



Universitatea  
Transilvania  
din Braşov

**ADMITERE DOCTORAT 2020-2021**

**Sesiunea Septembrie 2020**

**Şcoala Doctorală Interdisciplinară  
(SDI)**

**Domeniul de doctorat:**

Inginerie şi Management

**Conducător doctorat:**

Prof.dr.ing., dr. marketing Angela Repanovici

## **TEME (TEMATICĂ) PENTRU CONCURS**

**TEMA 1: Studii şi cercetări privind oportunităţi şi riscuri în cooperarea STARTUP-urilor cu întreprinderile**

**Conţinut / Principalele aspecte abordate** - Studii privind proiectele STARTUP internaţionale şi situaţia naţională, Studii privind rata de succes şi domeniile de succes în implementarea STARTUP-urilor, Cercetare statistică cu privire la transferul tehnologic al prototipurilor de la STARTUP la întreprinderi, Generarea unui model decizional de măsuri pentru eliminarea riscurilor, Testarea şi validarea modelului.

**Bibliografie recomandată:**

1. RAJAGOPAL, Ananya; DAVILA, Fernando A. Moya. Marketing strategies for start-up enterprises: conceptual framework to analyse business performance through cross-sectional metrics. *International Journal of Business Innovation and Research*, 2020, 21.2: 238-258.
2. POLISHCHUK, Volodymyr, et al. A fuzzy model of risk assessment for environmental start-up projects in the air transport sector. *International journal of environmental research and public health*, 2019, 16.19: 3573.
3. FENG, Nanping, et al. The key role of dynamic capabilities in the evolutionary process for a startup to develop into an innovation ecosystem leader: An indepth case study. *Journal of Engineering and Technology Management*, 2019, 54: 81-96.
4. GIMENEZ-FERNANDEZ, Elena M.; BOGERS, Marcel; SANDULLI, Francesco. How the Diversity of Cooperation Partners Affects Startups' Innovation Performance: An Analysis of the Role of Cooperation Breadth in Open Innovation. In: *Open Innovation and Entrepreneurship*. Springer, Cham, 2019. p. 9-35.
5. KOLLMANN, Tobias, et al. A configurational approach to entrepreneurial orientation and cooperation explaining product/service innovation in digital vs. non-digital startups. *Journal of Business Research*, 2019.

**Note /Precondiţii / Obs: -**

**Conducător doctorat:**

Repanovici Angela



Transilvania  
University  
of Brasov

## ADMISSION TO DOCTORAL STUDIES

2020-2021

Session September 2020

**Interdisciplinary Doctoral School  
(SDI)**

**Field of doctoral studies:**

xxx

**PhD supervisor:**

yyy

### TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

#### **TOPIC 1: STARTUP challenges and risks in cooperation with enterprises**

**Content / Main aspects to be considered** -- Studies on international STARTUP projects and the national situation, Studies on the success rate and areas of success in the implementation of STARTUPS, Statistical research on the technological transfer of prototypes from STARTUP to enterprises, Generating a decision model of measures to eliminate risks, Model testing and validation.

#### **Recommended bibliography:**

1. RAJAGOPAL, Ananya; DAVILA, Fernando A. Moya. Marketing strategies for start-up enterprises: conceptual framework to analyse business performance through cross-sectional metrics. *International Journal of Business Innovation and Research*, 2020, 21.2: 238-258.
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5. KOLLMANN, Tobias, et al. A configurational approach to entrepreneurial orientation and cooperation explaining product/service innovation in digital vs. non-digital startups. *Journal of Business Research*, 2019.

**Prerequisites / Remarks:** -

**PhD supervisor:**

Repanovici Angela