Digitally signed by
Technical Scientific
Library, TUM
Reason: I attest to the
accuracy and integrity of
this document

TECHNICAL UNIVERSITY OF MOLDOVA

FACULTY OF ECONOMIC ENGINEERING AND BUSINESS
DEPARTMENT OF ECONOMICS AND MANAGEMENT

ECONOMIC PSYCHOLOGY AND BUSINESS COMMUNICATION

Methodological Guide for the Completion of Individual Work

EDITURA TEHNICA-UTM

2026

CZU 334:159.9(076.5)
P 75

This work was discussed and approved for publication at the meeting of the Council of the Faculty of Economic Engineering and Business of 28.X.2026, minutes no. 3.

This methodological guide is intended for full-time and part-time students of the Faculty of Economic Engineering and Business enrolled in the study programmes: *0411.1 Accounting; 0412.1 Finance and Banking; 0413.1 Business and Administration; 0414.1 Marketing and Logistics* at the Technical University of Moldova, for the study of the course unit *Economic Psychology and Business Communication.*

Authors: Associate Professor Alina Polcanova, PhD
University Assistant Olga Baca
University Lecturer Stela Cucoș

Responsible editor: Associate Professor Rina Țurcan, PhD

Reviewer: Associate Professor Nicolae Țurcanu, PhD

DESCRIEREA CIP A CAMEREI NAȚIONALE A CĂRȚII DIN RM

Polcanova, Alina.

Economic Psychology and Business Communication: Methodological Guide for the Completion of Individual Work / Alina Polcanova, Olga Baca, Stela Cucoș; responsible editor: Rina Țurcan; Technical University of Moldova, Faculty of Economic Engineering and Business, Department of Economics and Management.

– Chișinău: Tehnica-UTM, 2026. – 78 p. : fig., tab. color.

Aut. indicați pe verso p. de tit. – Bibliogr.: p. 72-73 (15 tit.). – 20 ex.

ISBN 978-9975-64-689-5.

Text: nemediat.

334:159.9(076.5)

P 75

ISBN 978-9975-64-689-5

© UTM, 2026

1. CONTENT AND OBJECTIVES OF THE COURSE UNIT

The course *Economic Psychology and Business Communication* examines psychological mechanisms underlying economic decisions, consumer and organisational behaviour, and effective communication in professional and business contexts. It also aims to provide information on the possibilities of developing effective communication skills in both professional and personal life.

In their work, specialists in the economic field are frequently confronted with particular situations, such as empathic communication, in which the specialist must demonstrate sound professional training combined with considerable tact, patience, goodwill, sensitivity, empathy, respect, optimism, sincerity, etc. Moreover, regardless of specialisation, communication is a *must-have* for every specialist whose work involves relating to people. The relationship with clients entails, first and foremost, communication and psycho-emotional interaction, and the theoretical basis for these abilities lies in developing and capitalising on students' communicative aptitudes, as well as on appropriate and relevant conduct in their professional activity.

In response to these demands, the course *Economic Psychology and Business Communication* offers relevant topics and specific recommendations concerning effective communication and, in particular, the optimisation of the interpersonal communication process. It is intended to help future specialists understand the psychological dimension of their profession and to develop effective communication skills in both professional and personal contexts.

The course unit focuses on developing students' ability to identify and define the factors that influence the way communication takes place, potential communication barriers and their causes; to define the behaviours appropriate to an open communication climate; and to develop an assertive communication style in social and professional relationships.

Through its topics, the course seeks to provide students with methodological and empirical training so that they can apply the

information and skills acquired in both their professional and personal lives. The course unit is an integral component of the training programme for specialists in the economic field.

Accordingly, psychology and communication play an important role in processing information and supplying it both to the governing apparatus of the state and to information consumers in the broad sense. Planning, precision, the application of self-regulatory behavioural techniques in interpersonal communication, the establishment of business contacts that take into account the psychological characteristics of the communication partners and the observance of business etiquette, as well as the use of effective conflict management techniques, enable business people to achieve high performance.

As a science, *Economic Psychology and Business Communication* is indispensable for understanding the phenomena manifested in nature and society, its concepts and models having become an integral part of the language and practice of modern human beings.

Aim of the course unit: to provide students with knowledge of the concepts of economic psychology and business communication, and to develop the effective communication skills required in the workplace, in relations with colleagues, and in personal life.

General objective of the course unit: to develop a culture of interpersonal interaction in the field of business relations.

Specific objectives:

- delineating the conceptual foundations of economic psychology and business communication;
- identifying the communication skills that are important for successful professional practice;
- knowing the elements of the process of effective communication with interlocutors from the economic environment and with colleagues;

CONTENTS

1. CONTENT AND OBJECTIVES OF THE COURSE UNIT 3
2. OBJECTIVES OF INDIVIDUAL STUDY 5
3. CONTENT AND STRUCTURE OF INDIVIDUAL STUDY 6
3.1. Preparation of the individual assignment 6
3.2. Analysis and resolution of psychological dilemmas 8
Topic 1. Introduction to economic psychology and business communication 13
Topic 2. Mental processes and their role in economic behaviour 18
Topic 3. The psychology of personality and its role in economic behaviour and professional activity 24
Topic 4. Power, leadership and authority in the professional context 29
Topic 5. Economic and psychological aspects of performing management functions 35
Topic 6. Communication as an integral component of professional activity 40
Topic 7. Mechanisms of mutual understanding in business and economic communication 46
Topic 8. The psychology of business communication in an economic context 51
Topic 9. Business negotiations and persuasion strategies 57
Topic 10. Conflict management in the business environment 62
4. STRUCTURE AND WRITING RULES FOR INDIVIDUAL PAPERS 70
BIBLIOGRAPHY 72
APPENDICES 74
Appendix 1 74
Appendix 2 77

978-9975-45-880-1. Available at: https://repository.utm.md/handle/5014/21952
11. ROBBINS, Stephen P. and JUDGE, Timothy A. Organizational Behavior. 20th ed. Pearson, 2026. ISBN 978-0-13-543177-1 (eTextbook).
12. RÖHNER, Jessica and SCHÜTZ, Astrid. Psychology of Communication. Cham: Springer, 2023. DOI: https://doi.org/10.1007/978-3-030-60170-6.
13. SOLOMON, Michael R. and RUSSELL, Cristel Antonia. Consumer Behavior. 15th ed. Pearson, 2026. ISBN 978-0-13-539718-3 (eTextbook).
14. TECHNICAL UNIVERSITY OF MOLDOVA. Psihologia și comunicarea în afaceri. Moodle UTM [online]. Available at: https://moodle.utm.md/course/view.php?id=2154
15. THALER, Richard H. and SUNSTEIN, Cass R. Nudge: The Final Edition. New Haven: Yale University Press, 2021.