



Universitatea
Transilvania
din Braşov

HABILITATION THESIS

SUMMARY

Title: "Digitalization, artificial intelligence and responsible consumption: premises of change in behavioral dimensions"

Domain: Marketing

Author: Assoc. Prof. Dr. Raluca Dania Todor

University: Transilvania

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Summary

The change in behavioral dimensions has occurred as the result of the profound and rapid changes that have occurred in the recent period in most fields. The habilitation thesis "Digitalization, artificial intelligence and responsible consumption: premises of change in behavioral dimensions" analyzes the main changes that digitization, the use of artificial intelligence in various fields, as well as the adoption of responsible behavior by some consumers, have determined in changes of the behavioral dimensions.

The present paper represents a scientific approach that presents a synthesis of the main research efforts carried out after obtaining the Phd. degree, and at the end it, proposes a career development plan, which takes into account both the teaching component and the one related to research.

The thesis is structured in three large chapters. The first chapter aims to emphasize the importance of the implementation of digital technologies for increasing the visibility and attractiveness of companies and institutions in the current context, as well as the dramatic changes that consumer behavior has undergone with the entry into this digital era. The first part of this chapter presents how companies must combine traditional and digital marketing to achieve the best results, given the fact that a large part of consumers choose to make the majority of purchases in a hybrid manner, with online shopping becoming a reality of our everyday lives.

The second part is represented by a research carried out among the students of Transilvania University of Braşov, with the aim of finding out to what extent the quality of the electronic services offered by the university in the learning process contributes to increasing their degree of satisfaction and to the extent in that they recommend this higher education institution to others.

The chapter continues with a study of the field of e-commerce and the changes in purchasing behavior due to the introduction of new payment methods such as the "Buy now and pay later" method. The study shows that, with the emergence of new Fintech digital technologies, consumers, especially young ones, purchase more goods or more expensive products, thanks to easy access to this new payment method that reduces the pressure on monthly spending budgets.

The last part of Chapter 1 emphasizes the role that digitization and the emergence of social networks can have for public health and disease prevention. One such example is the research demonstrating the role of social media health marketing campaigns in the prevention and early detection of breast cancer, a condition that causes the highest rate of cancer mortality among women. The study shows that education through accountability campaigns contributes over time to the adoption of responsible behavior among women, and this fact leads to a decrease in the mortality rate caused by this type of cancer.

The second chapter studies the possible benefits that the use of artificial intelligence can bring to companies and individuals and how it has produced changes in behavioral dimensions. Thus, the first subchapter presents a study on the use of artificial intelligence to transform reviews into business improvements through sentiment analysis. As it was pointed out in the introduction, the use of the Internet as a link between companies and consumers, among other things, has the role of gathering more information from customers in the form of reviews that they choose to write. Reviews on the one hand can provide valuable information for company management regarding the degree of post-sale satisfaction and on the other hand they have a crucial role in influencing the purchasing decisions of future potential consumers. The second study of this chapter also highlights the future benefits that artificial intelligence will bring to public health. The use of big data can significantly change the methods of diagnosis and treatment of patients in the near future.

The third chapter aims to present how responsible behavior can contribute decisively to solving some of society's current problems and how it influences choices in terms of products or services. In this chapter, 2 important researches are presented, carried out in different fields: purchases of electric cars and tourism and public health. Both have in common the idea that a responsible behavior can be one of the solutions, or part of the synergistic solution.

The study on the purchase of electric cars shows that this type of approach can help in a relatively short time to reduce CO2 emissions, as well as to decrease fossil fuel consumption, pressing issues at the moment. Despite the fact that the research results show that there are still disadvantages for the purchase of this type of vehicle, young people in Romania want to replace classic cars with electric ones, motivated in particular by the low costs for energy consumption and the incentives offered by the government for the purchase of these types of cars. In addition, many of them believe that environmental protection could represent an important reason that would cause them to change their behavior.

The research on the role of responsible consumption in tourism as a source of competitive advantage clearly shows that the owners of guesthouses in Romania have begun to pay more and more attention to sustainability on the one hand, and on the other hand tourists are starting to change their behavior, preferring accommodations that are concerned with sustainable development compared to those that are not.

At the end of the thesis, I outlined a career development plan, which presents the main future directions both in terms of teaching and research.

