

## **Program**

### **International Student Symposium**

# **EXPERIENCE. KNOWLEDGE. CONTEMPORARY CHALLENGES**

**2<sup>nd</sup> Edition**

*“Implications of the social-economic and  
ecological Paradigm on the power Reports  
and global Governance”*

**December 13<sup>th</sup> – 14<sup>th</sup>, 2021**

**Bucharest, Romania**



**Note:**

**Taking into account the exceptional situation caused by the  
COVID -19 pandemics and the protective measures  
imposed by the national and international authorities, the  
symposium is organized as a video-conference.**

## Welcoming message

**Prof. Alexandru Manole PhD., “ARTIFEX” University of Bucharest**

## Messages from partner institutions and guests

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| Author(s)<br>Affiliation | <b>Sofia KOMAROVA</b><br><i>Student</i><br><i>Odessa National Academy of Food Technologies</i><br><i>Odesa, Ukraine</i>   |
| Coordinator              | <b>Assoc. prof. Yurii NEUSTROEV PhD.</b><br><i>Odessa National Academy of Food Technologies</i><br><i>Odesa, Ukraine</i>  |
| Title of the paper       | <b>THE IMPACT OF INTERNATIONAL INVESTMENT ON THE ECONOMY OF UKRAINE</b>   |
| Abstract                 | <i>The article analyses the concept of foreign direct investment, certain criteria of investment attractiveness of the country and regions. Identified a number of negative factors, which are factors in the deterioration of the investment climate in the long term, are obstacles to the growth of investments in the Ukrainian economy. We consider the region to attract foreign investment, which is a priority, given the imbalance in the structure of investments, determined the share of these sectors in the overall structure of the economy.</i> |

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| Coordinator              | <b>Assoc. prof. Galina ATAMAS PhD.</b><br><i>Odesa State Academy of Technical Regulation and Quality,</i><br><i>Odesa, Ukraine</i> |
| Title of the paper       | <b>CHARACTERISTICS OF THE ENTERPRISE AS AN OBJECT OF MANAGEMENT</b>  |

**Abstract** *The purpose of the work is to study the functioning of the enterprise in a market economy. It is established that any real market economy, regardless of the individual country, requires the existence and clear functioning of an economic mechanism that guarantees its reliability, efficiency and relative stability.*

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**Coordinator** **Prof. Dan NĂSTASE PhD.**  
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**Title of the paper** **APRECIERI TEORETICE SI PRACTICE ASUPRA ROLULUI CULORILOR ÎN DESIGNUL PRODUSELOR**  
**THEORETICAL AND PRACTICAL CONSIDERATIONS ON THE ROLE OF COLORS IN THE DESIGN OF PRODUCTS**

**Abstract** *People have manifested a continuous interest for colors across time, because the color is present in their life on a daily basis, beginning with the first hours of the day, when the colors of wall paintings, rugs and draperies, furniture and home appliances produce a likeable visual effect. The colors welcome them on the street with the facades of stores, buildings, the clothing of passers-by, the advertising present everywhere. The colors are present also at job, where workspaces, machineries and tools, control panels with lively colored buttons and switches, home furniture and even the flowers create the necessary ambient for the daily activities.*

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**Coordinator** **Assoc. Prof. Tania COLESNICOVA PhD.**  
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**Title of the paper** **SERVICIZAREA ÎN CALITATE DE DIRECȚIE DE SUPTOR PENTRU**

**COPIII AFLAȚI ÎN DIFICULTATE  
SERVICISATION AS SUPPORT DIRECTION FOR CHILDREN IN  
DIFFICULTY**

Abstract

*People have always exchanged values with each other to meet their needs. Depending on their form of materialization, the objects of these exchanges were products, works, services. In recent decades, the development of the servicisation trend in the economy for the creation of "service-oriented" products has been observed, with a "service-dominated logic" as opposed to the traditional "product-dominated logic". In essence, servicisation is another model of selling goods, in which companies seek to sell their goods on a continuous basis, as a service, which can be renewed, trying to avoid selling on a discrete basis, as a product. This article presents examples of models of using the servicisation in support of vulnerable groups of the population, such as children in difficulty.*

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Title of the paper

**THE ESSENCE OF ECONOMIC SECURITY AND THE PRINCIPLES OF  
ITS PROVISION AT THE ENTERPRISE**

Abstract

*The article examines the essence of economic security and methodological approaches to formulating the content and essence of the principles of economic security of the enterprise. The existing methodological approaches to the formulation of the content and essence of the principles of economic security of the enterprise are generalized and systematized. The essence of the principles of economic security of the enterprise is generalized.*

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| Title of the paper | <b>THE PROBLEM OF PUBLIC EXTERNAL DEBT IN ENSURING NATIONAL ECONOMIC SECURITY</b>  |
| Abstract           | <i>The article examines the nature of the emergence of external public debt, its problem, its essence. The structure of external public debt and its optimal limits are determined. An analysis of the current state and trends of Ukraine's external public debt. The relationship between the external public debt and the economic development of the state has been established. The main directions of increasing the efficiency of external public debt management and servicing in Ukraine are substantiated.</i> |

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| Title of the paper | <b>THREATS TO FINANCIAL SECURITY IN THE WORLD</b>  |
| Abstract           | <i>It is substantiated that issues of classification of threats to financial security of enterprises, institutions and organizations are subject to more detailed analysis. First of all, it is necessary to separate the issues of threats posed by financial security to subjective and objective ones. It should also be borne in mind that subjective and objective threats can be considered both from the point of view of economists and from the point of view of lawyers.</i> |

*The article proposes to consider this difference.*

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| Title of the paper | <b>INTERNATIONAL LEGISLATION IN THE FIELD<br/>OF ENTERPRISE SECURITY</b>  |
| Abstract           | <i>This article examines the impact of international law and international organizations in the field of security on the enterprise. The importance of international organizations for the member countries of these organizations and the security of their enterprises in the international arena is determined. The influence of the European Union in foreign trade relations is noted. The concept of free trade zone is revealed, there is a comparative analysis of customs unions and free trade zones.</i> |

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| Title of the paper | <b>FOOD SAFETY AS CONSTITUENT OF ECONOMIC SECURITY</b>  |
| Abstract           | <i>The determines the relevance of the study of the concept of food security as a component of economic security. The scientific work on defining the concept of food security is considered and systematized. It is determined that providing food security to the</i> |

*population is an important priority of the state policy of any state and the object of scientific research. The key threats to Ukraine's food security are given.*

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| Title of the paper | <b>SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY AND ITS PLANNING</b>  |
| Abstract           | <i>The article examines the importance of the fact that the government acts on socio-economic development not by instructing and approving mandatory directive tasks for the producer, but by coordinating activities and providing information.</i> |

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| Title of the paper | <b>ECONOMIC INTERACTION OF UKRAINE WITH DEVELOPED COUNTRIES</b>  |
| Abstract           | <i>The article investigates the external economic environment of Ukraine, considers ways to improve the structure of trade, economic and scientific and technical relations of Ukraine with developed countries.</i> |



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| Title of the paper | <b>THE IMPACT OF FOREIGN SANCTIONS ON FOOD SECURITY</b>  |
| Abstract           | <i>The article examines factors for food safety of country. The brought description of food safety in Ukraine. Component parts of mechanism of providing of food safety are certain.</i> |

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| Coordinator        | <b>Larisa MARCHUK, PhD</b><br><i>LLC "AUDIT EXPERT STANDARD",<br/>Odesa, Ukraine</i>   |
| Title of the paper | <b>STRUCTURE OF THE SHADOW ECONOMY OF UKRAINE</b>  |
| Abstract           | <i>The scientific approaches to the interpretation of the essence of the concept of "shadow economy" are investigated. The current situation and development trends are examined. Moreover, different theoretical and methodological approaches for calculating the level of the shadow economy, their advantages and disadvantages are analyzed in this article. The methods that are used in Ukraine to determine the size of the shadow economy are examined. The author studies the reasons of the origin of shadow economic relations in the Ukrainian economy and the main reasons hindering Ukraine's economy getting out of the "shadows". The typical types of illicit activity are reviewed.</i> |

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| Title of the paper       | <b>THE MAIN PURPOSE OF INTERNATIONAL STANDARDS</b>   |
| Abstract                 | <i>The article examines the main purpose of international standards. The vision of the essence of the concept of international standard is given. The main tasks of international standardization are indicated.</i> |

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| Title of the paper       | <b>THE IMPACT OF FINANCIAL SECURITY ON ENSURING STABLE ECONOMIC GROWTH</b>   |
| Abstract                 | <i>The theoretical bases of financial security are substantiated in the article. The essence of the concept of “financial security” as an important component of economic security is considered. Its place in the overall hierarchy of national security is proved and its components are determined. Authors' view of the essence of structural components of financial security is reflected.</i> |

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| Title of the paper | <b>FINANCIAL SYSTEM AND FINANCIAL SECURITY<br/>OF UKRAINE</b>   |
| Abstract           | <i>This article examines the role of financial component in the system of economic security of the state. It examines the scientific approaches to the definition of the essence of financial security. Analyzed the main factors that pose a threat to the stability and sustainability of the financial system. Indicators of assessing the level of financial security of the country and the system of its security, as well as its components are described.</i> |

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| Title of the paper | <b>THE IMPACT OF ECONOMIC ESPIONAGE ON THE ECONOMIC<br/>SECURITY OF THE ENTERPRISE</b>  |
| Abstract           | <i>The article examines the impact of economic espionage on the economic security of the enterprise. The vision of the essence of the concept of economic espionage as a source of negative impact on the economic security of the enterprise is presented. The main tools of economic espionage are indicated and their characteristics are presented.</i> |

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| Coordinator        | <b>Assoc. prof. Sorin Gresoi PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>  |
| Title of the paper | <b>OPINII PRIVIND GESTIUNEA RISCURILOR LA NIVEL DE ÎNTREPRINDERE</b><br><b>OPINIONS REGARDING THE MANAGEMENT OF RISKS AT ENTERPRISE LEVEL</b>   |
| Abstract           | <i>Managementul riscului presupune stabilirea de către manager a limitelor între care este dispus să-și asume riscul și impactul acestuia asupra rentabilității întreprinderii (atitudinea firmei față de risc), nivelul concret de risc la care este expusă activitatea firmei și adoptarea unor măsuri de eliminare sau de reducere a riscului în vederea optimizării rezultatelor.</i> |

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| Coordinator        | <b>Assoc. prof. Cibela Neagu PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>  |
| Title of the paper | <b>MANAGEMENT FUNCTIONS IN THE MILITARY ORGANIZATION</b>  |
| Abstract           | <i>The major components of management are represented by its functions being an ensemble of relative and independent actions, conducted by the managers for the establishment of organization goals. In a recently series of work papers relation to civil organization, the command is no longer treated as an independent function of management. However, in the army giving orders is one of the most important activities, depending on it to a large extent on obtaining the desired result. The management of the military organization represents the theory and practice regarding to the unitary set of activities carried out by military commands and subunit commanders, adapting the functions, tools and</i> |

*techniques of modern management and the attributes of leadership according to the specifics of states of peace, crisis or war, in order to achieve the established objectives.*

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| Coordinator        | <b>Assoc. prof. Sorin Gresoi PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>   |
| Title of the paper | <b>IMPORTANȚA MANAGEMENTULUI APROVIZIONĂRII LA NIVELUL UNEI ORGANIZAȚII ȘI PRINCIPALELE STRATEGII DE APROVIZIONARE</b><br><b>IMPORTANCE OF SUPPLY MANAGEMENT AT THE LEVEL OF AN ORGANIZATION AND THE MAIN ACQUISITION STRATEGIES</b>   |
| Abstract           | <i>Dezvoltarea logisticii întreprinderii și a caracteristicilor sale, în special complexitatea activităților care trebuie îndeplinite, au făcut ca majoritatea întreprinderilor moderne să considere și să trateze ansamblul mișcării și stocajul materiilor prime, materialelor, pieselor de schimb și produselor finite ca un sistem, fiind astfel două posibilități de abordare a sistemului logistic: Abordarea analitică, ce studiază în detaliu componentele unui sistem; și Abordarea sistemică, ce studiază finalitatea sistemului și relația cu mediul.</i> |

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| Coordinator        | <b>Lecturer Ana CARP PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>   |
| Title of the paper | <b>THE FUNDAMENTAL RELATIONSHIP OF THE ENTERPRISE TREASURY</b>   |
| Abstract           | <i>Financial management is an important function of the company that aims to provide the necessary funds for the operating activity,</i> |

*but also for investing in fixed assets. There is a direct relationship between financial analysis and financial management. We consider that financial analysis is a first phase of financial management. The financial analysis is of interest to both the company's managers and its external partners. Regardless of the position of the financial analyst (internally or externally), the objectives of the financial analysis refer to the determination of profitability and risk. Thus, managers, shareholders and potential investors are interested in the company's performance, while financial-banking institutions, suppliers and other creditors are interested in the risk of insolvency, so the financial balance of the company. Treasury management is an important area of financial management that refers to revenues, cash equivalents that exist at a given time. The Treasury, as a term, designates the surplus between the required current assets and the working capital. The fundamental relationship of the company's treasury allows to deepen the results of the financial analysis provided by calculating some key indicators such as: working capital (FR), working capital requirement (NFR) and net treasury (TN). These theoretical and practical issues are addressed in this study.*

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**Coordinator** **Lecturer Ana CARP PhD.**  
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**Title of the paper** ***THE IMPORTANCE OF THE COMPANY'S PROFITABILITY IN DECISION MAKING***

**Abstract** *In the business of an enterprise there are risks that need to be managed by making the right decisions. The most important risk is the risk of exploitation which represents the inability of the company to resume its production / exploitation cycle, to carry out its activity continuously. The financial decision depends on the manager, ie the management of the company. The company's results are influenced by internal and external environmental factors, increased competition, changing demand, the emergence of substitute products and last but not least, changing legislation.*

*The financial decision implies the knowledge of the financial situation, of the company's profitability. In terms of profitability, the management aims to achieve a minimum break-even point and an optimal level. Due to its importance in decision making, we address the theoretical and practical aspects in this study.*

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Title of the paper **COMPARISON OF DIFFERENT METHODS OF ESTIMATING THE SHADOW ECONOMY**

Abstract *The paper gives an overview of the applied methods of estimating the shadow economy, their main advantages and disadvantages are noted. The most widespread among the methods of estimating shadow economic activity at the macro level were statistical methods of specific indicators, especially such as the method of physical consumption of resources, the method of comparison for income and expenses, the method of foreign exchange demand. The results of the assessment of the shadow economy in Ukraine in use are presented these methods.*

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Title of the paper **METHODOLOGICAL SUPPORT FOR CALCULATION OF INDICATORS FOR FACTORS OF NEO-INDUSTRIAL EXPORT SPECIALIZATION**

**Abstract** *The relevance of the article is caused by the need for developing and transitional economies to integrate into international labor division in terms of global technological competition. The goal of the article was to propose evaluation criteria for factors of neo-industrial export specialization of country's regions. For this, the experience already applied earlier in the ongoing study was analyzed, and also experience of other authors. The properties of statistical data series to be analyzed in the case of Russian regions were also taken into account. In particular: a significant differentiation in the degree of export orientation, a significant difference in the size of regional economies. As a result, it is proposed in the case of each indicator of neo-industrial export specialization to make sure that it is relative, then to calculate the average value and the median as thresholds (indicators). Values below the average are to be classified as low level; values from the average to the median – as the average level; values from the median and above – as high level.*

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**Coordinator** **Assoc. prof. Nataliia ZGHADOVA PhD.**  
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**Title of the paper** ***CONTAMINATE THE INTERNATIONAL ECONOMIC SECURITY AND INHERITANCE***

**Abstract** *The main aspects of modern international security with consideration for global processes that occur on the world stage are revealed. The essence of the notion «international security» is analyzed. It is concluded that Ukraine is in rather difficult political and economical situation which is under influence of the most developed countries and political groups. The characteristics of the most common concrete patterns of international security which have become the result of the long-term work of international*



*scientists are given.*

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| Coordinator              | <b>Assoc. prof. Elena BUGUDUI PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>   |
| Title of the paper       | <b>INTERDISCIPLINARY APPROACHES TO SOCIOPHYSICS AND COMPUTATIONAL SOCIAL SCIENCES</b>   |
| Abstract                 | <i>The social and economic transformations of the last decades are looking for new models and paradigms of development. A special role belongs to the comparative analysis between physics, economics and society. A special place belongs to computer science, which is well rooted in economics and science. In this article we aim to address the subject of sociophysics and social informatics that will find a much wider applicability given the social transformations following the Covid pandemic that humanity is going through.</i> |

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| Coordinator              | <b>Assoc. prof. Nail ISHMUKHMETOV PhD.</b><br><i>Bashkir State University, Ufa, Russian Federation</i>   |
| Title of the paper       | <b>TRADE AND ECONOMIC COOPERATION OF RUSSIA AND ITALY: CURRENT TRENDS AND CHALLENGES</b>   |
| Abstract                 | <i>The paper presents the results of a study of trade and economic cooperation between Russia and Italy, which is one of the ten largest partners of Russia. The structure of exports and imports within the framework of bilateral relations has been analyzed. The political factors of the sanctions pressure have an impact not only on the Russian economy, but also on the economies of the largest partner countries of the Russian Federation in the European Union.</i> |

*Brief conclusions are given on the possibilities of expanding cooperation in the long term.*

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Title of the paper **CENTRAL BANK DIGITAL CURRENCY: OPPORTUNITIES AND RISKS**

Abstract *The paper presents the results of a study of central bank digital currency and its impact on the global economy. Current trends in the implementation of digital currencies around the world, their expansion and current status, as well as regulatory issues are analysed. Special attention has been paid to exploring benefits and opportunities of central bank digital currencies, as well as potential risks that may arise from implementation.*

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Coordinator **Assoc. prof. Gojayeva Elmira MAGOMED PhD.**  
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Title of the paper **ANALYSIS OF THE CURRENT STATE OF THE DYNAMICS OF CULTURAL INSTITUTIONS IN AZERBAIJAN**

Abstract *At present, the problem of the need to improve and develop the audit methodology is ripe, associated both with its insufficiently high quality, which does not fully satisfy the needs of society for reliable information about the financial and economic condition of organizations, and its focus on financial (accounting and tax) audit, while the need for the development of economic audit and a more complete adaptation of the audit to the interests of such users as shareholders, investors, creditors of organizations is becoming objective. The most important purpose of the audit, along with the confirmation of the reliability of the statements from the point of view of accounting, is to assess the reliability of*

*the statements from the standpoint of its economic content, the assessment of the assumption of the continuity of the organization's activities, as well as the assessment of the effectiveness of the management of the organization (performance audit). It should be emphasized that the implementation of the task of assessing the continuity of functioning of the audited object puts forward fundamentally new requirements for the methods of conducting an audit. In this case, the auditor must not only express his opinion on the reliability of the financial statements, but also determine the sufficiency of the organization's funds to pay off obligations and generate resources for further development. To do this, the auditor must attract data on the production potential of the organization and the level of its use, form an opinion about the objective needs for investments and alternative sources of their attraction. These tasks can be accomplished with extensive use of economic analysis*

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| Title of the paper       | <b>BALANCE SHEET</b>   |
| Abstract                 | <i>The paper, intended for the use of students and masters in economics, aims to capture the elements of accounting representing a system that quantifies, processing communicates financial information about an economic entity.</i> |

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| Title of the paper | <b>USERS OF ACCOUNTING INFORMATION</b>   |
| Abstract           | <i>For each company, accounting information is considered the mirror of work. Accounting, through its role of information, provides users with external and internal data on the position and performance of the entity, which will serve as a knowledge base in making decisions about future work. Accounting information is addressed to a wide variety of public users, such as internal users and external users. Based on the information provided by the accounting and presented in the financial statements, they can make decisions that are in line with the reality of the business.</i> |

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| Title of the paper | <b>HOW TO ORGANIZE AND OPERATE THE STATE TREASURY</b>   |
| Abstract           | <i>The treasury is organized and functions as a unitary system both at the central level, within the Ministry of Public Finance, and at the level of its territorial units, within the general directorates of public finance, administrations and financial districts.</i> |

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|                    | <i>“ARTIFEX” University of Bucharest, Romania</i>  |
| Title of the paper | <b>ACCOUNTING OF ROMANIA'S STRATEGIC RESERVES</b>  |
| Abstract           | <i>The National Administration of State Reserves and Special Issues is an important public institution with the task of protecting the population, the economy and the defense of the country, in exceptional situations caused by natural disasters, epidemics, industrial or nuclear accidents, social or economic phenomena, external circumstances. and in case of war.</i>  |
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| Title of the paper | <b>ACCOUNTING POLICIES AND TREATMENTS REGARDING THE PROFIT TAX IN ROMANIA</b>  |
| Abstract           | <i>International Accounting Standards are the world language of financial reporting, but for Romania, one of the most sensitive issues related to the application of International Accounting Standards is the relationship and connection between accounting and taxation, under the conditions of the disconnection of accounting principles from tax rules. In the first part, the main standards and norms that regulate the profit tax are presented both at international and national level, and in the second part will be presented a case study of a Romanian enterprise, organized as a limited liability company. Through its theme, content and structure, the work contains theoretical aspects regarding the definition of expenses as well as the structure of the income that the company bears in accordance with the normative and legislative acts in force, the way of determining the financial results and the profit tax and their reflection on the financial statements.</i> |

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| Title of the paper       | <b>ACTUL JURIDIC CIVIL. VICIILE DE CONȘIMȚĂMÂNT</b><br><b>CIVILIAN LEGAL ACT. CONSENT VICE</b>   |
| Abstract                 | <i>The paper, intended for the use of students and masters in economics, aims to capture the fundamental elements of law, which intervene in the management decision, addressing the main incidental law institutions aimed at familiarizing future economists with what is increasingly sub-branch of law, business law, in approaching the new Civil Code.</i> |

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| Coordinator              | <b>Assoc. prof. Cătălin DEATCU PhD.</b><br><i>“ARTIFEX” University of Bucharest, Romania</i>   |
| Title of the paper       | <b>PECULIARITIES OF MARKETING DURING THE PANDEMIC PERIOD.</b><br><b>COMPARISON BETWEEN TRADITIONAL AND ELECTRONIC MARKETING</b>  |
| Abstract                 | <i>The comparison between traditional and electronic marketing it is a must nowadays, because the pandemic crisis made people to do a lots of changes, in their lifes and also in their buying behavior. The company had to make a very important decision if they want to keep selling their products. So they choose to invest in the electronic marketing to survive on the market, many companies had a second thought about electronic marketing. The progress of technology combined with the globalization of commerce has led to the rise of digital marketing, or the practice of enticing consumers through a host of electronic platforms. This industry is</i> |

*a rapidly growing one and has been for some time. In understanding the history of this emerging field, aspiring digital marketers can enter it with the skills they need for future success.*

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| Title of the paper       | <b>RESPECTAREA DREPTURILOR SI LIBERTATILOR CETATENESTI IN ROMANIA</b><br><b>RESPECT TOWARDS CITIZENS’ RIGHTS AND FREEDOMS IN ROMANIA</b>            |
| Abstract                 | <i>Aceasta lucrare a fost facuta pentru studenti si masteranzi pentru a le veni in ajutor pentru o intelegere mai buna a notiunilor stiintifice</i> |

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| Title of the paper       | <b>GOODWILL</b>  |
| Abstract                 | <i>The fact that goodwill could be the subject of contracts shows that the law characterizes this good in its entirety, depending on the requirement of the trader. Because he acquires the quality of trader, the formal fulfillment by which the holder of the property right and other real rights held over the goodwill is made public is needed. From a dynamic point of view, goodwill retains the ability to polarize customers and create new values in the merchant’s property as a result of commercial exploitation. The ability and professionalism of the trader to form, expand, and retain</i> |

*customers when using honest trade practices helps determine the profitability of the business in this profile. This should not be neglected that, underneath the law, goodwill can be the subject of a movable mortgage contract. The objectives of this article are to understand, from a theoretical and practical point of view, the notion of goodwill versus other constructs (equity, enterprise / commercial enterprise, professional equity), to determine the legal nature of goodwill, to identify the components of his understanding of the distinction between the companies regulated by law, and to obtain knowledge of the legal activities involving goodwill. Goodwill includes some of the trader's assets (those impacted by the conduct of his business), but not his receivables and payables. As a result, goodwill is one of the trader's assets. In the case of goodwill alienation, however, certain rights and obligations arising from employment or utility contracts (water, gas, telephone, etc.) must be transferred to the acquirer if they have not been terminated.*

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| Coordinator        | <b>Assoc. prof. Cătălin DEATCU PhD.</b><br>"ARTIFEX" University of Bucharest, Romania  |
| Title of the paper | <b>AD WARS. ADVANTAGES AND DISADVANTAGES</b>   |
| Abstract           | <i>What is ad war's purpose? Who uses it most? Did it bring any feedback? In this work, we put these questions and studied this phenomenon. Needless to mention that any public comparison exists to attract attention. However, it's critical to recognize the most important distinction: not all comparative advertising is competitive. Only if the superiority is important to the end customer, it becomes competitive. A large corporation with a significant market share and clout does not need to make fun of others. The challenger brand, on the other hand, is always the one to aim for the established names. When a smaller company that has recently entered the market compares itself to a bigger brand, what it is looking for is quick exposure and awareness. Consumers</i> |



*want to know which brand is bold enough to smear the well-known brands. Such communication, on the other hand, constantly demands brands to justify their existence by highlighting what they have to offer. If you don't have enough evidence to show why you're superior, you'll just be regarded as the mudslinger. It's not always a long-term strategy. That being said, the entire concept of comparison advertising is based on the assumption that people would forget about it, and as a result, it will continue to exist. Only those who work in the industry are advertising memory keepers. However, although everything is done in good faith, companies must be aware of the advantages and disadvantages of such random communication.*

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Title of the paper **COOPERAŢIA ÎN PANDEMIA COVID-19**  
**COOPERATION DURING COVID-19 PANDEMICS**

Abstract *Cooperativele exercită un rol important în economia contemporană, reprezentând cel mai important sector al economiei sociale. Datorită naturii sale, acestea se confruntă cu multiple provocări de ordin intern și extern, generate de fenomenele ce au loc în societate, cea mai mare fiind actualmente extinderea pandemiei COVID-19. În asemenea condiții sunt necesare strategii și acțiuni care ar rezista crizei economico-sociale provocate de pandemie.*

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Title of the paper     **THE SHORT-TERM CONSEQUENCES AND LONG TERM REPERCUSSIONS OF PLAGIARISM**

Abstract                *The main consequences of plagiarism are penalties that can range from warnings to various forms or legal sanctions, although it is a hard decision on how, when and the way to apply such sanctions, the consensus in applying them is definitely absolute. The penalties resulting from sanctions may vary in nature. In the case of academic plagiarism, when committed within higher institutions, penalties can include: assigning a 0 (zero) score to a question a student has copied from another, or even an exam that the student copied, or a written paperwork that was the result of copying parts or in its entirety from the others; failure in courses if the student has repeatedly copied texts and issues submitted for review; suspension of student activities during certain periods when it turns out that the student may have committed plagiarism of a more serious nature; in the case of the preparation of monographs, dissertations and theses, the observation of plagiarism in small portions may lead evaluators to require a new writing and of the work.*

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Title of the paper     **ORGANIZING THE BUDGET SYSTEM IN ROMANIA**

Abstract                *The financial resources of the state together with those of the administrative-territorial units and with the resources of the public institutions make up the public financial resources. Finance law no. 500/2002 and Emergency Ordinance no. 45/2003 regarding the local public finances bring clarifications regarding the formation, administration and reimbursement of the financial resources of the state, of the administrative-territorial units and of the public institutions. Thus, the establishment of public financial resources*

*takes place by collecting taxes, fees, contributions and non-fiscal revenues from legal and natural persons based on the criteria established by law.*

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| Title of the paper | <b>ANALIZA MEDIULUI DE AFACERI INTERN LA NIVEL REGIONAL ÎN ROMÂNIA</b><br><b>ANALYSIS OF THE INTERNAL BUSINESS ENVIRONMENT AT REGIONAL LEVEL IN ROMANIA</b>  |
| Abstract           | <i>Din punct de vedere economic, cele mai reprezentative domenii de activitate pentru firmele care activeaza in regiunea Nord-Est sunt: comerțul cu amanuntul al articolelor de fierarie, al articolelor din sticla si a celor pentru vopsit in magazine specializate, IT, productia de tuburi si tevi din otel, fabricarea produselor farmaceutice, comert cu ridicata de piese si accesorii pentru autovehicule, comert cu ridicata al combustibililor solizi, lichizi si gazosi ai produselor derivate, pregatirea fibrelor si filarea fibrelor textile, productia de tesaturi, productia si conservarea carni, fabricarea hartiei si cartonului, lucrari de constructii.</i> |

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| Title of the paper | <b>CONTRACTUL DE LEASING</b><br><b>THE LEASING CONTRACT</b>  |
| Abstract           | <i>International trade analysts have pointed out that leasing is an</i>                              |

*expression of modern contracting techniques in this field. The insistence on this type of contract is explained by several authors through their pragmatism and effectiveness. Leasing is the operation by which a party, called lessor (financier), transmits to the other party called user (beneficiary), against a periodic payment, called the leasing rate, the right of possession and use of an asset whose owner it is, for a determined period of time.*

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| Coordinator        | <b>Lecturer Alina GHEORGHE PhD.</b><br>“ARTIFEX” University of Bucharest, Romania   |
| Title of the paper | <b>ANALIZA SWOT A COOPERATIVEI AGRICOLE INTEGRATĂ ȚARA MEA</b>  |
| Abstract           | <i>Cea mai mare cooperativă agricolă din România este Cooperativa Țara Mea cu peste 1.000 de fermieri membri, care desfășoară activități pornind de la cultivarea legumelor, procesarea lactatelor și până la producția de carne de porc și pasăre, produse finite și băcănie. Cooperativa Țara Mea a extins parteneriatele cu cei mai importanți retaileri din România pe segmentul de legume și fructe și dorește să extindă în perioada următoare rețeaua de distribuție a produselor din portofoliu, dar în același timp să diversifice oferta în funcție de cerințele partenerilor, venind astfel în sprijinul micilor producători locali, cărora le garantează siguranța cantităților cultivate și vândute. Prezența produselor românești pe rafturile tuturor marilor retaileri este unul dintre cei mai importanți pași pe care Cooperativa Țara Mea îl face pentru a promova agricultura românească și de a sprijini și populariza munca producătorilor români. De la finalul anului 2016, brandul “Țara Mea” include o gamă largă de produse – legume și fructe, conserve, carne de porc, carne de pasăre, ouă, lactate și brânzeturi, produse de morărit și panificație, precum și altele. Cooperativa își desfășoară activitatea în județele Arad, Brașov, Giurgiu, Satu-Mare, Buzău, Olt, Hunedoara, Galați, Prahova, Călărași și în Municipiul București și asigură circa 4.000 de locuri de muncă.</i> |

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| Title of the paper | <b>ROMANIA – THE MACROECONOMIC IMPACT OF THE COVID 19 CRISIS</b>  |
| Abstract           | <i>Macroeconomic imbalances in Romania were deepening even prior to the Covid-19 crisis. The income-led growth policy, pursued vigorously by the authorities since 2015, triggered the reemergence of twin deficits (i.e. fiscal and current account). Fiscal sustainability has become a serious issue, brought about by a drop in fiscal revenues and increased borrowing. Romania has the largest borrowing cost among EU countries and the highest sovereign risk. The short term direction of structural changes in demand can be inferred by the behavior of the Beveridge curve and vacancies dynamics across the economics sectors. Over the last four years in particular, labor productivity growth consistently lagged behind growth in the costs of labor. April data shows that, barring the manufacturing of tobacco, all other industry sectors recorded a monthly fall, some much more than others. On an annual basis, industrial production dropped by 38%.</i> |

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| Title of the paper | <b>PARTICULARITĂȚI ALE COMPORTAMENTULUI<br/>CONSUMATORULUI ÎN CONTEXTUL ECONOMIC MODERN<br/>PARTICULARITIES OF CONSUMER'S BEHAVIOR IN THE MODERN<br/>ECONOMIC CONTEXT</b> |

**Abstract** *Consumer behavior influences economic agents to give more importance to the study of consumer behavior. It has already become obvious to everyone that the vast majority of shoppers in the digital universe are well-documented people who prefer to be well-informed before pressing the "Buy" button. In a market with such a strong competitive character, consumer behavior is a source of information with a huge potential for success for any company.*

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**Title of the paper** **PARTICULARITĂȚI ALE COMPORTAMENTULUI  
CONSUMATORULUI ÎN CONTEXTUL ECONOMIC MODERN  
PARTICULARITIES OF CONSUMER'S BEHAVIOR IN THE MODERN  
ECONOMIC CONTEXT**

**Abstract** *Consumer behavior influences economic agents to give more importance to the study of consumer behavior. It has already become obvious to everyone that the vast majority of shoppers in the digital universe are well-documented people who prefer to be well-informed before pressing the "Buy" button. In a market with such a strong competitive character, consumer behavior is a source of information with a huge potential for success for any company.*

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| Title of the paper | <b><i>ANALIZA UNUI ANUNT PUBLICITAR . CIOCOLATA POIANA.<br/>ANALYSIS OF AN ADVERTISING ANNOUNCEMENT. THE POIANA<br/>CHOCOLATE</i></b>   |
| Abstract           | <i>The advertisement corresponds to institutional advertising because it encourages the attitude of attachment to the company and its activity, encourages the attitude of attachment to the activity of the enterprise, and the objectives pursued through the advertisement are the cognitive ones.</i> |