



## CONFERENCE TOPICS

**MANAGEMENT STRATEGIES IN CONDITIONS OF UNCERTAINTY**  
**STRATEGII DE MANAGEMENT ÎN CONDIȚII DE INCERTITUDINE**

**ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT**  
**ANTREPRENORiat PENTRU DEZVOLTARE DURABILĂ**

**THE DIGITAL TRANSFORMATION OF THE SOCIO-ECONOMIC SYSTEM**  
**TRANSFORMAREA DIGITALĂ A SISTEMULUI SOCIO-ECONOMIC**

*Working language: Romanian, English, Russian and French*

<https://bit.ly/3zq3Yds>

Chisinau, Republic of Moldova

June 9 – 10, 2022

**ORGANIZING COMMITTEE**

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<b>ȚÎMBALIUC Natalia</b>	Lecturer univ., PhD, Academy of Economic Studies of Moldova

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<b>COJOCARU Igor</b>	PhD, director Information Society Development Institute, Moldova
<b>ȘAVGA Ghenadie</b>	Associate Professor, PhD, Academy of Economic Studies of Moldova
<b>DOROGAIA Irina</b>	Associate Professor, PhD, Academy of Economic Studies of Moldova

# ICSPM 2022 - 7 th International conference MANAGEMENT STRATEGIES AND POLICIES IN THE CONTEMPORARY ECONOMY

## PROGRAMME

DAY 1	Thursday, June 09, 2022
09.30 – 10.00	Registration of participants Senate Hall ASEM, bl. A, 3 <sup>rd</sup> floor <i>Online connection</i> <a href="https://bit.ly/3zq3Yds">https://bit.ly/3zq3Yds</a>
10.00 – 10.30	OPEN
SOLCAN Angela	Associate Professor, PhD, head of the Management and Entrepreneurship department, Academy of Economic Studies of Moldova
Welcome speeches	
STRATAN Alexandru	Rector of Academy of Economic Studies of Moldova, Habilitated Doctor, University Professor, Corresponding member of the Academy of Sciences of Moldova
BELOSTECINIC Grigore	Habilitated Doctor, University Professor, Academician of the Academy of Sciences of Moldova
BULATOVA Olena	Habilitated Doctor, University Professor, First Vice-Rector Mariupol State University, Ukraine
KHADZHYNOV Illia	Habilitated Doctor, University Professor, Vice-rector for scientific work, Vasyl' Stus Donetsk National University, Ukraine
10.30 – 11.00	PLENARY MEETING
RYZHKOV Eduard, Professor, PhD, Dnipro State University of Internal Affairs, Dnipro, Ukraine <i>Management in the field of training cyber specialists for law enforcement agencies</i>	
SHCHERBINA Olha, Associate Professor, PhD, Vasyl' Stus Donetsk National University, Ukraine <i>The impact of information wars on the transformation of the socio-economic system</i>	
DOROGAIA Irina, PhD, Associate Professor, Academy of Economic Studies of Moldova <i>The Era of the Singularity and the Creation of a Bimodal System: opportunities and threats for enterprises in the Republic of Moldova</i>	
11.00 - 13.30	<b>MANAGEMENT STRATEGIES IN CONDITIONS OF UNCERTAINTY</b> <b>STRATEGII DE MANAGEMENT ÎN CONDIȚII DE INCERTITUDINE</b> <i>Moderator – ȘAVGA Ghenadie, PhD, Associate Professor, ASEM</i>
13.30 - 14.30	Lunch break
14.30 - 16.00	<b>THE DIGITAL TRANSFORMATION OF THE SOCIO-ECONOMIC SYSTEM</b> <b>TRANSFORMAREA DIGITALĂ A SISTEMULUI SOCIO-ECONOMIC</b> <i>Moderator – PORTARESCU Serghei, PhD, Associate Professor, ASEM</i>
16.00 -	Networking. Questions and answers
DAY 2	Friday, June 10, 2022
09.30 - 11.30	<b>ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT</b> <b>ANTREPRENORIAL PENTRU DEZVOLTARE DURABILĂ</b> <i>Moderator - STIHI Ludmila, PhD, Associate Professor, ASEM</i>
11.30 - 11.45	Coffee-break
11.45 - 13.00	Continuation of section work
13.00 -	Networking. Questions and answers

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**MANAGEMENT STRATEGIES IN CONDITIONS OF UNCERTAINTY  
STRATEGII DE MANAGEMENT ÎN CONDIȚII DE INCERTITUDINE**

*Moderator – ȘAVGA Ghenadie, PhD, Associate Professor, ASEM*

Nr.	Name, Surname Scientific degree	Institution, organization	Country	Title of the article
1.	Cotelnic Ala Habilitation Doctor	Academy of Economic Sciences of Moldova	R.Moldova	Time management of the university staff
2.	Doronina Olha Habilitation Doctor	Vasyl' Stus Donetsk National University	Ukraine	Priorities of personnel strategy in conditions of uncertainty
3.	Bulatova Olena Habilitation Doctor Marena Tetyana Habilitation Doctor Chentukov Yurii Habilitation Doctor	Mariupol State University	Ukraine	The impact of military conflicts on the educational component of national economic security
4.	Hajiyeva Saadat PhD student	Agricultural Economic Research Center of the Ministry of Agriculture of the Republic of Azerbaijan	Azerbaijan	Risk management in the agricultural market: challenges for Azerbaijan
5.	Gușuvati Aliona PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Învățământul dual – permisă de creștere a competitivității viitorilor economiști Dual education – a permit to increase the competitiveness of the future economists
6.	Shmatko Nataliia Doctor of Economic Sciences Karminska-Bielobrova Maryna PhD in Public Administration	National Technical University"Kharkiv Polytechnic Institute"	Ukraine	MANAGEMENT DECISION-MAKING UNDER RISK AND UNCERTAINTY
7.	Platon Nicolae Habilitation Doctor Vieru Tatiana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	DURABILITATEA ȘI COMPETITIVITATEA SECTORULUI ENERGETIC AL REPUBLICII MOLDOVA SUSTAINABILITY AND COMPETITIVENESS OF THE ENERGY SECTOR OF THE REPUBLIC OF MOLDOVA
8.	Anisimova Olha Habilitation Doctor Vornovițchi Diana PhD student	Vasyl' Stus Donetsk National University Academy of Economic Sciences of Moldova	Ukraine R.Moldova	Роль информационных технологий в управлении современным предприятием The role of information technology in modern enterprise management
9.	Taranych Andrii PhD of Economic Sciences Taranych Oksana PhD of Economic Sciences	Vasyl' Stus Donetsk National University	Ukraine	Corporate culture management as a component of enterprise development strategy

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10.	Turcov Elena Habilitation Doctor	Academy of Economic Sciences of Moldova	R.Moldova	Efectele economice ale turismului în condițiile actuale
11.	Savciuc Oxana PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Realizarea auditului de marketing în contextul planificării strategice Carrying out the marketing audit in the context of strategic planning
12.	Călugăreanu Irina PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Management of public-private partnership contracts as a method of risk mitigation Managementul contractelor de parteneriat public-privat ca metodă de mitigare a riscurilor
13.	DELIU Nina PhD student	University of Rome La Sapienza and University of Cambridge	Italy UK	Just-in-Time Adaptive Interventions to Guide Healthy Behavioral Changes: the DIAMANTE Study
14.	Veretilnyk Oleksandr PhD student	Doctoral School of the University of Szczecin, Institute of Political Science and Security Studies	Poland	Реинтеграция бывших коллаборационистов в рынок труда Исламского Эмирата Афганистан: проблемы и перспективы Reintegration of former collaborators into the labor market of the Islamic Emirate of Afghanistan: problems and prospects
15.	Zinchenko Olena Habilitation Doctor Țurcanu Gheorghe PhD of Economic Sciences	Kyryvi Rih National University Academy of Economic Sciences of Moldova	Ukraine	Управление экономической безопасностью предприятия Enterprise economic security management
16.	Melnic Igor PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Piața asigurărilor din Republica Moldova: realități și perspective Insurance market in the Republic of Moldova: realities and perspectives
17.	Yurchyshena Liudmyla PhD of Economic Sciences	Vasyl' Stus Donetsk National University	Ukraine	Strategic financial planning of universities: challenges and opportunities
18.	Cîrlan Ana PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Managementul riscului valutar în bancă Foreign exchange risk management in the bank
19.	Rudenok Olha PhD student	Vasyl' Stus Donetsk National University	Ukraine	Strategic tools for optimizing the ownership concentration in the corporate sector
20.	Tulchinskiy Rostislav Habilitation Doctor	Vasyl' Stus Donetsk National University	Ukraine	MANAGING OF THE DECENTRALIZATION AUTHENTIC AUTHORITIES PROCESS IN REGIONAL ECONOMIC SYSTEMS
21.	Litvin Aurelia Habilitation Doctor Petrascu Svetlana PhD student	State Agrarian University of Moldova	R.Moldova	Existing impediments in project management, implemented by LPA
22.	Lapițkaia Liudmila PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	IMPROVEMENT OF THE MANAGEMENT STRATEGY IN ELABORATING OF ACCOUNTING POLICIES OF THE ENTITY IN ACCORDANCE WITH IFRS
23.	Bălănică Dragomir Mariana Carmelia PhD in other sciences Simionescu Aurel Gabriel	«Dunărea de Jos» University of Galați,	Romania	THE MANAGEMENT OF ENVIRONMENTAL TAXES IN ROMANIA



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24.	Juraveli Tatiana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Trăsăturile de personalitate a negociatorului prin prisma temperamentului The personality traits of the negotiator in terms of temperament
25.	Mustetsa Iryna PhD of Economic Sciences	Chernivtsi Institute of Trade and Economics of DTEU	Ukraine R.Moldova	Ways to improve the management of enterprises in the tourism industry of Ukraine during martial low
26.	Rusu Djulieta PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Rolul activităților extracurriculare în formarea competenței profesionale la studenții de la facultatea BAA
27.	Solomatin Ala Doctor (PhD) in other sciences	Academy of Economic Sciences of Moldova	R.Moldova	Instrumente de merchandising in vedrea creșterii nivelului de vanzari
28.	Boguș Angela PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Servicii publice performante - catalizatorul unui nivel de trai decent
29.	Cepraga Lucia PhD of Economic Sciences Bîrsan Svetlana PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Cultura comunicării organizaționale - strategie managerială în societatea modernă THE CULTURE OF ORGANIZATIONAL COMMUNICATION - MANAGERIAL STRATEGY IN MODERN SOCIETY
30.	Gauș Tatiana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Coaching as method of leadership development in HEI.
31.	Costova Natalia Lect. univ.	Academy of Economic Sciences of Moldova	R.Moldova	Анализ внешнего долга Республики Молдова в актуальный период. Analysis of the external debt of the Republic of Moldova in the current period
32.	Railean Tatiana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Analysis of fundamental challenges and risks related to the implementation and application of National Public Sector Accounting Standards
33.	Litvin Eugeniu PhD student	Academy of Economic Sciences of Moldova	R.Moldova	ROLUL MANAGEMENTULUI CALITĂȚII ÎN PRESTAREA SERVICIILOR
34.	Nicolaescu Victor PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Strategii aplicate in analiza interacțiunii cu părțile interesate Strategies applied in the analysis of interaction with stakeholders
35.	Marcel Olari PhD student	Academy of Economic Sciences of Moldova	R.Moldova	The impact of external state government debt on the economy of the Republic of Moldova
36.	Corobceanu Stela	Regional Economic Development Institute	R.Moldova	Noi abordări in Dezvoltarea regională și rurală pentru o dezvoltare economică echilibrată
37.	Dumitrescu Corina Elena	Școala Gimnazială Nr.4 Rm.Vâlcea	România	Strategii de învățare utilizate în activitatea online

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## ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

### ANTREPRENORIAL PENTRU DEZVOLTARE DURABILĂ

*Moderator - STIHI Ludmila, PhD, Associate Professor, ASEM*

Nr.	Name, Surname Scientific degree	Institution, organization	Country	Title of the article
1.	Uşurelu Lucia	Pro Entrance consulting company	R.Moldova	Suportul prestatorilor de servicii in afaceri pentru dezvoltarea sustenabila a afacerilor
2.	Panfilii Alexandru	Global Business Acces	R.Moldova	Asigurarea sustenabilității afacerii după finanțarea din diverse fonduri
3.	Ianioglo Alina PhD of Economic Sciences	National Institute for Economic Research	R.Moldova	Tendințe moderne și oportunități de finanțare a întreprinderilor Modern trends and opportunities in financing domestic enterprises
4.	Карчевская Елена PhD Светогор Марина студентка	Gomel State Technical University named after P.O. Sukhoi	Belarus	MICE TOURISM: MARKETING ANALYSIS OF INFORMATION SUPPORT MICE-ТУРИЗМ: МАРКЕТИНГОВЫЙ АНАЛИЗ ИНФОРМАЦИОННОГО ОБЕСПЕЧЕНИЯ
5.	Țurcanu Galina PhD	Academy of Economic Sciences of Moldova	R.Moldova	Consumul din perspectiva dezvoltării durabile Consumption from the perspective of sustainable development
6.	Stihi Ludmila PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Eficientizarea contribuției sistemului educational pentru asigurarea sustenabilitatii afacerii prin specialisti calificati Making the contribution of the educational system more effective in ensuring business sustainability through qualified specialists
7.	Solcan Angela PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Social entrepreneurship in Moldova: trends and prospects Antreprenoriatul social in Republica Moldova: tendințe și perspective
8.	Deliu Natalia PhD student	Center of Excellence in Economics and Finance	R.Moldova	Barriers and incentives for business start-ups by young entrepreneurs
9.	Popa Andrei Habilitation Doctor	Cahul State University "Bogdan Petriceicu Hasdeu"	R.Moldova	ECONOMIA CIRCULARĂ CA STRATEGIE DE DEZVOLTARE REGIONALĂ ȘI LOCALĂ CIRCULAR ECONOMY AS A STRATEGY OF REGIONAL AND LOCAL DEVELOPMENT
10.	Mironov Svetlana PhD of Economic Sciences	Moldova State University	R.Moldova	THE IMPORTANCE OF ECONOMIC TRAINING FOR ENTREPRENEURS TO ACHIEVE SUSTAINABLE PERFORMANCE
11.	Morei Virgiliu PhD of Economic Sciences	State Agrarian University of Moldova	R.Moldova	Măsuri de susținere a mediului de afaceri în contextul pandemiei Covid-19 Measures to support the business environment in the context of the Covid-19 pandemic
12.	Levitskaia Alla Habilitation Doctor	Comrat State University	R.Moldova	Внедрение непрерывного образования в области предпринимательства в сельской местности через гибридные форматы обучения Implementation of lifelong education in the field of entrepreneurship in rural areas through hybrid learning formats
13.	Buşmachi Eugenia PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Corporate governance and perspectives on ESG
14.	Gonchar Olga Habilitation Doctor	Хмельницкий национальный университет	Ukraine	Информационные технологии в стратегическом управлении предприятием Information technologies in strategic enterprise management

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15.	Săracu Alina-Florentina PhD of Economic Sciences Ungureanu Claudia-Veronica	Universitatea Dunarea de Jos din Galati	România	THE IMPACT OF NON-REIMBURSABLE FINANCING PROGRAMS IN THE DEVELOPMENT OF THE ROMANIAN RURAL AREA
16.	Sychova Natallia PhD of Economic Sciences Ramadan Atnisha	Gomel State Technical University named after P.O. Sukhoi	Belarus	DEVELOPMENT OF ENTREPRENEURSHIP IN THE STATE OF LIBYA: PROBLEM ASPECTS AND PROSPECTS
17.	Covaș Lilia Habilitation Doctor	Academy of Economic Sciences of Moldova	R.Moldova	Sporirea sustenabilității companiilor din Republica Moldova Increasing the sustainability of companies from the Republic of Moldova
18.	Țîmbaliuc Natalia PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Management eficient în situații de criză Efficient crisis management
19.	Serduni Serghei PhD of Economic Sciences Șavga Ghenadie PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Eficiența și eficacitatea proceselor economice prin prisma echității sociale.
20.	Platon Nicolae Habilitation Doctor Zaporojan Felicia, Cabac Elena	Academy of Economic Sciences of Moldova	R.Moldova	Animația ca element fundamental al ofertei turistice Animation as a fundamental element of the touristic offer
21.	Bejan Ghenadie PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Considerații privind măsurile fiscale de susținere a activității de întreprinzător / Considerations regarding the fiscal measures to support the entrepreneurial activity
22.	Prihunov Oleksii PhD of Economic Sciences	Vasyl' Stus Donetsk National University	Ukraine	Information technologies to support decision making Інформаційні технології підтримки прийняття рішень
23.	Ionin Yevhen Habilitation Doctor	Vasyl' Stus Donetsk National University	Ukraine	Аналитические индикаторы в обеспечении устойчивого развития предпринимательства Analytical indicators in ensuring the sustainable development of entrepreneurship
24.	Klymchuk Oleksandr Habilitation Doctor	Vasyl' Stus Donetsk National University	Ukraine	СПЕЦИФИКА ИСПОЛЬЗОВАНИЯ ТЕХНОЛОГИЧЕСКИХ ПОКАЗАТЕЛЕЙ БИОЭНЕРГЕТИЧЕСКИХ КУЛЬТУР ДЛЯ ЭФФЕКТИВНОГО ПРОИЗВОДСТВА БИОТОПЛИВА SPECIFICATION OF THE USE OF TECHNOLOGICAL INDICATORS OF BIOENERGY CROPS FOR EFFICIENT BIOFUELS PRODUCTION
25.	Cepraga Lucia PhD of Economic Sciences Bîrsan Svetlana PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Abordarea identității organizaționale din perspectiva dezvoltării durabile APPROACHING ORGANIZATIONAL IDENTITY FROM THE PERSPECTIVE OF SUSTAINABLE DEVELOPMENT
26.	Klymenko Yurii PhD	Vasyl' Stus Donetsk National University	Ukraine	Кластерное взаимодействие как инструмент предпринимательской устойчивости. Cluster interaction as a tool for entrepreneurial sustainability
27.	Rybalchenko Ludmila, PhD of Economic Sciences Kosychenko Oleksandr	Dnipropetrovsk State University of Internal Affairs	Ukraine	PROTECTION OF INFORMATION AT THE ENTERPRISE IN CONDITIONS OF COMPETITION



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28.	Synytsina Yuliia PhD	Dnipropetrovsk State University of Internal Affairs	Ukraine	SMALL BUSINESS CRISIS STRATEGIES: PANDEMICS СТРАТЕГИИ ОРГАНИЗАЦИЙ МАЛОГО БИЗНЕСА В КРИЗИСНЫХ СИТУАЦИЯХ: ПАНДЕМИИ
29.	Karpenko Andrii Habilitation Doctor Karpenko Natalia	National University "Zaporizhzhia Polytechnic", Zaporizhzhia cluster "Engineering-Automation- Machinery"	Ukraine	Clusters Innovation Capability in Ukraine
30.	Grabarovschi Ludmila PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Managementul contabil: abordare bazată pe riscuri Accounting management: a risk-based approach
31.	Braguța Aurelia PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Impactul și rolul întreprinderilor sociale în dezvoltarea economică a Republicii Moldova The impact and role of social enterprises in the economic development of the Republic of Moldova
32.	Dobrovolschi Ludmila PhD of Economic Sciences	State Agrarian University of Moldova	R.Moldova	Evaluarea performanței în vederea racordării rezervelor interne ale întreprinderilor la imperativele dezvoltării durabile Performance evaluation for connecting internal reserves of the enterprises to the imperatives of the sustainable development
33.	Baltag Grigore PhD of Economic Sciences	State Agrarian University of Moldova	R.Moldova	National egg production analysis and development directions
34.	Levitskaia Alla Habilitation Doctor Nadejda Ianioglo	Comrat State University	R.Moldova	ВЛИЯНИЕ ПОСЛЕДСТВИЙ ПАНДЕМИИ НА УСИЛЕНИЕ ГЕНДЕРНОГО ДИСПАРИТЕТА /IMPACT OF PANDEMIC CONSEQUENCES TO INCREASE GENDER DISPARITY
35.	Андрянчикова Мария PhD of Economic Sciences	Gomel State Technical University named after P.O. Sukhoi	Belarus	Интегрированная среда развития навыков предпринимательского мышления в процессе обучения в университете Integrated environment for the development of entrepreneurial thinking skills in the process of studying at the university
36.	Saghin Lilia PhD student	USM	R.Moldova	Analiza programelor publice/guvernamentale și a normelor legislative privind incluziunea economica a persoanelor cu dizabilitati / Analysis of public / government programs and legislation on the economic inclusion of people with disabilities
37.	Platon Nicolae Habilitation Doctor Țurcanu Igor PhD student	Academy of Economic Sciences of Moldova	R.Moldova	PARADISURILE FISCALE ÎN LUMEA CONTEMPORANĂ TAX HEAVEN IN THE CONTEMPORARY WORLD
38.	Jorovlea Elvira PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	MANAGEMENT OF ORGANIZATIONAL DIVERSITY IN MODELING EMPLOYEE BEHAVIOR
39.	Roșca-Sadurschi Liudmila PhD of Economic Sciences Ceclu Liliana	Universitatea de Stat „B.P.Hasdeu” din Cahul	R.Moldova	ECO-INOVARIA - PROMOTOR AL ECONOMIEI CIRCULARE ÎN DEZVOLTAREA AFACERILOR SUSTENABILE

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40.	Chiurcciu Vitali	Comrat State University	R.Moldova	Оценка уровня эффективности деятельности бизнес-инкубатора (на примере Бизнес-инкубатора Чадыр-Лунга, АТО Гагаузия, Молдова). Assessment of the level of efficiency of the business-incubator (based on Business Incubator of Ceadir-Lunga, ATU Gagauzia, Moldova).
41.	FORTUNA Olesea PhD student	Global Entrepreneurship Network Moldova Public Association	R.Moldova	Building Innovation Guidelines for Transition to Sustainable Entrepreneurship
42.	Andrițchi Virgilia profesor de geografie, gr. did. I Remeșovschi Natalia PhD of Economic Sciences	Centrul de Excelență în Informatica și Tehnologii Informaționale Academy of Economic Sciences of Moldova	R.Moldova	Implications of the demographic and economic factors on consumer behavior
43.	NOVOJEN Olga	Școala profesională nr.3, Chișinău	R.Moldova	THE SPECIFICITY OF THE ENTREPRENEURIAL COMPETENCE MODEL FOR TECHNICAL VOCATIONAL EDUCATION IN THE REPUBLIC OF MOLDOVA
44.	Chirtoca Alexei PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	STRATEGII ȘI POLITICI DE MANAGEMENT ÎN SISTEMELE ECO-ECONOMICE CONTEMPORANE MANAGEMENT STRATEGIES AND POLICIES IN CONTEMPORARY ECO-ECONOMIC SYSTEMS

# ICSPM 2022 - 7 th International conference MANAGEMENT STRATEGIES AND POLICIES IN THE CONTEMPORARY ECONOMY

## THE DIGITAL TRANSFORMATION OF THE SOCIO-ECONOMIC SYSTEM

### TRANSFORMAREA DIGITALĂ A SISTEMULUI SOCIO-ECONOMIC

*Moderator – PORTARESCU Serghei, PhD, Associate Professor, ASEM*

Nr.	Name, Surname Scientific degree	Institution, organization	Country	Title of the article
1.	Bochulia Tetiana PhD of Economic Sciences	State Biotechnological University	Germany	Digital innovations for development of information and analytical provision of modern business
2.	Popa Daniela PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Digital transformation of the socio-economic system in Moldova Republic
3.	Caminschi Olga Dorogaia Irina PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Цифровая трансформация малого и среднего бизнеса Республики Молдова. Digital transformation of SMB in the Republic of Moldova.
4.	Gorobeș Ilinca PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Activitatea bancară în contextul convergenței la economia digitală Banking in the context of convergence in the digital economy
5.	Ryzhkov Eduard PhD in Law Tiutchenko Svitlana PhD of Economic Sciences	Dnipropetrovsk State University of Internal Affairs	Ukraine	Main objectives and principles of economy digitalization
6.	Mancaș Maria PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Transformarea prin digitalizare a învățământului superior – actualitate și necesitate în asigurarea creativității cadrelor didactice universitare și a competitivității universității
7.	Portarescu Serghei PhD of Economic Sciences Negru Ion PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Implicații manageriale a procesului de digitalizare a instituției de învățământ superior
8.	Igor Curov PhD student Morari Elena	Clinical Hospital of the Ministry of Health	R.Moldova	Digital technologies in the health system of the Republic of Moldova
9.	Șendrea Mariana PhD of Economic Sciences	Academy of Economic Sciences of Moldova	R.Moldova	Digitalizarea și Inteligența Artificială: domenii de aplicare, necesitate, efecte
10.	Cristafovici Profira PhD of Economic Sciences Panfil Cristina	Academy of Economic Sciences of Moldova	R.Moldova	Piața de plăți în Republica Moldova: limite și oportunități de dezvoltare Payment market in the Republic of Moldova: limits and development opportunities
11.	Saharnean Liliana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Marketingul inovațiilor digitale The marketing of digital innovation
12.	Ryzhkov Eduard PhD in Law Rybalchenko Ludmila	Dnipropetrovsk State University of Internal Affairs	Ukraine	Protection of information at the enterprise in conditions of competition

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13.	Verhal Kseniia PhD of Economic Sciences	National University "Yuri Kondratyuk Poltava Polytechnic"	Ukraine	Digital economy as a driver of business development Цифровая экономика как драйвер развития бизнеса
14.	Kyryliuk Iryna PhD of Economic Sciences Blahopoluchna Anastasia	Pavlo Tychyna Uman State Pedagogical University	Ukraine	THE INFLUENCE OF DIGITAL TECHNOLOGIES ON THE DEVELOPMENT OF THE HOSPITALITY INDUSTRY IN MODERN CONDITIONS
15.	Vivchar Oksana Habiliated Doctor SHATARSKYI Artur	National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»	Ukraine	Digitalization of enterprise security as a basic vector vector of digital imperatives
16.	Saharnean Liliana PhD student	Academy of Economic Sciences of Moldova	R.Moldova	Expresia marketingului digital în economia digitală The aspect of digital marketing in the digital economy
17.	Negru Ion PhD of Economic Sciences Zinchenko Dmytro PhD student	Academy of Economic Sciences of Moldova National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»	R.Moldova Ukraine	Digitalization of the economic security of the enterprise
18.	Chvertko Liudmyla PhD of Economic Sciences Vinnytska Oksana Korniienko Tetiana	Pavlo Tychyna Uman State Pedagogical University	Ukraine	INCLUSIVE ORIENTATION OF THE DEVELOPMENT OF THE INSURANCE MARKET OF UKRAINE IN THE CONDITIONS OF DIGITALIZATION OF THE ECONOMY
19.	Ольга Пугачева PhD of Economic Sciences	Гомельский государственный университет имени Франциска Скорины	Belarus	Развитие цифровой экономики в Республике Беларусь Development of digital economy in the Republic of Belarus
20.	Chiril Tatiana	WISE AGILE SRL	R.Moldova	Digital monitoring and management of personal success as a key element of economic growth
21.	Балина Ирина PhD of Economic Sciences	Славянский университет в Республике Молдова	R.Moldova	Основные тренды и вызовы современного менеджмента цифрового образования и экономики знаний. The main trends and challenges of modern management of digital education and the knowledge economy
22.	Igor Curov PhD student Morari Elena	Clinical Hospital of the Ministry of Health	R.Moldova	DIGITAL MEDICINE AS A MECHANISM FOR ENSURING THE AVAILABILITY OF HIGH-TECH MEDICAL SERVICES IN THE HEALTHCARE OF THE REPUBLIC OF MOLDOVA
23.	Paslari Andrei PhD student	Academy of Economic Sciences of Moldova	R.Moldova	ТЕОРЕТИЧЕСКИЕ ОСНОВЫ РЫНКА АЛЬТЕРНАТИВНЫХ ФИНАНСОВЫХ ИНСТРУМЕНТОВ

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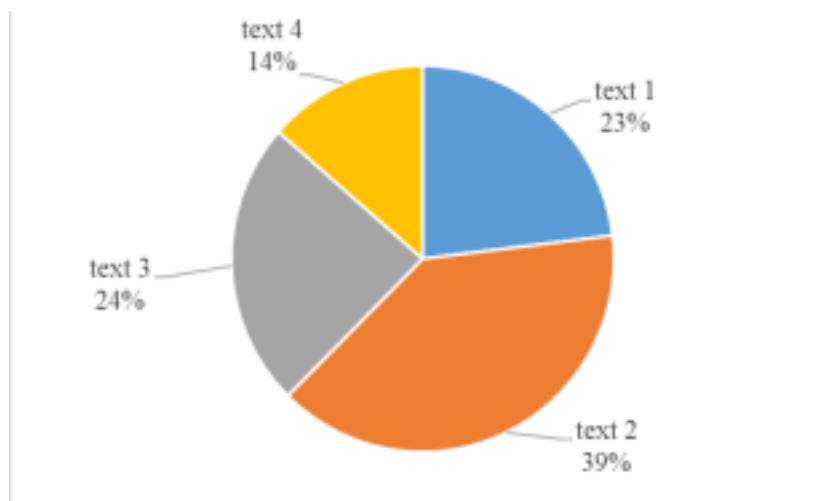
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The Conclusions will reflect the views of the authors on the presented issues and outcomes.

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Covaș, L. (2019). *Cultura organizațională și dezvoltarea durabilă al întreprinderii*, ed. ASEM, Chișinău, pp. 20-26.

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Şendrea, M. (2021). Trends in Reduction of the Work Program, *Economica*, vol. 3, pp. 22-36. Stîhi, L. (2021).

Study of the Profile of Family Business in the Republic of Moldova. *Modern Perspectives in Economics, Business and Management*, vol. 10, pp. 98-121. **(Online Sources style)**

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Cotelnic, A., Țîmbaliuc, N. (2021). Rolul leadershipului universitar în schimbarea organizațională. *Strategii și politici de management în economia contemporană - Conferință Științifică Internațională (ed. a 6-a)*, Chișinău, Republica Moldova, pp. 97-108.

Dorogaia, I., Bilaș, L. (2019). Преобразование менеджмента компаний под воздействием современных тенденций бизнеса, *Побудова інформаційного суспільства: ресурси і технології: матеріали XVIII Міжнародної науково-практичної конференції*. Київ, України, pp. 34-40.

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