Germany and France, show that the main objective of this approach is to generate economic knowledge, quality employment through localised smart infrastructure and social well-being by jointly promoting strengths and common challenges. Thus, the Cross-Border - RIS3 aims to enhance the Euroregion's participation in European tenders for inter-territorial cooperation and provides a framework for launching coordinated actions and projects capable of competing with great success in attracting funding within Horizon Europe. The development of such a strategy should be agreed and coordinated on both sides of the border - innovation organisations, clusters, universities and representatives of the European Commission's Joint Research Centre Smart Specialisation team.

Keywords: *Smart specialization, European research Area (ERA); ONLINE-S3; Online applications S3; Smart villages.*

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WHAT IS GLOBALIZATION?

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Abstract. This research article attempts to highlight the real context of globalization by examining its historical evolution, ideological deployment, and, last but not least, its specter of being a nexus of perspectives. From the standpoint of critical thinking, all the benefits of globalization as a process or a model will be emphasized, and the necessity for a new route towards advancement will be emphasized by highlighting all the disadvantages created by globalization as a process or a model.

This presentation will conclude with a discussion of the illumination afforded by globalization to developing emerging nations and empowered established ones, including their collaboration and rising levels of life.

Keywords: *globalization, evolution, development.*

THE DEVELOPMENT OF THE AGRI-FOOD SECTOR IN THE MOUNTAINOUS AREAS OF ROMANIA

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Abstract. The definition of the possible commitments in the mountain areas in Romania, in our opinion, can have strategic, tactical and operational aspects such as: the evaluation of the participation of labor consumption and innovative knowledge in the competitive balance in the productive and reproductive agro-food economic models in the mountain areas, the organization and the management of innovative agro-food technological mountain resources, operational acts from cultivation to the distribution of mountain agro-food resources on the market and the formalization of a possible new way of mountain agricultural production based on specific agro-food resource networks. There is a need to formalize an international classification - framework of mountain agri-food reserves/resources and re-evaluate Romania's agri-food potential in mountain areas. As such, a Romanian and European blueprint for the year 2030 is needed in which mountain agri-food resources are involved. The introduction of competitive devolution in the overall economic structure of Romania in the process of articulating the field of mountain agri-food resources with the EU economy requires the reconsideration of management methods and techniques in the field of unpredictable events in the field and the endogenization of technical and technological changes in the productive-economic systems of mountain agri-food with the aim of modeling the domestic economic climate.

Keywords: *mountain agro-food resources, Romanian and European order, statistical core, competitive devolution, endogenization of technical and technological changes*

DIFFICULTIES AT THE EU LEVEL IN THE CONTEXT OF ENVIRONMENTAL DEGREES

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Abstract. Since the 1970s, the European Union has been a global leader in environmental protection. Environmental pressures have been alleviated, according to global data. These accomplishments are all the more amazing given the dramatic changes in the European and global setting during the last several decades. Without a robust policy agenda, the considerable rise in the economy during this time period would have had far more profound effects on health systems and human health. The European Union has proved that well-designed, persuasive policies are effective and provide huge advantages. As a basis for the well-being of its population, the EU develops an appealing future vision for 2050: a low-carbon society, a green, circular economy, and resilient ecosystems. In addition, globalization connects Europeans to the rest of the world via a number of mechanisms that permit the bidirectional movement of people, money, goods, and ideas. In fact, understanding what it is to live properly within the constraints of the earth is quite challenging.

Keywords: environment, pollution, globalization

JEL Classification: O44

THE RELATIONSHIP BETWEEN MIGRATION AND DEVELOPMENT. CASE STUDY: REPUBLIC OF MOLDOVA

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Abstract. Migration plays a key role in the sustainable development of countries of origin, transit and destination, both at national and local levels. Despite many negative connotations and stereotypes, migration helps build connections, transform communities and empower men and women around the world. Focusing on the interplay between emigration and local development is central to broader efforts to strengthen local development in countries of origin. The positive experience of some countries, as demonstrated by the case of Moldova, challenges the hypothesis that emigration is a permanent loss for countries of origin. Diaspora representatives play an enabling role as agents of development and bearers of social capital for the benefit of their home communities. Through its Global Approach to Migration and Mobility, the EU has developed a balanced and comprehensive external migration policy that includes migration and development among its four operational priority areas.

Key words: *development; migration, remittances; Republic of Moldova*

JEL Classification: F22; O15;R23

THE ASCENSION OF THE ACADEMY OF ECONOMIC STUDIES TOWARDS A RESEARCH-EDUCATION UNIVERSITY

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Abstract. The research-education university has as its essential objective to implement the results of student research carried out in each course taught in the institution. Students prepare papers, get involved with teachers in the process of scientific research, contribute to the development of didactic materials. As a result, scientific papers are published in which students have co-authorship responsibility.

If all efforts will be directed towards supporting the personal interest of students to obtain knowledge in the chosen professional field, the number of scientific products will also increase as a result of the involvement in the institutional activities of studious youth. This will strengthen the actions to transform the higher education institution into a research-education University.

Following the consolidation of the educational process with research, several benefits will be obtained:

- ASEM will be more competitive, with infrastructure developed in line with global trends;
- ASEM will be better positioned in the international rankings, therefore more attractive for young people from the country and abroad;
- ASEM will have greater international visibility and new opportunities will open up in collaboration through the Erasmus + program;
- Students will obtain a degree from a performing higher education institution, stronger, known nationally and internationally;
- Teaching staff will be members of an elite academic community, better ranked internationally.

Keywords: *research-education university, research, education, education services*

JEL Classification: I23

THE LEGAL ASPECT IN THE FIELD OF GENDER INEQUALITY, THROUGH THE PRISM OF THE EXPERIENCE OF DIFFERENT COUNTRIES.

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The article presents the gender inequality that has very deep historical roots and is among the most difficult to eliminate. In the legislation related to gender inequality, three phases are distinguished: one of maternity protection (even at the expense of equality), one of equality and one in which differentiated measures are introduced but aimed at restoring equality. But also with regard to men, we observe that discriminatory measures are often applied on a career level as well as on a personal level. These include actions and positive measures to rebalance electoral representation, adopted in various ways in various legal systems. The given aspect was examined from the point of view of their gender aspect in the activity of economic agents in the Republic of Moldova.

THE RESOURCE OF HUMAN CREATIVITY IN THE CONTEXT OF THE EDUCATIONAL SYSTEMS OF THE COUNTRIES OF THE WORLD

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Abstract. The resource of creativity can be drawn from many sources. Creativity is complex and correlates with the world of ideas we grew up in and our own life experiences. Impressions related to people, places and others are essential sources of creativity. Provided we take time and care to reflect on these impressions. Creativity involves synthesizing knowledge, experience and wisdom acquired throughout life. The experiences of everyday life, the ebb and flow of our thoughts and feelings, our own imagination, our dreams and the world around us are all sources of creativity. Scientific studies have shown that creativity is not exclusively associated with a specific part of the brain, but comes from a combination of many parts and factors of the brain working together. Creative thinking is a team effort in the brain. Research shows, the more creative a person is, the more activity there is in both the right and left sides of his/her brain, and also, the more connections there are between the two sides of the brain. This reflects the idea that creative people have a more integrated brain.

Keywords: *human creativity, creativity resource, life experience, integrated brain, educational systems*

GOVERNANCE EFFICIENCY - ESSENTIAL CONDITION TO FOSTER ENTREPRENEURIAL COMPETITIVENESS. CASE OF THE REPUBLIC OF MOLDOVA

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Abstract. The Republic of Moldova is the country with the lowest level of gross domestic product and living standards among the European countries, a situation which, although improved in dynamics, has not comparatively meliorated in the regional context. On the contrary, the development discrepancies that the country registers have become even more acute, the nation is still behind in terms of economic development even considering the regional context of the Eastern Europe. The main goal of the present study is to comprehensively assess and carry out a thorough analysis of the quality and competitiveness of the entrepreneurial and business environment of the Republic of Moldova, considering the regional context. Particular objectives of the study include: the analysis of the extent to which the entrepreneurial environment in the Republic of Moldova facilitates economic activity and individual initiative. Also, it is sought to perform a comparative analysis of the entrepreneurial competitiveness of the Republic of Moldova as compared to the rest of the Eastern European countries, including members and non-members of the European Union. At the same time, it is aimed to analyse the weakest positions of the entrepreneurial competitiveness of the Republic of Moldova that undermine the economic growth potential.

Keywords: *Institutions, governance, the Eastern Europe, economic competitiveness, the Republic of Moldova;*

JEL Classification : D73; E02; L26; O11; R11

EVOLUTION OF INTERNATIONAL TRADE IN THE LIGHT OF THE WAR IN UKRAINE

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Abstract. The article focuses on the analysis of the main changes in trade policies and international trade flows in the light of the war in Ukraine, and the impact of other factors such as rising interest rates, inflationary pressures in many countries on international trade and challenges for global supply chains in the short- and medium-term perspective. In particular, the case of Republic of Moldova and other countries in the region will be analyzed, highlighting the main socio-economic effects of the latest events and developments on the economies in the region.

Keywords: *international trade, trade policy, war, supply chains, inflation.*

JEL Classification: F4

PRIORITIES FOR REFORMING THE WTO

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Abstract. The WTO is the only international organisation that regulates the rules of trade between its members. The work of the WTO is based on agreements negotiated, signed, and ratified by most of the world's countries. WTO rules lay the foundation for the development and practical application of national laws on trade and economic relations. The main aim of the organisation is the liberalisation of trade flows between members and the stability and predictability of international trade. Economic crises cause increased protectionism, but the WTO itself has been in crisis for some time and cannot fully withstand the return of trade barriers. Currently, to respond successfully to global crises, threats, and challenges, the international community needs an effective multilateral system based on universal rules and values. To maintain its role as global trade arbiter, the WTO is implementing reforms. The 'Geneva Package' reaffirms the historic importance of the multilateral trading system and highlights the critical role of the WTO in addressing the world's most pressing challenges. It is particularly important at a time when global solutions are key and it is necessary to set priorities that will make economic globalisation more open, inclusive, balanced, and beneficial to all by updating rules and strengthening protection mechanisms. We note that the WTO needs to be reformed to address current issues such as its negotiating function, dispute settlement system, and transparency in its work.

Keywords: *WTO, multilateral trading system, crisis, protectionism.*

JEL Classification: F02, F13

BARRIERS IN INTERCULTURAL COMMUNICATION AND WAYS TO OVERCOME

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Abstract. In the following article, we propose to analyze elements likely to obstruct the proper development of communication, contributing to the decrease of the degree of fidelity, accuracy and efficiency of the message transfer.

In the communication of representatives of different cultures, difficulties arise due to the national characteristics of their communicative behavior, which is defined as the behavior, verbal and non-verbal, of an individual, a group of people in the process of communication, norms and traditions of the societies they represent.

In order to have a successful intercultural communication, it is necessary to take into account the characteristics of a certain type of national culture, whose representatives come into contact. In cultures with different indicators of cultural parameters, there are different approaches to communication. Thus, the knowledge of cultural dimensions from different models, Hall, Hofstede, Trompenaars, becomes an important element in the intercultural approach to communication.

Timely diagnosis of dysfunctions related to encoding, transmission, reception, decoding and reaction to message/feedback will substantially improve intercultural communication thanks to effective communication techniques.

In the same way, we tried to deduce the impact of intercultural barriers, putting forward some suggestions and solutions for neutralizing the factors that generate them or diminishing their influences.

Keywords: *barriers, intercultural communication, consequences, ways to overcome, communication efficiency*

JEL Classification: A 22, I 21, I 23

PROSPECTS FOR ENERGY COOPERATION BETWEEN THE EU AND ISRAEL IN THE LIGHT OF ISRAEL'S AGGRESSIVE FOREIGN POLICY IN THE MIDDLE EAST

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Abstract. This paper presents the results of an analysis of energy cooperation between the EU and Israel, which is aimed at reducing the dependence of European states on Russian energy carriers. The need for getting rid of energy dependence on Russian oil, gas and coal among the EU member states arose after the invasion of Russian troops in Ukraine on February 24, 2022. The Russian-Ukrainian war led not only to the deterioration of Russian-Ukrainian relations, but also to the imposition of Western sanctions against Russia, a country that is the main supplier of energy to the European market. The desire to abandon Russian energy carriers forced the European states to look for new suppliers of oil, gas and coal. One of these suppliers decided to become Israel, which, according to Western human rights activists, is pursuing a policy of apartheid. The purpose of this study was to analyze the cooperation between the European Union and Israel in the field of natural gas supplies from the eastern Mediterranean Sea. During the study, the author came to the conclusion that this cooperation:

1) will not help the countries of the European Union to fully compensate for the reduction in natural gas supplies from Russia;
2) carries risks for the reputation of the European Union as a defender of human rights and freedoms in the world (because Israel continues to pursue an aggressive foreign policy in the Middle East, continues to occupy and annex the territories of neighboring states, build illegal Jewish settlements in the occupied territories of Palestine and Syria, conduct apartheid, commit politically motivated assassinations of their critics).

According to the author, the energy crisis that has arisen in the EU countries can be resolved only by involving in cooperation states that are trustworthy, do not pursue an aggressive foreign policy and comply with their obligations in the field of protecting human rights and freedoms.

Keywords: *EU, Energy Cooperation, Israel, Apartheid, war in Ukraine, Palestine*

JEL Classification: F51, F53, F68, K33

IDENTITY, ACULTURALITY AND COMMUNICATION IN THE EUROPEAN AREA

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Abstract. The process of globalization, which initially dominated only the economic sphere, later determined profound social, political and cultural transformations, having a significant impact on national cultures by standardizing them and shaping a global culture. In this context, intercultural communication has become an inevitable and timely fact, facilitating contact between people and groups belonging to different cultures, contributing to the understanding of cultural variability, awareness of existing differences and similarities, facilitating the acceptance and taking over of new elements of material and spiritual culture. Cultural contacts, but also the promotion of intercultural communication, contributed to the remodeling of identity, but did not always induce positive identity developments. One of the most frequent results has become acculturation, a slow process of long-term learning and adaptation to a new culture, which involves the reshaping of consciousness. Acculturation, as a bidimensional and bidirectional process, contributes to the identity development, but can also become an identity threat. Acculturative stress is a pathological reaction of „missing home”, representing, in fact, a failure of adaptation, generated by the inability to accept another culture, and is due to an internal mental state, which interferes and blocks the possibility of adjustment to a new cultural realities. In order to overcome acculturation stress, the intercultural distance between people from different cultures must be reduced and established a constructive dialogue.

Keywords: *globalization, identity, aculturality, intercultural communication, acculturation stress.*

SESSION IV: CARPE SCIENTIAM: THE EVOLUTION OF SOCIAL AND HUMAN SCIENCES IN THE KNOWLEDGE ECONOMY

LABOR MARKET THROUGH THE PRISM OF COMPETITIVENESS

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Abstract. The labor market and production patterns are constantly changing. Achieving a competitive labor market requires ambitious reforms that increase inclusion, flexibility, innovation, mobility and contribute to the development of human capital. The competitiveness of human capital is directly related to a person's potential to succeed in competition with others. In order for it to compete in the labor market, a number of conditions must be met, the first of which is to have a higher quality and therefore more competitive human capital.

Keywords: labor market, competitiveness, competition, labor relations, competitiveness of human capital.

JEL Classification Codes: J01, J08, J 23, J 24, J 44

OVERCOMING BARRIERS TO DIGITAL TRANSFORMATION OF HIGHER EDUCATION

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Abstract. The modern world can hardly be imagined without digital technologies. They are used in any sphere of human activity, education being one of them. Using digital technologies in higher education is not just an option anymore; it is an imperious necessity conditioned by a number of factors. Digital technologies are widely used by students for developing their personalized learning environment. However, technology adoption and use by instructors is uneven and often quite modest. Of course, there are faculty members actively and effectively using and promoting available digital teaching tools, as well as those willing (or unwilling) to do it due to various types of barriers. Sometimes it looks contradictory enough, as most instructors are active users of digital technologies in their personal lives, but in classrooms, some of them encounter serious technical, logistical, and pedagogical problems. Understanding the reasons for some reluctance to incorporate technology and teachers' concerns can essentially contribute to the enhancement of learning environment and professionalism. The present study aims to extend what is known about the factors and issues negatively affecting the adoption and use of modern technologies by faculty members, as well as to offer some recommendations for solving problems and reducing the barriers to technology adoption. Some solutions might include more intensive professional development and institutional involvement.

Keywords: digital media, instructional technology, higher education, barriers, innovation

JEL Classification Codes: I23, O30

THE LEGAL-PROCEDURAL STATUS OF THE MINOR IN THE FRAMEWORK OF THE EXAMINATION OF CIVIL DISPUTES

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Abstract. In the Republic of Moldova, the necessity and obligation of the existence of a normative framework, in accordance with international standards, regarding the protection of minors involved in civil processes is a prerogative, considering the commitment of the state authorities to ensure the protection of children, adolescents and young people against any abuse likely to harm their interests or even their health, physical or moral development. However, there are currently a number of legislative gaps in the way civil proceedings are filed and conducted, namely in situations where minors are parties to the proceedings. Thus, the actuality of this topic is determined by the urgent need to ensure minors an effective protection in the process, so that they have the opportunity to effectively capitalize on their rights and freedoms. The purpose of the study is to reveal the deficiencies of the normative framework, in the chapter of implementation of the procedural status of the minor during the examination of the civil case and the submission of some legislative proposals to improve the procedural system in force. Research methods are logical, comparative and systemic analysis methods, which were used in the study process. The materials used are the research in the relevant field developed

by researchers from the Republic of Moldova and Romania, as well as the analysis of the legislation in force regarding the legal status of the minor in the civil process. The final conclusion shows that the national procedural legislation does not take into account the specifics of civil cases with the participation of minors, a fact that requires the establishment by law of the mandatory participation of the ex officio lawyer for trials involving minors, in order to improve the efficiency of their protection.

Keywords: minors; legal capacity, procedural status of minors, legal representatives, protection of rights and interests.

JEL Classification Codes: K41

THE ROLE AND IMPORTANCE OF THE HUMAN RESOURCES FUNCTION IN THE DEVELOPMENT OF THE ORGANIZATION

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Purpose of the study. Modern society presents itself as a network of organizations that appear, develop or disappear. In these conditions, people represent a vital resource of all organizations, which ensures their survival, development and competitive success. This reality has led more and more specialists in the field to state that increasingly the competitive advantage of an organization resides in its people.

Subject. The coronavirus pandemic has forced companies to reevaluate the way they do business. As part of this, the HR function becomes central. Companies are increasingly being measured by the decisions they make and how they treat their staff.

In addition, the impact of continued economic uncertainty, remote working and an all-too-real impact on employees' mental health, forces Moldovan companies to place human resources at the heart of their business.

Results and conclusions. As both employees and employers are concerned about what the future of work holds, the importance of HR is hard to overstate. They provide a critical link between employees and management and empower employees to be as productive and efficient as possible.

Without the effective presence of people who know what, when and how to do it, it is impossible for organizations to achieve their goals.

Keywords: HR function, performance, HR management, HR professionals, organization development

JEL Classification Codes: M 12, M 14, M 51, J 24, J 62

NEW HIRING FORMS - THE PREMISE FOR INCREASING EMPLOYMENT

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Abstract. In this scientific endeavour, the new forms of hiring are addressed, as a premise for increasing employment. The new conditions in which national economies are developing, determined by their digitization, require decision-makers at the governmental level to perfect the legal framework of labour relations in which the new forms of hiring are regulated. Thus, by elaborating this work, we aimed to present new forms of hiring recently implemented on the labour market, with direct implications for employers and employees. In this paper, we refer to the following forms of employment: employee sharing, job sharing, casual work, ICT-based mobile work, interim management, crowd employment, portfolio work and voucher work. Each of these new forms of hiring has certain effects on the labour market, and by applying one or another form, employers try to ensure their human resources needs, and the governments of countries - to reduce unemployment and undeclared work.

Keywords: labour market, employment, forms of employment, employers, workforce.

JEL Classification Codes: J21; J53; J54; J62;

THE MEETING – PREMISE OF EFFECTIVE INSTITUTIONAL COMMUNICATION

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Abstract. Currently, the fluidity and quality of information are among the favoring factors of the organization's competitiveness. In this sense, a working group becomes innovative and creative when it is able to effectively capture the information presented in the meetings. The purpose of this study is to contribute to the achievement of correct, efficient and effective information both vertically and horizontally, in order to create, under optimal conditions, internal and external requests in accordance with the established organizational objectives. For this, in the process of managerial communication, a number of fundamental communication needs of work groups, but also of each individual employee, must be satisfied. One of the priority, dominant forms of internal organizational communication is meetings. Based on the information received, during the meetings, the managerial staff / decision-making group can perceive whether it is moving towards the set objective or is deviating. At the same time, in a meeting, information is vital for the performance of the group, for the quality of the decisions made. Therefore, the manager who exercises the role of moderator of a meeting must have initiatives to increase the fluidity and quality of information by disseminating and facilitating the circulation of information.

At the same time, the promptness of information circulation was and continues to be a determining element of decision-making efficiency and effectiveness. This is influenced by the pace of changes, especially in the field of technologies that allow/ensure an informational transit. In conclusion, we affirm that the success of a meeting is conditioned by the ability of the participants to communicate pertinently and with a positive decision-making impact. However, communication occupies a central place both at the level of the management process and at work meetings, experiencing a spectacular evolution, from an authoritative, prescriptive communication to a relational and democratic communication.

Keywords: communication, competence, competitiveness, dissemination of information, group performance, meeting.

JEL Classification Codes: F52, I21, I25, P36

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DETERMINANTS OF INCREASING THE STANDARD OF LIVING

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Since ensuring a decent living is a fundamental right of the citizen enshrined in national legislation and acts of universal importance, increasing the standard of living is an imperative rule of the law and one of the priorities of the state social policy. The efforts of economists, as well as those of governments, are aimed at identifying the most effective ways to increase the standard of living.

A decent standard of living presupposes the possibility for man to own and benefit from the goods and achievements of civilization, those that society makes available to him, a fact that gives him the opportunity to participate in social life.

The paper highlights the key factors of increasing the standard of living of citizens in the context where increasing the standard of living of citizens is a permanent concern of the governments of contemporary states.

In conclusion, it is proven that a number of different factors contribute to a high standard of living, but among the most important are: the total profitability of the nation, employment opportunities, disposable income, ease of access to goods and services at affordable prices, etc. Services are a key factor in raising living standards, with education and healthcare being the most important in this category.

Keywords: *standard of living, indicators of the standard of living, welfare*

JEL Classification: *H40; I31.*

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THE REFERENTIAL FRAMEWORK OF THE MANAGEMENT CONCEPT OF THE ASSESSMENT OF SCHOOL RESULTS

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Abstract. Evaluation, being an integral part of the educational process, has an absolutely necessary role in decision-making, being present in any pedagogical activity and is in a relationship of interdetermination, of formal interaction with teaching and learning, and which provides necessary information to regulate and improve the didactic activity. The quintessence of the evaluation action is to know the effects of the activity carried out in order to improve the process in the following stages and which leads to a quality education. Evaluation is a chain of these operations. For student assessment to be effective, it must be based on effective learning standards, which are defined by objective success criteria and are used for individual, class, whole school and national development. Thus, the essence of evaluation refers, above all, to a targeted improvement. Missing or misunderstanding this formative function of assessment runs the risk of leading to superficial, haphazard or punitive assessment practices. Bearing in mind that each stage/step/form of the process of evaluating school results requires organization/directing/completion, which corresponds to the functions of the management process, we record the emergence/formation of such a discipline/process with the name of management of results evaluation school, which is based on various educational policies and has a legally grounded reference framework.

Keywords: framework, management, concept, evaluation, results, school
JEL Classification Codes: I20

THE PEDAGOGICAL DIMENSION OF THE PHYSICAL LEARNING ENVIRONMENT IN THE UNIVERSITY SYSTEM

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Abstract. Nowadays there are unlimited opportunities to learn anytime and anywhere, in various environments, whether physical or digital, formal, informal, or non-formal. The aim of the teaching staff is to create a learning environment that facilitates, stimulates, and optimizes the students' abilities to learn in order to easily adapt to the dynamic changes of society. The present paper showcases the learning context as a physical dimension of the learning environment. It is commonly accepted that the physical classroom represents an agent of change. It has also been assumed that each adjustment in the physical learning environment will produce deep transformations in the education system. Moreover, the learning space will reconceptualize the entire educational philosophy. Living in a highly globalized and digitalized era, the learning context has been explored from the perspective of introducing dual education at the university level, both at the Academy of Economic Studies of Moldova and the Technical University of Moldova. The dual education approach has also been analysed from the perspective of strengthening student learning since it provides a real-life environment that makes the learners combine theory with practice. While the theoretical courses are carried out at university, in traditional lecture halls or labs, the practical classes are organized in the company. Through this form of learning, our students will be more connected with the labour market, and the academic staff will manage to create a more efficient and more impactful learning process.

Keywords: dual education, globalization, learning space, labour market, partnerships.

THE PARTICULARS OF LEGAL CHARACTERS OF THE HERITAGE

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The patrimony represents the totality of patrimonial rights and obligations (which can be evaluated in money), viewed as a sum of assets and liabilities linked together, belonging to certain natural and legal persons [1, art. 453, paragraph (1)].

Heritage includes the patrimonial rights belonging to a person (patrimonial asset) and all patrimonial obligations (patrimonial liability). The patrimonial rights include, first of all, the classic civil subjective rights — the real rights to the goods and the claim rights to receive a certain benefit, regardless of whether they are of a contractual or extra-contractual nature.

The patrimonial asset includes pecuniary rights of a patrimonial nature. It can be about real rights (the right of ownership, the right of use, the right of servitude or the right of surface), or debt rights (the right to receive a sum of money given on loan, the right to receive the price of a sold thing).

The patrimonial liability includes, first of all, the civil obligations of the person concerned, regardless of whether they are contractual or extra-contractual in nature. We may encounter an obligation to give, to do, or an obligation not to do.

INTEGRITY - THE CODE THAT DEFINES PERSONALITY IN THE EDUCATIONAL AND PROFESSIONAL ENVIRONMENT

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Abstract. INTEGRITY is the code that defines the personality of an institutional manager, a university teacher, a student, an economic agent, etc. Not coincidentally, the authors Ludmila Roșca and Constantin Lazari emphasize that the purpose of universities is to „seek and transmit the truth under the sign of science and morality.” In the same vein, the authors Valentin Mureșan and Mihaela Constantinescu state that universities must also create a moral context, which can be created through seven organizational virtues: 1- clarity in moral requirements; 2- consistency in the ethical regulations of the university (ethical policies and strategies); 3- feasibility (feasibility) in implementing the moral requirements of behavior; 4- motivating university members in supporting the adoption of ethical behavior; 5- visibility in monitoring immoral behaviors; 6- evaluation of the formal and informal means through which the members can openly discuss the ethical problems and dilemmas they face in the academic environment; 7- the sanctionability of immoral behaviors. The integrity of an educational organization can be created through the prism of an “organizational culture”, and the 360° Feedback can serve as a way to re-evaluate the behavior of an employee / manager, etc. The integrity of an organization can also be quantified. For this purpose, for example, the IntegrityMeter Test can be applied. Integrity in the educational and professional environment can be cultivated through morality, reasoning, fairness, honesty, respectful treatment of all parties involved in educational and organizational processes, but also through the „Six-element model that can ensure integrity”, namely: ethics organizational; corruption prevention and control; organizational and business skills; competitive effectiveness and efficiency; the possibility of external control; conflict resolution. An „Integrity Agreement” or „Voices of Academic Integrity” and „Voices of Corporate Integrity” can be a true philosophy of European integration.

Keywords: integrity, moral university, organizational virtues, voices of academic integrity, voices of corporate integrity.

JEL Classification: I25

CIRCULAR ECONOMY: BENEFITS FOR SOCIETY AND BARRIERS TO IMPLEMENTATION

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Circular economy presupposes the existence of a continuous cycle of production and reuse of natural resources.

Objectives. We set out to reveal the benefits that the circular economy has for society and to identify the barriers that stand in front of the implementation of the circular economy both throughout the world and in the Republic of Moldova.

Research methods. During the research, the following methods were used: systemic analysis, synthesis, comparison, generalization, the method of moving from the abstract to the concrete, etc.

Results. The benefits of the circular economy for social development were revealed. Several barriers have been identified that stand in the way of implementing the circular economy: institutional, economic, social and cultural. Among them: the insufficiency of information about the circular economy and its lack of dissemination for citizens, the persistence of outdated norms and principles, the insufficient involvement of state institutions in the process of implementing the circular economy, the civic passivity of citizens. Several solutions have been proposed to overcome these barriers.

Conclusions. The benefits of the circular economy for society are inestimable. The full awareness of these benefits, the removal or mitigation of the barriers that stand in front of the implementation of the circular economy will constitute a beneficial support for social and economic development.

Keywords: circular economy, barriers to circular economy implementation, benefits of circular economy, social development

JEL Classification: Q01, Q32, Q57, Q58

CORRESPONDENCE OF NATIONAL LEGISLATION WITH ILO/EU STANDARDS REGARDING NON-DISCRIMINATION AND GENDER EQUALITY AT WORK

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Abstract. Currently, the continuous promotion and ensuring of equal opportunities between women and men in all spheres of human life, including in the field of labor relations, is becoming more and more visible, both at the international and at the national level. This fact is confirmed by the multiple initiatives in the field, undertaken by international organizations, by the approval of various normative acts and strategic documents.

In general, equal opportunities between women and men is a concept that involves ensuring equality of rights and opportunities for women and men in the multitude of existing social relationships, including within labor relationships, by eliminating all social barriers that affect their achievement. The very content of the concept of human development advocates equal opportunities for women and men in all areas of life - economically, socially, culturally and politically. It opposes discrimination against women, violations of their rights and specific dangers to them – for example, personal safety, domestic violence or sexual harassment at work, etc.

PRACTICAL ASPECTS OF ESTATE FUNCTIONS

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Abstract: The institution of civil law functions with notions from which it itself is formed. Among the main notions of civil law that need to be regulated is that of patrimony. Patrimony is a distinct legal institution that represents the totality or universality of patrimonial rights and patrimonial obligations that belong to a person.

Heritage is a legal concept that expresses the set of rights and obligations of a person as a universality, as a totality independent of the goods that the heritage includes at a given moment; whether we regard it as an entity closely related to the person of the subject or whether a universality of rights necessarily exists for any subject of law (even when the passive exceeds the active); it can never be alienated but can be transmitted to the death of the subject at the moment when its will, which gives it the character of unity, is extinguished. The patrimony includes tangible and intangible assets, consumable or fungible, movable or immovable, principal and accessory assets, etc. That is, everything that represents the powers, faculties, skills of the subject viewed from the point of view of their economic value and the relationships that arise from the exercise of these powers, faculties, skills.

The patrimony fulfills three functions, essential in their importance: the patrimony constitutes the general pledge of the creditors, realizes the real subrogation with universal title and makes possible the universal and universal transmission of rights and obligations.

PROPERTIES OF BÖRÖCZKY'S CONSTRUCTION

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Abstract. Of a special interest are tilings in hyperbolic n -space. In 1974, K. Böröczky published a construction of tilings of hyperbolic plane by a single prototile. It is natural to extend the study of tiling problems to the hyperbolic plane as well as hyperbolic spaces of higher dimension. This Böröczky construction can be extended to any dimension, yielding tilings of hyperbolic n -space. To obtain corresponding non face-to-face tiling of 3-space into convex "prismatic" equal hexa-faceted polyhedra it is enough every nine-faceted polyhedra of Böröczky's tiling to cut into four prismatic polyhedra its "coordinate" planes of symmetry. The tilings (face-to-face and non-face-to-face) of n -dimensional hyperbolic space are under construction almost literally in the same way through partition of corresponding horospheres into geodesic-cube (cubiliaj). An analogous construction works for arbitrary dimension.

Theorem. In the hyperbolic n -space, there exists a non-regular non face-to-face (non-normal) tiling composed of congruent convex polyhedral tiles, which can't be transformed into regular tiling using any permutation of the polyhedral tiles.

The proposed construction can be considered and as the constructive proof of the theorem of the existence of non-face-to-face tilings in the n - dimensional hyperbolic space into equal, convex and compact polyhedra. The work outlined some possible generalizations of Böröczky's construction, which in most cases, also allow to construct and non-face-to-face tilings. Features of tilings can constructively prove some general statements concerning, for example, point Delone Sets and Delone tilings. In the article it is also discussed the question of the number of hyperfaces for hyperbolic n - dimensional tile.

Keywords: hyperbolic n -space, Böröczky's construction, horospheres, geodesic-cube (cubiliaj), non-regular non face-to-face (non-normal) tiling

JEL Classification: C02

STATISTICAL ANALYSIS OF HIGH SCHOOL GRADUATION RATES IN ROMANIA AND THE REPUBLIC OF MOLDOVA OVER THE LAST 20 YEARS

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Abstract. It is unanimously acknowledged that the volume and quality of high school graduates determine the development and quality assurance of the Higher Education System, the labour market and implicitly the whole society.

The analysis of the main trends concerning the evolution of high school graduates in Romania and the Republic of Moldova is carried out according to the basic indicators that are part of the National System of Indicators for Education. This system is compatible with international indicator systems (European Statistical System, built by EUROSTAT, the system of the Organisation for Economic Cooperation and Development - OECD, the system of the UNESCO

Institute for Statistics - UIS).

In order to accurately characterize statistically the evolution of high school graduates, a set of basic indicators has been structured and developed in a logical sequence to analyze the main characteristics of the High School Education System. It is characterised by the following dimensions: 1) Participation in education; 2) Human resources and workload; 3) System outcomes and 4) School performance.

Within each dimension a series of statistical indicators for analysing school results and performance of the secondary school system.

COURSE UNIT ECONOMIC MATHEMATICS - FULL-TIME VERSUS DISTANCE LEARNING

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Abstract: The emergence of a new form of education, apart from full-time and part-time education, seems to be inevitable. Obviously it is about distance education. The Republic of Moldova was forced to switch to online education due to the pandemic, so we already have some skills in organizing this form of education. But are students ready to follow this form of education or, more importantly, are universities ready to offer students the organization of the educational process in the form of distance education. This paper attempts to answer the question of how prepared are students for distance learning, based on the results of the questionnaire that ASEM first-year students participated in.

Keywords: distance education, questionnaire, survey

JEL Classification: A2, C8

COMPARATIVE EVALUATION OF THE TEACHING STAFF PERFORMANCE WITHIN AGRONOMIC HIGHER EDUCATION INSTITUTION IN THE CONTEXT OF SUSTAINABLE RURAL DEVELOPMENT IN THE REPUBLIC OF MOLDOVA

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Abstract. The aim of the paper is to do a general, complex and specific analysis of the Human Resource Management within the organizations, including the agricultural ones. By using the econometrical approach we could state that Human Resource Management deals with finding the most effective ways to improve and use staff skills, competencies and knowledge: starting with recruiting and hiring qualified people for vacant positions and continuing with directing and encouraging staff development and training as they face issues and challenges that may occur along the way of achieving the established goals. The goals of the research can be defined as the evaluation of organizational, personal and the economical teaching staff performance. Academic performance in the field of staff management represents the achievement of organization's goals, methodological-didactical results, stability, flexibility and adaptability to the changing environment with minimal staffing costs. The indicators that characterize the academic performance are the following: efficiency of the activity results, material efficiency of the academic process and non-material efficiency of the academic process. Social efficiency can be defined as the level of satisfying the interests and needs of the staff, namely: remuneration for work, its content, the possibility of personal self-realization, improving staff's communication and job satisfaction through team building strategies.

Keywords: teaching staff performance, agronomic profile, educational policies, higher education institutions

JEL Classification: C01, C14, I2

THE REGIONAL ECONOMIC SITUATION AND ITS IMPACT ON MIGRATION

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International migration is an ever-growing phenomenon that influences all aspects of the economy of both sending and receiving countries. The COVID-19 pandemic and after that the war in Ukraine become new factors in changing the migration situation in the world, and its impact has had an extremely negative impact in all countries and Moldova is not an exception. Among the most acute problems faced by the citizens of the Republic of Moldova and due to which they are forced to leave the country are: low

wages and pensions; corruption, including at the state level; poverty and economic crisis; inflation and high food prices; high crime rate; conflicts between ruling elites and ineffective laws. It is emphasized that the Republic of Moldova, being one of the poorest countries in Europe, is also one of the most corrupt countries. Most of the population lives below the poverty line, receives small wages and pensions, and also depends on remittances sent to them by relatives from abroad. All these factors, for the most part, give rise to mass migration from the country. People are forced to leave for rich European countries: Russia, Israel, the USA and Canada in order to provide a decent standard of living for themselves and their families. A characteristic feature for the country is that both people without education and educated citizens leave. In conclusion, it is said that mass migration can cause a demographic crisis in the country, an aging population, and can also affect depopulation in the region as a whole.

Keywords: Migration, the Republic of Moldova, GDP, OECD, the Global Competitiveness Index

JEL Classification: F22, F24, F66.

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CHALLENGES OF OBTAINING RELIABLE STATISTICS ABOUT THE COVID-19 PANDEMIC

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The relevance of the study is determined by the need to assess the state of the digital economy of the Republic of Belarus on the basis of the modern international system of indicators for the development of the digital economy and movement towards the information society. To this end, the ecosystem of the digital economy and indicators of its development are considered, the place of the Republic of Belarus in the rankings of the digital economy, the indicators of the development of the information and communication technologies sector and the prospects for the development of the digital economy of Belarus are analyzed.

Key words: digital economy, indicators, information and communication technologies, ratings

EFFICIENCY ANALYSIS USING THE ECONOMETRICAL MULTITASKING DEA IN THE AGRONOMIC HIGHER EDUCATION INSTITUTIONS OF THE REPUBLIC OF MOLDOVA

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Abstract. During the process of transition to the market economy, a series of reforms have been undertaken to improve the performance management in the agricultural sector by using the econometrical multitasking Data envelopment analysis methods of organizing the didactic, research and innovation process. Because the performance evaluation techniques were technically and morally outdated, the impact of the reforms did not reach the goals set. In the paper is defined the need to evaluate the efficiency analysis of the teachers in the institutions of agronomic higher education to create the necessary premises to achieve a match between the requirements imposed on the job occupied with the professional qualities and skills of the one being evaluated. At the same time it is necessary to provide a motivational system as efficient as possible to raise the individual performance level.

Keywords: efficiency analysis, agronomic profile, Data envelopment analysis, educational policies, multitasking

JEL Classification: C01, C14, I2

ASSESSING THE IMPACT OF INCOME INEQUALITY ON THE SUSTAINABLE DEVELOPMENT GOALS

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Reducing income inequality depends on a set of the factors: economic, social, environmental, and so on. In this article, we evaluate the most important of these factors in terms of correlation and their statistical significance. Many studies show a robust and statistically significant positive correlation between inequality and morbidity, and this article proved the existence of this association. As measured by the index Gini, the impact of inequality on economic growth is significant. In OECD countries, a one point decrease in the index Gini would mean an increase in compound growth of 0.8% per annum over the next 5 years. Relative income growth in the top quintile has a negative long-term impact on economic growth, while growth in the bottom quintile is strongly correlated with growth. This result confirms similar results obtained by the OECD, which show that changes in the bottom quintile as a proportion of the mean are robust and statistically significant explanatory variables of economic growth. Descriptive statistics and a multiple regression model were used to analyze the statistical data on the period 2000 - 2022 years.

Keywords: income Inequality, index Gini, health, economic growth, regression

JEL Classification: C51, C54, O47.

Acknowledgments. This paper is developed within the project "Human Rights in the Republic of Moldova: financial dimension and consolidation through the sufficient public experiences management" (code 20.80009.0807.35), funded through the National Agency for Research and Development of the Republic of Moldova under the State Program 2020-2023.

LOAN ACCOUNTING: FINANCIAL ASSETS VERSUS FINANCIAL LIABILITIES

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Abstract: Loans, having the role of a financial instrument, based on a contract are simultaneously generated as financial assets for one entity and financial liabilities or equity for another entity. Thus, granted loans fulfill the role of financial assets, and received loans – financial liabilities. The purpose of this article is to examine the accounting aspects of the problems and particularities arising both at the entity that recognizes financial assets and at the entity that records financial liabilities.

Keywords: *loan, financial instrument, financial asset, financial investment, financial debt.*

JEL Classification: M41

THE IMPORTANCE OF THE INTERNAL AUDIT IN ENSURING THE COMPETITIVENESS OF THE ENTITY

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Abstract: In this article are exposed the importance of internal auditing in organizations regulated by the stipulations of the National Internal Auditing Standards. Internal Auditing ensures the competitiveness of entities, which will lead to the providing of truthful and objective information to information users. Internal Auditing services are used by company leaders. Who have understood the benefits of the audit to find out the real situation of the company, to obtain advice and recommendations for improving its economic situation. The internal audit as an independent and objective activity, provides the entity with a degree of control over the operations, improves the operations and contributes to adding more value to them, helps the entity to achieve its objectives, systematically and methodically evaluates the risk management, control and governance of the institution, and finally brings proposals to strengthen their effectiveness.

Keywords: *internal auditing, competitiveness of entities, income, expenses, income and expenses statement.*

ASPECTE PROBLEMATICE AFERENTE COSTURILOR DE LOGISTICĂ ȘI TRANSPORT LA MAGAZINELE ONLINE

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Abstract: As could be seen after the outbreak of the pandemic, the food industry moved its activity to the digital world. In addition to the need to consider whether this is a viable move due to high operational costs, retailers of products (especially food) should also take into account the fact that there are some characteristics to the logistics of an online supermarket and their transportation, which affects the whole activity.

Successful food chains, whose operations were digitized before or during the pandemic, achieved colossal results, but also had to overcome logistical obstacles (the appearance of new customers). Indeed, there is no way to avoid these complexities. In this article, we will highlight the main peculiarities of the logistics and transport of an online supermarket: both the sensitive points and the opportunities for food retailers.

PRELIMINARY PROCEDURES AND CHARACTERISTICS UNDERLYING THE APPLICATION OF CONSOLIDATION TECHNIQUES

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Abstract: The need to form financial and industrial groups in the Republic of Moldova was determined by the development of market relations, large-scale privatization, structural changes in production, the predominance of international trade over domestic production, etc. Consolidation is a technique that allows the presentation of unified information for groups of organizations that are legally independent but financially connected or dependent on a common decision-making center. This procedure allows you to present the financial statements, overall results, economic benefits of these economic units, as for a single entity.

Key words: *consolidated financial statements, consolidation techniques, set of indicators of controlled companies, investors, economic globalization tool, industrial financial group, intergroup economic transactions.*

JEL Classification: M41

RETURN OF THE CONTRIBUTION OF THE ENTITY'S SHAREHOLDER: ACCOUNTING AND TAX ISSUES

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Abstract: The evolution of events in everyday life can often lead us to receive some decisions contrary to our initial intentions. Thus, in entrepreneurial activity there are situations in which the owners (partners) of an entity may request from the entities in which they have invested the return of material assets which they had previously transferred to these entities as a contribution in kind to the share capital. This article examines some problematic issues relating to the return of contribution in kind. Using research methods, such as analysis and inference, the opinions of local scholars have also been studied, which has allowed the formulation of more solid conclusions and recommendations on the solution of the problem under investigation.

Key words: *share capital, withdrawn capital, contribution in kind to share capital, redemption of share, associate.*

JEL Classification: M41

FUNCTIONING OF THE FUNDAMENTAL PRINCIPLES OF ACCOUNTING AT THE MOTOR TRANSPORT ENTERPRISES FROM MOLDOVA

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The activity of the motor transport enterprises of Moldova is closely connected with the functioning of the fundamental principles of accounting. In this regard, it is necessary to consider their action in a complex for each type of transportation, both passenger and freight, by types of routes. In most cases, a number of issues arise that need to be addressed: not always the principles of accounting

are properly reflected in the accounting of the enterprise, as well as in its direct practice. Therefore, I would very much like to make an attempt to work the fundamental principles in cooperation with the legislative framework of the Republic of Moldova. The operation of the principles must be clearly stated in the work. The article discusses the normative and legislative acts, as well as the opinions of the authors on this issue.

ANALYTICAL AND SYNTHETIC CONSTRUCTIONS REGARDING ACCOUNTING AND VAT ADMINISTRATION

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Abstract. This publication aims to examine and solve problems related to the analytical structuring of value added tax information in the accounting information system. A connection is made between the analytical VAT record, the structure of the accounting sub-accounts and the fiscal registers of purchases and sales. The author also made a correlation between the information detailed in the accounting and that in the administrative database of the State Fiscal Service. Some proposals are made regarding the organization of the analytical record of VAT in relation to the fiscal system.

FUND ACCOUNTING - A NEW ACCOUNTING SYSTEM USED BY NON-COMMERCIAL ORGANIZATIONS

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This paper describes the alternative of using the fund accounting system compared to commitment accounting in non-commercial organizations. Fund accounting is an accounting system used by nonprofit organizations, governments, and government agencies to track accountability (rather than profitability). With fund accounting, all income is dedicated to a specific purpose. These purposes determine the specific types of funds. Small nonprofits might have a single fund, while nonprofits with donor-restricted endowments and funds might have multiple funds or more.

Keywords: accounting, nonprofit organizations, non-commercial organizations.

JEL classification: M41.

ACCOUNTING FOR FOREIGN CURRENCY FINANCIAL LEASING OPERATIONS: ACCOUNTING POLICIES AND PROFESSIONAL JUDGMENT

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Abstract: The objective of this article is to present, according to national accounting regulations, the recognition of assets, liabilities, income and expenses resulting from financial leasing operations in foreign currency, as well as the impact of these operations in the financial statements.

OPPORTUNITIES FOR MODERNIZING THE FINANCIAL AUDIT QUALITY MANAGEMENT SYSTEM IN THE REPUBLIC OF MOLDOVA

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Abstract: Replacing the concept of quality control with that of quality management will not be a formality in the modernization of the quality assessment process of audit missions, as long as the management of the audit entity will assume this responsibility. And

the linear approach traditionally used until now can no longer cope with the tasks of a flexible internal control system within an audit firm.

The research in question is an empirical investigation to establish whether the new reforms in the field of auditing determine the performance of the audit mission in the context of the current requirements of professional quality standards. At the same time, the aim of the study is to express the opinion regarding the advantages and disadvantages of these developments at the stage of harmonizing the auditor profession with international practices. As part of the research theme, the normative acts in the field were investigated, the international good practices in the exercise of the auditor profession, aiming to highlight the role of reforms in ensuring the quality of services in this field.

The research carried out on this subject aims to highlight the issue of the stability of the entire audit quality management system, consistently addressed in most of the approaches of the International Auditing and Assurance Standards Board (IAASB). The scientific investigations carried out on this research topic aim to identify and propose solutions regarding the improvement of the audit quality management system in the context of the review of international standards regarding quality assurance.

Keywords: *audit monitoring, quality management system, policy monitoring, international auditing standards.*

JEL Classification: M42

ANALYSIS OF CHANGES IN INTERNATIONAL FINANCIAL REPORTING STANDARD (IFRS) FOR SMALL AND MEDIUM-SIZED ENTITIES

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Abstract. Since the publication of the IFRS for Small and Medium-sized enterprises in 2009, significant changes have taken place in the global economy, which contributed to the introduction of changes to this standard in 2015, 2018 and the International Accounting Standards Board opened consultations on the proposed modifications to IFRS for small and medium-sized enterprises. Proposals for the modification of this standard relate to 21 sections out of 35, which comprise IFRS for small and medium-sized enterprises. After analyzing the changes submitted by the International Accounting Standards Board to change this standard, the author suggests a number of modifications to improve this standard. These proposals relate primarily to the reflection of cryptocurrencies in accounting, since there is no official approach to solving this issue to date, the author, having analyzed world practice and theory on this issue, offers a number of solutions.

Keywords: *IFRS, small and medium-sized entity, International Accounting Standards Board (IASB), cryptocurrencies*

ACCOUNTING TREATMENT OF REAL ESTATE INVESTMENTS: NATIONAL VERSUS INTERNATIONAL REGULATION

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Abstract. This article conducts a study on the accounting treatment of real estate investments. The research aims to identify both the similarities and the differences between the provisions related to the accounting regulations according to the national accounting framework compared to the international one established by IFRS. The research is based on the fact that in the Republic of Moldova, entities keep accounts based on national accounting standards, and public interest entities keep accounts based on IFRS. Scientific research methods are used in the study, such as: analysis of the national and international normative framework governing the study, synthesis of information, comparison to identify distinctive features, deduction of challenges. The result of the study points out the similarities and differences related to the accounting of real estate investments according to the provisions of the National Accounting Standards versus IFRS.

Keywords: *accounting, real estate investments, accounting records, recognition, Accounting Standard.*

JEL Classification: M41

SOME CHALLENGES OF SPECIAL PURPOSE FUNDS ACCOUNTING IN NON-COMMERCIAL ORGANIZATIONS

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Abstract: Special purpose funds are the main source of funding for non-commercial organizations. These funds are received from contributors and are intended for carrying out special missions (projects/programs).

This article examines the following main issues regarding the accounting of special purpose funds:

- identification of special purpose funds and their distinction from other sources of funding of the non-commercial organization;
- recognition and assessment of special purpose funds according to their intended use;
- accounting of unused special purpose funds;
- accounting of exchange rate differences and interest related to special purpose funds;
- presentation of information related to special purpose funds in financial statements of non-commercial organizations.

Solving these problems will ensure control of the integrity of special purpose funds and the truthful presentation of their related information in financial statements.

Key words: *special purpose funds, non-commercial organization, financial statements, exchange rate differences, interests.*

JEL Classification: M41

EXAMINATION OF INTERNATIONAL EXPERIENCE IN THE CONTEXT OF THE HARMONIZATION OF PUBLIC SECTOR ACCOUNTING

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Abstract: The paper studies international experience in the application of International Public Sector Accounting Standards (IPSAS) with the purpose of identifying their main characteristics. The method of comparative analysis was used. A number of problems associated with the introduction and first application of standards have been identified. Conventionally, these problems can be divided into the following groups: technological, organizational and financial. Technological difficulties are associated with the use of modern information and communication technologies, which allow to quickly and efficiently prepare reports in accordance with IPSAS. Organizational problems are closely related to financial ones. Accounting reform and training of specialists in accounting services entail significant costs, primarily budgetary resources. The results of study will make it possible to evaluate and apply good practice in the implementation and use of standards, as well as to avoid common mistakes. It is necessary to take into account international experience in applying IPSAS in the public sector, which will speed up the process of harmonizing national budgetary accounting.

Keywords: *international public sector accounting standards, public sector, international experience, public finance*

JEL Classification: M41, M48

THE PARTICULARITIES OF THE ACCOUNTING OF THE ON-LINE PAYMENT OPERATIONS FOR GOODS

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Abstract. Modern technologies offers various ways to pay for orders in online stores: cash, bank card, electronic payments, cash on delivery when delivering goods by mail. In this article, we will focus on the features of accounting for each of these methods.

Key words: online sale, goods, cash, bank card, electronic payment system, payment by post, cash on delivery.

JEL Classification: M40, M41

METHODS OF ACCESSING THE ENVIRONMENT IN LOCAL NETWORKS

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Abstract: In modern society, computers can be used in any field of human activity. The level of use of computing depends on how developed a particular country is. The richest countries are the most developed in the IT (information technology) field. The countries with the greatest natural resources: gas, oil, metals, etc., are not always the richest.

Likewise, among the richest companies are also those in the IT field. Of the top 10 in the world, more than half are from the IT domain. The ones that mean that billions of dollars are spent annually on the IT field. This results in the efficient utilization of allocated resources, so that the use of IT tools allows accessing and transferring information as quickly and comfortably as possible. Information can be managed from home, work, on the go. When we use IT tools at home, at work, we are talking about data transfer in local networks. The larger the network (number of users, number of computers), the more stringent the requirements. An important factor in meeting these requirements is how efficiently the data transfer medium is used.

Keywords: *LAN, methods of accessing the environment, CSMA/CD, CSMA/CA, persistent and nonpersistent CSMA.*

JEL Classification: D85

DIGITAL ECOSYSTEMS OF SMALL AND MEDIUM COMPANIES

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Abstract: 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 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.

Keywords: *digitalization, business process, technology, platform, network effect, innovation.*

TRANSPORT – PRODUCTION – TRANSPORT MODEL

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Abstract: In this paper, in a systemic way, a problem is addressed in which the producer, oriented towards the optimization of the hypothetical profit, takes into account, apart from the management of the actual production process, also the costs conditioned by the organization of the transport of resources from suppliers, as well as the transportation of goods to consumers.

Keywords: *Transport, production, model, cost, profit*

JEL Classification: C02, C61

EVALUATION OF SIMILARITY OF TREND FUNCTIONS

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Abstract: An approach to the evaluation of the similarity of the functions - approximating trend is proposed. The evaluation process consists of two stages: approximation techniques specific to non-linear regressions are applied, then certain procedures are used - algorithms for comparing the trend-functions obtained. Approximating functions are made up of components of polynomial form as well as terms - parameterized trigonometric functions sine and cosine. A function of this form allows us to obtain approximating functions at an acceptable level of accuracy for each individual case. Beforehand, the primary data sets are subjected to a smoothing process, which also provides for the inclusion of some parameters for the purposes of qualitative monitoring of operations to exclude exceptional values, values that, in some cases, can have a significantly negative impact. Varying the parameters of the approximating functions, in particular, of the trigonometric functions, can provide us with an approximation at a proper level of precision. In some cases, a high level of approximation accuracy can also have a negative impact. Having already obtained the trend functions for the respective data sets, we continue with the process of calculating the parameters that determine the basic fundamental properties of the obtained trend functions. For this purpose, the techniques of researching functions according to theories in the field of applied mathematics are used. Then, the domain of the independent variable is to be divided into several intervals, not necessarily of the same length, then, for each of them, the values corresponding to monotony effects, inflection points, extremes, etc. are calculated. The obtained values are to be included in the distance calculation formula.

Keywords: *similarity, trend, functions, parameters, regression, applied, mathematics.*

JEL: C63, I21, I23, I25, I29

DATABASE FOR THE INFORMATION SYSTEM FOR MONITORING THE EPIDEMIOLOGICAL SITUATION

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Abstract: The scientific paper proposes the projects of the conceptual and logical schemes of the relational database for the IT system for monitoring the epidemiological situation in the Republic of Moldova. The informational objects of the field of study are identified. The information base of the designed system is developed. The basic relationships between informational objects are highlighted. The integrity and referential constraints are proposed. Database's relationships are normalized up to NF3. The main idea is emphasized that the practical implementation of the database will allow solving the problems of efficient analysis of primary medical data and generation of consolidated reports, which will allow operative and strategic decisions to be made by the central administration of the Republic of Moldova.

Keywords: database, information system, design

JEL Classification: L86, I13

ABSTRACT ISSUES OF A DUAL APPROACH TO UNIVERSITY ICT EDUCATION IN DIGITAL ECONOMY

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In the ICT field of higher education has not been the same development as in the economy and trends in the digital economy. The infrastructure of high institutions is very different. The poor financial situation doesn't allow the use of modern hardware and software as to keep talented young people in education staff. To meet the market demand for ICT professionals we need to change our educational approach based of our national reality.

One possible way to improve the professionalism of university graduates, in accordance with the requirements of the labor market of the digital economy, could be an approach to the model of dual ICT education in high school. We analyze this approach in higher education based on the relevant European experience as well as thinking about how to implement it based on the Moldovan reality and the specifics of our economy. We also take into considerations the experience gained in dual vocational school education implemented in our country under the mentorship of the Moldovan Chamber of Commerce.

Keywords: Dual education, high school, ICT

JEL Classification: A29, C88, I21, I25

ONE METHOD OF KEY EXCHANGE BASED ON BOOLEAN FUNCTION AS SUBSETS OF COLUMNS

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Abstract: The representation of Boolean functions as subsets of columns and one of its possible applications is discussed in this paper. Depending on the area of application, different Boolean function representations are used. Boolean functions as subsets of columns were investigated by the author together with other colleagues and published in many scientific works, which allow to apply this kind of representation in different domains. Based on the properties of the subsets of columns of Boolean functions, an algorithm of encryption key exchange between two or more entities is proposed. The algorithm consists of a long-lived secret key which consist of a family of n Boolean functions. The session key k_{ses} is defined by a subset of column of the partial derivative of one of the Boolean functions, randomly chosen from the secret key. The parameters that uniquely determine the secret key are generated randomly by one of the parties and may be sent nonencrypted to all other who are involved in the communication session. The main advantage of the algorithm is that it doesn't use public key cryptography, which is much more computationally demanding than calculation of the particular subset of column. The main challenge of the algorithm is choosing the correct type of functions that have as diverse subsets of columns as possible. The parameters of the table of partial derivatives of the Boolean functions also are very important and they need to best suit our purpose. These two particularities need further investigations.

Keywords: *Boolean function, subsets of column, key exchange, Boolean function derivatives*

JEL Classification: C61, C63.

A REMINDER ON THE PREVIOUS FINANCIAL CRISIS

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Abstract: This research paper represents a light approach on how crises appear, how they evolve and how could we create a protection mechanism against them. The main bias of this paper is situated on the idea of how shocks seen from asymmetrical information could evolve in real economic or financial “storms”, especially when they are ignited from the fact that political, economic and financial factors could influence a drop in available resources although those aren’t lowered from natural causes. During the paper it could be seen an approach that tries to link today’s needs in forecasting future crises and lessons from the past.

Keywords: *financial crisis, economic growth*

JEL Classification: G01

HISTORICAL ANALYSIS OF STOCK MARKET PARTICIPATION IN TÜRKIYE

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Abstract. As one of the developing countries, Turkey strives to meet the need for resources to increase its economic growth. In order to meet this capital need, the Turkish stock exchange was established in 1985. While stock exchanges enable companies to raise funds through public offerings, they also enable investors to earn dividends and trading income. An increase in the number of investors means more resources for the economy. After reaching a certain level in the 2000s, the number of investors in Turkey has fluctuated within a certain fixed corridor for a long time. However, in the continuation of some macroeconomic policies implemented since 2018, there has been a significant increase in the number of investors. While the desired results could not be obtained from the policies implemented to direct investors to the stock market in previous years, current policies have had an effect beyond what was desired. In order to ensure sustainable investor participation in the stock market, analysis of the factors that lead investors to make decisions is needed. For this reason, this study aims to observe the reactions of investors to participate in the stock market in line with the macro-economic, political and social events experienced over the years. The data of the study were obtained from Turkish financial institutions. The findings of the study show that investors tend to invest in stocks besides housing, automobiles, gold and foreign currency to protect their wealth, especially in periods when negative real interest rates are applied. However, it does not seem possible that the negative real interest rate policy will ensure sustainable investor participation in the stock market as a single method. Therefore, there is a need for policies that will attract investors to this market continuously.

Key words: *Investor, BIST, Stock Market, Türkiye (Turkey), Stock Market Participation, Equity market*

JEL classification: E22, D24, O16,

TRENDS AND CHALLENGES IN THE FINANCING AND DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES

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Abstract: Small and medium-sized enterprises (SMEs) are the main force for economic growth and job creation and one of the most important sectors of the economy in many countries. Like other countries, SMEs represent most businesses in the Republic of Moldova.

The SMEs sector in the Republic of Moldova has grown in terms of quality and quantity over the last years. Still, SMEs consider access to finance their greatest challenge to growth. Starting from this reality, the primary aim of this research paper is to analyse the trends and challenges in SMEs financing and development in order to provide recommendations for the SMEs' long-run development.

In order to meet the aim of this research, an analysis of secondary data resources will be carried out, using scientific methods, in particular logical methods, such as comparative analysis, synthesis, induction and deduction. The research will include a macro analysis of SMEs from Republic of Moldova, based on official data from national and international bodies. The results of this research paper will make it possible to develop recommendations for improving the overall results of SMEs from the Republic of Moldova.

Keywords: *small and medium-sized enterprises; finance; development of the small business.*

BUDGET DEFICIT: INDICATOR OF FINANCIAL RELATIONS WITHIN THE FINANCIAL SYSTEM

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Abstract: The budget deficit has become a widespread phenomenon in most states of the world, as their demand and financing needs are often higher compared to the revenues obtained from taxes and fees. In this context, in the given article, the authors propose to analyze the theoretical and conceptual foundations of the budget deficit as an indicator of financial relations within the financial system, as well as its causes, consequences and sources of coverage. At the same time, the dynamics and evolution of the budget deficit of the Republic of Moldova, as well as their financing sources, will be analyzed. The research methodology related to the given article is represented by the method of analysis, synthesis, comparison, graphic method and data interpretation method, etc. As a result of the given research, the optimal methods of financing the budget deficit are to be identified.

Keywords: *financial system, public finances, state budget, budget deficit, funding sources*

JEL Classification: E44, G10, H20, H61, H62, H70

FINANCING THE EDUCATION SECTOR IN THE CONTEXT OF MACROECONOMIC INSTABILITY

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Abstract: In order to achieve the national objectives in the field of Education, the Republic of Moldova should invest more in its educational system. During the period of 2007-2021, the macroeconomic and financial stability of the country was strongly altered by several crisis episodes, including the Covid-19 pandemic. The economic effects of the war in Ukraine will put even more pronounced pressure on the National Public Budget, further affecting the ability to finance education, both from the sources of the National Public Budget and from the private sources of households. The paper is largely based on the results of sociological research designed to measure the impact of the Covid-19 pandemic on the right to education in the Republic of Moldova. The complexity of the studied social, economic and financial phenomena required the use of statistical methods, namely the method of simple

regression. The way in which countries finance response to different trigger episodes of macroeconomic instability, including the actions taken for the purpose of minimising disruptions in the development of their educational sector, is, as a rule, determined by the fiscal space which is available to tackle crisis episodes and by the severity of fiscal impact of these episodes. Meanwhile, management of crisis situations turns the spotlight on the necessity to use public resources as efficiently and fairly as possible. The deterioration of public finances in the medium term suggests that without concerted efforts to prioritize education, the prospects for mobilizing the resources needed for education will worsen.

Keywords: *crisis, education, financing, national public budget, public spending.*

JEL Classification: H12, H52, H7.

THE CONCEPT OF BANKING FROM THEORETICAL AND PRACTICAL PERSPECTIVE

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Abstract: In the contemporary era, there is essentially a revolution in banking. Changes affect not only banking offerings and technologies, but also functional organization, risk management, corporate management, etc. Innovations displace the content of traditional concepts and call for new ones.

This also refers to banking. That notion has penetrated into different languages, it is used in various senses, various contents are attributed to it.

Hence the need to approach, in the light of recent developments, the essence of the banking concept and highlight its practical aspects.

The conceptual approach to banking requires new visions, intended to expand the narrow framework of its definition in which the classical treatments still maintain it.

The concept formulated by the author is based on the particularities of banking innovations, which represent the defining characteristics of the activity of contemporary financial institutions.

The new conceptual approach to banking must serve the practice of researching the banking phenomenon, implementing financial innovations and training financial-banking professionals.

Keywords: *banks, financial innovations, banking innovations*

JEL Classification: G21, G24

ADMINISTRATION OF FISCAL REVENUES BY THE CUSTOMS SERVICE OF THE REPUBLIC OF MOLDOVA

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Abstract: Tax revenues administered by the Customs Service have the largest share in the revenues of the National Public Budget. These revenues are perceived as import-export rights that are collected by the customs authority when goods are introduced or removed from the customs territory of the Republic of Moldova. According to the Customs Code, all taxes levied on import-export are expressed by the customs tax, the tax for customs procedures, the value added tax, excise duties and any other amounts due to the state for the import of goods, collected by the customs institutions in accordance with the legislation.

The purpose of the paper is determined by the analysis of customs statistics from the perspective of import-export duties and taxes collected by the Customs Service; the examination of their evolution and the contribution as NPB revenues. The researched subject is the collection of import and export duties for goods brought into or out of the territory of our country. The research methodology was focused on the method of analysis and synthesis, and the results obtained were interpreted and the relevant conclusions were formulated. Thus, analyzing all the taxes and charges levied on import and export and respectively collected as revenues in the national public budget, we found the significant values that excise taxes and VAT have for the goods produced and imported services compared to those provided on the territory of the Republic of Moldova and which cumulatively with the taxes on foreign trade and foreign operations constitute 37 percent of the total revenues of NPB.

Keywords: *Customs Service, import-export rights, customs statistics, National Public Budget's revenue, customs tax.*

JEL Classification: H27, H71, H72

FISCAL REGULATION OF INVESTMENT INCOME AT NATIONAL AND INTERNATIONAL LEVEL

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Abstract: The purpose of the work consists in substantiating the decision to invest and the role of fiscal policy provisions on the level of investments. The application of financial instruments leads to obtaining additional revenues, which can be used for the social and economic development of taxpayers in the long term. The globalization of economic processes, the deepening of international economic and financial cooperation, led to the diversification of the obtained incomes, increased the visibility of our country from the investment point of view. The Republic of Moldova can be considered an attractive area for foreign investors, at the same time remaining a favorable one for local investors, due to its geographical location, fiscal, political or social regulations, as well as the existence of qualified and cheap labor force.

The subject of the paper is focused on the examination of the aspects of fiscal legislation regarding financial income from placement activities in national and international practice.

A series of methods were used in the research, including: statistical, analytical, comparative analysis, content analysis, graphic illustration, etc.

In conclusion, as a result of the analysis, it was possible to identify the challenges faced by taxpayers from the Republic of Moldova who obtain financial income from placement activities, in order to ensure an increasing level of income, presenting the advantages and disadvantages.

Keywords: *investments, tax code, dividends, stocks, bonds*

JEL Classification: F38, G11, G 23, H21

CROWDFUNDING – A NEW METHOD OF FINANCING INVESTMENTS APPLIED IN THE REPUBLIC OF MOLDOVA

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Abstracts: Crowdfunding provides a more affordable alternative source of funding, including venture capital, but it can also provide a lot of other benefits for business. Crowdfunding is an important source of funding for start-ups or companies aimed at implementing investment projects. Still, at national level, there is no normative act to regulate this activity, which limits the possibilities of local companies to develop new projects, as well as social projects etc. Moreover, starting with November 2021, the EU Crowdfunding Regulation became applicable directly across the EU. As well, recently the law laying down certain implementing measures for EU Crowdfunding Regulation entered into force in Romania. This allows crowdfunding activities to be carried out by entities authorized in Romania and opens up new opportunities both in terms of accessing alternative financing sources by SMEs as well in terms of business opportunities for FinTech companies. This subject is of high importance and actuality for the financial ecosystem of the Republic of Moldova.

Keywords: *investment, corporate, financing, crowdfunding.*

JEL Classification: G10, G32.

URBANIZATION - CHALLENGE FOR THE MUNICIPAL BUDGET

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Abstract: The beginning of the 21st century is characterized by the avalanche of urbanization as an essential factor in ensuring economic growth/development, diversification of forms and access to better quality public services, including education, health and sanitation, professional and personal development, accommodation infrastructure, communication and leisure etc. At the same time, urbanization has become the main generator of pollution of the natural and social environment, given the fact that people living in urban areas undergo changes in their code of values, habits and behavior, also causing changes in political preferences. The analysis of the budget costs of urbanization in Chisinau is the subject of this research. From a methodological point of view, the research was conducted applying classical research methods as follows: the analytical method, through which the essence of the researched problem is presented; the method of systemic analysis, which will incorporate the research of the budget of the Chisinau; the synthesis method, applied to establish the connections between the researched phenomena; quantitative and qualitative analysis method applied for the analysis and interpretation of local public finance indicators and their impact on the level of urbanization. Thus, the adaptation of planning and urban management, the efficient management of local budget resources in order to achieve inclusive local policies, represent key aspects of a "qualitative urbanization", i.e. based on meeting the needs of the city's inhabitants.

Keywords: *urbanization, the budget costs of urbanization, the quality of public services*

JEL Classification: H72, J18

THE IMPACT OF VAT AND EXCISE TAXES ON SOME ECONOMIC PROCESSES

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International experience shows that there is a stable relationship between the level of economic development of a country and the tax burden on the economy. Economically more developed countries can redistribute through the budget a large share of the national product produced in their economy. The maximum possible level of tax collection is determined by many factors depending on the level of socio-economic development of the country.

Indirect taxes, especially VAT and excise taxes, are of great socio-economic importance and play an important role in the life of Moldova. Firstly, they are a significant source of state revenue, their share in the budget is significantly higher than the share of direct taxes. In the Republic of Moldova, the share of indirect taxes in budget revenues has varied by about 45% for many years, and the share of VAT alone exceeds 32%. Consequently, the amounts of accumulated indirect taxes redistributed through the budget have an impact on everything that is financed from the budget of Moldova.

Indirect taxes also have an impact on the level of consumer prices, significantly increasing them for certain groups of goods (for example, fuel and tobacco products), therefore they are a factor in regulating the level of inflation, a means of influencing the dynamics and level of prices in the country. Thirdly, the system of collecting VAT and excise taxes affects production, the service sector (especially trade), the level of consumption, foreign economic activity, contributing to their growth or, conversely, reduction, that is, it allows you to regulate the movement of spheres of commodity circulation in accordance with the development goals of the state. All this determines that the problems of improving the taxation of VAT and excise taxes are currently extremely relevant for Moldova.

IMPROVEMENT OF BANK RATING PRUDENTIAL SUPERVISION IN THE REPUBLIC OF MOLDOVA THROUGH EUROPEAN UNION BEST PRACTICES

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The main purpose of the rating is to increase the information transparency of the bank, to facilitate the arrangement of entities in the field of activity according to key success factors.

The rating points assigned to the bank is identified with its competitive position in the banking system, which undoubtedly affects the image and trust of customers and investors. Therefore, assigning a specific rating to a bank affects its competitive position in the economy.

The banking supervision function is aimed at ensuring the smooth functioning of the financial system based on a strong and competitive banking sector, focused on market relations and risk prevention. In this context, in prudential supervision, various rating systems are applied, their purpose is to monitor and analyze the financial condition of banks.

The purpose of the article is to deepen the study of bank rating as a consolidation tool for prudential supervision, as well as from the importance of this activity for ensuring the stability of the banking system in particular and of the financial system in general.

THE ROLE OF FINANCIAL ENGINEERING IN BANKING

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Abstract: This article analyzes financial engineering from the point of view of its place and role in the development and optimization of the banking system, including from the perspective of increasing the efficiency of its activities. As a methodological basis, a set of general scientific logical and heuristic methods was used - analysis and synthesis, induction and deduction, the principle of interdependence; as well as a comparative method that allows a comparative study of economists regarding the concept of "financial engineering".

Also, this article mentions the need to use financial engineering products and tools in banking, as they allow increasing liquidity, reducing activity risks and attracting new customers. The impediments to the development of financial engineering in the banking system of the Republic of Moldova are determined.

Keywords: banks, financial engineering, innovative banking, efficiency of banking system.

JEL Classification: G15, G21

THE OPTIMALITY OF THE MONETARY POLICY - THE CASE OF THE REPUBLIC OF MOLDOVA

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Abstract: The promotion of an optimal monetary policy capable of ensuring the achievement of stable and low inflation has been a persistent concern of central banks and the academic environment. Assuming the indispensable role of price stability in the allocation of resources and the distribution of income in the economy with repercussions on lasting economic growth, central banks are forced to strengthen their efforts in the direction of capitalizing on this optimal monetary policy to achieve the proposed goals.

The optimum in an economic relationship, according to Pareto, is a state in which one cannot improve the situation of an individual/group without deteriorating the situation of another. For a policy decision, the optimal one is to focus on an objective, which would maximize the well-being of an entire society, and the decision problem focuses on an indicator, which would lead to economic growth. In the case of monetary policy, one such indicator is the stability of prices, and the determination of an optimum is the identification of an inflation, which, leading to the increase of the GDP, does not diminish the purchasing power of the population. The purpose of this study is, thus, to establish an optimal CPI target level for the continuous development of the economy of the Republic of Moldova, using a simulation model. At the same time, the experience of other countries in setting the inflation target and following it will be analyzed.

Keywords: *central bank, inflation, monetary policy, inflation targeting*

JEL Classification: E31, E32, E52, E58

TRENDS IN THE DEVELOPMENT OF THE WORLD BANKING SYSTEM IN THE CONTEXT OF GLOBALIZATION

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Abstract: Due to the high degree of openness of economies, various external shocks have a significant impact on the development of the global banking system in general and on the functioning of national banking systems in particular.

In the 21st century, the global crisis of 2007-2009 had the strongest impact on the world banking system, which revealed the problems accumulated in the world monetary and financial system. As a result, a set of decisions was adopted in the field of reforming the global financial system. One of the key areas of reform was the change in international standards of banking regulation and supervision (Basel III).

Keywords: *banking regulation and supervision, global banking system, external shocks, financial system*

JEL Classification: E58, G18

IMPACT OF MACROPRUDENTIALITY ON CUSTOMER PROTECTION OF BANKING SERVICES

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Abstract: Banking activity, being subject to multiple risks and externalities, is heavily regulated and supervised. Banking supervision includes five key areas – conduct regulation, anti-money laundering, infrastructure, micro- and macroprudential regulation. The first area is one of the most important because focuses on how banks operate and behave towards their customers which affects confidence in the financial system and the fair, orderly and efficient functioning of financial markets. The lack of customer satisfaction, correlated with the decrease in confidence in the banks' ability to provide its services, can generate deposit flight and cause liquidity problems for financial institutions. Thus, increasing customer satisfaction with the quality of banking services can contribute to increasing the efficiency of macroprudential policy instruments, but it is also the inverse relationship - the stability of the financial system will condition the possibility of orienting banks towards

diversifying services and increasing their quality. But, unfortunately, this area is not researched enough, although it is very important for the stability of the banking system.

The research theme that is proposed will be developed through the analysis of specialized literature, the identification of influencing factors on customer satisfaction and the impact of the application of macroprudential tools on it. The conclusions will be drawn from the analysis of the level of satisfaction of clients of banks in the Republic of Moldova with payment services and its correlation with the application of BASEL III requirements.

Keywords: *macro-prudential policy, central bank, consumer protection, financial education,*

JEL Classification: E42, E44, E52, E58.

CONCENTRATION VECTORS OF THE COMPULSORY MEDICAL ASSISTANCE INSURANCE SYSTEM IN THE REPUBLIC OF MOLDOVA

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Abstract: A very important service provided to the population of the Republic of Moldova is the health protection. Such services aim at ensuring the health of society members, maintain and restore the capacity of labour force and thus are deeply involved in the creation of human's material existence conditions and in the improvement of quality of life. At the present stage, the main goal of the medical-sanitary institutions from the Republic of Moldova is to increase the quality of healthcare services provided by facilitating the access of all categories of beneficiaries to qualitative, cost-efficient healthcare services provided in a safe environment. The level of quality of services provided by the medical-sanitary institutions is influenced by the way of organization and operation. The economic component, which influences the conduct of managers of the medical institutions, is the obligation to respond to financial constraints.

Keywords: *cost, efficiency, quality measurement process, healthcare services, consumer satisfaction.*

JEL Classification: H51

BASEL IV —THE NEW PARADIGM OF BANKING MANAGEMENT

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Abstract: The purpose of international banking regulations is to provide bank management with guidance on ensuring financial stability. This can be achieved by increasing the bank's financial capacity and by forming the bank's financial reserve base. All of this is aimed at covering possible losses that may occur at the bank and avoiding damage to the banking clientele and the entire banking system. The research methods will be description, comparison, synthesis. As a result, we will elucidate the impact of Basel IV on banks.

Keywords: *banks, customers, regulation.*

JEL Classification: D02; G21; G28.

RECONFIGURATION OF THE FINANCIAL SYSTEM FROM THE PERSPECTIVE OF THE SUSTAINABILITY OF ECONOMIC GROWTH

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Abstract: The paper addresses the interdependence between the quality of the financial system and the Sustainable Development Goals (SDGs). The Sustainable Development Goals generally refer to actions and policies to mitigate the negative externalities of human activity. Sustainability means that economic prosperity will be lasting, more socially inclusive and less dependent on the exploitation of limited resources and the environment. Improving the contribution of the financial system to sustainable and inclusive growth requires a comprehensive analysis, identification of areas where change is needed, and development of specific recommendations in these areas. A mix of complex methods was applied in the research, namely: quantitative analysis (mathematical, statistical, bibliometric) and qualitative analysis (analysis and synthesis). The author formulates the regulatory objectives of the financial system in order to ensure sustainable economic growth and the measures that must be taken by the governments to stimulate economic growth. In the aftermath of the financial crisis and the impact of the COVID-19 pandemic,

sustainable finance provides countries with a unique opportunity to refocus their financial system from short-term stabilization to long-term impact. Sustainable finance is an integrated approach to the development of financial services that integrates environmental, social and governance considerations into market practices, products and policy frameworks.

Keywords: *environmental, social and governance factors; financial system; sustainable development goals; sustainable growth.*

JEL Classification: G10, G18, G2.

PARTICULARITIES OF STATE SOCIAL INSURANCE BUDGET PLANNING IN THE REPUBLIC OF MOLDOVA

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Abstract: The budget represents a public management plan, an important landmark of highlighting the degree to which the state is involved in the economy and social life, as well as the way in which it manages to manage them. Therefore, planning a budget realistically is a first step towards good governance.

The state social insurance budget represents the totality of revenues, expenses and funding sources intended for the performance of functions and the management of the public social insurance system, so its planning also has specific peculiarities. The planning of the state social insurance budget is carried out based on the forecast of macroeconomic indicators; the limits of interbudgetary transfers; the policy priorities stipulated in the sectoral spending strategy; trends in demographic indicators and other indicators regarding the number of beneficiaries of social benefits; other specific features contained in the circular regarding the development of the state social insurance budget.

The purpose of the research is to highlight the peculiarities of the state social insurance budget planning in the Republic of Moldova. The central public authority in the field of social protection is responsible for developing policies in the field of state social insurance and social assistance and presents forecasts and other information necessary for the development of the medium-term budget framework, promotes the draft law on the state social insurance budget, monitors and analyzes its execution, as well as the performance within the programs, puts forward proposals in order to ensure the financial stability of the public social insurance system.

The methods applied in the research process are: dynamic analysis, comparison, observation, deduction. The results of the research reflect the planning of the state social insurance budget in the period 2017-2021. Another aspect of the research is the executed/approved analysis of the state social insurance budget and through the prism of the medium-term budgetary framework.

Keywords: *budgetary planning, budget, social insurance, income, expenditure.*

JEL Classification: H53 H61 H75

THE DSTI GAP: MEASURING THE IMPACT OF AN INFLATIONARY SHOCK ON BORROWERS' REPAYMENT CAPACITY IN 14 EUROPEAN ECONOMIES

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Abstract: After the 2008 global financial crisis, the development of macroprudential instruments capable of reducing systemic risk was placed at the forefront of the Basel III implementation agenda. Central Banks worldwide sought to enhance their capabilities to monitor and prevent the accumulation of risk within the financial system. Borrower-based measures such as the DSTI were one of the latest novelties adopted by policy-makers in a bid to enhance the ability of households to repay their loans and prevent the risk of default. Following a prolonged Covid pandemic in which consecutive rounds of lockdowns and infections distorted global supply chains, many economies were confronted with a sharp rise in inflationary pressures. Within the financial stability community, this led to a series of questions on the impact of such shocks on the capacity of borrowers to repay their debt. This paper presents an indicator called the DSTI Gap, which measures the excess (or deficit) of financial resources of a debtor after having covered current expenses plus debt servicing costs. The DSTI Gap can be used to assess whether, following an inflationary shock, borrowers in an economy have to resort to defaulting on their loans or reducing consumption. When coupled with a reverse stress-test, the indicator can be used to determine the maximum inflationary shock that borrowers can tolerate.

Keywords: DSTI, inflation, shock, financial stability, EU economies, macroprudential instruments

JEL Classification: E31, G01, G17, G51

GENDER MAPPING OF ONGOING REFORMS IN THE REPUBLIC OF MOLDOVA

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Abstract: On September 2015, the Republic of Moldova, along with other 192 members of the UN, committed to the implementation of the 2030 Agenda for Sustainable Development, by adopting the Declaration of the Summit on Sustainable Development. The national policy agenda is only partially aligned to the Sustainable Development Goals (SDGs), and one third of SDGs targets are not included in any of the national policy papers. Based on Sustainable Development Goals, the Government of the Republic of Moldova developed, approved (Government Decision no.1083 of 08.11.2018) and submitted to the Parliament the National Development Strategy “Moldova 2030”. At the same time, a number of sectorial national strategies and programs were approved for the period until 2021, which also provides for the adoption of urgent measures to revise them for the next period.

The successful implementation of SDGs depends on how flexible is the strategic planning framework, which is now quite problematic in Moldova. The Republic of Moldova has too many policy papers, which often overlap and contradict each other, are not properly monitored and assessed, and the responsibilities among implementing partners are not clearly shared and integrated into the budgetary planning processes. One of the possibilities to mainstream gender aspects in national reforms is the modification of current national legislation, which would oblige public authorities (central and local) to develop and promote their strategic documents with taking into account women’s rights. The research examines the sector of public policy reform in the Republic of Moldova by mapping existing public policy documents – strategies and programs – through the lens of gender.

Key words: *public policy, gender mapping, budgetary-fiscal policy, reforms, Sustainable Development Goals*

JEL Classification: A13, E62, H52, H53, H61, H75, I18, I28, I38, J16, J88, O11

ON THE CRISES THAT AFFECTED FINANCIAL SITUATION IN THE FIELD OF HEALTH CARE IN THE REPUBLIC OF MOLDOVA, IN RECENT DECADES

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Abstract: The large-scale transformations in the health care system have been conditioned by the important changes in the provision of health services and their organization in recent decades. The Republic of Moldova suffered enormously from the internal political, global financial and pandemic crises from 2008-2021. Thus, the purpose of this study is a pertinent one, especially in the current context of financially constrained health care system. However, despite of the recent economic downturns, many countries have risen health spending dramatically. The analysis carried out reveals that, in the last decade, the stipulated objectives have remained the same, despite periods of instability. Current study investigates the level of raising of health care expenditures, the structure and the impact of the political, financial and pandemic crisis on health care system. The methods used in the evaluation, such as the review of relevant documents, the collection and analysis of data, contributed to the identification of aspects that have an impact on the performance of the healthcare system in the Republic of Moldova. Therefore, each country must perceive that the provision of health care is important for improving a population’s health, which in turn can lead to more productivity, better economic performance, and then more fiscal resources.

Keywords: *health system, expenditures, financial, political, pandemic, crisis*

JEL Classification: I10, I11, I13, I15, I18

FINANCIAL STRATEGY AS A COMPONENT OF THE GENERAL STRATEGY OF THE ENTERPRISE

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Abstract. *The article is devoted to the study of the role and significance of the financial strategy in the formation of the overall strategy of the enterprise. The principles and factors of the financial strategy of the enterprise are revealed. The financial strategy*

provides for the definition of long-term goals of financial activity and the choice of the most effective ways to achieve them. It is with the help of the optimally chosen financial strategy, the company gets the opportunity to successfully operate in the market and adapt to market conditions.

Thus, the need to develop a financial strategy is that it includes methods and practices of formation of financial resources, their planning and ensuring the stabilization and financial stability of the enterprise in the competitive market conditions of functioning. The success of financial strategy of the enterprise is guaranteed when strategic financial goals meet the real economic and financial capabilities of the enterprise, when financial management is clearly centralized, and management tools are flexible and adequate to changes in the real financial - economic situation. Implementation of financial strategy as an information product of management in the form of decisions, plans, programs is not the main goal of functioning of an enterprise.

ANALYSIS OF AIFS REGULATION IMPLEMENTATION IN THE REPUBLIC OF MOLDOVA AND THE REPUBLIC OF CYPRUS

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Abstract: Modern financial relationships between investors and beneficiaries evolved, seeking efficient management of financial resources. Alternative Investment Funds (AIFs) gain a greater role in international financial intermediation bringing plenty of benefits for market participants and the market as a whole: flexible investment tool, lesser administrative burden, wide diversity of asset classes, favourable taxation, market diversification and others. Legal regimes are important to promote investments and the employment of AIF as investment tools. The stable operation of AIFs in many EU countries is attributed to clear and efficient regulation. The Republic of Moldova adopted the EU AIF regulatory regime in 2020 but does not register the same success as many EU financial centres. The supposition is that the law is not being implemented as expected and that there are other structural factors requiring regulators' attention.

The aim of the paper is to compare the national AIF regime with one of the successful cases in the EU and determine which factors within the compared jurisdictions may hinder the appropriate application of AIF law in Moldova. The data used for the paper are official sources, legislation and market data. The methodology is mostly qualitative based on analysis and synthesis.

Findings suggest that the adoption of EU AIF-related legislation had a beneficial effect on modernising Cyprus AIF regulation. In order to develop the national AIF market, it is necessary for intersectoral cooperation of regulators to eliminate structural weaknesses and create incentives for AIF application.

Keywords: *Alternative Investment Funds; Non-UCITS; Collective Investment Vehicles; AIFs' Regulation; Investment Funds; Risk-spreading Investments.*

JEL Classification: K2, K23, K29

THE IMPACT OF ECONOMIC REGULATIONS IN ENSURING BANKING INSTITUTIONAL STABILITY

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Abstract. The scientific **update** of the article is to highlight the positive aspects of the European practice and the ways to implement reforms for the current systems of the Republic of Moldova. Starting from the specifics of financial institutions as well as their activities, it is proposed to implement simplified and more effective processes, following international practice, which would increase the chances for a bank to return to the usual activity or in the aggravated cases to reduce the negative consequences not only on the legal company and the minimization of budget expenditures. **The aim of the article** is to assess the current state and development of the banking market and to adjust existing legislation to updated and more effective standards and procedures. **Methods of research:** classical and creative. **The outcomes:** shaping the ways of efficient use of resources in order to solve as quickly as possible the disputes arising in a process of winding up a bank and creating a legal framework that would protect the financial institution, the clients and state taxpayers. The research also resulted in a complex analysis of the procedures applied both on the territory of the Republic of Moldova and the international practice on banks in insolvency, the risk factors for a bank's activities, the proposed methods and techniques for optimizing the state intervention process for improving the state of a bank in the context of internal policies and the process of globalization.

Keywords: insolvency, bankruptcy, restructuring, special administration, systemic crisis, insolvency regime.

JEL Classification: K3, K34

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THEORETICAL AND PRACTICAL PROBLEMS OF THE REALIZATION OF RIGHTS IN THE RULE OF LAW

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Abstract: The changes that are taking place today in the Republic of Moldova and that we feel, being of a social, economic, political order, influence not only the legal system, but also the entire social life, reality. These changes are carried out, in principle, in order to achieve a supreme goal - the building of the rule of law, which constitutes, for the Republic of Moldova, an inherent finality in the establishment of an authentic and real democracy.

It is obvious that the establishment of the rule of law cannot be an immediate task, and its solution can only be achieved over several years, perhaps even decades, through solid joint efforts of the entire society. The famous formula of L. I. Iavici "...law is nothing, if its provisions do not find their fulfilment in the activity of people and their organizations, in social relations", as well as of Anita Naschitz "...law is a complex of rules of conduct, with the aim of regulating, for a certain purpose, the predictable conduct of people, at least as far as its framework is concerned (because the rule would not make sense)" they could be bypassed by the one who would try to establish and define, in a legal dimension, the role of human conduct in the implementation of law.

The formation of the rule of law requires respect for the law, rights, strict compliance with legal norms. In this context, the theoretical problems of the realization of the law have acquired a special practical importance. The need to analyse the law enforcement activity

is imposed in various aspects, because the "road" from the issuance of the law to the embodiment of its provisions in the actual behaviour of people is quite arduous, and depends on multiple factors.

Keywords: *state, law, legal system, social life, reality, people.*

JEL Classification: K10

THE IMPACT OF THE LACK OF CRYPTOCURRENCY REGULATION ON THE EFFECTIVENESS OF COMBATING MONEY LAUNDERING

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Abstract: The scientific topicality of the article is to highlight the positive aspects of global practice and the ways of implementing reforms for the current systems of the Republic of Moldova in the field of combating money laundering. The insufficiency and lack of regulations of the legislation of the Republic of Moldova regarding the circulation and taxation of cryptocurrency present a challenge for the effective fight against money laundering.

The purpose of the article is to assess the current state and development of the legislation of the Republic of Moldova and to adapt the existing legislation to updated and more efficient standards and procedures. Research methods: classical and creative. Results: adaptation of the legal framework of the Republic of Moldova to ensure the circulation of cryptocurrency and the creation of a legal framework to protect financial institutions, clients and taxpayers of the state. Also, the research resulted in a complex analysis of the procedures applied both on the territory of the Republic of Moldova, and of the international practice regarding the circulation and taxation of cryptocurrency in close connection with the effective fight against money laundering.

Keywords: *cryptocurrencies, anti-money laundering regulation, FATF recommendations, risk-based approach, customer due diligence, Dark Web.*

JEL Classification: K3, K34

THEORETICAL PROBLEMS AND THE CORRELATION OF DIFFERENT CATEGORIES OF SPECIAL VOCABULARY IN A LANGUAGE SYSTEM

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Abstract: A language is a system, in which a number of partially overlapping subsystems can be distinguished, which in the works of various linguists are called sublanguages or sublanguages. The specific term in relation to the term "sublanguage" is the term "special sublanguage", which is used to refer to language means used in communication (both official and unofficial) on scientific and professional topics.

In domestic linguistics, there is currently no single opinion on the number of types of special vocabulary and the established terminology for their nomination. The codified subsystem of specialized vocabulary is traditionally called terminology. When nominating its non-codified subsystem, terms such as professional jargon, slang, professional vocabulary, professional dialect is used, which often replace each other or receive ambiguous, sometimes mutually exclusive definitions.

Keywords: *language system, subsystem, sublanguage, special vocabulary, terminology, professional vocabulary.*

CONSUMER PROTECTION IN THE BANKING SECTOR OF REPUBLIC OF MOLDOVA

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Abstract: Since more people throughout the world are using financial services for savings and necessary transactions thanks to online commerce, access to basic bank accounts and consumer credit have grown in importance in the modern economy. If implemented responsibly, these innovations—in particular, easier access to consumer credit—can increase consumer welfare, boost purchasing power, and even help end poverty. However, a surge in reckless lending practices and consumer over indebtedness has accompanied the quick creation of credit products and the fast increase in the usage of financial services, especially in emerging market economies. In order to increase financial consumer protection, new reforms were

consequently implemented on both the national and international levels. These changes are based on a set of high level principles and best practices.

Although international principles offer a fundamental basis for consumer protection, they are merely advisory and non-binding in nature. This begs the question of what impact they might have on national legal systems, particularly those in emerging and developing countries where protecting financial consumers is essential.

The most vulnerable nations are those in developing regions because their populations lack experience and knowledge of financial products, making them particularly susceptible to sudden shifts (like the substantially increased penetration of financial services). Regulators, on the other hand, frequently find it difficult to keep up with new developments in the financial markets and may be reluctant to take action because the granting of credit is seen as being advantageous for the economy.

This essay examines the best ways to improve financial consumer protection in order to boost economic growth, improve financial stability, and improve consumer welfare. The paper will concentrate on deposit protection and consumer credit regulation while analyzing several conceptual models to improve financial consumer protection, such as social inclusion of vulnerable consumers, capability-based empowerment, and responsible lending.

Keywords: *consumer, protection, banking, sector, clients*

JEL Classification: D18, G21, G28

CONTROVERSIES ON THE PROTECTION OF PRENATAL LIFE THROUGH THE PERSPECTIVE OF EUROPEAN LAW

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Abstract: The purpose of this article is to present the well-reasoned legal situation of abortion under European law in order to examine, from the point of view of the jurisprudence of *the European Court of Human Rights* (Court), whether the conception product is the right-holder of the right to life enshrined in Art. 2 of *the European Convention for the Protection of Human Rights and Fundamental Freedoms*¹ (the Convention) and, on this occasion, to grasp the position of the European instance on the legality of pregnancy interruption.

Keywords: *human rights, prenatal life, European standards, corpus of jurisprudence.*

JEL Classification: K10, K33, K38

CREDIBILITY AS THE MAIN ELEMENT IN THE CONTRACTUAL RELATIONSHIP IN PUBLIC PROCUREMENT PROCEDURES

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Abstract: The national legislation must function according to the process of transposing the principles of the European Directives in the field of public procurement and not be "crowded" with detailed elements that would overshadow these principles. The *purpose of the study* is to elucidate the impact of the effective application of the principles in the contractual relations created between the contracting authority and the economic operator, within the public procurement procedures. In that sense, credibility is one of the main elements in creating and maintaining effective contractual relationships. During the study, both traditional *research methods*, complex and systemic analysis, the comparison method, logical and methodological analysis, but also other modern study methods were used. *Research results:* Currently, the biggest challenges are: weak and inefficient public procurement planning, low-quality drafting of technical specifications and tender documents, and insufficient monitoring of the execution of public procurement contracts. Thus, the reasoning of the national and European court is based on the feelings of trust and credibility that the parties to the public procurement contract will take into account for the smooth development of the future contract. If anti-competitive circumstances are detected, the investigated economic operator will bear the consequences expressly provided by the legislation, such as: monetary sanctions, compensation of the injured persons, etc. Therefore, obtaining an efficient and credible system of public procurement is one of the fundamental elements of the development process of Moldova.

Keywords: *public procurement contract, contracting authority, economic operator, the feeling of trust, cooperation, principles*

JEL Classification: K34, K39

¹ Convention for the Protection of Human Rights and Fundamental Freedoms (European Convention on Human Rights, as amended) (ECHR) (4 November 1950)

THEORETICAL APPROACHES REGARDING THE DETERMINATION OF THE FRAMEWORK OF LEGAL REPORTS ON ENVIRONMENTAL PROTECTION VIA THE FRAMEWORK OF THE REGULATORY INSTRUMENTS USED IN ENVIRONMENTAL LAW

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Abstract: In the situation where the environmental issue is becoming an increasingly addressed issue, and the legislator in various legislative acts imposes new and new regulations with a nature of environmental protection, it becomes difficult to identify whether, being incorporated in the text of a certain law, a certain legal norm, belongs to environmental law or is a norm that belongs to the field which in substance represents the regulatory object of this law. In other words, it is often quite complicated to identify the boundary of environmental law regulations, especially since the norms of this branch are not always compactly found in environmental legislative acts. It must be recognized that the legal mechanisms for environmental protection change their appearance over time, becoming much more aggressive and relentless. They are often applied without taking into account certain traditional rules and presumptions that often do not ensure effective protection of the environment. In such cases, it is necessary to understand that the regulatory mechanisms for environmental protection are a component of environmental law, even if they are based in other legislative acts and even if they are very similar to the mechanisms used in the regulation of other categories of legal relations.

Keywords: *environment, environmental law, regulatory mechanisms and methods, legal report on environmental law.*

JEL Classification: K1; K10; K15

THE IMPORTANCE OF CONTRACTS IN BUSINESS RELATIONSHIP

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Abstract. Sometimes the administrative side of a business can seem slightly monotonous. In reality, however, it is fundamental to the success and growth of a business. In addition to the legal entity and tax and accounting matters, contracts and their provisions are equally important. Issuing legally correct contracts ensures results as expected, performed obligations and helps in unforeseen situations.

The purpose of this research is to carry out a multifaceted analysis of the subject under investigation, a contract is a legal act consisting of a will agreement concluded between two or more persons in order to create, modify or extinguish legal relationships.

Research methods. The basic method used to find the sources needed for the study, as well as for the interpretation and systematization of the latest concepts and ideas was the bibliographic method. At the same time, analysis and synthesis, induction and deduction, generalization were used in the research, which created objective, true visions about the principles of legal responsibility and its functional structure. At the same time, analysis and synthesis, induction and deduction, generalization etc. used in the research created objective, true visions about the principles of legal responsibility and its functional structure.

Research results. Following the research of the proposed objectives we have managed to analyze the importance of contracts in business relationship in several aspects: definition of the norm, formation, scoring of distinctive features, advantages and disadvantages.

Key words: contract, business law.

JEL CLASSIFICATION: K2, 22.

THE ROLE OF CUSTOMS LOGISTICS IN FOREIGN TRADE

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Abstract: Today, customs logistics attracts the attention of influential international organizations such as the UN and the WTO. Trade and transport services are becoming increasingly important for countries' competitiveness and economic development opportunities. The Economic Commission for Europe and the United Nations Conference on Trade and Development (UNCTAD) have conducted numerous studies, analyzes and consultations on trade facilitation procedures and technical assistance for developing countries. The Republic of Moldova benefits from the facilities granted, including in the customs aspect, in terms of the origin of the goods, preferences for the application of customs duties. The economic development of the state also depends on the organization of customs logistics, which includes the activity of customs brokers and freight carriers.

At the national and international level, the differences in logistics are based on the respective logistics systems. The use of nationwide logistics is limited by national borders. The use of customs logistics is associated with the crossing of the country's borders and the delivery of goods outside the customs territory of the Republic of Moldova. Economic operators using customs logistics should consider the foreign policy of the countries participating in the international logistics system and the details of their international trade policy. Likewise, to examine the provisions of the customs legislation of these states, including in the aspect of possible preferences obtained when delivering the goods.

Key words: logistics, customs, development, trade, international

JEL Classification: K34

THE IMPACT OF CRISES ON CRIME

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Crime is a social phenomenon that has accompanied society throughout its existence, changing its forms, subjects, victims, causes and methods, depending on the stage of development of society, as well as various circumstances. Today, the whole of humanity is engulfed by a wave of changes in various fields, including in the field of crime, determined by the global pandemic, political events, economic crisis, digitization, etc.

In this context, I propose to analyze the causes and forms of crime in the current context in the Republic of Moldova and in the world.

THE INDIVIDUAL ENTERPRISE - EVOLUTION OF THE NORMATIVE FRAMEWORK

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Abstract: Following the adoption of O.U.G. no. 44/2008, an important change appeared relative to the natural person as professional. Thus, alongside the Sole Proprietorship and the Family Partnership, the possibility of establishing a Individual Enterprise was created. The novelty was primarily due to the possibility of this legal entity, although without legal personality, to hire third parties on the basis of employment contracts.

The economic crisis and the crisis of the Covid 19 pandemic have brought significant changes both relative to the way of establishing the Individual Enterprise and to the activities it can carry out.

The present approach aims to capture the normative evolution of this legal entity, the successive normative changes that have occurred, such as to adapt the Individual Enterprise to the economic and legal realities. Thus, at this moment, this recently created legal structure represents, without any doubt, a real alternative for the small entrepreneur, who is in the difficulty of choosing between a structure without legal personality that is easier to manage and a structure with legal personality, such as the limited liability company with sole shareholder, but of higher complexity.

Keywords: *Individual Enterprise, Family Partnership, Limited Liability Company, Covid 19 pandemic, legal personality, patrimony of affectation.*

SESSION X: CONTEMPORARY LIBRARIES: CHALLENGES, TRANSFORMATIONS AND PREMISES FOR DEVELOPMENT IN THE NEW SOCIO-ECONOMIC CONTEXT

EXPECTATIONS OF GENERATION Z STUDENTS FROM THE INFORMATION LITERACY COURSE. CASE STUDY AT TRANSILVANIA UNIVERSITY IN BRASOV

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Abstract: Expectations of Generation Z students from the Information Literacy course. Case study at Transilvania University in Brasov. In recent years, universities have faced a series of significant changes, and their provocations seem to be accelerating. These changes relate primarily to increasing expectations and changing student needs and work styles. The Information Literacy course must be adapted, and improved yearly according to the student's expectations.

The objective of the presented research is to explore how students of the Z generation appreciate the subjects presented in the course, what information needs they have, what was good, what was not good in the class, and what can be improved.

The research aims to explore information literacy skills and the barriers to accessing and using the knowledge acquired in the course. The method of investigation was the online questionnaire answered by 202 students of Transilvania University from the engineering and communication specializations.

The topics of great interest to students are copyright, creative licenses, search strategies, critical thinking, and sustainable thinking, completed by search strategies. The course considerably influenced their informational behaviour. An improvement of the presentation format is proposed, live presentations with search models, the students' schedule changed, and more hours dedicated to this course are proposed.

Keywords: *Information-seeking behaviour; information literacy, informational competencies, Z generation, Transilvania university*

JEL Classification: M31; I290; Z19

SPECIALTY “INFORMATION, LIBRARY AND ARCHIVAL ACTIVITIES”: PROBLEMS AND PROSPECTS

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Abstract: The article considers the main trends in the development of the specialty “Information, library and archival activities” in Ukraine: changes in approaches to the training of future specialists in information, library and archival activities, changes in the processes of formation of professional competencies.

The standards of higher education of Ukraine in the specialty 029 “Information, library and archival activities”, three levels: junior bachelor, bachelor, master are considered. The basic categories of universal competencies of future specialists are systemic and critical thinking, project development and implementation, teamwork and leadership, communication, self-organization and self-development.

It was revealed that there is a need for highly professional specialists in management structures who can work with information in various formats, analyze and predict its use in making management decisions.

The number of higher educational institutions that graduate specialists in information, library and archiving, the number of state order places and the number of students of contract forms of education are analyzed.

The challenges facing the library system of Ukraine in connection with the introduction and use of electronic information resources, the need to develop innovative methods of managing these resources in library institutions, organizing the effective use of them by users are identified.

Keywords: *higher education, professional competencies, information, library, archiving, information technology.*

SKILLS AND COMPETENCES FOR OPEN SCIENCE PRACTICE

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Abstract: Open Science is transforming the research landscape, enabling research to be conducted with greater transparency, collegiality and research integrity. For Open Science to become a reality, researchers need relevant skills training at all stages of their research career.

There are several international initiatives that either facilitate the training of researchers and research staff related to Open Science practices or provide a framework for research libraries to engage in Open Science support. These initiatives establish general lines of action that can serve as starting points for more focused activities at the national and institutional level.

The skills needed for Open Science are analysed: open access publishing; data management and open data; enabling professional research conduct; citizen science, as well as an overview of the current landscape of open science skills provision is provided. Also, the data of the studies carried out in the Republic of Moldova regarding the skills necessary for the implementation of Open Science practices are presented.

Librarians have a unique opportunity to provide valuable support and assistance in Open Science. Finally, a curricular proposal for a course intended for researchers, science managers and information professionals is presented, considering the gap in the educational offer in this field in Moldova.

Keywords: *Open Science, open science skills, open science competences, library Open Science support, Open Science curriculum*

JEL Classification: I23; I290; Z19

TRAINING AND DEVELOPMENT OF DIGITAL SKILLS TO USE THE SERVICES AND INFORMATION RESOURCES OF THE UPSC SCIENTIFIC LIBRARY

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Abstract: The university library provides fast and efficient access to quality information, offering a wide range of services and information resources. In this sense, the problem of training and developing the skills to access informational resources, to find and ethically use information is absolutely necessary.

This article reflects the practices of the university library in the training and development of digital skills in students, masters, doctoral students and researchers for the effective use of information resources, created and managed by the university library. The authors present the results of a questionnaire, with the aim of researching the level of use of information resources by various categories of users, identifying the problems they face in finding information, determining the impact of digital skills in the process of accessing services and information resources.

The formal and non-formal training carried out by the scientific library is aimed at training and developing the skills to efficiently and quickly access the tools and information resources of the library. However, the knowledge and application of information methods and techniques is an important condition in the development of users' digital skills.

In conclusion, we state that Information literacy offers digital skills for the efficient use of information resources offered by UPSC Scientific Library, finding information, accessing information resources remotely, using open access resources, and improving skills in information management and evaluation, management reference.

In this way, we conclude that digital skills determine success in the educational and research process, facilitate new academic and professional performances.

Keywords: digital competence, users, information resources, information technologies, skills

JEL Classification: I2; I290; Z19

THE CONTRIBUTION OF THE ASEM SCIENTIFIC LIBRARY IN THE DEVELOPMENT OF THE ECONOMIC BIBLIOGRAPHY OF MOLDOVA

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Abstract: The development of the economic field cannot be conceived without studying the existing experience. For this reason, there is a need to analyze the existing documentary torrent according to various criteria: areas of activity, problems and topics, authors, genres of publications. Such a generalization of data makes it possible to create a scientific and theoretical basis for scientific and practical activities, which is the main goal of the retrospective economic bibliography.

This article examines the historical stages in the development of economic bibliography in the Romanian language of the Republic of Moldova. A typology of bibliographic works and the institutions involved in the process of elaborating and editing the economic bibliography are presented.

The important stage in the development of the economic bibliography of Moldova is the 90s of the last century. In 1991, the Academy of Economic Studies of Moldova was created on the basis of the Faculty of Economics and the Faculty of Commerce of the State University of Moldova. The ASEM library started preparing and editing thematic and personal bibliographies, reflecting actual problems of economic science and practice.

A type of retrospective bibliography represents a bio-bibliography dedicated to some scientists, outstanding representatives of economic science. This kind of publications comes to help beneficiaries with information and documentation in the process of learning, summarizing scientific research.

At the current stage, ASEM's Scientific Library remains the most important center of economic bibliography in the Republic of Moldova. Recently, the ASEM Library has been focusing on developing and editing the repertoire of scientific, didactic and methodical works of the ASEM teaching staff. These publications in printed and electronic form are very useful for the university community.

Keywords: *academic libraries, documentary torrent, economic bibliography, retrospective bibliography, bio-bibliography, information users*

JEL Classification: I2; I290; Z19

MARKETING MIX AS A TOOL FOR OPTIMIZING ACTIVITIES IN THE INFORMATION MARKET

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Abstract: The article highlights the features of the use of the marketing mix in library activities. Marketing mix, as a marketing technology, allows you to clearly structure and analyze the activities of the organization, identify new development opportunities and implement specific measures for its prosperity. The need for constant adaptation of the mix to changes in the environment is highlighted.

Marketing mix helps organizations, taking into account the needs and needs of users, as much as possible correspond to the time, the market, fully satisfying their needs. This model has found wide application in marketing practice and has been further developed through the addition of elements of the marketing mix.

The marketing mix is quite popular in both commercial and non-commercial areas. Understanding the synergistic impact on the effective operation of the library of all seven elements of the marketing mix allows you to comprehensively pay attention to all areas in the management of the organization.

The main objective of the marketing mix is to increase the significance and value of the product and service to ensure the long-term development of the organization. Competent prioritization, the phased implementation of corrective measures will allow you to build a well-thought-out tactic and will certainly increase the efficiency of the library.

Keywords: *marketing mix, library, services, advanced marketing mix, user, information needs*

JEL Classification: M31; I290; Z19

THE SECOND RES(IN)SPIRATION OF THE NATIONAL DIGITAL LIBRARY MOLDAVICA

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Abstract: The crisis has highlighted the importance of digital access for cultural heritage institutions, as well as the role and power of cultural heritage in society. While digital technologies have grown considerably in recent years, digital libraries today face challenges of an ethical, methodological and technological nature.

The article highlights the necessity of rethinking and reanalyzing the global concept of a national digital library in the context of new situations, requirements and challenges. At the same time, the paper highlights various aspects and approaches from the perspective of the development of the Digital Library MOLDAVICA of the National Library of the Republic of Moldova (NLRM) - as a viable platform for a common data space for written and printed national cultural heritage.

This article reflects a SWOT analysis of the digital library system under the management of the NLRM, possible options regarding the further development and/or preservation of the Digital Library MOLDAVICA, as well as the actual state of affairs regarding the digitization activity at the institutional, local and national level.

In conclusion, a concept and guidelines are presented for the development of digital content that could serve, enable the initiation and preparation of the digitalization strategy of cultural heritage, digitization programs and projects, the coordination and supervision of their implementation, ensuring the coordination of digitization works of cultural heritage objects carried out by libraries, museums, archives and other institutions that protect cultural values.

Keywords: *digital libraries, National Digital Library MOLDAVICA, the creation of digital content, guiding lines, national cultural heritage, common data space*

JEL Classification: Z19

MIGRATION OF LIBRARIES TO ONLINE PLATFORMS DURING THE PANDEMIC OF COVID-19

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Abstract: The COVID-19 pandemic has had a tremendous impact on most public institutions in almost all countries in the world, including libraries. This article reflects an analysis of the publications that contain the representative experiences of libraries of Republic of Moldova and abroad in a pandemic condition.

The activity methods of the libraries are presented depending on the access to the Internet, the technical equipment and the type of library. Although the methods of working with users were chosen individually by each library, in the activity during the pandemic period all libraries were guided by the recommendations of the WHO, national bodies and the recommendations of national and international professional organizations.

The transitions to online platforms, training of librarians on video conferencing applications and exchange of experience between libraries have played a significant role. The article also reflects the experience of the Scientific Library of the Academy of Economic Studies of Moldova of that period and the result of an interview, which presents an assessment of the degree of satisfaction of the teaching staff in the ASEM area.

In conclusion, the lessons learned during the pandemic are presented: the importance of access to electronic resources, the effectiveness of the reorganization of the activity, the correct information of the communities, the connection with the library staff, users and other relevant institutions during the lockdown period. Are highlighted implementation of new methods of activity and development of already existing methods.

Keywords: *COVID-19, crisis conditions, libraries, information users, online information services, online platforms*

JEL Classification: I2; I290; Z19

MANAGEMENT OF REMOTE LIBRARY STAFF

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Abstract: Remote work is a new type of labor relations in the Republic of Moldova, and today it is gaining more and more development. In this regard, one of the forms of modern library staff management is remote control – remote management of people with the help of information technology.

This article describes the premises for the development of a remote form of management of library staff. Based on the analysis of publications, the advantages of remote employment and the advantages of remote control for the library are given, the most common problems that arise when working in remote access mode are identified, and the reasons for their occurrence are considered. The main disadvantages of the personnel management system in remote work include the difficulty of monitoring and managing employees.

The article deals with the need to study the personal characteristics of library staff, develop a procedure for evaluating performance, as well as staff training and maintaining communications. In order to get the most effective result from the work of the library at a distance, it is necessary to competently organize the work of remote employees, determine the methods of interaction, and apply the necessary information technologies. High-quality remote management is the key to the harmonious development of the library in modern conditions, requiring knowledge and discipline from the head and subordinates.

The results of this article are theoretical nature, and can be used in organizing remote work places in libraries, for a more complete understanding of the essence of remote work, its difference from other types of activities.

Keywords: *remote control, remote management, library staff management, remote employee management, information technology.*

JEL Classification: J53; M12; Z19

ANALYSIS OF THE ACTIVITY OF PROMOTING OPEN SCIENCE AND OPEN ACCESS TO INFORMATION IN ACADEMIC LIBRARIES

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Abstract: The academic library as part of the infrastructure of Open Science successfully participates in the development, implementation and promotion of all its components. In modern society, knowledge is a factor of success and

competitiveness. Under these conditions, the role of the academic library increases in the process of ensuring access to scientific information and scientific data.

This publication aims to study and analyze the practices of academic libraries in the Republic of Moldova and abroad in the field of promoting Open Science and Open Access to information, generalizing the most effective forms of information for the community served, as well as drawing in this context some guidelines for their implementation in the Scientific Library of the Academy of Economic Studies of Moldova.

Will be exposed models and forms of promotion of Open Science and Open Access to information used in other libraries compared to those implemented in the Scientific Library of ASEM.

At the same time, will be identified the main skills of a librarian in the field of creation, distribution, exchange and promotion of resources in the online environment, to support and promote Open Science and Open Access to information initiatives.

In conclusion, will be formulated some ideas for the promotion of Open Science initiatives in the academic environment, which would contribute to increasing the visibility of scientific production, improving the management of information resources and of the institutional repository. At the same time, will be determined some aspects and recommendations made regarding the improvement of the activity of academic libraries regarding the promotion of Open Science and Open Access to information in the Republic of Moldova.

Keywords: *Open Science, Open Access, academic library, information services, information users, institutional repository*

JEL Classification: I2; I290; Z19

OPPORTUNITIES FOR VISIBILITY OF USARB RESEARCHERS IN THE GLOBAL SCIENTIFIC COMMUNITY: 2017-2022

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Abstract: In recent years, the idea that the university library would be the most appropriate and relevant in coordinating the management of research data has been increasingly discussed. The communication presents the experience of the USARB Scientific Library regarding the provision of services based on bibliometric data by evaluating the quality of information related to scientific research and studying its quantitative side: promoting USARB scientific production in the USARB Institutional Repository Open Research Archive (ORA), creating profiles in Google Scholar, Orcid, Academia.edu and providing data to the National Bibliometric Instrument; information search in Webometrics, Open Ukrainian Citation Index (OUCI), Dimensions, eLIBRARY, Publish or Perish, Scopus, Web of Science.

The results of the analysis of the *Questionnaire regarding the level of participation of the Scientific Library in informing researchers and evaluating the results of scientific activity* are presented, a process that is based on bibliometric measurement methods. The scientometrics, presented in this article, carried out by the Scientific Library, reflects the evaluation in comparison of the years 2017-2022 of the scientific contributions of academic staff, highlighting the citations of the scientific results obtained.

In the article is provided theoretical and practical support necessary for researchers for the activity of the National Bibliometric Instrument, Google Scholar, Orcid, Academia.edu. The Scientific Library through the bibliometric service aims to connect scientists, provide them with platforms to share their research work and facilitate their tracking of articles relevant to their fields of study.

Keywords: *bibliometric service, evaluation of research activity, visibility of publications, RI ORA USARB, bibliometrics, scientometrics.*

JEL Classification: I23; I29; Z19

THE APPLICATION OF ONLINE MARKETING IN PROMOTING THE ACTIVITY OF THE SCIENTIFIC LIBRARY OF THE ACADEMY OF ECONOMIC STUDIES FROM MOLDOVA

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Abstract: The article discusses the concept of "online marketing" and the particularities of its implementation in info-documentary institutions. The library's product and service offer are rich and diverse. The continuous development and diversification of products/services intended to satisfy user requirements involves efforts to improve communication, explore new forms of online communication and to establish clear objectives in informing the community served.

Through appropriate promotion, info-documentary institutions can create a favourable image, provoke or amplify the beneficiaries' curiosity for books and information, for tools and information search systems, as well as the interest to study and inform themselves for various curricular activities.

The ASEM Scientific Library effectively uses online marketing through social networks, focusing on defining the target market segments, listening to them, and based on them, creating the right tools for organizing and implementing activities. Examples of tools and methods used to promote the products and services of the ASEM Scientific Library in the online environment are provided. In order to effectively promote the image in the online environment, the ASEM Scientific Library uses its own opportunities through the following tools: the website, banners, e-mail, social networks, online training platforms. Creating library accounts/pages on social networks (Facebook, Twitter, Flickr, Youtube, Google+, Pinterest, Slideshare, etc.) is the most frequently used form of online promotion of the library, which makes it possible to generate traffic, promote events and success stories of the library and, at the same time, attracting new users. The success and image of the library is constituted by its visibility in the community.

Keywords: *online marketing, academic library, information users, library services, library promotion, Social Media (SM).*

JEL Classification: M31; I290; Z19

MODERN TRENDS IN LIBRARY DEVELOPMENT

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Abstract: The article presents the latest trends in the activity of libraries around the world, identified by the International Federation of Library Associations and Institutions (IFLA), the American Library Association (ALA), other professional organizations around the world, as well as specialists and experts in the field.

The development of information technologies has considerably influenced the activity of libraries, as well as the offer of their products and services. The creation of websites, shared electronic catalogues, social media presence, creation of institutional repositories, chats and online references are already widely offered services in libraries around the world. At the same time, thanks to information technologies and the possibility to offer online services, libraries have faced the challenges related to the COVID-19 pandemic; they have been able to be useful to users during this difficult period, offering remote services. The pandemic has been for libraries a test of ability to adapt, to change, and to show creativity, imagination, and innovation.

3-D printing, robotics, artificial intelligence and virtual reality, green library, augmented reality applications, kinetic bikes, RFID technologies – these are just some of the newest and most innovative services implemented recently in modern libraries. Library professionals have to adapt to new technologies, they must take training, attend seminars, conferences and acquire knowledge to add their knowledge level to be able to cope with trends.

Keywords: *new library services, modern library, COVID-19, library innovations, information technologies.*

JEL Classification: I2; I290; Z19

SOME ASPECTS OF INFODOCUMENTARY ASSURANCE OF CURRICULA

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Abstract: Collection development is one of the most important library activities. It is a dynamic process, influenced by changes in the environment and the community.

Completing the university library's collection in the context of the development of an information society consists of continuous development through the selection and acquisition of literature in traditional and electronic format according to the profile of the institution and the information needs of users, and contributes to supporting the qualitative learning process. An important aspect in completing the library collections is the provision of info-documentary of study programmes in accordance with the university curriculum. The acquisition policy involves the analysis of publishing production in the Republic of Moldova and abroad. The university publishing houses are used as sources of teaching materials, which implies a closer collaboration with them, and the requests received from the teaching staff serve as a reference in the acquisition process.

The documentary and informational coverage of subjects influences the quality of the teaching process and the level of knowledge of students. The relevance of teaching materials provision is highlighted in the accreditation process of study programmes.

The quality of the university collection is ensured by continuous evaluation of the relevance of the sources of documentation to the subjects taught, ongoing study of user satisfaction with the completeness of the holdings, the efficiency of service and the convenience of access. The results of the evaluation form the basis for adjusting the acquisition and information access policies.

Keywords: *higher education, academic library, library collections, collection development*

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