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**MANAGEMENT OF ASSESSING THE COMPETITIVENESS
OF DOMESTIC GOODS IN THE CONTEXT OF THE
COMMERCIAL POLICY OF THE REPUBLIC OF MOLDOVA**

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IN THE FIELD OF ACTIVITY**

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CONTENTS

1. CONCEPTUAL REFERENCES OF THE RESEARCH	4
2. SYNTHESIS OF CHAPTERS	8
3. GENERAL CONCLUSIONS AND RECOMMENDATIONS.....	24
4. BIBLIOGRAPHY.....	27
5. LIST OF PUBLICATIONS TO THE THESIS	29
6. ANNOTATION.....	32

1. CONCEPTUAL REFERENCES OF THE RESEARCH

The actuality and relevance of the research theme. The strident changes in the economy have created the prerequisites for the development of management of assessing the competitiveness of goods, the introduction of which would provide an increase in competitiveness. A competitive national economy producing competitive goods is the guarantor of the formation of a sustainable society. The period of temporary economic isolation caused by the Covid-19 pandemic has affected the economies of all countries in the world. It is expected that after the release from quarantine and the gradual recovery of all economic zones, competition in the global market will intensify. Given that resources are limited and exhaustible, priority sectors need to be identified when developing strategies. For this purpose, the competitiveness index can be used, as competitiveness is one of the basic characteristics that allows the determination of the market position.

Description of the situation in the research field and identification of the research problems. The sharpening competition leads to an increase in the complexity of management tasks, but the management of the competitiveness of goods as a science is at the formation stage, and the management of assessing the competitiveness of goods has not been studied so far. In the process of regulating the economy, state bodies develop strategies to promote policies in order to ensure the sustainable development of the national economy. The relevant authorities of the Republic of Moldova, when elaborating the mentioned strategies, emphasize the increase of the competitiveness of the small business, and ignore the competitiveness of the goods. In addition, the set of indicators used to assess competitiveness takes into account a small number of factors affecting the competitiveness of goods. Another problem that has been elucidated in this research is the lack of a concept of management of assessing the competitiveness of domestic goods based on ex-ante analysis aimed at determining priority sectors, that would be producing goods with a high degree of technicality and high added value.

Degree of study of the research theme. Scientific works of foreign and domestic scientists do not offer us a broad and multifaceted vision of managing the competitiveness of goods. Moreover, so far, no studies have been conducted whose research object would be the management of assessing the competitiveness of domestic goods. Theoretical and practical aspects regarding the management of goods competitiveness were approached in the works of the following foreign scientists: R.Fathutdinov, N.Safiullyn, L.Safiullyn, I.Frolova, L.Pasechnikova, A.Strekalov, A.Kolchin, M.Ovsyannikov, O.Rudenok, L.Rudneva, M.Galeliuk. The following national

researchers have made valuable contributions to the study of competitiveness management in their doctoral theses: Elena Condrea (The management of the agricultural sector's competitiveness in the context of food security in the Republic of Moldova), Cornel Coșer (Competitiveness management of agri-food products within the context of export stimulation in the Republic of Moldova).

The purpose of the research: elaboration of a new concept of management for the evaluation of the competitiveness of domestic goods and indicators for quantifying the competitiveness of goods, in order to develop recommendations for improving the commercial policy of the Republic of Moldova. In order to achieve the proposed purpose, the following **research objectives** have been defined:

- research of the theoretical and methodological concepts of the competitiveness of goods in the context of finalizing the concept of „competitiveness of domestic goods” and a critical analysis of methods for assessing the competitiveness of goods;
- study and synthesis of theoretical and methodological aspects of managing the assessment of the competitiveness of goods in order to elaborate a new concept and stages of management of assessing the competitiveness of domestic goods;
- diagnostics of the competitiveness of domestic goods in order to determine the goods with the greatest comparative advantage;
- development and testing of an econometric model to assess the impact of foreign trade, including exports, on economic growth;
- research and systematization of competitiveness factors used to assess the competitiveness of goods, in the context of identifying missing factors, in order to develop a new algorithm for assessing the competitiveness of goods, taking into account the maximum number of factors;
- study and systematization of methods for assessing the competitiveness of goods, in order to develop a new set of indicators that can be used to determine priority sectors and export potential of goods;
- comparative analysis of the policies pursued by the main trade partners in order to identify the most advantageous solutions for improving the commercial policy of the RM;
- SWOT analysis of trade policy pursued by the Republic of Moldova in order to develop measures to improve this policy.

Theoretical and methodological support of the thesis. Research of the following foreign and domestic scientists was used as theoretical and methodological support for the development of a new concept of management of assessing the competitiveness of goods: Henri Fayol, Georgy Kleiner, Tanya Sammut-Bonnici, Henry Mintzberg, Cam Caldwell, Verl Anderson, Maria Gâf-

Deac, Luciana Podaru, Raluca Mihălcioiu, Ioan Fotea, Igor Prisac, Silvia Fotea, Alexey Burov, Mihail Glazov, Irina Firova, Ludmila Ruzhanskaya, Irina Kotlyarevskaya, Grigore Belostecinic, Ala Cotelnic, Alexandru Stratan, Rodica Perciun, Maria Oleiniuc, Andrei Cojuhari, Vasile Mamaliga, Sergiu Serduni, Elena Condrea, Cornel Coșer, etc.

The methodology of scientific research. The following methods have been used in this study: abstraction, the method of ascending from the abstract to the concrete, comparison, measurement, analysis and synthesis, economic and mathematical modelling. To identify priority sectors, the author used the developed indices to assess the competitiveness of goods on the external and domestic markets. Using the Grubel-Lloyd index, the changes in the structure of exports and imports were studied, and goods were identified whose share of intra-industry trade significantly differs from the inter-industry one. The study used a set of indicators, such as the Michaely index, Lafay index, etc.

The important scientific problem solved: substantiation of a new concept of management for assessing the competitiveness of domestic goods, which aims to determine priority sectors, producing goods with a high degree of technicality and high added value, and goods with export potential, in the context of restructuring the national economy.

Scientific novelty and originality:

1. Elaboration of a new concept of management of assessing the competitiveness of domestic goods;
2. Development of a new approach to the concept of “competitiveness of domestic goods” in the context of eliminating gaps in existing approaches;
3. Identification of a new group of factors influencing the competitiveness of domestic goods, and its inclusion in the newly created classifier;
4. Substantiation and elaboration of an integral index of the competitiveness of domestic goods, taking into account the new identified factors;
5. Argumentation and development of a new approach to assessing the competitiveness of goods that allows the quantification of the qualitative factor;
6. Elaboration a new set of indicators that can be used to identify priority sectors and export potential of domestic goods;
7. Development of recommendations aimed at improving the commercial policy of the Republic of Moldova and ensuring an increase in the competitiveness of domestic goods.

Theoretical value of the thesis consists in the systematization of conceptual approaches regarding the essence of the competitiveness of domestic goods and management of assessing the competitiveness of domestic goods; classification of factors affecting the competitiveness of

domestic goods, including new identified factors; theoretical and methodological substantiation of the quantitative assessment of the qualitative factor in calculating the competitiveness of domestic goods; theoretical and methodological substantiation of new algorithms for calculating the competitiveness of domestic goods: the algorithm for calculating the integral index of competitiveness and the algorithm for calculating the composite index of comparative advantages.

The applicability value is that general goal, specific objectives and measures are developed, which are recommended to be included in state strategies and programs to export promotion, increase competitiveness, and impact indicators are proposed to set targets for achieving the objectives, and indicators to monitor the achievement of goals. Also, the research results can be used to improve the trade policy pursued by the Republic of Moldova. This study can serve as a tool for economists to assess the competitiveness of goods, identify the strengths and weaknesses of the offered goods in the context of developing measures to improve competitiveness, which would increase the profitability of entrepreneurship. The application of the developed indicators would allow the relevant state bodies (Ministry of Economy and Infrastructure) to identify priority sectors, the development of which would ensure the export promotion and the sustainable economic growth of the Republic of Moldova.

Approval of results. The research results have been reflected in 37 scientific publications (21.08 author's sheets), of which 26 (15.62 a.s.) were published in the period 2015-2020 in journals registered in international databases and in materials of foreign and national conferences (registered by the National Council for Accreditation and Attestation). From the mentioned scientific works, 3 articles were published in international collections indexed in *Scopus* database.

The implementation of the scientific results was carried out within the international GIZ project “Report on impact assessment of the National Strategy for Investments Attraction and Exports Promotion”, carried out at the request of the Ministry of Economy and Infrastructure of the Republic of Moldova. In addition, the research results were accepted for implementation by the furniture factory TANDEM, the Employers' Association “Union of Transporters and Roads”, the Association of Shippers and Customs Brokers of the Republic of Moldova “AEM-TRANS” and S.R.L. VICREMTAL.

The structure and content of the thesis. Taking into account the purpose and objectives of the study and requirements for scientific papers, the structure of the thesis was determined, which contains an introduction, three chapters, general conclusions and recommendations, a bibliography of 188 titles, 16 annexes, 129 pages of basic text, 28 tables and 45 figures.

Keywords: competitiveness, domestic goods, management of assessing, integral index, commercial policy.

2. SYNTHESIS OF CHAPTERS

The chapter 1 „Theoretical and methodological aspects of competitiveness and management of competitiveness of goods” provides the theoretical approach of the concept of competitiveness of goods and management of competitiveness of goods. The synthesis of the definition of “competitiveness of goods” approached in the specialized literature and the synthesis of the factors influencing the competitiveness of domestic goods is performed, in order to determine the missing factors. The analysis of the literature allows us to conclude that the sets of competitiveness factors presented by most economists don’t include psychological factors, therefore, the inclusion of this group of factors in studying the competitiveness of goods is one of the objectives of this paper. In addition, the conceptual delimitations of the theories related to competitiveness and their relationship with commercial policy are described (Table 1).

Table 1. Conceptual delimitations of modern theories related to competitiveness

Author	Conceptual delimitations	Factors / indicators used to estimate competitiveness	Economic effects	Relationship between theory and commercial policy
Hans Martin Staffan Burenstam Linder (1931-2000)	According to similarity theory: “necessary conditions for obtaining the comparative advantage in the production of a good are: domestic market demand for the given good and the similarity of the demand structure” [6, p. 17].	Consumer preference, the domestic demand for goods: “a particular good won't be produced at a comparative advantage unless there is an internal market for it” [6, p. 90].	A specialization in producing high quality goods. An increase of production and export of goods.	As stated by this theory, a protectionist trade policy is relevant to a developing country, and free trade - to a developed country [6, p. 81].
Michael Vivian Posner (1931-2006)	In line with the Technological Gap Model: “the comparative advantage is caused by the distinction between technological processes, between new and old goods, the distribution of investments” [8, p. 341].	“A quota of innovation embodied in a product”, „expenditure on innovation-generating research, i.e. the rate of investment” [8, p. 339].	Economic growth.	Applying the theory will be more effective under the following conditions: “zero tariffs, zero barriers” [8, p. 326].
John Harry Dunning (1927-2009)	The OLI paradigm explains competitive positions in foreign direct investment flows and the economic rationale of international production.	Ownership (O), Location (L), Internalization (I).	Enterprises enter on the external markets through foreign direct investment.	As claimed by this theory, protectionism promotes the substitution of imports using foreign investment [5, p. 177].
Michael Eugene Porter (born in 1947)	The theory of competitive advantage reflects the determinants of the competitive advantage of the nation in terms of the advantages of the domestic enterprises [7].	“Determinants of National Competitive Advantage: factor conditions; demand conditions; related and supporting industries; firm strategy, structure and rivalry” [7, p. 82-83].	Increasing production volume in export-oriented branches, economic growth and welfare growth.	The purpose of trade policy is to create open markets in all branches where the country has a competitive advantage [7, p. 89].

Source: systematized by the author.

All of the described theories, except Linder and Porter's one, have explained international trade, country specialization, comparative and competitive advantages, basing on the specifics of the supply. The country similarity theory and Porter's Diamond are some of the few demand-based theories. Therefore, economic science feels lack of theories of international trade related to competitiveness, which are based on demand.

The world economy is developing dynamically; the economic relations between enterprises, countries are becoming more and more complex. Rapid changes in the business environment, worldwide, contribute to the emergence of new approaches, types and methods of management. The management of the competitiveness of goods as a science is in its infancy. The subject of research in most scientific works on management of competitiveness is not a good, but are an enterprise and an organization. In fact, *there is relatively little research on management of competitiveness of goods, and management of assessing the competitiveness of goods has not yet been studied.*

I. Frolova and L. Pasechnikova substantiated the following point of view in their published articles: „the goal of increasing competitiveness can be achieved only by observing the macro and micro levels of management, but the main one still remains the micro level, namely: enterprise / organization” [20, p. 487]. M. Galeliuk considers that „the competitiveness of an enterprise and the competitiveness of goods are component parts of an integral system, and the management of competitiveness is not a separate field of knowledge, but a function of management” [15, p. 15]. A.Strekalov, A.Kolchin, M.Ovsiyannikov have developed a system of competitiveness management, which ensures the regulation of the production process of competitive goods, and includes: resource allocation management; creating an organizational and production structure; evaluation and optimization of cost and time required for the manufacture of goods [18, p. 8].

R. Fathutdinov states that „managing the competitiveness of goods is a set of regulatory decisions regarding quality, price, services, as well as brand image formation aimed at achieving sustainable competitive advantages” [19]. N. Safiullin and L. Safiullin in the study „Competitiveness: Theory and Methodology” defined the management of competitiveness through the prism of goods as an activity in managing the economic and production system, aimed at optimally modifying the factors of competitiveness of goods to achieve the goal in conditions of influence of the business environment [17]. Management's objectives regarding the competitiveness of goods can be divided into:

- objectives that can be achieved through the efficient use of the factors of production (fixed assets, human resources, etc.), technological modernization of production and cost minimization;

- objectives related to the efficient management of the working capital, the capacity of the enterprise to pay its debts, the assurance of the sustainable development of the enterprise;
- objectives for the promotion and realization of goods on the market;
- objectives related to ensuring a certain level of competitiveness of the goods, in particular a certain level of quality and/or price.

O. Rudenok and L. Rudneva have elaborated a monograph in which they examined the management of the competitiveness of goods based on the methods of assessing and managing the competitiveness of goods proposed by them from the point of view of the strategic capabilities of the enterprise [16]. Therefore, some scientists define the management of the competitiveness of goods through the prism of enterprises, while others approach the management of the competitiveness of the enterprise through the prism of goods.

In addition, 1 Chapter describes methodologies for assessing the competitiveness of goods applied in global practice. None of the existing methods is universal and cannot be used to achieve all objectives, as each method has its advantages and disadvantages (subjectivity; conventionality; difficulty of assessment; analysed goods couldn't be comparison with similar products made by competitors or imported due to lack of information; etc.).

The choice of a method for assessing the competitiveness of goods depends on the purpose of the study, the availability of information necessary to perform calculations. The chosen method should take into account the characteristics of the product and be adapted to the new conditions of development of the national economy. In order to increase the veracity, correctness, accuracy of the results obtained, the researcher needs to apply several methods for assessing the competitiveness of goods, but not be limited by one.

In **Chapter 2 „Assessing the competitiveness of domestic goods in terms of commercial policy”**, a comparative analysis of commercial policies pursued by the main trade partners is carried out and the regulation of commercial policy with third countries by the European Union is elucidated (Table 2). An analysis of the dynamics of exports by country in 1997-2019 shows that in 1997-2007 and 2009-2013 the main trade partner of the Republic of Moldova was the Russian Federation, and in 2008 and 2014-2019 it already became Romania. In the period 1997-2019, Russian Federation (1997-1999, 2010-2013), Ukraine (2001-2009) and Romania (2000, 2014-2019) topped the list of major import partner countries. Therefore, it is logical to expand the list of main trade partners, whose experience in commercial policy should be studied. In addition to Romania and the Russian Federation's trade policy, Ukraine's one will be researched. Furthermore, Romania is a member of the EU, the Russian Federation is a member

of the Eurasian Economic Union, and Ukraine, like Moldova, has signed an Association Agreement with the European Union.

Table 2. Regulation of the European Union commercial policy with third countries

Regulations	Distinctive features	Recent changes	Date
„Council Regulation (EEC) No 2658/87 of 23 July 1987 on the tariff and statistical nomenclature and on the Common Customs Tariff” [9]	1. A unified product coding system has been introduced; 2. Contains customs duties; 3. Does not contain national taxes (VAT, etc.).	„Commission Implementing Regulation (EU) 2018/396 of 13 March 2018 amending Annex I to Council Regulation (EEC) No 2658/87 on TSN and CCT” [10]. „Commission Implementing Regulation (EU) 2018/507 of 26 March 2018 amending Annex I to Council Regulation (EEC) No 2658/87 on TSN and CCT” [11].	September 10, 1987
„Regulation (EU) No 978/2012 of the European Parliament and of the Council of 25 October 2012 applying a scheme of generalised tariff preferences and repealing Council Regulation (EC) No 732/2008” [14]	In the case of the GSP , approximately $\frac{2}{3}$ of import duties were reduced for low-income developing countries. In the case of GSP + , more than $\frac{2}{3}$ of import customs duties have been eliminated for low-income countries that meet two criteria (vulnerability and sustainable development). In the case of the EBA , import duties and quotas on all goods except weapons are abolished for underdeveloped countries.	„Commission Delegated Regulation (EU) 2020/128 of 25 November 2019 amending Annex II to Regulation (EU) No 978/2012 of the European Parliament and of the Council applying a scheme of generalised tariff preferences” [12].	January 1, 2014
„Regulation (EU) 2019/287 implementing bilateral safeguard clauses and other mechanisms allowing for the temporary withdrawal of preferences in certain trade agreements concluded between the EU and third countries” [13]	It is used to protect domestic producers of certain sensitive goods. It applies to goods that are imported in such large quantities that they harm domestic producers.	—	March 14, 2019

Source: systematized by the author.

The promotion of a common commercial policy brings benefits to the EU member states, including Romania: Romanian producers are protected from unfair competition from producers and importers from third countries thanks to the entry into force of Regulation (EU) 2019/287; the trade power of the Union, which includes 28 countries, is much higher than in the case of a single state, thus, each participant wins; investors in each Member State have the same rights, obligations and conditions for the allocation of investments; the increasing of the export of Romanian goods, the expansion of sales markets to third countries.

In addition to strengths and opportunities, weaknesses and threats were identified: the trade deficit is growing; the national economy is vulnerable to natural cataclysms; Romania's foreign trade is aimed at the European space, but the risk of some states leaving the European Union remains.

The commercial policy pursued by the Russian Federation had the following strengths: the volume of exports of goods produced in the Russian Federation increased, and the geographical area of export expanded; the import substitution policy has led to a decrease in the share of exports of mineral fuels and an increase in the share of exports of agri-food products and chemicals. The most significant weakness of the commercial policy pursued by the Russian Federation is the fact that despite the trade promotion policy, and although the share of fuel exports is declining, this share is still high.

The strengths of the commercial policy pursued by Ukraine are: trade liberalization with EU countries; growing the volume of production and exports of agri-food products, so Ukraine's food security has increased. The weaknesses are the following: decreasing the volume of foreign trade; the increase in the physical volume of exports is not stable, the periods of decrease are longer compared to the periods of increase; the share of exports in GDP decreases; increasing the trade deficit and the share of the trade deficit in GDP; diminishing the export quota of goods with a high added value, such as: machinery, equipment, means of transport; growing the volume of export of unprocessed goods.

Generalizing the results obtained, we conclude that the commercial policy pursued by Ukraine has the most weaknesses compared to Romania and the Russian Federation. The trade policy pursued by Romania has both strengths and weaknesses, and the number of strengths prevails over the number of weaknesses. An accurate analysis of the effectiveness of commercial policy pursued by the Russian Federation is impossible due to the short time elapsed since the start of implementation the National Project "International Cooperation and Export". Theoretically, the full implementation this Project would mainly bring benefits to the economy of the Russian Federation.

The commercial policy of any state is part of the country's economic policy, it reflects both the general line of the state in international relations and specific relations with a particular country. The main goal of trade policy is to create external and internal favourable conditions for sustainable economic growth of the national economy, therefore, the study of the implementation of the commercial policy of the Republic of Moldova is relevant. The results of the analysis of three trade agreements signed by the Republic of Moldova: the first - with the Commonwealth of Independent States (CIS), the second - with the European Union and the European Atomic Energy Community, the third - with Turkey, are presented in Table 3.

An analysis of the goods from Annex XV-A of the Association Agreement with the EU on annual tax breaks shows that the exempt volume is less than the export potential, even if the goods are mainly exported to the CIS market. Therefore, the withdrawal from the eastern market

is not reasonable to the Republic of Moldova in pursuing the purpose of promoting the export of these goods.

Table 3. Analysis of three Trade Agreements signed by the Republic of Moldova

Agreements	Distinctive features	Results	Signing date
„Agreement on the Trade Area”	„The facilitation of regional trade between RM and the CIS countries by maintaining the zero customs tax for over 10 thousand groups of goods, reducing and gradually cancelling taxes for products that represent an exception from the free trade regime and non-enforcing the new restrictions in trade” [3].	Changes in trade between Moldova and the CIS during 2011-2012 (situation in 2012 compared to 2011): Trade deficit decreased by 12.4%; Moldova's exports to the CIS and imports to Moldova from the CIS countries of both unprocessed and processed goods had increased.	October 18, 2011
„Association Agreement between the European Union and the European Atomic Energy Community and their Member States, of the one part, and the Republic of Moldova, of the other part”	Moldova undertakes to „eliminate all customs duties on goods originating in the EU, except for goods in Annex XV-D, in this case the duties will be eliminated in 3, 4, 5, 6, 10 stages” (finally, the duties will be eliminated for all goods). Meanwhile, the EU will not eliminate taxes on all goods: „Goods of Annex XV-A will be imported from Moldova to the EU without customs duties within the established tariff quotas; the goods listed in Annex XV-B are subject to EU import duty, excluding the ad valorem component of the import duty; imports of products from Moldova listed in Appendix XV-C are quota” [1].	Changes in trade between Moldova and the EU during 2014-2019 (situation in 2019 compared to 2014): Moldova's exports of unprocessed goods to the EU increased: vegetables – 5.9 times, oil seeds and oleaginous fruits – 2.1 times, milk, poultry eggs, natural honey – by 22.1%, etc.; Moldova's exports of processed goods to the EU decreased: sugar and sugar products – by 39.8%, knitted clothes – by 25.9%, etc.; Imports of processed goods to Moldova from the EU increased: foodstuffs, alcoholic beverages, non-alcoholic, vinegar, tobacco – by 45.2%, electrical machinery and appliances – 40.9%, footwear – by 33.4%, etc.	June 27, 2014
„Free Trade Agreement between the Republic of Moldova and the Republic of Turkey”	„For goods originating in Turkey (Annex II) Moldova will grant favourable tariff conditions, similar to those granted to products originating in the EU” (article 23 (4)) [2]. The Agreement does not mention that Moldovan goods will obtain preferences similar to those granted to products originating in the EU.	Changes in trade between Moldova and Turkey during 2014-2019 (situation in 2019 compared to 2014): Trade deficit increased by 14.7%; Exports from Moldova to Turkey of unprocessed goods increased: meat and edible organs – 2.9 times; cereals – 2.1 times; etc.; Moldova's exports of processed goods to Turkey decreased: glass and glassware – by 88.9%; etc.; Imports of processed goods to Moldova from Turkey increased: footwear - by 2.3 times; electrical machinery and appliances - 71.0%; glass and glassware - by 52.9%; textiles and articles thereof - by 46.2%; etc.	September 11, 2014

Source: elaborated by the author.

At the same time, chapter 2 provides a SWOT analysis of commercial policy pursued by the Republic of Moldova (Table 4), develops and tests an econometric model to assess the impact of foreign trade on economic growth, in special impact of exports, examines the impact of tariffs of energy resources on the competitiveness of domestic goods. In this section, diagnostics of the competitiveness of domestic goods is carried out in order to determine the goods that have the

greatest comparative advantage. In this chapter, diagnostics of the competitiveness of domestic goods is carried out in order to determine the goods that have the greatest comparative advantage.

Table 4. SWOT analysis of commercial policy pursued by the Republic of Moldova

Strengths	Weaknesses
Continuous improvement of the legal framework governing to pursue the commercial policy. Development and implementation of export promotion strategies (SNAIPE 2016-2020 etc.). Signing of agreements (DCFTA, Association Agreement, etc.), which ensured access of domestic goods to the EU market (the physical volume of goods exported to the EU countries increased by an average of 11% annually, 2014-2019).	Not all of domestic goods meet European quality standards and are competitiveness, so they cannot take advantage of access to the EU market. Exports of loan products and unprocessed goods have been increased. Low degree of export diversification. According to signed agreements, the Republic of Moldova did not obtain fully identical facilities (Table 3).
Opportunities	Threats
Creating the premises for the development of digitization of documentation and customs clearance of export and import transactions. Penetration of new markets. Opportunities for the promotion of ecological goods. Access to the European market, where the requirements for goods are high, would be served as an impetus for the domestic producer to increase the quality and competitiveness of goods.	The restrictions caused by the COVID-19 pandemic would be prolonged, which will create impediments to the development of foreign trade. The competitiveness of domestic goods on the foreign market will decrease due to the acceleration of scientific and technological progress in foreign countries. The emergence of unfair competition in some markets.

Source: elaborated by the author.

The results of the diagnostics of the competitiveness of domestic goods and the SWOT analysis of commercial policy pursued by the Republic of Moldova demonstrate the need to develop proposals to improve commercial policy and reduce production costs, including energy costs, in the context of increasing competitiveness of domestic goods.

Foreign trade, economic growth and competitiveness are interdependent. On the one hand, an increase in net exports (one of the determinants of GDP) inevitably will lead to economic growth, other conditions being equal, on the other hand, the level of economic growth determines the commercial policy, which will be promoted. Emerging and transition economies focus on promoting the export of goods which that have comparative advantages, while in developed countries, the driving forces of foreign trade are technical and scientific progress, innovation, and these countries export high-tech products and innovative goods.

The multifactorial regression model $PIB=f(X,M,FC,GFCF,D11,AR(1))$ (equation 1) shows that the elasticity of GDP in relation to the change in exports is 0.284. Therefore, the increase of exports by 1 percentage point ensures the growth of real GDP by about 0.284 percentage points, and the increase of imports by 1 percentage point leads to the reduction of the GDP growth rate by 0.159 percentage points.

$$PIB = 0,64 + 0,284 X - 0,159 M + 0,344 FC + 0,143 GFCF - 6,613 D11 - 0,475 AR(1) \quad (1)$$

where: PIB – real GDP growth rate, %;

X – growth rate for exports, %;

M – growth rate for imports, %;

FC – growth rate for Final Consumption, %;

$GFCF$ – growth rate for Gross Fixed Capital Formation, %;

AR – a first-order autoregressive;

$D11$ – the dummy variable for 2011 (takes the value 0 every year, except for 2011; this year the dummy variable takes the value 1).

The increase in exports ensures an increase of foreign currency flow in the country, which, accordingly, leads to an increase in household consumption. If the supply of domestic goods does not cover the demand of the population and does not satisfy the consumer's preferences, it will lead to an increase in imports (the case of the Republic of Moldova). An increase in the competitiveness of domestic goods on the foreign market has a direct impact on export growth, and an increase in the competitiveness of domestic goods on the internal market leads to a decrease in imports. Consequently, an increase in the competitiveness of goods on both markets will inevitably lead to the economic growth of the Republic of Moldova.

According to the Lafay Index, in the division of commodity groups, the most competitive are: electrical machinery, apparatus and appliances, n.e.s., and electrical parts thereof (including nonelectrical counterparts, n.e.s., of electrical household-type equipment); oil seeds and oleaginous fruits; vegetables and fruits; cereals and cereal preparations (Table 5).

Table 5. The top competitive goods groups in 2019 according to the Lafay index, %

Groups of goods (SITC, Rev. 4)	2011	2012	2013	2014	2015	2016	2017	2018	2019
Electrical machinery, apparatus and appliances, and parts thereof	0,51	1,15	1,49	1,91	2,37	2,46	3,29	5,08	5,64
Oil seeds and oleaginous fruits	3,31	1,78	2,77	2,62	3,73	4,12	4,16	3,57	3,86
Vegetables and fruits	4,24	4,35	4,15	3,93	4,41	3,45	4,51	3,12	3,38
Cereals and cereal preparations	1,00	0,33	1,80	3,05	2,25	3,12	3,05	3,30	3,32
Articles of apparel and clothing accessories	4,56	4,12	3,74	4,25	4,29	4,21	3,91	3,90	3,31
Beverages	3,04	3,58	3,82	3,02	3,04	2,90	2,84	2,68	2,61
Furniture and parts thereof	1,02	1,18	1,31	1,50	1,73	2,20	2,03	2,13	1,84
Fixed vegetable fats and oils, crude, refined or fractionated	1,41	1,62	0,66	1,33	1,55	1,10	0,88	1,02	1,05
Metalliferous ores and metal scrap	1,23	0,58	0,96	0,47	0,39	0,23	0,26	0,25	0,24
Sugars, sugar preparations and honey	0,11	0,47	0,30	1,05	0,93	0,86	0,42	0,36	0,21

Source: elaborated by the author based on the data of the National Bureau of Statistics of the Republic of Moldova [4].

Therefore, most of the goods, which have high comparative advantages, are loan products and unprocessed goods. It is impossible to ensure sustainable growth of the national economy on the basis of these categories of goods. Continuing this commercial policy will not reduce the trade deficit.

In order to determine the priority directions for increasing the export potential of the Republic of Moldova and the branches of specialization, it is necessary to develop other indicators for assessing the competitiveness of domestic goods, which would take a wider range of factors influencing competitiveness into account.

Chapter 3 „Directions for improving the assessment of competitiveness of goods in the context of national commercial policy” includes the development of a new concept of management of assessment of competitiveness of domestic goods, stages of managing the competitiveness of goods (Figure 1) and stages of managing the assessment of competitiveness of goods (Figure 2).

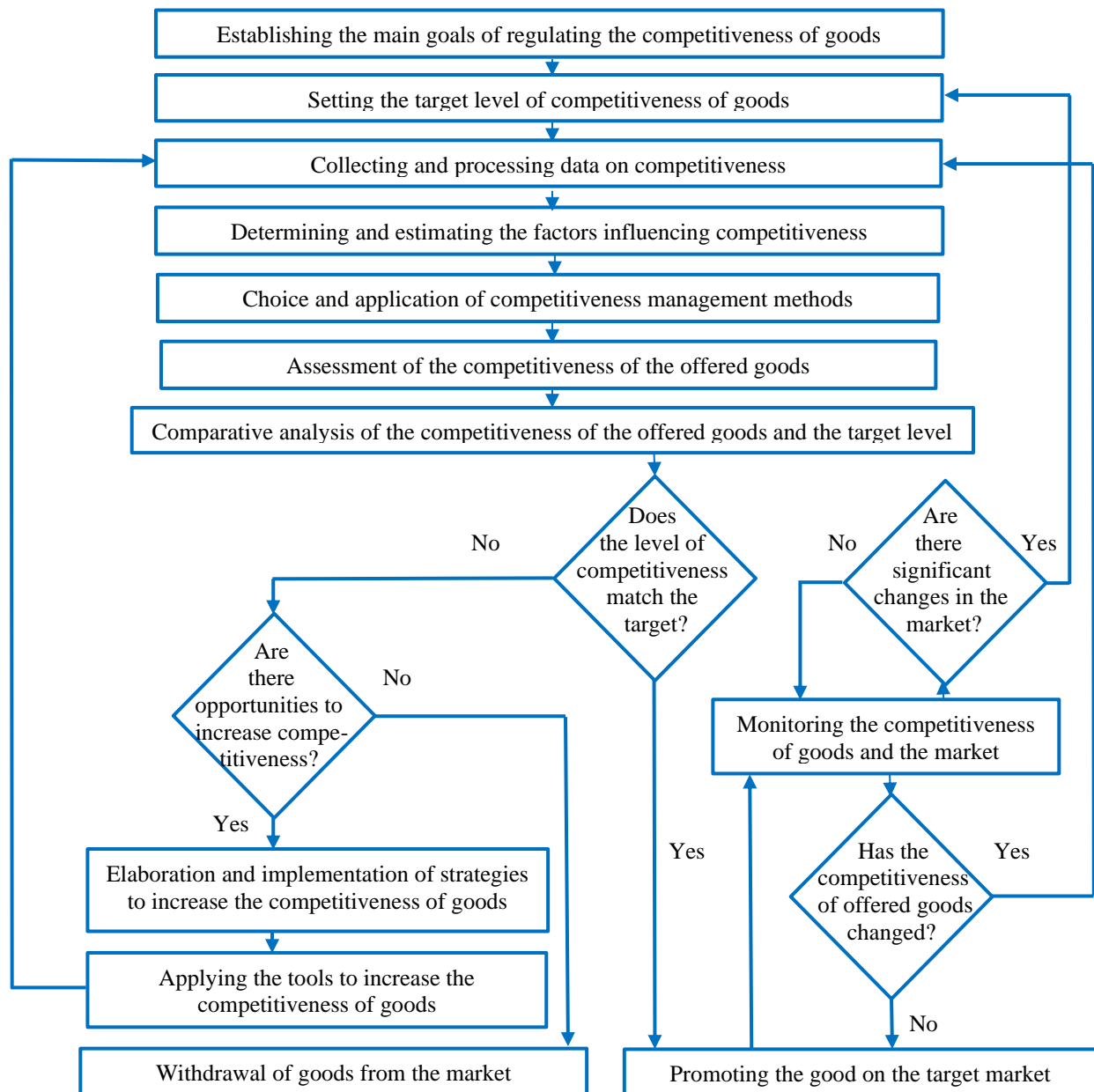


Fig. 1. Stages of managing the competitiveness of domestic goods

Source: elaborated by the author.

The management of assessing the competitiveness of goods, as a management system, represents a chain of actions, the realization of which ensures, step by step, the increase of the competitiveness of the manufactured goods. In general, all stages of management of assessing the competitiveness of goods can be divided into two groups: associated with the analysis and assessment of competitiveness; and development of measures to increase the competitiveness of goods, monitoring (Figure 2).

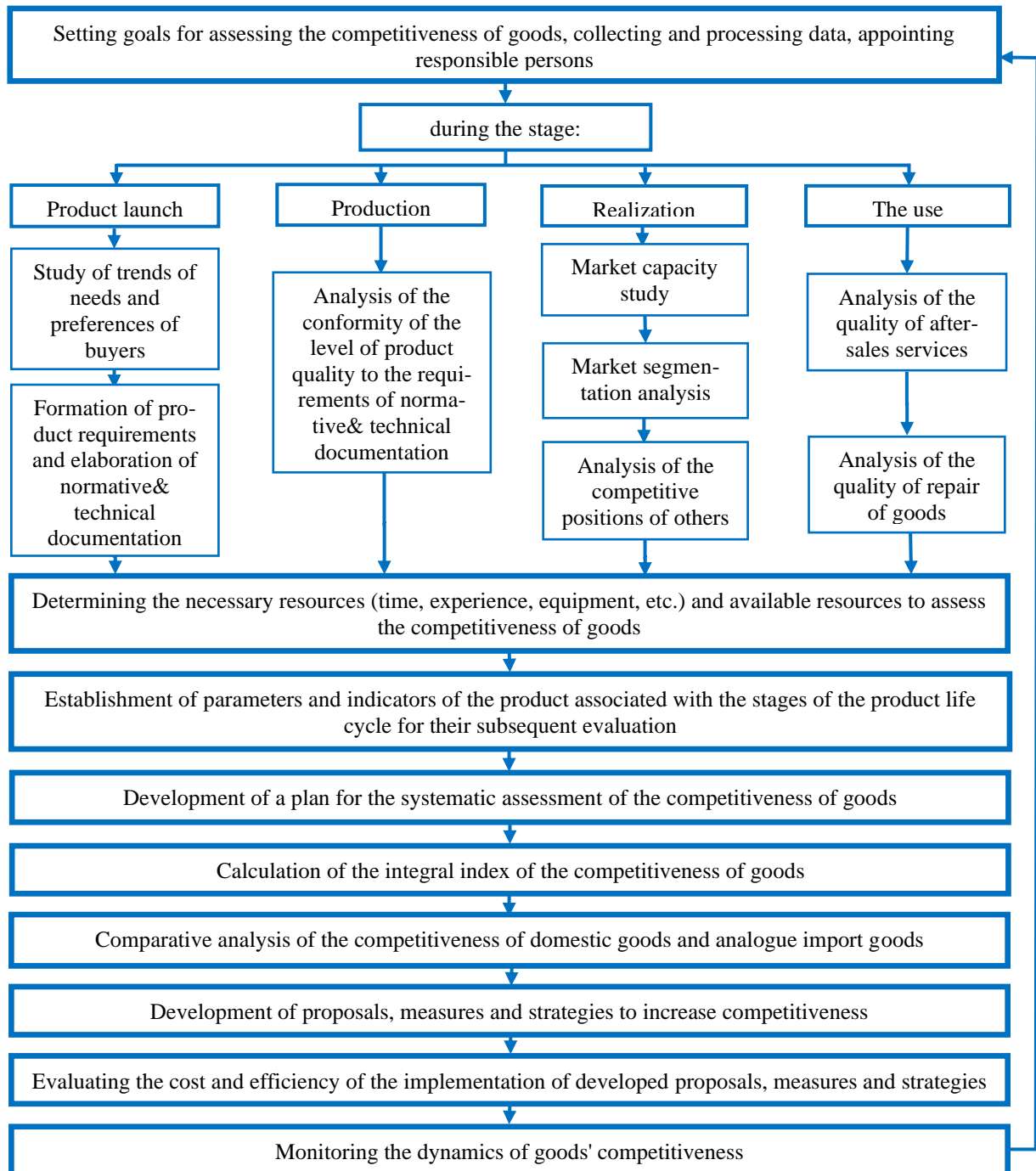


Fig. 2. Stages of managing the assessment of competitiveness of goods

Source: elaborated by the author.

In addition to the above, in Chapter 3 new approaches to assessing the competitiveness of goods are argued and developed, allowing to quantify the qualitative factor; a new set of indicators has been developed, including an integral index of competitiveness of goods and a composite index of the comparative advantage of competitiveness of domestic goods.

The author considers that the factors of competitiveness of goods can be divided into the following groups: price, quality, after-sales service, marketing elements, psychological factors (Table 6). The rating of these factors depends on the welfare level of the population, the expectations regarding the sustainable development of the economy, the preferences, traditions, etc. “Psychological Factors” is the fifth pillar of competitiveness of goods. This pillar as a factor of the competitiveness of goods is neither described nor included in the classifications developed by the specialists in the given field. One of the components of this group of factors is “the preference to buy the domestic goods”. Last one is manifested not only in relation to the nation, language, culture, but also in loyalty to domestic goods, in order to support the native producer.

Table 6. Classifier of factors which influence the competitiveness of goods

Factors	Components
<i>Price</i>	Producer price, wholesale price, retail price
<i>Quality</i>	Technical and economic parameters, ecological compatibility, design
<i>After-sales service</i>	Availability of spare parts and repair shops
<i>Marketing elements</i>	Brand, the effectiveness of advertising, the ability to buy goods through modern means of communication (Internet, mobile telephony), the energy efficiency label (for electrical appliances), manufacturer's reputation
<i>Psychological factors</i>	Commodity patriotism (the preference to buy the domestic goods), ostentatious consumption, purchasing hand-made goods

Source: elaborated by the author.

For determining the directions of specialization and the set of goods that need to be promoted on the foreign market, the author proposes the following *integral index* of the competitiveness of domestic goods on the foreign market:

$$I_c^{ex} = \frac{b_1}{C_p^x} + b_2 \times C_q^x + b_3 \times C_s^x + b_4 \times C_e^x + b_5 \times C_f^x + G_t, \quad (2)$$

$$C_p^x = \frac{p^x}{p^m}; \quad C_q^x = \frac{q^x}{q^m}; \quad C_s^x = \frac{s^x}{s^m}; \quad C_e^x = \frac{e^x}{e^m}; \quad C_f^x = \frac{f^x}{f^m}, \quad (3)$$

where: $C_p^x, C_q^x, C_s^x, C_e^x, C_f^x$ – competitiveness of the exported goods, in relation to the imported goods, by price (p), by the quality of the goods (q), by after-sales service (s), by marketing elements (e), by psychological factors (f);

G_t – the degree of technological intensity of the manufacture of the analysed goods;

p^x, q^x, s^x, e^x, f^x – indicators of the exported goods.

The degree of technological intensity of the manufacture of the goods can be determined using the Expert Judgment method. In the case of the limited time and human resources required to evaluate this indicator, the author proposes to use the following method. The products can be divided according to the processing level into: unprocessed primary products; semi-processed products; processed products; high-tech products. Each product group can be given the following score (Table 7)

Table 7. Estimation of the degree of technological intensity of the manufacture of the goods

Type of goods	G_t
Unprocessed primary products (cereals, fruits, fresh vegetables, raw hides, agricultural wool, etc.)	0,5
Semi-processed products (flour, vegetable oils, refined sugar, tanned hides and skins, woolen yarn, etc.)	1,0
Processed products (cheese, wine, canned meat, juices, stockings, clothing, etc.)	1,5
High-tech products (means of transport, equipment, electronic products, etc.)	2,0

Source: elaborated by the author.

The author used the developed integral index, took into account the available resources, human potential, competitiveness factors (price, degree of technological intensity of the manufacture of the goods), and based on the calculations made conclusion that the priority sectors that need to be developed are food industry and the manufacture of:

- pumps for liquids, whether or not fitted with a measuring device; liquid elevators (2.09 in 2019);
- organic composite solvents and thinners, not elsewhere specified or included; prepared paint or varnish removers (1.97 in 2019);
- pumps (other than pumps for liquids), air or other gas compressors and fans; ventilating or recycling hoods incorporating a fan, whether or not fitted with filters (1.92 in 2019);
- furniture and parts thereof; bedding, mattresses, cushions and similar stuffed furnishings (1.67);
- essential oils (terpeneless or not), including concretes and absolutes; resinoids; concentrates of essential oils in fats, in fixed oils, in waxes or the like, obtained by enfleurage or maceration; terpenic by-products of the deterpenation of essential oils (1.45);
- women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches and shorts (1.40);
- disinfectants and similar products, put up in forms or packings for retail sale or as preparations or articles (1.37);
- tarpaulins, awnings and sun-blinds; tents; sails for boats, sailboards or landcraft; camping goods (1.34);
- soap; organic surface-active products and preparations for use as soap, in the form of bars, cakes, moulded pieces or shapes, whether or not containing soap (1.27);
- kid's outdoor clothing (1.08); and so on.

To assess the competitiveness of domestic goods both on the external and domestic markets, the author proposes to use the following composite index of the comparative advantage of domestic goods:

$$Icc_i = b_1 \times Ie_i + b_2 \times Ia_i \quad (4)$$

$$b_1 + b_2 = 1 \quad (5)$$

where: Icc_i – the composite index of the comparative advantage of a domestic good i on the foreign and domestic markets, %;

Ie_i – index of the comparative advantage of a domestic good i on the foreign market, %;

Ia_i – index of the comparative advantage of a domestic good i on the domestic market, %;

b_1, b_2 – significance ratios of comparative advantage indices in the composite index.

In the case of the composite index of the comparative advantage of the domestic good i on the internal and external market, the positive value indicates a comparative advantage for the good i , and the negative value – a comparative disadvantage. This index is recommended for use in determining priority sectors, the development of which would ensure both an increase in exports and growth of the national economy. Taking into account the experience of scientists in the field, another proposal of the author is to develop an alternative indicator, which takes into account the specifics of the Republic of Moldova, namely, the tendency to maintain a significant share of re-export. The formula for calculating the specified index is shown below:

$$RSCAF_i^A = \frac{\frac{XMCR_i^A}{XMCR^A} - 1}{\frac{XMCR_i^A}{XMCR^A} + 1} \times 100\%, \quad (6)$$

where: $RSCAF_i^A$ – index of revealed symmetric comparative advantage on foreign market of the good (group of goods, sector) i , country of origin A, %;

$XMCR_i^A$ – export/import coverage ratio (excluding re-exports and re-imports) of the good (group of goods, sector) i , country of origin A;

$XMCR^A$ – export/import coverage ratio (excluding re-exports and re-imports) of country A.

The advantage of the indicator proposed by the author is that it overcomes most of the shortcomings and has the following characteristics: it is simple and easy to apply, because data on foreign trade are available; it takes into account both re-export and re-import; it is a symmetrical index, the value of which varies around the average value; the average of the values of this index is stable in time and space, in addition, the index is perfectly comparable; it is not influenced by

the used classifier of goods; takes into account the peculiarities of the foreign trade of the Republic of Moldova.

This index will be applied by the author to calculate the first component of the composite index (equation 4). In the context of the elaboration of the second component of the composite index, the author adapted Leontief's input-output model (Table 8).

Table 8. The adapted input-output model

Goods	Uses							Resources				
	Intermediate consumption	Finished goods traded on the domestic market		Inventories of goods at the end of the year	Export	Other outputs (loss of goods)	Total uses	Output (domestic product)	inclusive Domestic product manufactured with the customer's material (Lohn production)	Import	Inventories of goods at the beginning of the year	Total resources
		Goods purchased for final consumption	Goods purchased for later use in the process production									
A	1	2	3	4	5	6	7	8	9	10	11	12
<i>i</i>	IC_i	FC_i	$LUPP_i$	S^s_i	X_i	L_i	TU_i	Q_i	Q^L_i	M_i	S^f_i	TR_i

Source: elaborated by the author.

The adapted model contains all the data necessary to calculate the competitiveness of domestic goods on the domestic market in comparison with imported similar goods (equations 8 and 9). The calculation formulas are:

$$Q_i^{D^{SE}} = (Q_i + Q_i^H) - Q_i^L - (X_i + X_i^I) - CS_i - L_i \quad (7)$$

$$ICAD_i^{SE} = \frac{Q_i^{D^{SE}} \div [(Q_i + Q_i^H) - Q_i^L - (X_i + X_i^I) - CS_i + (M_i + M_i^I)]}{\sum_{i=1}^n Q_i^{D^{SE}} \div \sum_{i=1}^n [(Q_i + Q_i^H) - Q_i^L - (X_i + X_i^I) - CS_i + (M_i + M_i^I)]} \quad (8)$$

$$SICAD_i^{SE} = \frac{ICAD_i^{SE} - 1}{ICAD_i^{SE} + 1} \times 100\% \quad (9)$$

where: $Q_i^{D^{SE}}$ – volume of demand for the finished domestic good i on the internal market, taking into account the elements of the shadow economy;

$ICAD_i^{SE}$ – comparative advantage index of a domestic good i on the internal market, taking into account the elements of the shadow economy;

$SICAD_i^{SE}$ – symmetrical comparative advantage index of a domestic goods i on the internal market, taking into account the elements of the shadow economy;

Q_i^H – underground production (Hidden production) a good i ;

X_i^I – illegal exports of a good i ;

CS_i – changes in inventories of a domestic good i ;

M_i^I – illegal imports of a good i .

The results of the calculations of the composite index of the comparative advantage (equation 4) are presented in Table 9. The level of the index increased in 2019 in the case of cereals, fruit juices, sunflower seeds, sunflower seed oil, etc.

Table 9. The composite index of the comparative advantage of some domestic goods of the Agro-industrial Complex, %

	2013	2014	2015	2016	2017	2018	2019
Wheat, meslin, barley, oats, maize, grain sorghum, and other cereals	66,06	66,60	64,54	65,22	64,53	65,74	65,80
Flour of wheat and flour of meslin	-23,57	2,60	-6,54	-32,69	-28,83	-14,70	-12,63
Fresh or chilled vegetables (excluding potatoes)	-16,23	-19,41	-16,18	-24,07	-12,62	-28,17	-28,99
Potatoes	-20,06	15,75	-8,00	-35,12	-35,10	-38,61	-38,59
Grapes, fresh or dried	59,71	64,11	63,96	65,38	66,19	66,89	66,37
Fruit juices (including grape must) and vegetable juices	51,64	51,83	63,24	61,33	62,88	59,26	61,49
Milk and cream containing or not containing added sugar or other sweetening matter	-32,78	-22,55	-23,45	-9,30	-6,79	-5,61	-36,85
Butter and other fats and oils derived from milk	35,06	42,30	48,10	50,98	8,31	-33,59	-40,86
Cheese and curd	14,74	21,00	18,21	9,43	-25,45	-20,65	-26,68
Margarine	-93,82	-94,50	-98,35	-93,33	-90,22	-87,64	-87,50
Sunflower seeds	66,25	65,00	64,38	63,98	63,54	63,72	64,40
Sunflower seed oil and fractions thereof	61,10	64,94	64,54	63,53	58,55	61,75	61,87
Sausages and similar products, of meat, meat offal or blood	-30,75	-30,58	-31,21	-31,17	-31,78	-30,73	-32,02
Birds' eggs, in shell, fresh, preserved or cooked	-7,45	-7,88	22,55	27,64	35,35	32,17	11,28
Sugars, beet or cane, raw, in solid form	43,99	66,14	64,61	44,69	30,16	51,65	33,38

Source: elaborated by the author.

The author's calculations showed that wheat, meslin, barley, oats, maize and grapes are competitive on both the domestic and foreign markets. Some goods of the agro-industrial complex, which have a comparative disadvantage, could become more competitive, if the domestic producer will be supported by the state, as it is practiced in the countries of the European Union.

In the context of identifying priority directions for export promotion, the author recommends using the integral index and the index of revealed symmetric comparative advantage on foreign market (elaborated in Chapter 3). The application of these indices made it possible to determine the types of economic activities that have export potential. It should be noted that in order to fully realize the capacity of these types of activities, investment allocations, renovations and financial support from the state are needed. In addition, it is important to develop effective

ways to promote trade policy. The objectives of improving commercial policy are systematized in Figure 3.

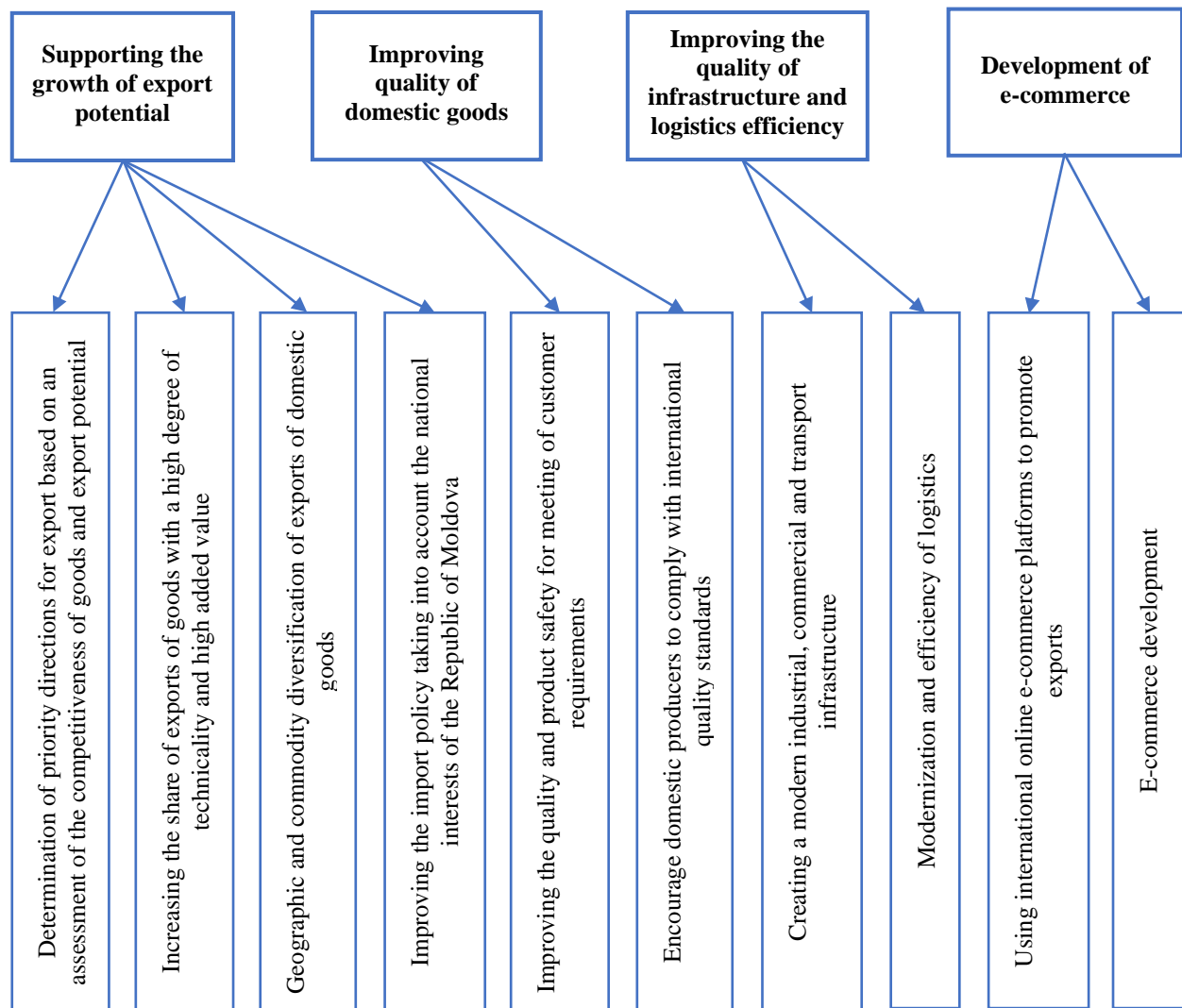


Fig. 3. General and specific objectives of improving commercial policy

Source: elaborated by the author.

Taking into account the changes in the world economy, the government of the Republic of Moldova should intensify its efforts to create favourable conditions for domestic entrepreneurs involved in export promotion. But at the same time, it should promote antitrust policy in the event of monopolization of exports or imports of certain goods. In addition, the state should take additional measures to diversify both exports and the national economy.

3. GENERAL CONCLUSIONS AND RECOMMENDATIONS

The results of the study, including the coverage of theoretical, methodological and applied aspects of the management of assessing the competitiveness of domestic goods in the context of the commercial policy of the Republic of Moldova, made it possible to formulate the following conclusions:

1. The management of the competitiveness of goods as a science is in its infancy, and the management of the assessment of the competitiveness of goods has not yet been studied. The study of conceptual approaches in this area allowed the author to develop a scheme for managing the assessment of the competitiveness of domestic goods.

2. The synthesis of conceptual distinctions of the theories of competitiveness allowed the determination of the influencing factors. The analysis of the results obtained made it possible to identify the missing factors and served as the basis for the development of a new classification of factors of the competitiveness of goods, which includes a new group of factors: psychological factors. Based on the factors of the new classifier, the author has developed a new algorithm: an algorithm for assessing the integral index of the competitiveness of goods.

3. The systematization of methods for assessing the competitiveness of goods is of paramount importance, since it allows us to justify the choice of a particular assessment method, comparing the advantages of the chosen method with the advantages that other methods can offer, and allows us to assess the possibility of using this method to achieve the goal.

4. When assessing the competitiveness of goods, differential, complex and mixed methods are widely used, which contain the following disadvantages: they do not take into account the phases of the product's life cycle and new factors affecting competitiveness. Taking into account the listed disadvantages, the author has developed an algorithm for calculating the composite index of comparative advantages of goods.

5. An analysis of the EU's common trade policy suggests that promoting this policy has advantages for the EU member states (including Romania) as it has a number of strengths. However, in addition to the strengths, weaknesses and threats were identified: the trade deficit is increasing; the economy is vulnerable to natural disasters; Romania's foreign trade is mainly aimed at the European space, but the risk of some states leaving the European family remains.

6. The upward trend in exports ensures an increase in the flow of currency in the country, which, in turn, has a positive effect on household consumption and leads to its increase. If the volume of supply of domestic goods is lower than the volume of demand of the population and does not correspond to consumer preferences, the deficit in demand will be covered by an increase in imports.

7. An analysis of the correlation between exports and economic growth shows that the causal relationship between these two indicators is positive. The value obtained using the elasticity coefficient

shows that an increase in exports by 1 percentage point leads to an increase in real GDP by about 0.284 percentage points, which means the relevance of promoting domestic goods to the external market.

8. The diagnostics of the competitiveness of the goods of the processing industry showed that the goods made from the customer's materials, unprocessed goods and goods with a low degree of processing had the greatest advantage. Of course, this trend cannot ensure sustainable economic growth in Moldova and a high level of competitiveness of the national economy.

9. Based on the synthesis of the results of the SWOT analysis of the trade policy pursued by the Republic of Moldova (Table 4), recommendations for improving the commercial policy of the Republic of Moldova were elaborated, which are presented below.

Theoretical recommendations

1. Based on theoretical and methodological research, it is recommended to define the competitiveness of a domestic goods as: the ability of the good to meet the maximum expectations of a consumer, to meet the technical, economic, ecological, service and other characteristics in comparison with foreign, analogue and substitutable goods of competitors and profitably sold on the market during the analysed period.

2. Analysing the classification of factors affecting the competitiveness of goods used in the studies of economists, the author recommends expanding it. Thus, in addition to groups of factors, quality, price, after-sales service, marketing elements, the author proposes to include a group of psychological factors, which includes commodity patriotism (preference to buy domestic goods), ostentatious consumption (Veblen effect), preference to procure handmade goods.

3. Considering that of the five groups of competitiveness factors, only the first group of factors is quantitative, and the other four are qualitative, which should be calculated by the expert assessment method, it is recommended to apply a new approach to assessing the competitiveness of goods by quality, which is based on the fact that the higher the quality of goods, the greater the income elasticity of demand. Therefore, it is proposed to evaluate the competitiveness of domestic goods by quality as a ratio between income elasticity of demand for domestic goods and income elasticity of demand for imported goods.

4. Based on the fact that not all five groups of competitiveness factors are influencing factors for all goods without exception, and, for example, in the case of essential items, price and quality are the main influencing factors, it is recommended to use two-factor models when assessing the competitiveness of goods.

5. To increase the reliability of assessing the competitiveness of domestic goods, it is recommended to use the calculation algorithm developed by the author: the algorithm for assessing the composite index of the comparative advantage of domestic goods.

Applicable recommendations

Recommendations for the Ministry of Economy and Infrastructure of the Republic of Moldova

6. When developing and implementing strategies and programs to export promotion and increase competitiveness, it is recommended to include 4 general objectives and 10 specific objectives (Figure 3). Achievement of the listed objectives will ensure an increase in the following impact indicators: real GDP (%), the share of exports in GDP, coverage of imports by exports. In addition, they will increase monitoring indicators: the degree of diversification of goods; the degree of geographic diversification; the share of exports of goods with a high degree of technicality and high added value in the volume of exports. This recommendation was proposed to the Ministry of Economy and Infrastructure of the Republic of Moldova within the framework of the international project “Report on the Impact Assessment of the National Strategy for Attracting Investment and Export Promotion”.

7. In order to determine priority sectors for increasing the share of exports of goods with a high degree of complexity and technicality in the total volume of exports, it is recommended to use the full index of competitiveness of goods on the external market.

8. When developing state strategies and programs and achieving the goal of increasing the export potential of the Republic of Moldova, it is recommended to identify goods with export potential using a symmetric index of comparative advantages on the external market.

Recommendations for the Ministry of Foreign Affairs and European Integration of the Republic of Moldova

9. In the context of removing trade barriers and the effective use of trade diplomacy instruments, it is recommended: to conduct effective negotiations in order to create favourable conditions for cooperation with foreign countries; using international platforms to promote national economic interests; application of instruments to protect the internal market; prior to signing the agreements, it is necessary to assess their impact on the national economy.

The generalization of the research results shows that a new concept of management has been developed to assess the competitiveness of domestic goods, aimed at identifying priority sectors, taking into account the new determinants of competitiveness. The application of this concept in the development and implementation of government strategies and programs related to export promotion, increasing competitiveness, sustainable growth of the national economy will ensure the development of sectors producing goods with a high degree of technicality and high added value. In addition, a new set of indicators has been developed to assess the competitiveness of domestic goods, which can be used by the relevant authorities to monitor the implementation of the mentioned state strategies and programs.

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ANNOTATION

GUTIU Tatiana: „Management of assessing the competitiveness of domestic goods in the context of the commercial policy of the Republic of Moldova”, PhD thesis in economics, doctoral program: 521.03. Economics and management in the field of activity, Chisinau, 2021.

Thesis structure: introduction, three chapters, general conclusions and recommendations, bibliography of 188 titles, 16 annexes, 129 pages of basic text, 28 tables and 45 figures. The research results have been reflected in 37 scientific publications (21.08 author's sheets), of which 26 scientific works (15.62 author's sheets) were published in 2015-2020 in journals registered in international databases and in materials of foreign conferences and national conferences (registered by the National Council for Accreditation and Attestation). From the mentioned scientific works, 3 articles were published in international collections indexed in Scopus database.

Keywords: competitiveness, domestic goods, management of assessing, integral index, commercial policy.

Field of study of the thesis is the economics and management of assessing the competitiveness of domestic goods.

The purpose of the research: elaboration of a new concept of management of assessing the competitiveness of domestic goods and indicators for quantifying goods' competitiveness, in order to develop recommendations for improving the commercial policy of the Republic of Moldova

Objectives of the research: study and synthesis of the theoretical and methodological aspects of the management of the evaluation of the competitiveness of the goods in order to elaborate a new concept of the evaluation of the competitiveness of the domestic goods and the stages of its management; research and systematization of competitiveness factors used to assess the competitiveness of goods, in the context of identifying missing factors, in order to develop a new algorithm for assessing the competitiveness of goods, taking into account the maximum number of factors; studying and systematizing the methods of assessing the competitiveness of goods in order to develop a set of indicators that can be used to determine priority industries and goods with export potential; comparative analysis of the policies pursued by the main trade partners, in order to identify the most advantageous solutions for improving the commercial policy of the Republic of Moldova; SWOT analysis of commercial policy pursued by the Republic of Moldova with the aim of developing measures to improve this policy.

Scientific novelty and originality: 1) elaboration of a new concept of management of assessing the competitiveness of domestic goods; 2) development of a new approach to the concept of “competitiveness of domestic goods” in the context of eliminating gaps in existing approaches; 3) identification of a new group of factors influencing the competitiveness of domestic goods, and its inclusion in the newly created classifier; 4) substantiation and elaboration of an integral index of the competitiveness of domestic goods, taking into account the new identified factors; 5) argumentation and development of a new approach to assessing the competitiveness of goods that allows the quantification of the qualitative factor; 6) elaboration a new set of indicators that can be used to identify priority sectors and export potential of domestic goods; 7) development of recommendations aimed at improving the commercial policy of the Republic of Moldova and ensuring an increase in the competitiveness of domestic goods.

The important scientific problem solved: substantiation of a new concept of management for assessing the competitiveness of domestic goods, which aims to determine priority sectors, producing goods with a high degree of technicality and high added value, and goods with export potential, in the context of restructuring the national economy.

Theoretical value: systematization of conceptual approaches regarding the essence of the competitiveness of domestic goods and management of assessing the competitiveness of domestic goods; classification of factors affecting the competitiveness of domestic goods, including new identified factors; theoretical and methodological substantiation of the quantitative assessment of the qualitative factor in calculating the competitiveness of domestic goods; theoretical and methodological substantiation of new algorithms for calculating the competitiveness of domestic goods: the algorithm for calculating the integral index of competitiveness and the algorithm for calculating the composite index of comparative advantages.

The study has an applicative value: because general goals, objectives and measures have been developed, which are recommended to be included in government strategies and programs to export promotion, increase competitiveness, and also indicators for monitoring the progress of the goals and objectives have been proposed. In addition, the research results can be used to improve the commercial policy pursued by the Republic of Moldova.

The implementation of the scientific results was carried out within the international GIZ project “Report on impact assessment of the National Strategy for Investments Attraction and Exports Promotion”, carried out at the request of the Ministry of Economy and Infrastructure of the Republic of Moldova. In addition, the research results were accepted for implementation by the furniture factory TANDEM, the Employers' Association “Union of Transporters and Roads”, the Association of Shippers and Customs Brokers of the Republic of Moldova “AEM-TRANS” and S.R.L. VICREMTAL.

АННОТАЦИЯ

ГУТЮМ Татьяна: «Менеджмент оценки конкурентоспособности отечественных товаров в контексте торговой политики Республики Молдова», докторская диссертация по экономике, докторская программа: 521.03. Экономика и менеджмент в сфере деятельности. Кишинев, 2021.

Структура диссертации: введение, три главы, общие выводы и рекомендации, библиография состоит из 188 наименований, 16 приложений, 129 страниц основного текста, 28 таблиц и 45 рисунков. Результаты исследования отражены в 37 научных публикациях (21,08 авторских листов), из которых 26 научных работ (15,62 авторских листов) были опубликованы в 2015-2020 гг., в журналах зарегистрированных в международных базах данных, в материалах зарубежных конференциях и отечественных конференциях (зарегистрированных в Национальном Совете по Аккредитации и Аттестации). Из отмеченных научных работ 3 статьи опубликованы в международных сборниках, индексируемых в базе данных Scopus.

Ключевые слова: конкурентоспособность, отечественные товары, менеджмент оценки, интегральный индекс, торговая политика.

Область исследования: экономика и менеджмент оценки конкурентоспособности отечественных товаров.

Цель исследования: разработка новой концепции менеджмента оценки конкурентоспособности отечественных товаров и показателей для количественной оценки конкурентоспособности товаров с целью разработки рекомендаций по совершенствованию торговой политики Республики Молдова.

Задачи исследования: изучение и обобщение теоретических и методологических аспектов управления оценкой конкурентоспособности товаров, с целью разработки новой концепции оценки конкурентоспособности отечественных товаров и этапов управления; исследование и систематизация факторов конкурентоспособности, используемых для оценки конкурентоспособности товаров, в контексте определения недостающих факторов, с целью разработки нового алгоритма оценки конкурентоспособности товаров, учитывающего максимальное количество факторов; изучение и систематизация методов оценки конкурентоспособности товаров с целью разработки новых показателей, которые могут быть использованы для определения приоритетных отраслей и товаров с экспортным потенциалом; сравнительный анализ политики, проводимой основными торговыми партнерами, с целью определения наиболее выгодных решений для улучшения торговой политики Республики Молдова; SWOT-анализ торговой политики, продвигаемой Республикой Молдова, с целью разработки мер по совершенствованию данной политики.

Научная новизна и оригинальность: 1) разработка новой концепции менеджмента оценки конкурентоспособности отечественных товаров; 2) разработка нового подхода к понятию «конкурентоспособность отечественного товара» в контексте устранения пробелов в существующих подходах; 3) выявление новой группы факторов, влияющих на конкурентоспособность отечественных товаров, и разработка нового классификатора, охватывающего в том числе и новые факторы; 4) обоснование и разработка интегрального индекса конкурентоспособности отечественных товаров, учитывающего новые выявленные факторы; 5) обоснование и разработка нового подхода к оценке конкурентоспособности товаров, позволяющего количественно оценить качественный фактор; 6) разработка новых показателей, которые могут быть использованы для определения приоритетных секторов и экспортного потенциала отечественных товаров; 7) разработка рекомендаций, направленных на улучшение торговой политики Республики Молдова и обеспечение повышения конкурентоспособности отечественных товаров.

Важность рассмотренной научной проблемы: обоснование новой концепции менеджмента оценки конкурентоспособности отечественных товаров, которая направлена, в контексте реструктуризации национальной экономики, на определение приоритетных секторов, производящих товары с высокой степенью техничности и высокой добавленной стоимости, а также товары с экспортным потенциалом.

Теоретическая значимость: систематизация концептуальных подходов относительно сущности конкурентоспособности отечественных товаров и менеджмента оценки конкурентоспособности отечественных товаров; классификация факторов, влияющих на конкурентоспособность отечественных товаров, в том числе новых выявленных факторов; теоретико-методологическое обоснование количественной оценки качественного фактора при расчёте конкурентоспособности отечественных товаров; теоретико-методологическое обоснование новых алгоритмов расчета конкурентоспособности отечественного товара: алгоритма расчета интегрального индекса конкурентоспособности и алгоритма расчета сводного индекса сравнительных преимуществ.

Прикладная ценность исследования: разработаны общие цели, задачи и меры, которые рекомендуется включить в государственные стратегии и программы по продвижению экспорта, повышению конкурентоспособности, а также предлагаются показатели мониторинга хода реализации поставленных целей и задач. Кроме того, результаты исследования могут быть использованы для улучшения торговой политики, проводимой Республикой Молдова.

Внедрение научных результатов было осуществлено в рамках международного проекта GIZ «Отчет об оценке воздействия Национальной Стратегии Привлечения Инвестиций и Продвижения Экспорта», выполненного по заказу Министерства Экономики и Инфраструктуры Республики Молдова. Кроме того, результаты исследования были приняты к внедрению мебельной фабрикой TANDEM, Ассоциацией «Uniunea Transportatorilor și Drumarilor», Ассоциацией грузоотправителей и таможенных брокеров Республики Молдова «AEM-TRANS» и S.R.L. VICREMTAL.

ADNOTARE

GUTIU Tatiana: „Managementul evaluării competitivității bunurilor autohtone în contextul politicii comerciale a Republicii Moldova”, teza de doctor în economie, program de doctorat: 521.03. Economie și management în domeniul de activitate, Chișinău, 2021.

Structura tezei: introducere, trei capitole, concluzii generale și recomandări, bibliografie din 188 de titluri, 16 anexe, 129 de pagini text de bază, 28 de tabele și 45 de figuri. Rezultatele cercetărilor sunt reflectate în 37 de publicații științifice (21,08 c.a.), din care 26 de lucrări științifice (15,62 c.a.) au fost publicate în perioada anilor 2015-2020, în reviste înregistrate în baze de date internaționale și în materialele conferințelor din străinătate și din țară (înregistrate la Consiliul Național pentru Acreditare și Atestare). Din numărul lucrărilor științifice menționate, 3 articole sunt publicate în culegeri internaționale indexate în baza de date Scopus.

Cuvinte-cheie: competitivitate, bunuri autohtone, managementul evaluării, indicele integral, politica comercială.

Domeniul de studiu: economia și managementul evaluării competitivității bunurilor autohtone.

Scopul studiului constă în elaborarea unui nou concept al managementului evaluării competitivității bunurilor autohtone și a indicatorilor de cuantificare a competitivității bunurilor în vederea elaborării recomandărilor de perfecționare a politicii comerciale a Republicii Moldova.

Obiectivele cercetării: studierea și sintetiza aspectelor teoretice și metodologice ale managementului evaluării competitivității bunurilor cu scopul elaborării unui concept nou și a etapelor de gestionare a evaluării competitivității bunurilor autohtone; cercetarea și sistematizarea factorilor competitivității, utilizați pentru estimarea competitivității bunurilor în contextul determinării factorilor lipsă, pentru a elabora un nou algoritm de evaluare a competitivității bunurilor, care ia în calcul un număr maximal de factori; studierea și sistematizarea metodelor de evaluare a competitivității bunurilor cu scopul de a elabora un set nou de indicatori, care poate fi utilizat la determinarea sectoarelor prioritare și a potențialului de export al bunurilor; analiza comparativă a politicilor promovate de principalii parteneri comerciali pentru identificarea celor mai avantajoase soluții de perfecționare a politicii comerciale a Republicii Moldova; analiza SWOT a politicii comerciale promovate de Republica Moldova cu scopul de a elabora măsuri de perfecționare a respectivei politici.

Noutatea și originalitatea științifică rezidă în: 1) elaborarea unui nou concept al managementului evaluării competitivității bunurilor autohtone; 2) dezvoltarea unei noi abordări a conceptului de „competitivitatea bunului autohton” în contextul eliminării lacunelor abordărilor existente; 3) identificarea unui nou grup de factori de influență a competitivității bunurilor autohtone și includerea acestuia în clasificatorul nou creat; 4) fundamentarea și elaborarea indicelui integral al competitivității bunurilor autohtone, care ia în calcul factorii noi identificați; 5) argumentarea și elaborarea unei noi abordări de evaluare a competitivității bunurilor care permite cuantificarea factorului calitativ; 6) elaborarea unui nou set de indicatori, care poate fi utilizat la determinarea sectoarelor prioritare și a potențialului de export al bunurilor autohtone; 7) elaborarea recomandărilor menite să contribuie la perfecționarea politicii comerciale a Republicii Moldova și să asigure creșterea competitivității bunurilor autohtone.

Problema științifică importantă soluționată constă în: fundamentarea unui nou concept al managementului evaluării competitivității bunurilor autohtone, care, în contextul restructurării economiei naționale, vizează determinarea sectoarelor prioritare, producătoare de bunuri cu un grad înalt de tehnicitate și cu valoare adăugată înaltă și de bunuri cu potențial de export.

Semnificația teoretică cuprinde: sistematizarea abordărilor conceptuale privind esența competitivității bunului autohton și a managementului evaluării competitivității bunurilor autohtone; clasificarea factorilor de influență a competitivității bunurilor autohtone, inclusiv a factorilor noi identificați; fundamentarea teoretică și metodologică a cuantificării factorului calitativ pentru evaluarea competitivității bunurilor autohtone; fundamentarea teoretică și metodologică a noilor algoritmi de calcul al competitivității bunului autohton: algoritmul de calcul al indicelui integral al competitivității și algoritmul de calcul al indicelui compozit al avantajului comparativ.

Valoarea aplicativă a cercetării constă în faptul că: sunt elaborate obiective generale, obiective specifice și măsuri, care se recomandă a fi incluse în strategiile și programele de stat de promovare a exportului, de sporire a competitivității și sunt propuși indicatori de monitorizare a realizării obiectivelor. De asemenea, rezultatele cercetării pot fi utilizate pentru perfecționarea politicii comerciale, promovate de Republica Moldova.

Implementarea rezultatelor științifice a fost efectuată în cadrul proiectului internațional GIZ „Raport privind evaluarea impactului strategiei naționale pentru atragerea investițiilor și promovarea exporturilor”, efectuat la comanda Ministerului Economiei și Infrastructurii al Republicii Moldova. În plus, rezultatele cercetării au fost acceptate spre implementare de către fabrica de mobilă TANDEM, Asociația Patronală „Uniunea Transportatorilor și Drumarilor”, Asociația Expeditorilor și Brokerilor Vamali din Republica Moldova „AEM-TRANS” și S.R.L. VICREMTAL.

GUTIU TATIANA

**MANAGEMENT OF ASSESSING THE COMPETITIVENESS OF
DOMESTIC GOODS IN THE CONTEXT OF THE
COMMERCIAL POLICY OF THE REPUBLIC OF MOLDOVA**

**Doctoral program: 521.03. ECONOMICS AND MANAGEMENT IN THE
FIELD OF ACTIVITY**

Summary of the doctoral thesis in economics

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