

ADMISSION TO DOCTORAL STUDIES

Session September 2025

Field of doctoral studies: **MARKETING**

Doctoral supervisor: **UNTARU ELENA-NICOLETA**

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: THE IMPACT OF ARTIFICIAL INTELLIGENCE ON MODELING BUYING AND CONSUMPTION BEHAVIORS IN THE SERVICE SECTOR¹

Contents / Main aspects to be considered

Chapter 1. Conceptual Framework of Artificial Intelligence in the Service Sector

Chapter 2. Modeling Buying and Consumption Behaviors in the Service Sector. Theoretical Perspectives

Chapter 3. The Role of Artificial Intelligence in Modeling Buying and Consumption Behaviors in Services

Chapter 4. Marketing Research for Evaluating Buying and Consumption Behaviors of Users of Artificial Intelligence-Assisted Services. Identification and Testing of a Behavior Model

Recommended bibliography:

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¹ In the context of this proposal, "services" covers the economic activities of the tertiary sector, whose scope includes fields such as tourism and hospitality, commerce, medical services, transportation services, etc.

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Scientific Doctorate (full-time only)

Professional Doctorate (full-time or part-time)

without tuition fee (state budget funded)

☐ **with tuition fee or with funding from other sources than the state budget**

Doctoral supervisor,

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Signature

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