Transilvania University of Brașov
INTERDISCIPLINARY DOCTORAL SCHOOL

ADMISSION TO DOCTORAL STUDIES Session September 2026

Field of doctoral studies: MANAGEMENT
Doctoral supervisor: PhD Prof. SILVIA SUMEDREA

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: The Adoption of Artificial Intelligence in Business Operations: An International Comparative Perspectives on Technology Acceptance, Managerial Capability, and Performance Outcomes

Contents / Main aspects to be considered

1. To examine the extent to which technology acceptance factors influence the adoption of artificial intelligence in business operations across organizations in Europe and East Africa.
2. To analyse the role of managerial capabilities in supporting the implementation and effective use of artificial intelligence technologies within firms operating in the two regions.
3. To comparatively assess the impact of artificial intelligence adoption on organizational and operational performance outcomes in Romanian and East African business contexts

Recommended bibliography:

1. Chatterjee, S., Rana, N. P., Dwivedi, Y. K., & Baabdullah, A. M. (2021). Understanding AI adoption in manufacturing and production firms using an integrated TAM-TOE model. *Technological Forecasting and Social Change*, *170*, 120880. https://doi.org/10.1016/j.techfore.2021.120880
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3. Dwivedi, Y. K., Hughes, L., Ismagilova, E., Aarts, G., Coombs, C., Crick, T., ... & Williams, M. D. (2021). Artificial Intelligence (AI): Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International journal of information management*, *57*, 101994. https://doi.org/10.1016/j.ijinfomgt.2019.08.002
4. Horani, O. M., Al-Adwan, A. S., Yaseen, H., Hmoud, H., Al-Rahmi, W. M., & Alkhalifah, A. (2025). The critical determinants impacting artificial intelligence adoption at the organizational level. *Information Development*, *41*(3), 1055-1079. https://doi.org/10.1177/02666669231166889
5. Lixandroiu, R., Maican, C., Sumedrea, S., Tecau, A., Nichifor, E., Chitu, I., & Bratucu, G. (2023). Factors Influencing the Behavioural Intention to Use AI-Generated Images in Business: A UTAUT2 Perspective With Moderators. *Journal of Organizational and End User Computing*, *35*(1), 1-32.https://doi.org/10.4018/JOEUC.330019
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7. Prasad Agrawal, K. (2024). Towards adoption of generative AI in organizational settings. *Journal of Computer Information Systems*, *64*(5), 636-651.https://doi.org/10.1080/08874417.2023.2240744

8. Shrivastava, P. (2025). Understanding acceptance and resistance toward generative AI technologies: a multi-theoretical framework integrating functional, risk, and sociolegal factors. *Frontiers in Artificial Intelligence*, *8*, 1565927. https://doi.org/10.3389/frai.2025.1565927
9. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view1. *MIS quarterly*, *27*(3), 425-478. https://doi.org/10.2307/30036540
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☒ Scientific Doctorate
☐ Professional Doctorate

☒ without tuition fee (state budget funded)
☒ with tuition fee or with funding from other sources than the state budget

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