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UNIVERSITY OF MOLDOVA



International
Year
of Cooperatives



Conferința științifică internațională
**„DEZVOLTAREA SUSTENABILĂ A
COOPERATIVELOR ȘI
BUNĂSTARE PENTRU TOȚI”**
19-20 iunie 2025

International scientific conference
**„SUSTAINABLE DEVELOPMENT
OF COOPERATIVES
AND WELL-BEING FOR ALL”**
June 19-20, 2025

PROGRAM

Chișinău, Republica Moldova | Republic of Moldova, Chisinau



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CONTEXT

Conferința științifică internațională

„Dezvoltarea sustenabilă a cooperativelor și bunăstare pentru toți”

este organizată în contextul declarării de către Adunarea Generală a Organizației Națiunilor Unite a anului 2025 – Anul Internațional al Cooperativelor (AIC), care va derula sub genericul *”Cooperativele construiesc o lume mai bună”*. Este a doua oară în istorie când ONU dedică un an internațional cooperativelor, primul fiind în 2012.

Al doilea an internațional al cooperativelor, a menționat Li Junhua, subsecretar general al Departamentului pentru Afaceri Economice și Sociale al ONU, reprezintă o oportunitate de a mobiliza toate părțile interesate pentru a sprijini și extinde cooperativele de pretutindeni, a spori contribuțiile lor inovatoare la dezvoltarea economică sustenabilă, incluziunea socială și accelerarea progreselor în atingerea Obiectivelor de Dezvoltare Durabilă.

Cooperativele joacă un rol important în societatea contemporană, fiind în continuă extensie și diversificare. La nivel global, sistemul cooperatist asociază circa un miliard de membri și antrenează peste 280 de milioane de angajați, ce reprezintă 10% din toate locurile de muncă din întreaga lume. Semnificația cooperativelor este în creștere și în Uniunea Europeană. Aici activează cca 180 mii de întreprinderi cooperatiste, deținute de 163 de milioane de membri, oferind locuri de muncă pentru 5,4 milioane de persoane.

Cooperația de consum din Republica Moldova prestează o gamă variată de activități economice și sociale, fiind parte a sistemului mondial al cooperativelor și un partener stabil în realizarea politicii socio-economice a țării. Datorită principiilor democratice și a modului unic în care îmbină obiectivele economice și sociale, cooperativele răspund exigențelor locale, joacă un rol esențial la scară globală, relevând o serie de principii și valori convenite internațional. Sub multe aspecte, cooperativele reprezintă o față mai umană și mai echitabilă a globalizării.

Totodată activitatea cooperativelor se confruntă cu multiple provocări generate de mediul în continuă schimbare, iar aceasta

CONTEXT

The International Scientific Conference

“Sustainable Development of Cooperatives and Well-being for All”

is organized in the context of the United Nations General Assembly’s declaration of 2025 as the International Year of Cooperatives (IYC), which will be held under the topic *“Cooperatives build a better world”*. It is the second time in history that the UN has dedicated an international year to cooperatives, the first was in 2012.

The Second International Year of Cooperatives, said Li Junhua, Deputy Secretary General of the UN Department of Economic and Social Affairs, is an opportunity to mobilize all stakeholders to support and expand cooperatives worldwide, enhance their innovative contributions to sustainable economic development, social inclusion and accelerate progress towards the Sustainable Development Goals.

Cooperatives play an important role in today’s society and continue to expand and diversify. Globally, the cooperative system associates about one billion members and employs more than 280 million people, representing 10% of all jobs worldwide. The significance of cooperatives is also growing in the European Union. Some 180,000 cooperative enterprises operate here, owned by 163 million members, providing jobs for 5.4 million people.

Consumer cooperatives in the Republic of Moldova offer a wide range of economic and social activities, are part of the global system of cooperatives, and are a stable partner in the country’s socio-economic policy realization. Based on their democratic principles and the unique way they combine economic and social objectives, cooperatives respond to local needs, play a key role on a global scale, and reflect a set of internationally agreed principles and values. In many ways, cooperatives represent a more humane and equitable face of globalization.

At the same time, the cooperatives’ activities are faced with multiple challenges posed by the changing environment, which require novel

solicită soluții inedite care să răspundă atât provocărilor globale, cât și celor naționale și să impulsioneze dezvoltarea inovativă, incluzivă, sustenabilă a cooperativelor. Acest obiectiv devine deosebit de important în contextul parcursului de integrare Europeană a Republicii Moldova, prin care țara noastră și-a exprimat ferm adeziunea la valorile comunitare și deschiderea spre cooperare.

Prezența conferinței se înscrie în lista evenimentelor consacrate Anului Internațional al Cooperativelor, urmărind scopul de a promova contribuția acestora la dezvoltarea societății prin cunoaștere și inovare.

Obiectivele Conferinței:

- a dinamiza cercetarea/dezvoltarea în domeniul cooperativelor și a impulsiunea cooperarea internațională în acest context;
- a identifica noi oportunități în dezvoltarea cooperativelor și a facilita transferul bunelor practici internaționale către sectorul cooperăției de consum din Republica Moldova;
- a promova valorile cooperatiste și sistemul cooperatist național în context global;
- a sprijini transferul inovațiilor științifice în procesul de formare profesională inițială și continuă;
- a fortifica relaționarea între tinerii cercetători, savanți din instituții de învățământ și de cercetare din țară și de peste hotare, mediul de afaceri și reprezentanți ai autorităților publice centrale și locale.

În cadrul acestui forum științific va avea loc diseminarea și validarea rezultatelor cercetărilor științifice privind situația în domeniul cooperativelor, inclusiv celor de consum, provocările cu care se confruntă, politicile de dezvoltare a acestui sector, impactul asupra evoluției societății, dar și identificarea unor viziuni, idei, soluții inovative, colaborative, incluzive de dezvoltare a cooperativelor derivate din strategiile, conceptele moderne și practicile benefice internaționale.

Conferința va reuni pe o platformă eficientă de comunicare autorități publice, mediul academic, mediul de afaceri, tineri cercetători, alte părți interesate.

solutions that respond to global and national challenges and promote the innovative, inclusive, sustainable development of cooperatives. This objective becomes particularly important in the context of the Republic of Moldova's European integration path, through which our country has firmly expressed its adherence to community values and openness to cooperation.

This conference is part of the list of events dedicated to the International Year of Cooperatives, aiming to promote their contribution to the development of society through knowledge and innovation.

Conference goals:

- to dynamize research/development in the field of cooperatives and impulse international cooperation in this context;
- to identify new opportunities in the development of cooperatives and to facilitate the transfer of international good practices to the consumer cooperative sector in the Republic of Moldova;
- promote cooperative values and the national cooperative system in the global context;
- to support the transfer of scientific innovations in the process of initial and continuous vocational training;
- to strengthen the relationship between young researchers, scholars from educational and research institutions in the country and abroad, the business environment, and representatives of central and local public authorities.

Within this scientific forum will take place the dissemination and validation of the results of scientific research on the situation in the field of cooperatives, including consumer cooperatives, the challenges they face, the development policies of this sector, the impact on the evolution of society, but also the identification of visions, ideas, innovative, collaborative, inclusive solutions for the development of cooperatives derived from strategies, modern concepts and international best practices.

The conference will provide an effective communication platform for public authorities, academics, businesses, young researchers, and other stakeholders.

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 41. **Vlada Colesnicova**, cercet. șt., Institutul de Matematică și Informatică "Vladimir Andrunachievici" (Republica Moldova)
 42. **Virginia Zaharia**, conf. univ., dr., Universitatea Cooperatist-Comercială din Moldova (Republica Moldova)
- University of Galati (Romania)
- Aleksander Davchev**, Assoc. Prof., PhD, University of Agribusiness and Rural Development, Plovdiv (Bulgaria)
- Cătălin Deatcu-Gavril**, Assoc. Prof., PhD, "Artifex" University of Bucharest (Romania)
- Luiza Ionescu**, Prof., PhD, "Valahia" University of Târgoviște (Romania)
- Valentin Radu**, Prof., Hab. Dr., "Valahia" University of Târgoviște (Romania)
- Denisa Barbu**, Assoc. Prof., PhD, "Valahia" University of Târgoviște (Romania)
- Aliona Lîsîi**, Assoc. Prof., PhD, University of Political and Economic Studies "Constantin Stere" (Republic of Moldova)
- Liliana Cibuc**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Corina Cușnir**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Sofia Căpățînă**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Viorica Fulga**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Tatiana Colesnicova**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Inga Zugrav**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)
- Liliana Staver**, scientific researcher, Behavioral Research Centre (Cog-Cilix-Net), Academy of Economic Studies of Moldova (Republic of Moldova)
- Victoria Iordachi**, Assoc. Prof., PhD, National Institute for Economic Research (Republic of Moldova)
- Novac Alexandra**, PhD, National Institute for Economic Research (Republic of Moldova)
- Lucasenco Eugenia**, PhD, National Institute for Economic Research (Republic of Moldova)
- Svetlana Rusu**, PhD, National Institute for Economic Research (Republic of Moldova)
- Mihail Ciobanu**, scientific researcher, PhD, National Institute for Economic Research (Republic of Moldova)
- Vlada Colesnicova**, scientific researcher, Vladimir Andrunachievici Institute of Mathematics and Computer Science (Republic of Moldova)
- Virginia Zaharia**, Assoc. Prof., PhD, Trade Co-operative University of Moldova (Republic of Moldova)

PROGRAMUL CONFERINȚEI		CONFERENCE PROGRAM
	Joi, 19 Iunie	Thursday, June 19
9 ³⁰ –10 ⁰⁰	ÎNREGISTRAREA PARTICIPANȚILOR	REGISTRATION OF PARTICIPANTS
https://us05web.zoom.us/j/89674424465?pwd=20UQgpVcM8a8EFgggAXoWwubGQ18Ob.1 Meeting ID: 896 7442 4465 Passcode: 5WstQa Numeric Passcode: 244785		
10 ⁰⁰ –10 ¹⁰	Deschiderea conferinței	Opening the conference
Professor, PhD Larisa ȘAVGA Rector of the Trade Co-operative University of Moldova		
10 ¹⁰ – 10 ⁴⁰	Mesaje de salut	Welcome speech
Vasile CARAUȘ President of The Central Union of Consumer Cooperatives of the Republic of Moldova Agnes MATHIS Director of Cooperatives Europe Dan PERCIUN (tbc) Minister of Education and Research Ion TIGHINEANU President of the Academy of Sciences of Moldova Daniela ELENCIUC President of the Agency for Quality Assurance in Education and Research Sergiu HAREA President of the Chamber of Commerce and Industry of Moldova		
10 ⁴⁰ –11 ¹⁰	Acordarea Titlurilor Onorifice	Awarding of Honorary Titles
11 ¹⁰ –13 ⁰⁰	Sesiunea plenară I	Plenary session I
Moderator		Larisa ȘAVGA
11 ¹⁰ -11 ³⁰	COOPERATIVES: HOW TO SUPPORT AN UNDERESTIMATED ASSET FOR EUROPE Agnes MATHIS, Director Cooperatives Europe	
11 ³⁰ -11 ⁵⁰	RECENT TRENDS, CHALLENGES, AND FUTURE OUTLOOK FOR CONSUMER COOPERATIVES IN THE REPUBLIC OF MOLDOVA Vasile CARAUȘ, MOLDCOOP Central Union of Consumer Cooperatives of the Republic of Moldova Larisa ȘAVGA, Professor, PhD Trade Co-operative University of Moldova	

11⁵⁰-12¹⁰	THE DETERMINANTS OF COOPERATIVE LAW: THE COOPERATIVE PRINCIPLES AND SUSTAINABLE DEVELOPMENT - LEGISLATIVE CHALLENGES, BENEFITS FOR ALL - Hagen H E N R Ÿ, Professor, PhD <i>University of Helsinki, Finland</i>
12¹⁰-12³⁰	PRIORITIES FOR THE INTEGRATION OF CONSUMER COOPERATIVES OF CENTRAL AND EASTERN EUROPE INTO THE EUROPEAN COOPERATIVE MOVEMENT Bohdan SEMAK, Professor, PhD Serhiy SEMIV, Professor, PhD <i>Lviv University of Trade and Economics, Ukraine</i>
12³⁰-13⁰⁰	Discuții/ Discussions
13⁰⁰-14⁰⁰	Prânz / Lunch
14⁰⁰-18⁰⁰	Secțiuni paralele/ Parallel sessions

14 ⁰⁰ -18 ⁰⁰	Secțiuni paralele	Parallel sessions
S1 SENATE HALL	POLITICI DE DEZVOLTARE INOVATIVĂ A COOPERATIVELOR ȘI ECOSISTEMUL ANTREPRENORIAL	POLICIES FOR COOPERATIVE INNOVATION, DEVELOPMENT, AND THE ENTREPRENEURIAL ECOSYSTEM
Moderatori Moderators	Corina CUȘNIR, Svetlana RUSU	

<https://us05web.zoom.us/j/83820490334?pwd=vbt7l3AEHZwR6anlaQMpZVplzWF2gg.1>

Meeting ID: 838 2049 0334

Passcode: 1GEKLC

Numeric Passcode: 747703

Larisa ȘAVGA	THE COOPERATIVE ECOSYSTEM APPROACH: A COLLABORATIVE PATH TO SUSTAINABLE DEVELOPMENT OF COOPERATIVES <i>Trade Co-operative University of Moldova, "Dunarea de Jos" University of Galați, Romania</i>
Ion MAXIM Inga ZUGRAV Corina CUȘNIR	TRANSFER PRICING RULES IN THE CONSUMER CO-OPERATIVE SYSTEM <i>Trade Co-operative University of Moldova</i>
Alina-Florentina SĂRACU Gianita BLEOJU	THE IMPACT OF ARTIFICIAL INTELLIGENCE SYSTEMS IN INTERNATIONAL FREIGHT LOGISTICS <i>"Dunărea de Jos" University of Galați, Romania</i>
Adrián BROZ LOFIEGO Ángel GARCÍA ORTIZ	FENT COOPERATIVES – AN INNOVATIVE PLAN TO SUPPORT AND PROMOTE COOPERATIVISM IN THE VALENCIA REGION <i>Florida Universitãria, Spain</i>
Yuliia POLIAKOVA Mariana MYRONOVA	THE CONCEPT OF THE EUROPEAN COOPERATIVE SYSTEM SUSTAINABLE DEVELOPMENT <i>Lviv University of Trade and Economics, Ukraine</i>
Carmelia Mariana BĂLĂNICĂ DRAGOMIR Gina IOAN	THE GREEN DILEMMA: ENERGY EFFICIENCY, RENEWABLES AND ECONOMIC CHALLENGES IN EASTERN EUROPE <i>"Dunărea de Jos" University of Galați, Romania</i>
Oxana LIVITCHI	THE ROLE OF QUALITY MANAGEMENT SYSTEMS IN THE TRANSITION TO A CIRCULAR ECONOMY AND SUSTAINABILITY <i>Academy of Economic Studies of Moldova</i>
Gina IOAN Carmelia Mariana BĂLĂNICĂ DRAGOMIR	ASSESSING THE IMPACT OF GENDER INEQUALITY ON THE RISK OF POVERTY: A EUROPEAN CASE STUDY <i>"Dunărea de Jos" University of Galați, Romania</i>
Corina CUȘNIR	OPTIMIZING THE FINANCIAL POTENTIAL OF THE COOPERATIVE ENTERPRISE IN LINE WITH THE CHALLENGES OF THE BUSINESS ENVIRONMENT <i>Trade Co-operative University of Moldova</i>

Yuriy MYRONOV	WAYS TO ENGAGE LOCAL COMMUNITIES IN TOURISM INITIATIVES THROUGH COOPERATIVE MODELS <i>Lviv University of Trade and Economics, Ukraine</i>
Rodica POPA	DIGITALIZATION OF SMES IN THE REPUBLIC OF MOLDOVA THROUGH ERP SOLUTIONS: EMPIRICAL ANALYSIS OF THE DEGREE OF IMPLEMENTATION AND LIMITING FACTORS <i>Academy of Economic Studies of Moldova</i>
Alexei CHIRTOCA Irina CĂLUGĂREANU Sergiu AFTENEV	DEVELOPMENT OF THE REGIONAL ECONOMY THROUGH ECONOMIC CLUSTERS <i>DAAC System Integrator, Republic of Moldova</i> <i>Academy of Economic Studies of Moldova</i>
Ruslan LUPAK Dmytro KHOKHON	FORMATION OF INVESTMENT CAPITAL OF ENTERPRISES: NEW CHALLENGES AND APPROACHES <i>Lviv University of Trade and Economics, Ukraine</i>
Silvia IORDACHE	INNOVATIVE BUSINESS MODELS FOR SUSTAINABLE COOPERATIVES IN THE REPUBLIC OF MOLDOVA <i>Academy of Economic Studies of Moldova</i>
Andrian ULINICI	ECONOMETRIC MODELLING OF SUNFLOWER PRODUCTION: A QUANTITATIVE ANALYSIS <i>University of European Studies of Moldova</i>
Aliona LÎȘÎI Nicoleta LÎȘÎI	SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF MOLDOVA AND THEIR ROLE IN THE NATIONAL ECONOMY <i>University of Political and Economic Studies "C. Stere", Republic of Moldova</i>
Tatiana BARAN	THE ROLE OF THE NATIONAL REGULATORY FRAMEWORK IN STIMULATING RESEARCH AND INNOVATION TO SUPPORT THE ENTREPRENEURIAL ECOSYSTEM AND COOPERATIVE DEVELOPMENT <i>Trade Co-operative University of Moldova</i>
Ruslan LUPAK Dmytro KHOKHON	FORMATION OF INVESTMENT CAPITAL OF ENTERPRISES: NEW CHALLENGES AND APPROACHES <i>Lviv University of Trade and Economics, Ukraine</i>
Veronica BULAT	MARKET POTENTIAL FOR MOLDOVAN NATURAL HONEY IN SWEDEN <i>Moldova State University</i>

S2**218/1**

DEZVOLTAREA SUSTENABILA A
COOPERATIVELOR ȘI
CONTRIBUȚIA LOR LA
REALIZAREA ODD

THE SUSTAINABLE DEVELOPMENT
OF COOPERATIVES AND THEIR
CONTRIBUTION TO ACHIEVING THE
SDG_s

Moderatori | Moderators

Galina CARAGANCIU, Adrian-Gheorghe ZUGRAVU

<https://us05web.zoom.us/j/81725841578?pwd=MZYzQnvLu5Fm3wCzrxh1MTZ9qGtXMp.1>

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Passcode: hZ0nNg

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Anna BACCO	INTERNATIONAL YEAR OF COOPERATIVES 2025: COOPERATIVES IN SUSTAINABLE DEVELOPMENT AND AGENDA 2030 <i>University of Salerno, Italy</i>
Krasimir LEVKOV Plamen LAKOV	TRENDS IN THE DEVELOPMENT OF AGRICULTURE IN THE WORLD AND IN THE EU COUNTRIES. QUANTITATIVE AND STRUCTURAL CHANGES. REGIONAL DIFFERENCES. <i>University of Agribusiness and Rural Development, Bulgaria</i>
Inga ZUGRAV	INTERNATIONAL COOPERATION - IMPORTANT ENGINE FOR INNOVATION AND ECONOMIC DEVELOPMENT <i>Trade Co-operative University of Moldova</i>
Tatiana IATISIN	THE IMPACT OF WINE TOURISM ON THE SUSTAINABLE DEVELOPMENT OF RURAL AREAS <i>National Institute for Economic Research, Academy of Economic Studies of Moldova</i>
Victoria GANEA Tatiana ZAVAȚKI	BOOSTING THE GREEN ECONOMY IN THE REPUBLIC OF MOLDOVA: REALITIES AND PERSPECTIVES <i>Technical University of Moldova Trade Co-operative University of Moldova</i>
Carmina MEOLA	LANGUAGE AND SOCIAL PRACTICE IN COOP ITALIA'S 2023 SUSTAINABILITY REPORT <i>University of Sannio, Italy</i>
Victoria IORDACHI	ALTERNATIVE BUSINESS MODELS IN THE GREEN ECONOMY: ACCESS TO FINANCING AND IMPLEMENTATION OF SUSTAINABLE PROJECTS <i>Academy of Economic Studies of Moldova, National Institute for Economic Research, Republic of Moldova</i>
Olga SÂRBU	SUSTAINABLE HUMAN RESOURCE MANAGEMENT IN THE CONTEXT OF CONTEMPORARY ORGANIZATIONAL TRANSFORMATIONS <i>State University of Moldova</i>

Alina-Florentina SĂRACU Carmelia Mariana BĂLĂNICĂ DRAGOMIR Gina IOAN	NON-REIMBURSABLE FUNDING SOURCES ATTRACTED BY ROMANIA FOR INFRASTRUCTURE MODERNIZATION AND SUSTAINABLE DEVELOPMENT <i>“Dunărea de Jos” University of Galați, Romania</i>
Vitalii SHAPOVALOV	THE ROLE OF THE INSTITUTION OF COOPERATION IN ENSURING SUSTAINABLE DEVELOPMENT <i>Poltava University of Economics and Trade, Ukraine</i>
Feodosie PITUȘCAN Sergiu MÎRZA	PREMISES, OPPORTUNITIES AND IMPLEMENTATION STRATEGIES OF ECOLOGICAL MARKETING <i>Trade Co-operative University of Moldova Technical University of Moldova</i>
Galina CARAGANCIU Aliona CHETRARU	THE ROLE OF FUNDRAISING AS AN ALTERNATIVE METHOD IN BUSINESS FINANCING <i>Trade Co-operative University of Moldova</i>
Boris COREȚCHI Vitalie TOMA Chuai JINHUI	GEOPOLITICAL TRANSFORMATIONS AND TRADE PROSPECTS: INTEGRATION OF THE REPUBLIC OF MOLDOVA INTO GLOBAL VALUE CHAINS THROUGH STRATEGIC PARTNERSHIPS WITH CHINA <i>Moldova State University</i>
Adrian-Gheorghe ZUGRAVU Alina ARTIOMOV- CRACIUN	INNOVATION AND DIGITALIZATION IN THE BIOMASS SECTOR: STRATEGIC DIRECTIONS FOR A SUSTAINABLE FUTURE <i>“Dunărea de Jos” University of Galați, Romania</i>
Mihai DUMBRAVA Cristina COPACEANU	INTERNATIONAL EXPERIENCES IN FINANCING ROAD SAFETY AND PUBLIC ORDER FROM A SUSTAINABILITY PERSPECTIVE <i>Academy of Economic Studies of Moldova</i>
Luminita-Maria FILIP	FOOD SECURITY – AN AMBITIOUS BUT DISTANT DESIDERATUM. COMPARATIVE STUDY <i>Lower Danube University of Galati, Romania</i>
Alexandru SCUTARU	FROM RESOURCE MANAGEMENT TO A SUSTAINABLE ECONOMY <i>Moldova State University</i>
Andrei MULIC Maria PAPANA	THE ROLE OF SUSTAINABLE PUBLIC PROCUREMENT IN THE DEVELOPMENT OF COOPERATIVES AND COLLECTIVE WELFARE <i>Moldova State University</i>
Alisa MAȘNIC Ecaterina CRISTEA	SUSTAINABILITY IN TELECOMMUNICATIONS BUSINESSES <i>Technical University of Moldova</i>

S3

309/1

DIVERSITATE,
COMPETITIVITATE ȘI
REZILIENȚĂ: PROVOCĂRI ȘI
OPORTUNITĂȚI PENTRU
COOPERATIVE

DIVERSITY, COMPETITIVENESS,
AND RESILIENCE: CHALLENGES
AND OPPORTUNITIES FOR
COOPERATIVES

Moderatori | Moderators

Feodosie PITUȘCAN, Vlada COLESNICOVA

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Natalia LOBANOV	COOPERATIVES AS A SOURCE OF COMPETITIVENESS AND SUSTAINABLE DEVELOPMENT <i>Academy of Economic Studies of Moldova</i>
Marinela-Daniela MANEA Mariana ZAMFIR	THE RESILIENCE OF THE CONSUMER COOPERATIVE IN DÂMBOVIȚA COUNTY - POST COMMUNIST PERIOD ANALYSIS <i>Valahia University of Târgoviște, Romania</i>
Bohdan SEMAK	ARTIFICIAL INTELLIGENCE AS ONE OF THE MAIN FACTORS IN THE TRANSFORMATION OF THE MARKETING INDUSTRY <i>Lviv University of Trade and Economics, Ukraine</i>
Corina CUȘNIR	INCREASING BUSINESS PROFITABILITY UNDER SUSTAINABLE DEVELOPMENT CONDITIONS <i>Trade Co-operative University of Moldova</i>
Valentyna KUTSYK Oleh DUSHENKO	COMPETITIVENESS OF TRADE ENTERPRISES IN THE CONDITIONS OF EXISTENTIAL CHALLENGES: DIRECTIONS FOR IMPROVEMENT <i>Lviv University of Trade and Economics, Ukraine</i>
Guido MIGLIACCIO Mirko MOZZILLO	COOPERATIVE AGRICULTURE IN MOLDOVA: ECONOMIC AND FINANCIAL PERFORMANCE IN A CONTEXT OF TRANSITION <i>University of Sannio, Italy</i>
Aleksandar DAVCHEV	NEW MARKETING OPPORTUNITIES BASED ON ARTIFICIAL INTELLIGENCE <i>University of Agribusiness and Rural Development, Bulgaria</i>
Alina-Petronela HALLER	SHAPING A MORE RESILIENT AND SUSTAINABLE WORLD IN THE CONTEXT OF TODAY'S CHALLENGES <i>Gheorghe Zane Institute for Economic and Social Research, Romanian Academy, Iași Branch, Romania</i>
Lyudmyla SHYMANOVSKA-DIANYCH Bohdan KOLOMIETS	SAFETY-ORIENTED MANAGEMENT AS A TOOL FOR SUSTAINABLE DEVELOPMENT OF COOPERATIVES IN THE CONTEXT OF THE CONSTELLATION CONCEPT <i>Poltava University of Economics and Trade, Ukraine</i>
Viorica GUȚAN	CONSIDERATIONS REGARDING WINE TOURISM AND TOURISTS <i>Trade Co-operative University of Moldova</i>

Marilena DONCEAN	THEORIES AND MODELS OF HIERARCHICAL FINANCING OF A COMMERCIAL COMPANY <i>Gheorghe Zane Institute for Economic and Social Research, Romanian Academy, Iași Branch, Romania</i>
Ruslan BOIKO	IDENTIFICATION OF VECTORS OF INTERNATIONAL EXPERIENCE IN IMPLEMENTING STATE INVESTMENT POLICY MECHANISMS IN UKRAINE <i>Lviv University of Trade and Economics, Ukraine</i>
Aurelia TURCAN Vlada COLESNICOVA Maxim MUNTEANU	INTERNET MARKETING IN THE CONDITIONS OF DIGITALIZATION: THEORETICAL FUNDAMENTALS AND DEVELOPMENT TRENDS IN MOLDOVA <i>Academy of Economic Studies of Moldova</i>
Olha HNYLYANSKA	CURRENT USE AND FUTURE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN ENTERPRISE MANAGEMENT <i>Lviv University of Trade and Economics, Ukraine</i>
Natalia VINOGRADOVA	INTERSECTORAL PARTNERSHIPS FOR INNOVATION AND COMMUNITY DEVELOPMENT: THE ROLE OF ENTERPRISES, ACADEMIA, AND PUBLIC INSTITUTIONS <i>National Institute for Economic Research, Academy of Economic Studies of Moldova</i>
Cristina LACHI	QUALITY MANAGEMENT IN TOURISM: THE ROLE OF SERVICE QUALITY AND COMPETITIVENESS <i>Moldova State University</i>
Larisa TRIFONOVA	THE ROLE OF ESG STRATEGIES IN MARKETING POSITIONING OF COOPERATIVE ORGANIZATIONS <i>Moldova State University</i>
Lida CUCOȘ	THE IMPACT OF AUTOMATION AND DIGITALIZATION ON THE COMMERCIAL MARKET IN THE REPUBLIC OF MOLDOVA <i>Moldova State University</i>
Viorica SITNICENCO Oxana SADOVICI	CURRENT TRENDS IN THE LOGISTICS SECTOR <i>Cooperative College of Moldova National College of Trade, Academy of Economic Studies of Moldova</i>
Iurie CAPRIAN	CONCEPTUAL APPROACHES TO BANK CYBERSECURITY <i>Moldova State University</i>
Valeria PRAPORSCIC	THE JUSTIFICATORY IMPEDIMENT IN AGRICULTURAL COOPERATIVES' CONTRACTS - LEGAL SOLUTIONS FOR ECONOMIC RESILIENCE <i>Moldova State University</i>
Vladimir MIROVSKI	DIGITAL ECONOMY – PILLAR OF MODERN BUSINESS <i>Technical University of Moldova</i>

S4

409/1

IDENTITATE, LEGISLAȚIE ȘI
GUVERNANȚA
COOPERATIVELORIDENTITY, LEGISLATION, AND
GOVERNANCE OF COOPERATIVES

Moderatori | Moderators

Virginia ZAHARIA, Mihail CIOBANU

<https://us05web.zoom.us/j/81937653996?pwd=iF8nJZM0AjERon6izEE9t48yXoPrND.1>

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Daniela DIMA Florentina NEAMȚU George-Dan Sebastian STOICA	THE INDIVIDUAL ROLE OF COOPERATIVE MEMBERS IN SUSTAINABLE DEVELOPMENT AND THE FULFILLMENT OF THE "WELL-BEING FOR ALL" PRINCIPLE FROM THE PERSPECTIVE OF THEIR LEGAL PROTECTION: A COMPARATIVE LAW APPROACH <i>"George Bacovia" University of Bacau, Romania</i>
Luiza FLOREA Aurelia NICA	ROMANIAN AQUACULTURE COMPANIES - CHARACTERISTICS, EVOLUTION <i>"Dunarea de Jos" University of Galati, Romania</i>
Aurel Octavian PASAT	COOPERATIVES IN THE REPUBLIC OF MOLDOVA: LEGISLATION, GOVERNANCE AND DEVELOPMENT CHALLENGES <i>Trade Co-operative University of Moldova</i> <i>"Dunarea de Jos" University of Galati, Romania</i>
Virginia ZAHARIA Liliana CIBUC	THE EVOLUTION OF THE NORMATIVE FRAMEWORK OF COOPERATIVES AND ITS IMPACT ON SUSTAINABLE DEVELOPMENT <i>Trade Co-operative University of Moldova</i>
Filippo Luigi GIAMBRONE	EMBEDDING COOPERATIVE IDENTITY IN INTERNATIONAL TAX LAW: TREATY CLAUSES, TRANSFER PRICING REFORMS, AND FISCAL GOVERNANCE FOR DEMOCRATIC ENTERPRISE <i>University of Sannio, Italy</i>
Adrian TUTUIANU	CONSIDERATIONS ON THE LEGAL NATURE OF COOPERATIVES <i>Valahia University of Târgoviște, Romania</i>
Lesya SKREKLYA	CRIMINAL LIABILITY FOR ESTABLISHING OR SPREADING CRIMINAL INFLUENCE <i>Lviv University of Trade and Economics, Ukraine</i>
Florin-Mihai CĂPRIOARĂ Alina-Cornelia CĂPRIOARĂ	COOPERATIVES, NGOS, COMPANIES: HOW TO CHOOSE THE RIGHT BUSINESS MODEL AND ORGANIZATIONAL FORM FOR SOCIAL ENTERPRISES? <i>"George Bacovia" University of Bacau, Romania</i>
Luiza FLOREA Aurelia NICA	ROMANIAN FISHING COMPANIES - CHARACTERISTICS, EVOLUTION <i>"Dunarea de Jos" University of Galati, Romania</i>

Nadiia RUSHCHYSHYN Sofiia STARODUB	TAX EVASION: CAUSES, CONSEQUENCES FOR UKRAINE AND MEASURES FOR PREVENTION <i>Lviv University of Trade and Economics, Ukraine</i>
Iulia CAPRIAN Mariana Rodica TIRLEA Liliana DANDARA	THE FIGHT AGAINST TAX EVASION IN THE REPUBLIC OF MOLDOVA: ANALYSIS AND SOLUTIONS <i>Moldova State University "Dimitrie Cantemir" Christian University, Bucharest, Romania Trade Co-operative University of Moldova</i>
Tudor TUHARI	THE ASPECTS FOR APPLICATION OF COUNTABLE ACCOUNTS IN THE CONTEXT OF NATIONAL STANDARDS <i>Trade Co-operative University of Moldova</i>
Valeria PRAPORȘCIC	THE JUSTIFYING IMPEDIMENT IN CONSUMER CONTRACTS AND THE IMPACT OF ECONOMIC CHANGES ON CONSUMER PROTECTION <i>Moldova State University</i>

S5

217/1

INTER-COOPERARE,
PREOCUPARE PENTRU
COMUNITATE ȘI BUNĂSTARE

INTER-COOPERATION, COMMUNITY
WELL-BEING, AND SOCIAL
RESPONSIBILITY

Moderatori | Moderators

Tatiana COLESNICOVA, Gabriela Daniela BORDEIANU

<https://us05web.zoom.us/j/84977352081?pwd=OJevc2LtLoogcOr6LUnTcXJyntloAe.1>

Meeting ID: 849 7735 2081

Passcode: sbDnQ3

Numeric Passcode: 844021

Violeta HAZAPARU Gabriela Daniela BORDEIANU Andrei Octavian PARASCHIVESCU	INTER-COOPERATION AND COMMUNITY WELL-BEING THROUGH SUSTAINABLE COOPERATIVE MANAGEMENT <i>"George Bacovia" University of Bacau, Romania</i>
Petro KUTSYK Nazarii TULIKA	UKRAINIAN IT PRODUCT ON THE INTERNATIONAL MARKET: OPPORTUNITIES AND CHALLENGES <i>Lviv University of Trade and Economics, Ukraine</i>
Plamen LAKOV Krasimir LEVKOV Tatiana COLESNICOVA	THE TOURIST POTENTIAL OF "PERPERIKON" - THE SACRED ROCK CITY OF THE THRACIANS <i>University of Agribusiness and Rural Development, Bulgaria</i> <i>National Institute for Economic Research, Republic of Moldova</i> <i>Academy of Economic Studies of Moldova</i> <i>Trade Co-operative University of Moldova</i>
Zoltan VERES	SUSTAINABILITY PREFERENCES OF PACKAGING <i>University of Pannonia, Hungary</i>
Tudor LEAHU	FUNCTIONAL APPROACH TO THE ORGANIZATION OF INFORMATION IN THE INTEGRATED MANAGEMENT SYSTEM OF COMMERCIAL UNITS <i>Free International University of Moldova</i>
Viktoriia KHAUSTOVA Iulia CAPRIAN Iulita BÎRCĂ Nataliia TRUSHKINA	CRITICAL INFRASTRUCTURE SUSTAINABILITY IN THE CONTEXT OF THE WELL-BEING OF THE COUNTRY'S POPULATION <i>Research Center for Industrial Problems of Development of the NAS of Ukraine</i> <i>Moldova State University</i> <i>National Institute for Economic Research, Republic of Moldova</i>
Mihail CIOBANU	DIGITAL APPLICATIONS FOR MONITORING AND SUPPORTING VULNERABLE CHILDREN <i>National Institute for Economic Research, Republic of Moldova</i> <i>Academy of Economic Studies of Moldova</i>
Lilia DRAGOMIR Tatiana DIACONU	RATIONALIZATION OF PUBLIC HEALTH SERVICES IN THE REPUBLIC OF MOLDOVA <i>Moldova State University</i>

Iryna MELNYK	DIRECTIONS OF DIGITALIZATION OF HOTEL ENTERPRISES <i>Lviv University of Trade and Economics, Ukraine</i>
Biser KRASTEV	THE ROLE OF LOCAL BUDGETS FOR SUSTAINABLE DEVELOPMENT OF BULGARIAN MUNICIPALITIES <i>University of Agribusiness and Rural Development, Bulgaria</i>
Viorica FULGA	CHALLENGES OF ACCOUNTING ETHICS UNDER GLOBALIZATION <i>Trade Co-operative University of Moldova</i>
Svetlana RUSU	MOLDOVAN'S LABOR MARKET AS A DRIVER OF EMIGRATION <i>National Institute for Economic Research, Republic of Moldova Academy of Economic Studies of Moldova</i>
Ina MALECA	ASPECTS OF ACCOUNTING FOR SERVICES PROVIDED BY PUBLIC CATERING ENTITIES <i>Trade Co-operative University of Moldova</i>
Iulia BEJENARU	THE ROLE OF COOPERATIVES IN INCREASING FINANCIAL INCLUSION OF SOCIALLY VULNERABLE GROUPS <i>National Institute for Economic Research, Republic of Moldova</i>
Eugenia BUSMACHIU	ENVIRONMENTAL COSTS AND BENEFITS: CHALLENGES AND ANALYSIS <i>Academy of Economic Studies of Moldova</i>
Vitalie TOMA	ANALYSIS OF THE CORRELATION BETWEEN THE NATIONAL SECURITY OF THE REPUBLIC OF MOLDOVA AND GEORGIA AND THE INFLUENCE OF ENERGY INFRASTRUCTURE IN THE SELF- PROCLAIMED REGIONS OF TRANSNISTRIA AND SOUTH OSSETIA <i>Moldova State University</i>
Ecaterina ULIAN	POST-ACQUISITION EFFECTS OF MERGERS AND ACQUISITIONS: AN APPROACH FROM THE PERSPECTIVE OF AGENCY THEORY <i>Moldova State University</i>
Adriana BUZDUGAN Florin STANCU Alexandru-Vasile BURLUI	THE RELATIONSHIP BETWEEN EUROPEAN RAIL INFRASTRUCTURE AND POPULATION WELL-BEING, WITH A FOCUS ON ACCESSIBILITY, CONNECTIVITY, AND SUSTAINABLE DEVELOPMENT <i>Moldova State University Craiova, Romania Iași, Romania</i>
Tatiana COLESNICOVA	COOPERATIVES AS A WAY TO ACHIEVE GENDER EQUALITY THROUGH WOMEN'S EMPOWERMENT <i>Trade Co-operative University of Moldova National Institute for Economic Research, Republic of Moldova Academy of Economic Studies of Moldova</i>
Iulia CAPRIAN Mariana TIRLEA Liliana DANDARA Nataliia TRUSHKINA	THE CONTRIBUTION OF COOPERATIVES TO SOCIO-ECONOMIC DEVELOPMENT: CHALLENGES AND PERSPECTIVES <i>Moldova State University "Dmitrie Cantemir" Christian University, Bucharest, Romania Trade Co-operative University of Moldova Research Center for Industrial Problems of Development of the NAS of Ukraine</i>

S6**113/1****EDUCAȚIE ȘI CERCETARE PENTRU
UN VIITOR REZILIENT AL
COOPERATIVELOR****EDUCATION AND RESEARCH FOR
RESILIENT COOPERATIVE FUTURE****Moderatori | Moderators****Sofia CĂPĂȚÎNĂ, Violeta HAZAPARU**<https://us05web.zoom.us/j/89674424465?pwd=20UQgpVcM8a8EFgggAXoWwubGQ18Ob.1>**Meeting ID: 896 7442 4465****Passcode: 5WstQa****Numeric Passcode: 244785**

Guido MIGLIACCIO Lorenzo Maria MIGLIACCIO	THE PERFORMANCE OF ITALIAN COOPERATIVE ENTERPRISES DEDICATED TO EDUCATION: QUANTITATIVE RESULTS FROM ANALYSIS OF FINANCIAL STATEMENTS <i>University of Sannio, Italy</i>
Sofia CAPATINA	INNOVATIVE APPROACHES IN ACCOUNTING TEACHING <i>Trade Co-operative University of Moldova</i>
Olga BLAGORAZUMNAIA Yfat MENASHKO	THE EDUCATIONAL SYSTEM OF ISRAEL AS THE BASIS OF THE COUNTRY'S SUSTAINABLE DEVELOPMENT <i>Free International University of Moldova</i>
Sabrina Lucilla BARONE Guido MIGLIACCIO	THE CONTRIBUTION OF ITALIAN COOPERATIVE ENTERPRISES TO EDUCATION, TRAINING AND TRAINING PROCESSES: AN OVERVIEW <i>Pegaso Telematic University & IUL Telematic University of Studies, University of Sannio, Italy</i>
Mariana DOGA- MÎRZAC Svetlana GHERJAVCA	SUPPORT MECHANISMS AND BUSINESS DEVELOPMENT OPPORTUNITIES FOR YOUNG PEOPLE FROM THE REPUBLIC OF MOLDOVA <i>Moldova State University</i>
Alina-Cornelia CĂPRIOARĂ	VIOLENCE IN SCHOOLS: FROM EMOTIONAL PROBLEM TO LEGAL SOLUTION <i>"George Bacovia" University of Bacau, Romania</i>
Marion SANTORELLI Domenico CATULLO	INTEGRATING COOPERATIVE PRINCIPLES INTO ENGLISH LANGUAGE EDUCATION: A CURRICULUM FRAMEWORK FOR VOCATIONAL AND ADULT LEARNERS IN EUROPE <i>Università degli Studi del Sannio, Italy</i>
Emilio COSTABILE	COLLABORATION BETWEEN SCHOOLS AND SOCIAL COOPERATIVES. THE CASE STUDY OF THE "MEDAGLIE D'ORO INSTITUTE" IN ITALY <i>State Comprehensive Institute "Medaglie D'Oro", Italy</i>
Tudor TUHARI	DIALECTICAL METHODS IN ACCOUNTING RESEARCH <i>Trade Co-operative University of Moldova</i>

Dimitrie STOICA Maricica STOICA	ENTREPRENEURIAL EDUCATION AS A DRIVER FOR THE SUSTAINABLE DEVELOPMENT OF COOPERATIVES AMONG STUDENTS <i>“Dunărea de Jos” University of Galați, Romania</i>
Mihaela VASILOAIA	LINGUISTIC GLOBALISATION IN JOB ADVERTISEMENTS <i>“George Bacovia” University of Bacau, Romania</i>
Bohdan SHEVCHYK	HUMAN CAPITAL IN THE NOOECONOMICS: COGNITARIAT AND PASSIONARITY <i>Lviv University of Trade and Economics, Ukraine</i>
Maria COJOCARU Maria-Lavinia BULEAC	RESEARCH ON CITIZENS’ PERCEIVED WELL-BEING THROUGH THE APPLICATION OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM) AND THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) <i>Moldova State University Târgu Jiu, Romania</i>
Emilio COSTABILE	THE SOCIAL BALANCE IN THE SCHOOL AUTONOMY <i>State Comprehensive Institute “Medaglie D'Oro”, Italy</i>

SENATE HALL	Vineri, 20 Iunie	Friday, June 20
9³⁰-10³⁰	Sesiunea plenară II	Plenary session II
Moderatori Moderators		Tatiana ZAVAȚKI, Victoria IORDACHI

<https://us05web.zoom.us/j/89674424465?pwd=20UQgpVcM8a8EFgggAXoWwubGQ18Ob.1>

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9³⁰-9⁵⁰ THE SOCIAL ECONOMY AS A DRIVER OF SUSTAINABLE DEVELOPMENT: THE ROLE OF COOPERATIVES IN PROMOTING ECONOMIC INCLUSION AND SOCIAL INNOVATION

Gabriela FOTACHE, Lecturer, PhD

Angela Mihaela MASTACAN, Ec.

“George Bacovia” University of Bacau, Romania

9⁵⁰-10¹⁰ YOUTH PERCEPTIONS ON COOPERATIVES IN THE REPUBLIC OF MOLDOVA: ECONOMIC AND SOCIAL POTENTIAL, MOTIVATION, AND EDUCATIONAL PERSPECTIVES

Larisa ȘAVGA, Professor, PhD

Trade Co-operative University of Moldova

Victoria IORDACHI, Assoc. Prof., PhD

Academy of Economic Studies of Moldova

National Institute for Economic Research, Republic of Moldova

Tatiana BARAN, Lecturer

Trade Co-operative University of Moldova

10¹⁰-10³⁰ COOPERATION AS AN IMPORTANT WAY TO IMPROVE PEOPLE’S WELFARE AND STRENGTHENING THE SOCIAL STRUCTURE OF SOCIETY

Tatiana COLESNICOVA, Assoc. Prof., PhD

Trade Co-operative University of Moldova

National Institute for Economic Research, Republic of Moldova

Academy of Economic Studies of Moldova

10³⁰-11³⁰ **Book release**

12³⁰-16⁰⁰ **Lunch and cultural program**

NOTIȚE | NOTES



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