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TECHNICAL UNIVERSITY OF MOLDOVA

Faculty of Economic Engineering and Business

CONFERENCE PROGRAMME

The 3rd Economic International Conference

„COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF EUROPEAN INTEGRATION”

organised by

**Technical University of Moldova,
Faculty of Economic Engineering and Business**

*with the support of the Erasmus+ project, Jean Monnet Module – EU4SID, in
partnership with the National Institute of Economic Research and Stefan cel Mare
University of Suceava*

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November 4th-5th, 2021

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Veaceslav BARDAN, assoc.prof., PhD, Technical University of Moldova.
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Nicolae TURCANU, assoc.prof., PhD, Technical University of Moldova.

CONFERENCE PROGRAMME

November 4th

09:30-10:00	Welcome & Registration of participants
10:00-10:15	<p>Opening remarks and Welcoming speeches</p> <p>Rafael CILOCI, Dean, Faculty of Economic Engineering and Business</p> <p>Zhen ZHU, Professor; Director of Faculty Excellence; Director of International Engagement; Co-director of Center for Innovation and Change Leadership, Suffolk University, USA</p>
10:15-12:00	Plenary Session
12:00-13:00	Lunch
13:00-17:00	Sections' Presentations
10:15-12:00	<p>Plenary Session</p> <p>Moderator – Rafael CILOCI, PhD., Assoc.prof., Dean FEEB</p> <p>ECONOMIC DEVELOPMENT IN BALANCE WITH PRESERVATION OF CULTURAL LANDSCAPE. BEST PRACTICE FROM SOUTH BUCOVINA</p> <p>Carmen NASTASE, PhD., Prof. <i>„Ștefan cel Mare” University of Suceava, Romania</i></p> <p>Carmen CHASOVSCI, PhD., Prof. <i>„Ștefan cel Mare” University of Suceava, Romania</i></p> <p>Gabriela PRELIPCEAN, PhD., Assoc.prof. <i>„Ștefan cel Mare” University of Suceava, Romania</i></p> <p>TOWARDS A CIRCULAR ECONOMY – COUNTRY PRACTICES AND GOVERNMENT POLICY DECISIONS</p> <p>Victoria IORDACHI, PhD., Assoc.researcher <i>National Institute for Economic Research, Republic of Moldova</i></p> <p>Stela CIOBU, PhD. Assoc.prof. <i>Academy of Economic Studies of Moldova, Republic of Moldova</i></p> <p>EUROPEAN UNION SUPPORT FOR GOOD GOVERNANCE OF SUSTAINABLE DEVELOPMENT IN THE REPUBLIC OF MOLDOVA</p> <p>Cornelia CRUCERESCU, PhD., Assoc.prof. <i>Technical University of Moldova, Republic of Moldova</i></p> <p>MANAGERS AND LEADERS: ARE THEY DIFFERENT?</p> <p>Larisa BUGAIAN, PhD. hab., Prof. <i>Technical University of Moldova, Republic of Moldova</i></p> <p>USING INTERNATIONAL COLLABORATION AMONG UNIVERSITIES TO INCREASE COMPETITIVE ADVANTAGE AND IMPROVE SUSTAINABILITY</p> <p>Valerie E. MOCK, PhD., Assoc.prof. <i>Fulbright Specialist, United States of America</i></p>

November 5th

10:00-12:00	Closing conference
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SECTIONS' PRESENTATIONS

13:00-17:00	<p>Section 1 EUROPEAN POLICIES AND EUROPEAN INTEGRATION</p> <p>Moderators: Rafael CILOCI, PhD., Assoc.prof., TUM Cornelia CRUCERESCU, PhD., Assoc.prof., TUM</p>
13:00-17:00	<p>Section 2 SUSTAINABLE DEVELOPMENT, INNOVATIONS AND DIGITAL ECONOMY</p> <p>Moderators: Alina STRATILA, PhD., Assoc.prof., TUM Lucia MOROSAN-DANILA, PhD., „Stefan cel Mare” University of Suceava, Romania</p>
13:00-17:00	<p>Section 3 CIRCULAR ECONOMY: REALITIES, CHALLENGES, TRENDS</p> <p>Moderators: Iuliu TURCAN, PhD., Assoc.prof., TUM Victoria IORDACHI, PhD., Assoc.prof., NIER</p>
13:00-17:00	<p>Section 4 MANAGEMENT AND LEADERSHIP</p> <p>Moderators: Rina TURCAN, PhD., Assoc.prof., TUM Mariana LUPAN, PhD., Assoc.prof., „Stefan cel Mare” University of Suceava, Romania</p>
13:00-17:00	<p>Section 5 FINANCE AND ACCOUNTING. MARKETING OF THE XXI CENTURY</p> <p>Moderators: Alina POLCANOVA, PhD., Assoc.prof., TUM Serhii ZUBKOV, PhD., Assoc.prof., SBU, Ukraine</p>

SECTION I

EUROPEAN POLICIES AND EUROPEAN INTEGRATION

Cornelia CRUCERESCU, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

Tatiana CREȚU, Master

Technical University of Moldova, Republic of Moldova

EUROPEAN INDUSTRIAL POLICY - A BENCHMARK FOR THE SUSTAINABLE DEVELOPMENT OF THE INDUSTRY OF THE REPUBLIC OF MOLDOVA

Alina Georgeta AILINCĂ

Romanian Academy, Bucharest, Romania

THE CORRELATIONS OF INDICATORS OF EU PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT GOALS IN THE PERIOD 2000-2018

Neli MUNTEAN, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

Gabriela VALUTA, Student

Academy of Economic Studies of Moldova, Republic of Moldova

Vladimir PLOTNIKOV, PhD., Professor

Saint-Petersburg State University of Economics, St. Petersburg, Russia

CORRELATION ANALYSIS BETWEEN BANKRUPTCY AND THE LEVEL OF ECONOMIC FREEDOM IN THE EUROPEAN UNION COUNTRIES AND IN THE REPUBLIC OF MOLDOVA

Carolina ȚÎMBALARI, Master

Lucian Blaga University of Sibiu, Romania

EVIDENCE OF INTERNATIONAL COMPETITIVENESS IN ROMANIA ACCORDING TO WORLD ECONOMIC FORUM

Ivan LUCHIAN, PhD., Assoc.prof.

International Institute of Management IMI-NOVA, Republic of Moldova

Angela FILIP, PhD., Assoc.prof.

State University of Moldova, Republic of Moldova

THE IMPACT OF CORRUPTION ON THE EUROPEAN INTEGRATION PROCESS OF THE REPUBLIC OF MOLDOVA

Piotr KOMOROWSKI, PhD., Assoc.prof.

Cardinal Stefan Wyszyński University, Poland

THE INFLUENCE OF COVID-19 PANDEMIC ON THE POLISH ECONOMY

Ecaterina LOZOVANU, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

THE METAMORPHOSIS OF EUROPEAN CIVILIZATION FROM THE PERSPECTIVE OF PAST AND FUTURE TIME

Elena GOȚONOAGA, Master

Technical University of Moldova, Republic of Moldova

CONCURENȚA ȘI PIAȚA UNICĂ EUROPEANĂ

Ancuța LUCACI, PhD. student

„Stefan cel Mare” University of Suceava, Romania

THE SOCIO-ECONOMIC IMPLICATIONS OF THE COVID-19 PANDEMIC ON THE LABOR MARKET IN EUROPE

SECTION II

SUSTAINABLE DEVELOPMENT, INNOVATIONS AND DIGITAL ECONOMY

Maria GHEORGIȚA, PhD., Prof.

Universitatea Tehnică a Moldovei, Republica Moldova

SUSTENABILITATEA ȘI DIGITALIZAREA – O NOUĂ PARADIGMĂ PENTRU INDUSTRIA MODEI

Lucia MOROSAN-DANILA, PhD.

„Stefan cel Mare” University of Suceava, Romania

Otilia-Maria BORDEIANU, PhD.

„Stefan cel Mare” University of Suceava, Romania

Claudia-Elena GRIGORAS-ICHIM, PhD., Assoc.prof.

„Stefan cel Mare” University of Suceava, Romania

HORECA FIELD DURING THE PANDEMIC- BETWEEN THREATS AND OPPORTUNITIES

Rodica PERCIUN, PhD. hab., Prof.

Institutul Național de Cercetări Economice, Republica Moldova

Nelli AMARFII-RAILEAN, PhD., Assoc.prof.

Universitatea de Stat „Alecu Russo” din Bălți, Republica Moldova

STUDIUL EMPIRIC PRIVIND PERCEPEREA DIGITALIZĂRII ENTITĂȚILOR AGRICOLE ȘI DISPONIBILITATEA PENTRU INVESTIȚII ÎN TIC

Larisa BUGAIAN, PhD. hab., Prof.

Technical University of Moldova, Republic of Moldova

Rina ȚURCAN, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

Iuliu ȚURCAN, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

THE MAIN PROBLEMS AND DEFICIENCIES THAT PREVENT THE TEACHING AND IMPLEMENTATION OF ENTREPRENEURIAL ACTIVITIES IN THE REPUBLIC OF MOLDOVA

Cornelia CRUCERESCU, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

Carolina SPĂTARU, Master

Technical University of Moldova, Republic of Moldova

CONNECTING THE PUBLIC SERVICES MARKET IN THE REPUBLIC OF MOLDOVA TO THE PRINCIPLES OF THE DIGITAL SINGLE MARKET

Alexandra UNGUREANU, PhD. student

„Stefan cel Mare” University of Suceava, Romania

THE GLOBALIZED ECONOMY AS A RESULT OF DIVERGENT ECONOMIC MODELS

Oleg MOROZ, PhD., Assoc.prof.

The Engineering Educational and Scientific Institute of Zaporizhzhia, Ukraine

DIRECTIONS OF ENSURING SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE

Svetlana BOGDANOVA, PhD.

Technical University of Moldova, Republic of Moldova

EDUCATION IN TIME OF CRISIS: SHOCKING INNOVATION OR NEW OPPORTUNITIES?

Эльмира Магомед ГОДЖАЕВА, PhD., Assoc.prof.

Азербайджанский Государственный Экономический Университет

ПЕРСПЕКТИВНОЕ РАЗВИТИЕ АЗЕРБАЙДЖАНА В ПЕРИОД НЕЗАВИСИМОСТИ

Ghenadie CIOBANU, PhD., Assoc.prof.

INCSMPS, Bucuresti, Universitatea ARTIFEX, Bucuresti, Romania

MOBILITATEA OCUPATIONALA IN CONDITIILE NOILOR TRANSFORMARI TEHNOLOGICE

Tatiana PEREHUDOVA, PhD., Assoc.prof.

Institute for economics and forecasting of National Academy of Science of Ukraine

AN INCLUSIVE EMPLOYMENT POLICY IMPERATIVE IN A SUSTAINABLE DEVELOPMENT

Ana TĂNĂSESCU, PhD., Assoc.prof.

Petroleum-Gas University of Ploiești, Romania

AN ONTOLOGY BASED DECISION SUPPORT SYSTEM FOR SOIL QUALITY CONTROL

Larisa HUK, PhD.

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MODERNIZATION OF THE SYSTEM OF VOCATIONAL EDUCATION AND TRAINING IN THE CONTEXT OF THE GOALS OF DIGITALIZATION AND EMPLOYMENT

Lucia MOROSAN-DANILA, PhD.

„Stefan cel Mare” University of Suceava, Romania

Otilia-Maria BORDEIANU, PhD.

„Stefan cel Mare” University of Suceava, Romania

TRENDS OF ENTREPRENEURSHIP DURING THE PANDEMIC

Dina BARCARI, PhD.

Universitatea Tehnică a Moldovei, Republica Moldova

CERCETĂRI DESPRE EPISTEMOLOGIA PERSONALĂ ÎN DOMENIUL EDUCAȚIEI

Galyna MONASTYRSKAYA

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DECENT WORK IN THE SYSTEM OF SUSTAINABLE DEVELOPMENT PRIORITIES

Tatiana MUNTEANU, PhD., Assoc.prof.

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ELABORATION OF THE ORGANIZATIONAL COMMUNICATION STRATEGY OF THE PUBLIC INSTITUTION „TELERADIO-MOLDOVA” COMPANY

Oxana LIVITCHI, PhD., Assoc.prof.

Trade-Cooperative University of Moldova, Republic of Moldova

MANAGERIAL REENGINEERING IN THE CONTEXT OF DIGITALIZATION OF ECONOMIC SYSTEMS

Lidia SURDU

Technical University of Moldova, Republic of Moldova

RESOURCE MANAGEMENT AND ADMINISTRATION SYSTEMS – COMPETITIVE AND SUSTAINABLE TOOLS

Elena Irina VLASE, PhD. student

Romania

EXECUȚIA BUGETELOR LOCALE ÎN CONTEXTUL POSTULATELOR DE DURABILITATE

SECTION III

CIRCULAR ECONOMY: REALITIES, CHALLENGES, TRENDS

Larisa BUGAIAN, PhD. hab., Prof.

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Cristina DIACONU, PhD. student

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PERCEPEREA ECONOMIEI CIRCULARE DE CĂTRE SECTORUL VINICOL AL REPUBLICII MOLDOVA

Viorica POPA, PhD.

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Nicolae POPA

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EVALUAREA IMPACTULUI DEȘEURILOR PERICULOASE ASUPRA SĂNĂȚII ȘI MEDIULUI ÎN REPUBLICA MOLDOVA

Daniela AVASILOAEI (MUSCAL), PhD., Assoc.prof.

„Stefan cel Mare” University of Suceava, Romania

THE CIRCULAR ECONOMY AS A TOOL THAT GENERATES PARADIGM SHIFTS

Iuliu ȚURCAN, PhD., Assoc.prof.

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Rafael CILOCI, PhD., Assoc.prof.

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ECONOMIA CIRCULARĂ ÎN VIZIUNEA TINERILOR DIN REPUBLICA MOLDOVA

Angela TIMUS, PhD., Assoc.prof.

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Corina CHIRONACHI, PhD. student

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ROLUL TAXELOR ȘI IMPOZITELOR ECOLOGICE ÎN PROCESUL DEZVOLTĂRII DURABILE ȘI MODERNIZĂRII ECONOMIEI

Viktoriiia BLYZNIUK, PhD.

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GENDER DISPARITIES IN TRAINING: A VIEW IN THE CONTEXT OF THE DEVELOPMENT OF THE CIRCULAR ECONOMY

Victoria GANEA, PhD. hab., Prof.

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INDICATORII DEZVOLTĂRII DURABILE ȘI NECESITATEA UNEI NOI ABORDĂRI ÎN CONTEXT NAȚIONAL

Corina GRIBINCEA, PhD.

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TRANZIȚIA DE LA LINIARITATE SPRE CIRCULARITATEA ECONOMICĂ

Olga TIMOFEI, PhD.

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WASTE MANAGEMENT IN ENTERPRISES ACTIVITY IN THE CONTEXT OF A CIRCULAR ECONOMY TRANSITION (CASE OF REPUBLIC OF MOLDOVA)

Maria OLEINIUC, PhD., Assoc.prof.

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Aliona DODU, PhD., Assoc.prof.

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ELEMENTE CONCEPTUALE ALE MANAGEMENTULUI DE MEDIU

SECTION IV

MANAGEMENT AND LEADERSHIP

Maria GHEORGHÎȚA, PhD., prof.

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BOOSTING COMPETITIVENESS OF THE MOLDOVAN CLOTHING INDUSTRY: THE CASE OF THE NATIONAL FASHION BRAND “DIN ÎNIMA”

Tatiana MUNTEANU, PhD., Assoc.prof.

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Victoria MACIUGA, PhD. student

University of British Columbia, Vancouver, Canada

ORGANIZATIONAL COMMUNICATION – THE KEY TO SUCCESS IN ANY BUSINESS

Alina POLCANOVA, PhD., Assoc.prof.

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SYSTEMIC FORESIGHT AS A STRATEGIC PLANNING TOOL

K.A. ПИЛИПЕНКО, PhD., Assoc.prof.

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ОСОБЕННОСТИ ЛИДЕРСТВА В ОРГАНИЗАЦИИ И ЕГО ВЛИЯНИЕ НА ПРОЦЕСС УПРАВЛЕНИЯ

Ala OBERȘT, PhD., Assoc.prof.

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DEZVOLTAREA CULTURII SIGURANȚEI ALIMENTELOR – IMPERATIVUL LEADERSHIP-ULUI PERFORMANT

Dumitru STRATAN, PhD.

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THEORIES AND FOCUS ON SOCIAL ENTREPRENEURSHIP

Viktorii HROSUL, PhD., prof.

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Serhii ZUBKOV, PhD., Assoc.prof.

State Biotechnological University, Kharkiv, Ukraine

STRATEGIC COMPONENT OF THE ENTERPRISE DEVELOPMENT CORE: METHODOLOGICAL ASPECTS OF IMPLEMENTATION

Virgil GAFIȚA, PhD. student

România

REORGANIZAREA ÎNTEPRINDERILOR INSOLVABILE: ABORDARE EMPIRICĂ

Наталья ВИНОГРАДОВА

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СРАВНЕНИЕ ЭФФЕКТИВНОСТИ ПРЕДПРИЯТИЙ РАЗЛИЧНЫХ ФОРМ СОБСТВЕННОСТИ В РЕСПУБЛИКЕ МОЛДОВА

Stela CUCOȘ

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EVALUAREA SITUAȚIEI INVESTIȚIILOR DIN SECTORUL CONSTRUCȚIILOR ÎN REPUBLICA MOLDOVA

Galina IGNAT, PhD.student

Universitatea de Stat din Moldova, Republica Moldova

CARACTERISTICA ȘI CRITERIILE DINSTINCTIVE ALE MANAGEMENTULUI PRODUSELOR AGRICOLE ECOLOGICE

SECTION V

FINANCE & ACCOUNTING. MARKETING OF THE XXI CENTURY

Tatiana MANOLE, PhD. hab., prof.

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Daniela POJAR

Technical University of Moldova, Republic of Moldova

Rina ȚURCAN, PhD., Assoc.prof.

Technical University of Moldova, Republic of Moldova

COSTUL PE ACTIVITĂȚI VIS-A-VIS DE COSTUL STANDARD

Andrei STAN, PhD student

Aston University, Great Britain

SOURCING DIGITAL CAPABILITIES IN AUDIT ENGAGEMENTS

Neli MUNTEAN, PhD., Assoc.prof.

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Gabriela VALUȚA, PhD. student

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Vladimir PLOTNICOV, PhD., Assoc.prof.

Saint-Petersburg State University of Economics, Russia

**ANALYSIS OF ACCOUNTING LEGISLATIVE REGULATIONS ON INSOLVENCY IN LIQUIDATION PROCEEDINGS:
COMPARATIVE STUDY**

Ciprian APOSTOL, PhD, assoc.prof.
"Alexandru Ioan Cuza" University, Iasi, Romania
PERFORMANCE VERSUS WELFARE

Alina STRATILA, PhD., Assoc.prof.
Technical University of Moldova, Republic of Moldova

Ina GUMENIUC, PhD., Assoc.prof.
Technical University of Moldova, Republic of Moldova
GENDER WAGE GAP IN MOLDOVA: INFLUENCE FACTORS

Татьяна МЕЛИХОВА, Канд., доцент
Запорожского национального университета, Украина
ОСОБЕННОСТИ ОРГАНИЗАЦИИ УЧЕТА И ПРОВЕДЕНИЯ АУДИТА УЧЕТНОЙ ПОЛИТИКИ НА ПРЕДПРИЯТИЯХ В УКРАИНЕ

Ludmila TIMOTIN, PhD.
Technical University of Moldova, Republic of Moldova

Arina ȚIGANAȘ, Master
Technical University of Moldova, Republic of Moldova
SICK LEAVE – A COMPONENT PART OF SOCIAL LEAVE

Ina GUMENIUC, PhD., Assoc.prof.
Technical University of Moldova, Republic of Moldova

Alina STRATILA, PhD., Assoc.prof.
Technical University of Moldova, Republic of Moldova
BENEFICIILE APLICĂRII IMPOZITULUI UNIC AFERENT REZIDENȚILOR PARCURILOR PENTRU TEHNOLOGIA INFORMAȚIEI

Natalia CĂRBUNE
Universitatea Tehnică a Moldovei, Republica Moldova
ESENȚA ȘI FORMELE DE CIRCULAȚIE INTERNAȚIONALĂ A CAPITALULUI

Daniel CRISTIȘOR, PhD student
Romania
ROLUL DIAGNOSTICULUI FINANCIAR ÎN STABILITATEA ECONOMICĂ A COMPANIEI

Tatiana GRUNZU, PhD., Assoc.prof.
Universitatea Tehnică a Moldovei, Republica Moldova
Lilia CHIRIAC, PhD., Assoc.prof.
Universitatea Tehnică a Moldovei, Republica Moldova
ROLUL CERCETĂRIILOR DE MARKETING ÎN CIRCUITUL ECONOMIC AL ÎNTREPRINDERII

Valentina ȚÎRȘU, PhD.
Universitatea de Stat din Moldova, Republica Moldova
INVESTIȚIILE ÎN EDUCAȚIA UNIVERSITARĂ: PREMISĂ A EFICIENTIZĂRII PROCESULUI EDUCAȚIONAL

Alla TRUSEVICI, PhD., Assoc.prof.
"Alecu Russo" State University of Balti, Republica Moldova
Lilia CHISELIOV
"Alecu Russo" State University of Balti, Republica Moldova
EFFECTIVE USE OF MARKETING TOOLS IN THE PROMOTION OF GOODS AND SERVICES

Lilia CHIRIAC, PhD., Assoc.prof.
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TURISMUL CULTURAL CA FORMĂ DE VALORIFICARE A PATRIMONIULUI CULTURAL

Irina BUDAC, PhD. student
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MARKETING IN THE 21ST CENTURY
