



Ministerul Economiei și Comerțului
al Republicii Moldova



Academia de Științe
a Moldovei

IEFS

Institutul de Economie, Finanțe și Statistică

ECONOMIE și SOCIOLOGIE

REVISTĂ TEORETICO-ȘTIINȚIFICĂ - fondată în anul 1953

ECONOMY AND SOCIOLOGY
THEORETICAL AND SCIENTIFIC JOURNAL - established in 1953

ЭКОНОМИКА И СОЦИОЛОГИЯ
НАУЧНО-ТЕОРЕТИЧЕСКИЙ ЖУРНАЛ - основан в 1953 году



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CUPRINS:**Economie***Gheorghe Costandachi*

- Impactul crizei financiare asupra sistemului sferei sociale..... 9**

Vadim Macari

- Aspectele teoretice ale tratării politicilor economice..... 24**

Stela Ciobu, Ivan Luchian

- Dezvoltarea pieței creditului ipotecar în țările Europei**

- Centrale și de Est prin prisma procesului inovațional..... 36**

Maria Carmen Bucur (Andrușca)

- Rolul funcției de conducere în managementul resurselor**

- umane în administrația publică locală..... 47**

Elvira Naval, Marina Popovscaia, Dorian Drucioc

- Constrângerile balanței de plăti și creșterea economică în**

- Republica Moldova..... 56**

Tatiana Tofan

- Investiția internațională și formele ei de realizare în**

- străinătate..... 68**

Victoria Ganea, Tatiana Lisii

- Impactul inovării asupra competitivității agenților**

- economiți..... 77**

Leonard Lepadatu

- Managementul riscurilor în proiecte – abordări generale**

- ale situațiilor particulare..... 83**

Mihail Girlea

- Eficiența predării programului analitic al cursului didactic**

- "Managementul riscului"..... 89**

Lilia Ghițiu

- Comunicarea- instrument al promovării în marketing 98**

Valentina Ganciucov, Zaharia Olărescu

- Monitorizarea impactului crizei finanțiar-economice**

- mondiale asupra economiei Moldovei..... 105**

<i>Alexandru Șerbina</i>	
Imaginea externă a companiei.....	114
<i>Adela Bulgac</i>	
Unele abordări teoretice ale structurilor de informare ale businessului.....	121
 Sociologie	
<i>Andrei Timuș</i>	
Folosirea metodei content analizei în investigațiile sociologice de studiere cantitativă a conținutului informației sociale.....	128
<i>Luchian Andrei</i>	
Probleme sociale ale administrării fondului locativ din municipiul Chișinău	134
<i>Liubovi Hristiuc</i>	
Nivelul asigurării pensionarilor Moldovei cu locuință și comodități comunale	141
<i>Tatiana Colesnicova</i>	
Inegalitatea de gen pe verticală pe piața muncii a Moldovei.....	151
<i>Anatolii Rojco, Eleonora Ciobanu</i>	
Accesibilitatea teritorială a pensionarilor la instituțiile sociale.....	160
<i>Zoia Stremenovscaia</i>	
Înzecharea gospodăriilor casnice cu pensionari cu obiecte de folosință îndelungată.....	170

CONTENTS:

Economy

<i>Gheorghe Costandachi</i>	
Impact of financial crisis on the social sphere.....	9
<i>Vadim Macari</i>	
Theoretical aspects of the economic policies' research.....	24
<i>Stela Ciobu, Ivan Luchian</i>	
The development of mortgage market in the Central and Eastern European countries through innovative process.....	36
<i>Maria Carmen Bucur (Andrușca)</i>	
The role of controlling function in human resources management in local public administration.....	47
<i>Elvira Naval, Marina Popovscaia, Dorian Drucioc</i>	
Balance of payments constraints and economic growth in the republic of Moldova.....	56
<i>Tatiana Tofan</i>	
Some forms of realization of international direct investment.....	68
<i>Victoria Ganea, Tatiana Lisii</i>	
The innovation impact of the competitiveness of economic agents.....	77
<i>Leonard Lepadatu</i>	
Risk Management in projects - General approaches of particular situations.....	83
<i>Mihail Girlea</i>	
Efficiency of analytical program teaching of "Risk management" university course	89
<i>Lilia Ghițiu</i>	
Communication as means of marketing promotion	98
<i>Valentina Ganciucov, Zaharia Olărescu</i>	
Monitoring of influence of a global financial economic crisis on economy of Moldova.....	105

<i>Alexandru Ţerbina</i>	
External image of the company.....	114
<i>Adela Bulgac</i>	
Some theoretical approaches to the structures of providing information to business.....	121
 Sociology	
<i>Andrei Timush</i>	
Application method contents analyze in sociological researches.....	128
<i>Andrei Luchian</i>	
Social problem of dwellings administration in Chișinău.....	134
<i>Hristiuk Liubovi</i>	
The level of supplying with housing and conveniences of the pensioners of Moldova.....	141
<i>Tatiana Colesnicova</i>	
Gender vertical inequality on the labor market of Moldova.....	151
<i>Anatolii Rozhko, Eleonora Tchiobanu</i>	
Territorial accessibility retirees to social institutions.....	160
<i>Zoia Stremenovscaya</i>	
Households with pensioners in possession of durable goods....	170

СОДЕРЖАНИЕ:

Экономика

Gheorghe Costandachi

Влияние финансового кризиса над системы социальной сферы	9
---	---

Вадим Макарь

Теоретические аспекты исследования экономических политик.....	24
--	----

Stela Ciobi, Ivan Luchian

Развитие рынка ипотечного кредитования в странах Центральной и Восточной Европы с помощью инновационного процесса.....	36
---	----

Maria Carmen Bucur (Andrușca)

Роль функции контроля в менеджменте персонала в местной публичной администрации.....	47
---	----

Elvira Naval, Marina Popovscaia, Dorian Drucioc

Ограничения платежного баланса и экономический рост в республике Молдова.....	56
--	----

Tatiana Tofan

Некоторые формы реализации международных прямых инвестиций.....	68
--	----

Victoria Ganea, Tatiana Lisii

Воздействие инноваций на конкурентоспособность экономических агентов.....	77
--	----

Leonard Lepadatu

Управление рисками в рамках проектов - общий подход конкретных ситуаций.....	83
---	----

Mihail Girlea

Эффективность преподавания аналитической программы учебного курса по „Управлению рискам“	89
---	----

Lilia Ghițiu

Общение - как средство продвижения в маркетинге	93
--	----

Valentina Ganciucov, Zaharia Olărescu

- Мониторинг влияния глобального финансово-экономического кризиса на экономику Молдовы..... 105**

Александр Щербина

- Внешний имидж компаний..... 114**

Адела Булгак

- Некоторые теоретические подходы к структурам информационного обеспечения бизнеса..... 121**

Социология

Андрей Тимущ

- Использование метода контент-анализа в социологических исследованиях..... 128**

Андрей Лукьян

- Социальные проблемы управления жилищным фондом в муниципалитете Кишинева 134**

Любовь Христюк

- Уровень обеспеченности пенсионеров Молдовы жильем и коммунальными удобствами..... 141**

Т.В. Колесникова

- Гендерное вертикальное неравенство на рынке труда Молдовы..... 151**

Anatolii Rojco, Eleonora Ciobani

- Территориальная доступность пенсионеров к социальным учреждениям..... 160**

Зоя Стременовская

- Обеспеченность домохозяйств с пенсионерами предметами длительного пользования..... 170**

ECONOMIE

ЭКОНОМИКА

**IMPACTUL CRIZEI FINANCIARE ASUPRA
SISTEMULUI SFEREI SOCIALE**

*Gheorghe COSTANDACHI, doctor în economie,
director adjunct, IEFS*

*Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar*

In this paper defines a financial crisis. The scientific work contains the history of the examples of economic crises. The author has made a very detailed analysis of theoretical and historical aspects of the financial crisis. Also, the work reveals the consequences of crises in terms of socio-economic aspects. In this paper we present the economic analysis of the current state of the national economy of the Republic of Moldova. An assessment and determined the risk of crisis in Moldova. In the end, based on an analysis of SWOT, given the findings and proposed recommendations to the case of a crisis.

ASPECTE TEORETICE ALE TRATĂRII POLITICOILOR ECONOMICE

*Vadim MACARI, doctor în economie,
conferențiar cercetător, IEFS*

Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar

The category of economic policy is defined, depending on different criteria the economic policies are classified, the contents of economic policy and of theory of economic policy (political economy) are delimited, the existent difference between the notions of economic policy and theory of economic policy, between economic science and politic science is argued, the interaction between political and economic elements is investigated and their optimal combination is recommended.

DEZVOLTAREA PIETEI CREDITULUI IPOTECAR ÎN ȚĂRILE EUROPEI CENTRALE ȘI DE EST PRIN PRISMA PROCESULUI INOVAȚIONAL

*Stela CIOBU, doctor în economie,
conferențiar universitar*

*Ivan LUCHIAN, doctor în economie,
conferențiar universitar*

Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar

The mortgage market has a positive trend in the Republic of Moldova, in spite of lack of legislative framework, undeveloped financial market and infrastructure, lack of guarantees, transparency and accessibility to the mortgage financial system. In order to go further, the Government of the Republic of Moldova should develop the concept of mortgage financing, to draft the mortgage law and to develop the special program in the field.

In this respect, the article may be considered a contribution to the development of the new approach by presenting the experience and the lessons learned of Central Eastern European countries in the field of mortgage financing. The objective is to make a research of the four models (commercial bank model, mortgage bank model, state participation model, secondary market model) developed in the Central Eastern European countries, as well as the innovations implemented on the mortgage market of these countries.

ROLUL FUNCȚIEI DE CONDUCERE ÎN MANAGEMENTUL RESURSELOR UMANE ÎN ADMINISTRAȚIA PUBLICĂ LOCALĂ

Maria Carmen BUCUR (ANDRUȘCA),
doctorand, România

Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar

In this article, an analysis of the role of controlling function as well as the influence of various factors on human resources in local public administration is presented. The author recommends a lot of measures which are able to ensure the efficiency of public officers' activity.

BALANCE OF PAYMENTS CONSTRAINTS AND ECONOMIC GROWTH IN THE REPUBLIC OF MOLDOVA

*Elvira NAVAL, doctor în informatică,
conferențiar cercetător, IMI, AŞM
Marina POPOVSCAIA, doctorandă, IMI, AŞM*

**Recenzent: Dorian DRUCIOC, doctor în economie,
conferențiar cercetător, IMI, AŞM**

Successive economic growth in the Republic of Moldova in the last decade was mentioned. What is the nature of this growth and how long will it keep are the questions of interest. In this connection, the main purpose of these notes will be referred to the demand and supply side of growth. In the case of the Republic of Moldova from the demand side the Thirlwall model will be examined and from the supply side Cobb-Douglas production function will be considered. Econometric estimation, based on the Moldova statistics referred to the period of 1995-2007 years, will be presented for both approaches. Concluding remarks will finish these notes.

INVESTIȚIA INTERNATIONALĂ ȘI FORMELE EI DE REALIZARE ÎN STRĂINĂTATE

*Tatiana TOFAN, competitor,
cercetător științific, IEFS*

Recenzent: Galina SAVELIEVA,
doctor în economie

Ccurrently, as a few decades ago, transnational companies remains to be the main source of foreign direct investment. Namely transnational companies organize production internationally, performing the expansion of capital abroad. Following the aim to maximize profits through increased sales, transnational companies continually seek to expand market outlets in both developed countries and in the development.

IMPACTUL INOVĂRII ASUPRA COMPETITIVITĂȚII AGENȚILOR ECONOMICI

*Victoria GANEA, doctor în economie,
conferențiar universitar,*

*Tatiana LÎȘI, Doctor în economie
Consiliul Național pentru Acreditare și Atestare*

The new scientific products require different incentives from the state and private sector. Impetus of the technological policy aims to stimulate the innovators (technology push) and to offer systematic support for new technologies and products users (technology pull). Criteria and methods used for effectiveness analysis of these investments are the basis for the solving of this problem. In conclusion, the science and the technology can become a propelling factor of the economic growth if they are combined rationally.

RISK MANAGEMENT IN PROJECTS - GENERAL APPROACHES OF PARTICULAR SITUATIONS

Leonard LEPADATU, doctorand, manager general computer Shop Group S.R.L. România

*Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar*

This paper is a theoretical synthesis that seeks to emphasize the importance of risk management as part of active management projects. This article presents a generic project risk management estimations process that can be particularized for construction projects from the point of view of the owner and/or the consultant who may be assisting the owner.

Subject of this paper is " Risk Management in projects - General approaches of particular situations". Choosing the theme of this article is not random, it continuing series of articles published for strengthen of scientific research in the Doctorate studies that I followed since 2005.

EFICIENȚA PREDĂRII PROGRAMELUI ANALITIC AL CURSULUI DIDACTIC "MANAGEMENTUL RISCULUI"

Mihail GÎRLEA, doctorand, IEFS

Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar

The last years has seen an explosion of interest in risk management throughout business, the public sector, and society generally. Textbooks, articles, pamphlets, and other publications on risk management subjects are constantly appearing and the number are beginning to grow significantly throughout the entire world. Meanwhile, the education in the field of risk management has become an international subject. The marketplace for business schools today is characterized by major change. Increasing competition and globalization of the business education market are among the root causes of the instability and industry wide leadership is needed to sustain business schools in order to respond to emerging priorities and challenges. The article provides an overview of the major items regarding the risk management education and the need for a good education in risk management field. The article suggests what business school leaders can do to meet the challenges facing risk management education and presents the conditions of training and knowledge gathering for risk management.

COMUNICAREA – INSTRUMENT AL PROMOVĂRII ÎN MARKETING

Lilia GHITIU, doctorandă, IEFS

Recenzent: Gheorghe CONSTANDACHI,
doctor în economie

Abstract. Regarding the changes that affect the phenomenon of globalization, the main component of modern management should be "communication". However, at the same time, the company approach regarding the "marketing philosophy" becomes essential in the context of the new economy. At the moment, business development is determined by communication. According to this, the relation between communication and marketing is obvious even if we consider both concepts from at least two perspectives: from a cultural point of view and from a strategic point of view.

MONITORIZAREA IMPACTULUI CRIZEI FINANCIAR-ECONOMICE MONDIALE ASUPRA ECONOMIEI MOLDOVEI

Valentina GANCIUCOV,
doctor în economie, conferențiar cercetător, IEFS
Zaharia OLĂRESCU,
cercetător științific, IEFS

Recenzent: Vadim MACARI,
doctor în economie, conferențiar cercetător, IEFS

In the article monitoring of influence of global financial and economic crisis in the financial and real a sectors of economy of Moldova is carried out, conclusions and some forecast evaluations to the near period are drawn.

ВНЕШНИЙ ИМИДЖ КОМПАНИИ

*Александр ЩЕРБИНА, докторант, ASEM
менеджер "Vion Impex" SRL*

Recenzent: Gheorghe ILIADI,
doctor habilitat, profesor universitar

Dans cet article on envisage les aspects théoriques portant sur la formation de l'image de la compagnie, ainsi que les facteurs lesquels pourraient influencer sur les changements de l'image externe de la compagnie.

UNELE ABORDĂRI TEORETICE ALE STRUCTURILOR DE INFORMARE ALE BUSINESSULUI

*Adela BULGAC,
cercetetător științific, IEFS*

Recenzent: Elena ACULAI,
doctor în economie, conferențiar cercetător

In the paper, approaches of structures providing information to business are analyzed by categorizing them in formal and informal structures. Their importance to the development of SMEs' business activity is outlined.

SOCIOLOGIE

СОЦИОЛОГИЯ

**FOLOSIREA METODEI CONTENT ANALIZEI
ÎN INVESTIGAȚIILE SOCIOLOGICE DE STUDIERE
CANTITATIVĂ A CONȚINUTULUI
INFORMAȚIEI SOCIALE**

***Andrei TIMUȘ,
membru corespondent al A.Ş.M.***

Methods of content analysis of sociological information study together with mass publication means are considered in this article.

PROBLEME SOCIALE ALE ADMINISTRĂRII FONDULUI LOCATIV DIN MUNICIPIUL CHIȘINĂU

Luchian ANDREI

doctorand, AŞM

Recenzent: Andrei TIMUŞ,
membru corespondent al AŞM

The dwelling is the place where the person begins to form as a personality, in the same time, it is the environment where the family, as a main cell of the society, spends a good part from life. The given analysis underlines the essential elements that require a fast intervention for improving the situation of the dwellings. The conclusions of the given analysis can serve as a support in elaborating a more complex study, as regards the situation of dwellings.

NIVELUL ASIGURĂRII PENSIONARILOR MOLDOVEI CU LOCUINȚĂ ȘI COMODITĂȚI COMUNALE

*Liubovi HRISTIUC,
cercetător științific, IEFS*

Recenzent: Anatolii ROJCO,
dorctor în economie, conferențiar cercetător

In the article the author analyses the housing and communal facilities for retirees compared to other types of households on the basis of research materials on the household budgets. The estimation of the household structure by forms of property, area inhabited by retirees and its commodities is presented in the article.

ГЕНДЕРНОЕ ВЕРТИКАЛЬНОЕ НЕРАВЕНСТВО НА РЫНКЕ ТРУДА МОЛДОВЫ

Татьяна КОЛЕСНИКОВА,
докторант, ИЭФС

Рецензент: Анатол РОЖКО,
доктор экономики, конф. иссл.

The trends of gender vertical inequality in Moldova's labor market are analyzed in the given article. Special emphasis is put on the unequal distribution of men and women in the occupational structure, which mirrors the concentrating of male employees at the top of occupational hierarchies (in the higher-status and better-paid positions) and of women at the bottom. Based on this analysis the author proposed a number of measures and recommendations for the enhancing the situation with the gender vertical inequality on the labour market of Moldova.

ACCESIBILITATEA TERITORIALĂ A PENSIONARILOR LA INSTITUȚIILE SOCIALE

*Anatolii ROJCO, doctor în economie,
conferențiar cercetator, IEFS
Eleonora CIOBANU, cercetător științific, IEFS*

Recenzent: Liudmila STARITINA,
doctor în economie, conferențiar cercetator, IEFS

This article discusses the availability of retirees' territorial aspects of social institutions. We show that in the worst situation of households of pensioners in rural areas. Rural pensioners are experiencing considerable difficulties in spatial access to services of various social institutions. Meanwhile, they are significantly more likely than other categories of people are forced to attend these institutions.

ÎNZESTRAREA GOSPODĂRIILOR CASNICE CU PENSIONARI CU OBIECTE DE FOLOSINȚĂ ÎNDELUNGATĂ

Zoia STREMENOVSCHAIA,
cercetător științific, IEFS

Recenzent: Anatolii ROJCO,
doctor în economie, conferențiar cercetator

In the article is considered households with pensioners in possession of durable goods. There are analyzed the period of use of durable goods. It is made conclusion that because of the high prices households with pensioners do not presume acquisition of modern goods.