



MINISTERUL  
EDUCAȚIEI, CULTURII  
ȘI CERCETĂRII



HR EXCELLENCE IN RESEARCH



## Programme

THE 2<sup>ND</sup>  
***INTERNATIONAL SCIENTIFIC  
CONFERENCE “DEVELOPMENT  
THROUGH RESEARCH AND  
INNOVATION - 2021”***

Online Conference for Reserachers, PhD and Post-Doctoral Students

August 27<sup>th</sup>, 2021

CHISINAU, 2021

## **GENERAL CHAIR**

Prof. **Belostecinic Grigore**, Rector of the Academy of Economic Studies of Moldova, Republic of Moldova

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**Fortună Olesea**, PhD student, Doctoral School ASEM, Republic of Moldova

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**Popa Bogdan**, PhD Student, University of Craiova, Romania

**Belu Alina**, PhD Student, University of Craiova, Romania

## **PROGRAM COMMITTEE MEMBERS**

**Guțu Corneliu, PhD, Vice Rector for Research and Partnerships, ASEM, Republic of Moldova**

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**Yüksel Atila, Assc. Prof. Dr. Aydın Adnan Menderes University, Faculty of Tourism, Turkey**

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**Tulay Güzel, Assoc. Prof. Dr. Çannakkale Onsekiz Mart University, Faculty of Tourism, Turkey**  
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**Pencho Penchev, Professor PhD - Dean of Faculty of Economics "St. Cyril and St. Methodius" University of Veliko Tarnovo, Bulgaria**  
**Desislava Varadzhakova, Assoc. Prof., PhD, Bulgarian Academy of Sciences - National Institute of Geophysics, Geodesy and Geography, Bulgaria**

# GENERAL PROGRAMME

*Friday, August 27, 2020*

- 9.30 – 10.00** – Participants Registration (acceptance to ZOOM meeting based on the received ID-invitation)  
**10.00 – 10.10** - Opening Ceremony

Opening Speeches of the International Scientific Conference „Development Through Research And Innovation - 2021”:

1. Belostecinic Grigore, Acad., univ. prof., hab. dr., ASEM Rector
2. Feuras Eugenia, univ. prof., hab. dr., Director of the Doctoral School of ASEM, Republic of Moldova

- 10.10 – 12.00** – Session I  
**12.00 – 13.00** – Lunch Break  
**13.00 – 17.00** – Session II  
**17.00 – 17.30** – Conference closing

**Timeframe of the speeches:  
during sessions – 5-10 min.**

August 27

Session ONE - Time: 10:10 – 12:00

Session TWO - Time: 13:00 – 17:00

Moderators: PhD. Student, Bahnaru Roman

PhD Student, Furtună Olesea

**Researchers / PhD Students/ Post-Doctoral Students**

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**LEGAL STATUS OF THE SOLE TRADER A NATURAL PERSON.  
ESTABLISHMENT.COMPANY AND REGISTERED OFFICE OF  
THE SOLE TRADER**

Blanuta Victoria, PhD Student, ASEM, Moldova

**REDEFINING THE FASHION THROUGH CIRCULAR ECONOMY  
IN EUROPE**

Furtuna Olesea, PhD Student, ASEM, Moldova

**DEPENDENCIES BETWEEN “PET FRIENDLY” AND EFFECT &  
DOGECOIN DEVELOPMENT TRENDS**

Yaneva Mariya, PhD, Bulgaria

**RELEVANT MARKET DEFINITION IN DIGITAL ECONOMY**

Parcalab Carolina, PhD student, National Institute for Economic Research,  
Moldova

**THE NON-STANDARD MONETARY POLICY MEASURES IN  
RESPONSE TO THE POTENTIAL FINANCIAL CRISIS**

Hîncu Mariana, PhD Student, ASEM, Moldova

**FINANCIAL IMPLICATIONS OF THE NON-FINANCIAL CRISIS**

Lopotenco Vadim, PhD Student, ASEM, Moldova

**CONSUMER PREFERENCES AS A BASIS FOR POSITIONING  
WINE-MAKING PRODUCTS IN THE REGIONAL MARKET OF  
THE ATU GAGAUZIA**

Aricova Liubov, PhD Student, Comrate State University, Moldova

**ASPECTS OF REINTEGRATION OF RETURNED MIGRANTS AND THE ROLE OF THE NEA IN THE LABOUR MARKET INTEGRATION**

Dogaru Raisa, PhD Student, ASEM, Moldova

**EMPOWERING WOMEN THROUGH REDUCING UNPAID WORK**

Robu Mariana, PhD Student, ASEM, Moldova

**EVALUATING THE IMAGE OF THE APPAREL INDUSTRY OF MOLDOVA**

Malancea Iurie, PhD Student, ASEM, Moldova

**SATELLITE MONITORING OF AGRICULTURAL LAND**

<sup>1</sup>Atanasov Asparuh, PhD Student, <sup>2</sup>Demirev Vladimir, PhD, Senior Assistant Professor, <sup>3</sup>Mikhova Galina, PhD, Associate Professor

<sup>1,2,3</sup> Technical University of Varna, Bulgaria

**IMPACT OF MOBILE APPLICATIONS OVER E-COMMERCE**

Nastas Vasile, PhD Student, ASEM, Moldova

**THE IMPACT OF THE COVID-19 PANDEMIC AND THE EUROPEAN GREEN DEAL ON THE AIR TRAFFIC INDUSTRY COMPETITIVITY AND ON MOLDAVIAN CERTIFIED AIR CARRIERS**

Niculaita Dumitru, PhD Student, ASEM, Moldova

Rapcea Vitalie, PhD, ASEM, Moldova

**IMPACT OF THE COVID-19 OUTBREAK ON DIGITAL PAYMENTS**

Vrabie Doina, PhD Student, ASEM, Moldova

**THE ROLE OF UNIT TESTING IN TRAINING**

Dimitrichka Zheleva Nikolaeva, PhD Student, Technical University of Varna, Bulgaria

**CREATIVITY SKILLS AND HUMAN CAPITAL FORMATION**

Duca Svetlana, PhD Student, ASEM, Moldova

Benea-Popusoi Elina, PhD, ASEM, Moldova

**INTERCULTURAL DILEMMAS IN MANAGEMENT AND WAYS OF THEIR SETTLEMENT IN ENTERPRISES FROM THE REPUBLIC OF MOLDOVA**

Pirlog Angela, PhD Student, ASEM, Moldova

**IMPLEMENTATION OF THE BSC: PERSPECTIVES FOR THE DEVELOPMENT OF A SUCCESSFUL BUSINESS**

Androsov Elena, PhD Student, ASEM, Moldova

**THE ROLE OF MOBILE APPLICATION IN ADOLSCENT DEVELOPMENT. EXISTING METHODS AND GOOD PRACTICES FOR CREATING MOBILE HEALTH APPLICATIONS**

Naydenova Todorova Galina, PhD Student, Tehnical University of Varna, Bulgaria

**THE BIOECONOMY STRATEGIES IN EUROPE: AN OVERVIEW**

Izvoranu Anca-Marina, Researcher, PhD Student, Academy of Economic Studies of Bucuresti, Romania

**ASSESSMENT OF TANGIBLE ASSETS ACCOUNTING IN THE PUBLIC SECTOR OF THE REPUBLIC OF MOLDOVA IN ACCORDANCE WITH INTERNATIONAL STANDARDS**

Railean Tatiana, PhD Student, ASEM, Moldova

Grigoroi Lilia, PhD, ASEM, Moldova

**LEGAL STATUS OF THE SOLE TRADER A NATURAL PERSON. ESTABLISHMENT.COMPANY AND REGISTERED OFFICE OF THE SOLE TRADER**

Mehmet Atakan Yilmaz, PhD Student, Technical University of Varna, Bulgaria

**THE PSYCHOLOGICAL EFFECT OF MUSIC IN THE EUROPEAN AREA**

Micuşa Dumitru, PhD Student, Free International Unuversity of Moldova

Maria Belinski, Delia Micuşa, Tinca Belinski

**HIGHER EDUCATION IN THE CONTEXT OF COVID-19 PANDEMIC: SOME CONSIDERATIONS**

Romanova Anastasia, Post-doc Student, ASEM, Moldova



**DIGITAL PLATFORM FOR DOCUMENTS EXCHANGE IN MARITIME TRANSPORT**

Meral Ahmed, PhD Student, Technical University of Varna, Bulgaria

**ECOSISTEMUL ÎNVĂȚĂMÂNTULUI CREATIVE ÎN ECONOMIA CUNOAȘTERII: CERCETARE TEORETICO-APLICATIVĂ**

Curoșu Doru, PhD Student, Academy of Economic Studies of Moldova, Moldova

Benea-Popușoi Elina, PhD, Academy of Economic Studies of Moldova, Moldova

**CORAPORTUL DINTRE INTERESUL PUBLIC ȘI PRIVAT ÎN ACTIVITATEA DE LICENȚIERE**

Pascaru Nicolae, PhD Student, Moldova State University, Moldova

**UTLIZAREA SWAP-URILOR IN CONTEXTUL SUSTENABILITĂȚII DATORIEI DE STAT EXTERNE**

Olari Marcel, PhD Student, ASEM, Moldova

**STUDIU PRIVIND EVOLUȚIA IMPOZITULUI PE VENITURILE PERSOANELOR JURIDICE ÎN REPUBLICA MOLDOVA**

Vieru Roman, PhD Student, ASEM, Moldova

Lazari Liliana, PhD, ASEM, Moldova

**INCLUDEREA REGIUNILOR IN MODELELE DE ECHILIBRU GENERAL APLICAT IN CONDITIILE UNOR DATE LIMITATE**

Prohntichi Valeriu, PhD Student, ASEM, Moldova

**DIMENSIUNILE INDIVIDUALISM & COLECTIVISM ÎN COMUNICAREA INTERCULTURALĂ**

Spînu Stela, Post-doc Student, State University of Medicine and Pharmacy "Nicolae Testimiteanu", Moldova

**PRE-CONTRACTUAL INFORMATION IN CONTRACTS CONCLUDED WITH ENERGY CONSUMERS**

Stici Silvia, PhD Student, Moldova State University, Moldova

**SMART HOUSE SECURITY RISKS WHEN USING A SMART LOCK**

Catruc Adriana, PhD Student, ASEM, Moldova

**ACCOUNTING MATTERS RELATED TO SERVICE RENDERING AND TURNKEY CONTRACTS UNDER THE TERMS OF PUBLIC-PRIVATE PARTNERSHIPS**

Panuş Corina, PhD Student, ASEM, Moldova

**MECHANISMS AND PARTICULARS OF CARRYING OUT FISCAL CONTROLS IN THE TERRITORY OF EUROPEAN UNION COUNTRIES**

Sargu Nicu, PhD Student, ASEM, Moldova

**RESEARCH OF THE REASONS OF THE DEVELOPMENT OF THE ALTERNATIVE FINANCE MARKET**

Paslari Andrei, PhD Student, ASEM, Moldova

**ANALIZA VULNERABILITAȚII REPUBLICII MOLDOVA LA FLUCTUAȚII COMERCIALE EXTERNE**

Diavor Mircea, PhD Student, ASEM, Moldova

**STIMULAREA INVESTIȚIILOR ÎN SECTORUL DE CERCETARE DIN REPUBLICA MOLDOVA**

Railean Veronica, PhD student, National Institute for Economic Research, Moldova

Timuş Angela, PhD

**THE ROLE OF SUSTAINABILITY IN THE INNOVATION PROCESS OF SMEs**

Popa Valentin, PhD Student, ASEM, Moldova

**EFICIENȚA MECANISMULUI DE ASIGURARE A STABILITĂȚII FINANCIARE**

Ionas Ana, PhD Student, ASEM, Moldova

**PREMISES AND POSSIBILITIES OF APPLYING EDUCATIONAL MARKETING IN ORDER TO IMPROVE THE IMAGE OF THE UNIVERSITY**

Jomir Eudochia, PhD Student, ASEM, Moldova

**PROMOVAREA ABORDĂRII INTEGRATOARE DE GEN ÎN CADRUL POLITICILOR BUEGETAR-FISCALE ÎN REPUBLICA MOLDOVA**

Zadniu Rodica, PhD Student, ASEM, Moldova

**БЛОКЧЕЙН В МАРКЕТИНГЕ, СПОСОБЫ ПРИМЕНЕНИЯ ТЕХНОЛОГИИ**

Gagauz Valeriu, PhD Student, ASEM, Moldova

**MIGRAȚIA DE REVENIRE ÎN VIZORUL ORGANIZAȚIILOR INTERNAȚIONALE**

Morozan Stela, PhD Student, ASEM, Moldova

**ВЛИЯНИЕ ГЕОПОЛИТИЧЕСКИХ ПРОЦЕССОВ НА ТЕМПЫ ЭКОНОМИЧЕСКОГО РОСТА**

Kenig Eduard, PhD Student, ASEM, Moldova

**OPORTUNITAȚILE ȘI PROVOCARILE REPUBLICII MOLDOVA IN CONTEXTUL VALORIFICARII ENERGIEI REGENERABILE**

Iarmenco Mihaela, PhD Student, ASEM, Moldova

**THE QUALITY OF AUDIT, CURRENT SITUATION AND IMPORTANCE IN THE AUDIT ACTIVITY**

Țurcanu Ștefan, PhD Student, ASEM, Moldova

**SECURITATEA ENERGETICĂ A REPUBLICII MOLDOVA**

Calmic Octavian, PhD Student, ASEM, Moldova

**DELIMITĂRI METODOLOGICE ȘI SINTEZE COMPARATIVE DE EVOLUȚIE A SISTEMELOR DE PENSII DIN REPUBLICA MOLDOVA, ROMANIA ȘI ȚĂRILE UE**

Tacu Mariana, PhD Student, ASEM, Moldova

**THE LOCATION OF ZĂRNEȘTI CITY IN ROMANIA IN THE SYSTEM OF SMALL AND MEDIUM URBAN LOCATIONS OF BRAȘOV COUNTY**

Crăciun Laurențiu, PhD Student, ASEM, Moldova

**ROLUL CADRELOR DIDACTICE ÎN PREVENIREA  
ABANDONULUI ȘCOLAR**

Miron Mihaela, PhD Student, Universitatea "Alexandru Ioan Cuza" din Iași,  
Romania

**SECURITATEA REPUBLICII MOLDOVA: TENDINȚE ȘI  
PERSPECTIVE**

Bragoi Diana, PhD Student, ASEM, Moldova

**IMPACTUL MODIFICĂRII COTEI IMPOZITULUI PRIVIND  
BUNURILE IMOBILE ASUPRA CONTRIBUABILULUI ȘI  
VENITURILOR BUGETULUI LOCAL**

Gasnaș Gheorghe, PhD Student, ASEM, Moldova  
Cunicina Eduard, PhD Student, ASEM, Moldova

**GAINING COMPETITIVE ADVANTAGE BY DEVELOPING  
LOGISTICS SYSTEMS**

Staver Liliana, Researcher, ASEM, Moldova

**THE HEAD OF STATE „NEUTRAL” POWER:CONCEPTUAL  
BASIS**

Malyarchuk Oksana, PhD Student, University of Political and Economic  
European Knowledge „C. Stere”, Moldova

**THE IMPACT OF COVID-19 ON CONSUMER BEHAVIOR OF  
FINANCIAL-BANKING SERVICES**

Mistrean Larisa, Post-doc Student, ASEM, Moldova

**TAX POST – AN ALTERNATIVE METHOD TO VERIFY THE  
TAXPAYZER'S VOLUNTARY COMPLIANCE WITH THE LEGAL  
FRAMEWORK**

Nevmerjițchi Ilie, PhD Student, ASEM, Moldova

**PERSONALIZED MEDICINE ARE THE MYTH FOR THE  
REPUBLIC OF MOLDOVA ?**

Jucov Artiom, Post-doc Student, ASEM, Moldova