

ADMITERE DOCTORAT

Sesiunea Septembrie 2024

Domeniul de doctorat: **MARKETING**

Conducător de doctorat: **PROF. DR. BRĂTUCU GABRIEL**

TEME (TEMATICĂ) PENTRU CONCURS

TEMA 1:

Strategii de optimizare a resurselor de marketing aeroportuar

Principalele aspecte abordate:

1. Rolul strategic al optimizării resurselor de marketing aeroportuar în stimularea dezvoltării economice regionale.
2. Cercetarea impactului resurselor de marketing ale unui aeroport nou asupra dezvoltării infrastructurii și a atragerii investițiilor la nivelul unei regiuni.

Bibliografie recomandată:

1. Belz, F.M., Peattie, K.: *Sustainability Marketing. A Global Perspective*, Second Edition. Wiley, 2013.
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4. Constantin, C.P., Tecău, A.S.: *Chestionarul. Ştiinţă sau artă?*, Editura Universității Transilvania, Braşov, 2015.
5. Constantin, C.P., Tecău, A.S.: *Introducere în cercetarea de marketing*, Editura Universitară, Bucureşti, 2013
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7. Epuran, Gh.: *Marketing internațional*, Editura Plumb, Bacău, 2002
8. Epuran Gh.: *Cybermarketing*, Editura Plumb, Bacău, 1999
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18. Kotler, Ph., Armstrong G: *Principles of Marketing*, Seventeenth Edition, Pearson Education Limited, 2018
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20. Malhotra, N.: *Marketing Research. An Applied Orientation*, International Edition Pearson Education International, 2004
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23. Rodriquez-Sanz, A., Andrada; L.R.: *Transportation Research Procedia, A Behavioral Framework for the Evaluation of Airport Infrastructure Investments*, Journal Transportation Research Procedia, Volume 71, 2023
24. Rudawska, E . (ed.): *The Sustainable Marketing Concept in European SMEs: Insights from the Food & Drink Industry*. Emerald Publishing, 2018
25. Zikmund, W. G.: *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Note/Precondiții/Obs.: *Nu este cazul*

Doctorat științific (doar cu frecvență)

Doctorat profesional în domeniile Muzică și Știința sportului și educației fizice (cu frecvență sau frecvență redusă)

cu finanțare de la bugetul de stat

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

TEMA 2:

Strategii avansate de neuromarketing pentru optimizarea experienței utilizatorului conectat la Societatea 5.0

Principalele aspecte abordate:

1. Neuromarketingul în Societatea 5.0.
2. Cercetări privind integrarea neuromarketingului în generarea strategiilor avansate de marketing în vederea îmbunătățirii experienței utilizatorilor.

Bibliografie recomandată:

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2. Alsharif, A.H., Salleh, N.Z.M., Baharun, R., Abuhassna, H., Hashem E., A.R.: *Tendencias globales de investigación en neuromarketing: 2015-2020*, *Revista de Comunicación*, Volume 21, 2022
3. Alsharif, A.H., Salleh, N.Z.M., Baharun, R., Hashem E, A.R.: *Neuromarketing research in the last five years: a bibliometric analysis*, *Cogent Business & Management Journal*, Volume 8, 2021
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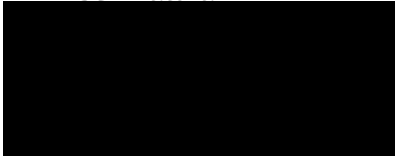
X cu finanțare de la bugetul de stat

X cu taxă sau cu finanțare din alte surse decât bugetul de stat

Conducător de doctorat,

Prof. dr. Brătucu Gabriel

Semnătură



Coordonatorul domeniului de doctorat,

Prof. dr. Epuran Gheorghe

Semnătură

