ADMITERE DOCTORAT Sesiunea Septembrie 2026

Domeniul de doctorat: Marketing

Conducător de doctorat: **Prof. dr. Bianca TESCAȘIU**

TEME (TEMATICI) PENTRU CONCURS

TEMA 1: *Turismul gastronomic ca instrument de consolidare a brandului de țară al României: perspective de marketing și dezvoltare turistică/ Gastronomic Tourism as a Tool for Enhancing Romania's Tourism Brand: Marketing and Tourism Development Perspectives*
Bibliografie recomandată: Cvijanović, D., Vujko, A., & Sekulić, D. (2025). Gastronomy as a catalyst for destination branding and sustainable tourism: Insights from rural Serbia and Italy. Marketing. https://doi.org/10.5937/mkng2503195c Da Mota, C. V., Rodrigues, I.D., Parlao, T., Madeira, A. *The role of gastronomy as a driver of rural tourism development: The case of Mirandela*. European CountrysideVolume 16 (2024): Issue 3 (September 2024), https://doi.org/10.2478/euco-2024-0025 Jimenez-Beltran, J.V., Lopez-Guzman, T., Santa Cruz, F.G. *Analysis of the Relationship between Tourism and Food Culture*. Sustainability 2016, 8(5), 418; https://doi.org/10.3390/su8050418 Letunovska, N., & Lytvynenko, D. (2025). Gastronomic tourism as a tool for promoting healthy nutrition: managing and market trends. Galician economic journal. https://doi.org/10.33108/galicianvisnyk_tntu2025.02.113 Morgan, J.K., Sonnino, R. *The urban foodscape: World cities and the new food equation*. Cambridge Journal of Regions Economy and Society 3(2), 2010, https://doi.org/10.1093/cjres/rsq007 Nesterchuk, I. (2022). Tools and Development Drivers for the Gastronomic Tourism. Economic Affairs. https://doi.org/10.46852/0424-2513.4.2022.24 Pivarski, B., Paunić, M., Šarenac, N., Šmugović, S., Mlinarević, P., Ivanović, V., Marjanović, J., Pavlović, S., Tekić, D., Đerčan, B., Tešanović, D., & Jaraković, S. (2024). The influence of gastronomic identity factors on food tourism development in the Republic of Serbia and Bosnia and Herzegovina. Frontiers in Nutrition, 10. https://doi.org/10.3389/fnut.2023.1335943 Yaman, Z. (2025). The Relationship Between the Development Level of Gastronomy Tourism and Gastronomic Identity Value Within the Scope of Destination Marketing. Journal of Tourism and Gastronomy Studies. https://doi.org/10.21325/jotags.2025.1642 Wondirad, A., Verheye, G. *Does gastronomy determine visitors' holiday destination choice? Empirical evidence based on a mixed-methods research approach*. Cogent Food & Agriculture, 9:2, 2266195, DOI: 10.1080/23311932.2023.2266195
■ **Doctorat științific** ■Doctorat profesional

■cu **finanțare de la bugetul de stat**

■ **cu taxă sau cu finanțare din alte surse decât bugetul de stat**

TEMA 2: *Valorificarea patrimoniului cultural imaterial prin strategii de marketing experiențial în turismul românesc/ Enhancing Intangible Cultural Heritage through Experiential Marketing Strategies in Romanian Tourism*

Bibliografie recomandată:

Chen, Z. (2022). Visualizing experiencescape – from the art of intangible cultural heritage. Current Issues in Tourism, 25(4), 559–578. https://doi.org/10.1080/13683500.2021.1892040

Cerquetti, M., Ferrara, C., Romagnoli, A., & Vagnarelli, G. (2022). Enhancing Intangible Cultural Heritage for Sustainable Tourism Development in Rural Areas: The Case of the "Marche Food and Wine Memories" Project (Italy). Sustainability. https://doi.org/10.3390/su142416893

Guo Y, Cao Z, Zhu Z (2022) The influence of ICH-narrator/self-congruity on tourist's purchase intention of intangible cultural heritage products in a narrative context. *Journal of Hospitality and Tourism Management* 52 (2022), DOI: 10.1016/j.jhtm.2022.06.011

Luekveerawattana, R. (2025). Enhancing visitor experiences: a quantitative analysis of marketing strategies at historical and cultural national parks. Cogent Social Sciences, 11. https://doi.org/10.1080/23311886.2025.2458066

Pricopoaia, O., Susanu, I., David, S. and Vîrlănuță, F.O., 2024. Applying Digital Marketing Strategies to Promote Tourist Areas in Romania in the Digital Era. *Amfiteatru Economic*, 26(Special Issue No. 18), pp. 1082-1107. DOI: https://doi.org/10.24818/EA/2024/S18/1082

Shakya, M., & Vagnarelli, G. (2024). Creating value from intangible cultural heritage—the role of innovation for sustainable tourism and regional rural development. European Journal of Cultural Management and Policy. https://doi.org/10.3389/ejcmp.2024.12057

Wasela, K. (2023). The Role of Intangible Cultural Heritage in the Development of Cultural Tourism. International Journal of Eco-Cultural Tourism, Hospitality Planning and Development, 6(2), 15-28. doi: 10.21608/ijecth.2024.297283.1004

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TEMA 3: *Valorificarea datelor textuale pentru analiza comportamentului consumatorului în vederea fundamentării deciziilor de marketing în comerț/ Enhancing textual data to analyze consumer behavior for marketing decision in commerce*

Bibliografie recomandată:

Almeida, C., Castro, C., Leiva, V., Braga, A. C., & Freitas, A. (2024). Optimizing Sentiment Analysis Models for Customer Support: Methodology and Case Study in the Portuguese Retail Sector. J. Theor. Appl. Electron. Commer. Res., 19, 1493-1516. https://doi.org/10.3390/jtaer19020074

Bellar, O., Baina, A., & Ballafkih, M. (2024). Sentiment Analysis: Predicting Product Reviews for E-Commerce Recommendations Using Deep Learning and Transformers. Mathematics. https://doi.org/10.3390/math12152403

Daza, A., Rueda, N., Sánchez, M. S., Robles Espíritu, W. F., & Quiñones, M. (2024). Sentiment Analysis on E-Commerce Product Reviews Using Machine Learning and Deep Learning Algorithms: A Bibliometric Analysis, Systematic Literature Review, Challenges and Future Works. Int. J. Inf. Manag. Data Insights, 4, 100267. https://doi.org/10.1016/j.jjimei.2024.100267

Demircan, M., Seller, A., Abut, F., & Akay, M. (2021). Developing Turkish Sentiment Analysis Models Using Machine Learning and E-Commerce Data. International Journal of Cognitive Computing in Engineering. https://doi.org/10.1016/j.ijcce.2021.11.003

Huang, H., Asemi, A., & Mustafa, M. B. (2023). Sentiment Analysis in E-Commerce Platforms: A Review of Current Techniques and Future Directions. IEEE Access, 11, 90367-90382. https://doi.org/10.1109/access.2023.3307308

Kauffmann, E., Peral, J., Gil, D., Ferrández, A., Sellers, R., & Mora, H. (2019). Managing Marketing Decision-Making with Sentiment Analysis: An Evaluation of the Main Product Features Using Text Data Mining. Sustainability. https://doi.org/10.3390/su11154235

Marong, M., Batcha, N. K., & Mafas, R. (2026). Sentiment Analysis in E-Commerce: A Review on The Techniques and Algorithms. Journal of Applied Technology and Innovation. https://doi.org/10.65136/jati.v4i1.251

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Vanaja, S., & Belwal, M. (2018). Aspect-Level Sentiment Analysis on E-Commerce Data. 2018 International Conference on Inventive Research in Computing Applications (ICIRCA), 1275-1279. https://doi.org/10.1109/icirca.2018.8597286

Wu, J.-J., & Chang, S.-T. (2020). Exploring customer sentiment regarding online retail services: A topic-based approach. Journal of Retailing and Consumer Services, 55, 102145. https://doi.org/10.1016/j.jretconser.2020.102145

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Conducător de doctorat,

Prof. dr. Bianca TESCAȘIU

Semnătură

Coordonatorul domeniului de doctorat,

Prof. dr. Gabriel BRĂTUCU

Semnătură