



## AGENDA

for

### **E4.1. PEER LEARNING SEMINAR**

*"Modern Strategies to Drive Sustainable Business 4.0 models life cycle"*

**21-22 November 2024 Moldova (Chisinau)**

#### **Hostin partners & location:**

- State University of Moldova, Republic of Moldova  
*Mateevici str. 60, MD-2009, Chişinău*
- Academy of Economic Studies of Moldova, Republic of Moldova  
*Mitropolit Banulescu Bodoni str. 61, MD-2005, Chişinău*

#### **Participants:**

P1.UPB - University Politehnica of Bucharest, Romania

P2. ASE - Academy of Economic Studies from Bucharest, Romania

P3. TUL - Technical University of Lodz, Poland

P4.USARB (online) - Alecu Russo Balti State University, Republic of Moldova

P5.USM - Moldova State University, Chisinau, Republic of Moldova

P6.ASEM – Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

P7.TUM – Technical University of Moldova, Chisinau, Republic of Moldova

P8.USCH (online) - Cahul State University “Bogdan Petriceicu Hasdeu”, Cahul, Republic of Moldova

P9. CCI - Chamber of Commerce and Industry of Moldova – Balti Branch

P10.NIER - The National Institute For Economic Research

P11.ICAH - The Business Incubator Cahul

#### **Wednesday 20 November 2024**

- Arrivals of participants

#### **Saturday 23 November 2024**

- Departure of participants



Location	<b>Thursday 21 November 2024</b> <i>Peer Learning Seminar</i>	Hours
<b>USM – Moldova State University,</b> Location Central Block, Hall 301	<b><i>Good practices sharing and teaching activities to local students in the realm of Sustainable Business 4.0 models:</i></b>  <b>Session 1:</b> <ul style="list-style-type: none"> <li>● <i>" Business Opportunities and Business Ideas Assessment in Sustainable Businesses"</i> Prof. dr. ing. Radu STANCIU, University Politehnica of Bucharest, Romania</li> <li>● <i>"Organizational Culture Aspects for Sustainable Business"</i> Prof. univ. dr. Grigore Ioan PIROSCA, Academy of Economic Studies, Romania</li> <li>● <i>" Sustainable household as an introduction to planning a sustainable business - example of TUL students' studies."</i> Dr. Aleksandra MAKOWSKA, Technical University of Lodz, Poland</li> </ul>	09.30 - 13.00
	<b><i>Networking activity and lunch break</i></b>	13:00 – 14:00
	<b><i>Good practices sharing and teaching activities to local students in the realm of Sustainable Business 4.0 models:</i></b>  <b>Session 2:</b> <ul style="list-style-type: none"> <li>● <i>" Generating business models: identifying the problem and developing viable solutions"</i> Assoc. prof. dr. Angela SOLCAN, ASEM</li> <li>● <i>" How to define human resource strategy and key social and environmental benefits of the new business idea?"</i> Assoc. prof. dr. Marian JALENCU, USM</li> <li>● <i>" Local challenges to be addressed by sustainable Business 4.0 "</i> Ms. Angela TIZU, Chamber of Commerce and Industry of Moldova – Balti Branch</li> <li>● <i>"Local challenges to be addressed by sustainable Business 4.0 - NIER experience"</i> Ms. Tatiana IATISIN, Academy of Economic studies from Moldova (former National Institute for Economic Research)</li> <li>● <i>"Local challenges to be addressed by sustainable Business 4.0 - challenges for making global sustainability strategies local"</i> Mr. Artur NEBUNU, Business Incubator Cahul</li> </ul>	14:00 – 15:30  15:30 – 17:00
	<b><i>Conclusions and recommendations</i></b>	17:00 – 17:30



Location	Friday 22 November 2024 Peer Learning Seminar	Hours
<b>P6.ASEM - Academy of Economic Studies of Moldova</b> Location Block B, Student Hub	<p><b>Good practices sharing and teaching activities to local students in the realm of Sustainable Business 4.0 models:</b></p> <p><b>Session 1:</b></p> <ul style="list-style-type: none"> <li>● <b>" Business Opportunities and Business Ideas Assessment in Sustainable Businesses"</b> Prof. dr. ing. Radu STANCIU, University Politehnica of Bucharest, Romania</li> <li>● <b>"Organizational Culture Aspects for Sustainable Business"</b> Prof. univ. dr. Grigore Ioan PIROSCA, Academy of Economic Studies, Romania</li> <li>● <b>" Sustainable household as an introduction to planning a sustainable business - example of TUL students' studies."</b> Dr. Aleksandra MAKOWSKA, Technical University of Lodz, Poland</li> </ul>	09.30 - 11.00
	<p><b>Session 2: Partnership between universities and business: launching the "Management Fundamentals" university manual"</b></p> <ul style="list-style-type: none"> <li>● <b>Assoc. prof. dr. Angela SOLCAN, ASEM</b></li> <li>● <b>The academic partners</b></li> <li>● <b>The business partners</b></li> </ul>	11.00 - 13.00
	<p><b>Networking activity and lunch break</b></p>	13:00 – 14:00
	<p><b>Good practices sharing and teaching activities to local students in the realm of Sustainable Business 4.0 models:</b></p> <p><b>Session 2:</b></p> <ul style="list-style-type: none"> <li>● <b>"Defining marketing and sales strategies for Sustainable Business 4.0 models"</b> Assoc. prof. dr. Irina TODOS., USCH</li> <li>● <b>"Defining risks and related risk management plan for Sustainable Business 4.0 models"</b> Prof. dr. Aurelia LITVIN., TUM</li> <li>● <b>"How to design financial strategy and KPI for Sustainable Business 4.0 models"</b> Assoc. prof. dr. Neli AMARFII USARB</li> </ul>	14:00 – 15:30
	<p><b>Wrap-up session. Discussion and conclusions and further recommendations</b></p>	15:30 – 16:30