

Școala Doctorală de Științe Socio-Umane
Domeniul de doctorat Marketing

Teme doctorat domeniul Marketing

Prof. univ. dr. habil. Micu Adrian

Teme de cercetare

1. Dezvoltarea strategiei de marketing online cu ajutorul instrumentelor de inteligență artificială
2. Studiul tendințelor tehnologice și sociale ce influențează deciziile consumatorilor
3. Studiul impactului aplicațiilor de social media în strategiile POE (Paid, Owned, Earned)
4. Rolul strategiilor de marketing multi-canal asupra retenției clienților
5. Reputația companiei, satisfacția clienților și loialitatea clienților – sensuri posibile ale legăturilor cauzale

Bibliografie

1. Sterne, J. (2017). Artificial intelligence for marketing: practical applications. John Wiley & Sons.
2. Thaichon, P. and Quach, S. (2022). Artificial Intelligence for Marketing Management, Routledge Studies in Marketing
3. Reyes, M. (Ed.). (2020). Consumer behavior and marketing. BoD–Books on Demand.
4. Frost, R. D., & Strauss, J. (2016). E-marketing. Routledge.
5. Balmer, J., & Greyser, S. (2003). Revealing the corporation: Perspectives on identity, image, reputation, corporate branding and corporate level marketing. Routledge.

Prof. univ. dr. habil. Gianita Bleoju

Teme de cercetare

1. Capitalizarea avantajelor platformelor colaborative prin opțiuni strategice în B2Bmarketing
2. Abordarea procesuală a transformării modelelor B2B prin valorificarea oportunităților de diferențiere ale social media marketing
3. Dimensiuni de modelare a rolului marketingului axat pe valorificarea tiparelor de dialog incluziv în comunitățile de expertiză
4. Modele experimentale de cuplare a precursorilor de detectare și capturare a experienței clienților prin instrumente dedicate de marketing
5. Consolidarea expertizei de marketing prin opțiuni strategice de partajare a cunoștințelor
6. Explorarea vocației inovative a marketingului, axată pe valoarea informativă a comunicării, raportată la exigențele impuse de responsabilitate, reziliență și respect

Bibliografie

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15. Möller, K., Nenonen, S., & Storbacka, K. (2020). Networks, ecosystems, fields, market systems? Making sense of the business environment. *Industrial Marketing Management*, 90, 380-399.
16. Nordin, F., Ravald, A., Möller, K., & Mohr, J.J. (2018). Network management in emergent high-tech contexts: critical capabilities and activities. *Industrial Marketing Management*, 74, 89-101.
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26. Capatina, A., Bleoju, G., Rancati, E., & Hoareau, E. (2018). Tracking precursors of learning analytics over serious game team performance ranking. *Behaviour & Information Technology*, 37(10-11), 1008-1020
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Prof. univ. dr. habil. Costel Negricea

Tema de cercetare

1. Modelarea comportamentului de cumpărare a articolelor vestimentare în cadrul generației Y. Un studiu comparativ centrat pe motivație, selectarea magazinelor și loialitatea față de marcă / Modelling intra-Generation Y fashion clothing buying behaviour. A comparative study centered on motivation, store selection and brand loyalty.

Bibliografie

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attributes and purchase intentions”, *Journal of Global Fashion Marketing*, Vol. 8, No. 1, pp.54-68.

Tema de cercetare

2. Modelarea comportamentului consumatorului din generația Y în funcție de brandul articolelor vestimentare. O comparație între două țări / Brand-centred fashion clothing behaviour modelling within Generation Y. A two-country comparison

Bibliografie

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Tema de cercetare

3. Modelarea comportamentului consumatorului în context comerțului on-line. Studiarea carnavalurilor on-line de cumpărare / Modelling e-commerce customer reactions. Exploring Online Shopping Carnivals

Bibliografie

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Tema de cercetare

4. Cercetare impactului conținutului platformelor de conținut social on-line asupra comportamentelor de cumpărare și relaționare în cadrul generației Y / Research on the Influence of Online Shopping Platform Social Commerce Content on Generation Y Consumers' Purchase and Participation Behavior.

Bibliografie

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Tema de cercetare

6. Studiu privind influența valorilor culturale asupra comportamentului de cumpărare al generației Y pentru produsele verzi/ A study on the influence of cultural values on Generation Y consumers' Green Purchase Intention

Bibliografie

1. Jacobs, K., Petersen, L., Hoerisch, J., & Battenfeld, D. (2018). Green thinking but thoughtless buying? an empirical extension of the value-attitude-behaviour hierarchy in sustainable clothing. *Journal of Cleaner Production*, 203(P1-1216), 1155-1169.
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