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NEW MANAGEMENT INSTRUMENTS FOR STIMULATING AGRICULTURAL EXPORTS FROM THE REPUBLIC OF MOLDOVA

This work looks at new ways for stimulating agricultural exports from the Republic of Moldova. The purpose of this study is to identify and describe the management tools that can contribute to the growth of the export of agricultural products of Moldova and the expansion of its sales markets. The goal of this work is to find a way to list new management tools. These tools can help grow the amount of Moldovan farming products we sell to other places. They can also help sell to more markets. The study check numbers from the government of Republic of Moldova and from big lists of trade data. It also uses reports about what to do from 2020 to 2025. The methodological framework combined comparative analysis, institutional analysis, and elements of strategic management analysis. The study reveals a transition from traditional administrative regulation to integrated management tools. These include digital export support platforms, export credit and guarantee mechanisms, cluster management models, and public-private partnership mechanisms. The results show that the effectiveness of export promotion depends not only on financial support, but also on coordination between government institutions, business associations and producers. Weak institutional coherence and limited managerial competences remain the main constraining factors.

Keywords: export management; agricultural exports; management instruments; institutional support.