



Universitatea *Transilvania* din Braşov

**HABILITATION THESIS
SUMMARY**

**Title: MULTI-LEVEL INFLUENCES AND
INTERCONNECTIONS REGARDING THE EUROPEAN
MARKETING ENVIRONMENT**

Domain: Marketing

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The habilitation thesis named *Multi-Level Influences And Interconnections Regarding The European Marketing Environment* is focused on identifying and analyzing the connections between the European marketing environment's components, strongly connecte with the multi-level governance of the European Union.

The first part presents the main scientific and professional achievements, with the purpose of finding some specific elements of the European business environment.

In the first chapter, a series of elements regarding European integration, some particularities of the European integration process that lead to the creation of the most integrated market in the world – The Single European Market are presented. In this sense, the following aspects can be mentioned: the social character of the European economy, EU's focus on some specific issues – like the regional problem, for instance –, an institutional system that assures a multi-level governance, the creation and the functionality of an integrated market – The Single Market

For a complete image of The Single European Market, of the characteristics that are differentiating this market from other national or regional markets, some particular elements were identified and presented: the sectorization of European economy, the single currency, a multi-level governance represented by a complex institutional system, with the purpose to respond to multiple interests (of the Community, member-states and citizens), an overnational budget that is financing the Community's objectives, in order to assure a competitive economy.

The second chapter of the thesis is dedicated to the marketing environment where the firms develop their activities. The structure of the marketing environment was established based on the fact that in European Union there are three levels of action – local, regional (European) and international. The result is a stratified structure of the marketing environment, obtained by inserting the European level's components among the other components. To detail these components and to determine the influences between them (especially in

connection with the European level), some results of researches – secondary data analysis and literature reviews in different areas – with the purpose to create an image as close to reality as possible about the considered elements.

The third chapter presents some marketing researches and the results that demonstrated the connections between the marketing environment in the new European context, as a result of economic, political and social influences.

The first aspect with impact on the marketing environment refers to the immigration's impact on the environment's components.

Migration represents a big challenge for the European business environment, with impact on the relation EU-global level and, in the same time, inside EU, as a consequence of freedom of labour movement, Schengen area and the possibility to study in EU's country. The migration's effect determines an influence determined by a multinational labour force on the firms' activity (with a big impact on the organization's culture, on the firm's human resources and on the educational system that had to adapt to these new trends). It, also, creates for the young generation the possibility to use the educational system as a "tool" for emigration.

Migration affects in a significant way the European and national economic environment, but this does not represent a singular influence. Also, the cultural environment is influenced by migration, at the national and European level. At the European level, migration is influenced by the political environment. The free movement of labour requests the European political orientation in this sense. In addition, in the last years, European Union supported the immigrant flows from the arab countries (even though this process was controversial).

The second research represents a trying to evaluate the Romanian educational system performances, starting from its integration in the European educational system. Based on the idea that Romania's accession in EU represented only the beginning of a transforming process in a lot of areas and, also, based on the necessity to follow the common objectives, the research focused on evaluating the Romania's educational system modernization level after accession, in connection with the member-states attempts to achieve the *Europe 2020 Strategy*

objectives – accessibility, retention and employability. After a complete analysis, a series of hypothesis regarding the three elements presented above were tested, and a series of correlations between the modernization level and the accession moment were made.

The third research refers to the impact of the assimilation of some concepts (sustainable development and organic growth) on the firm's activity. The results of this research showed that some of the elements considered by the firms in their efforts to establish the marketing strategies represent components of the marketing environments. The marketing environment's components represent factors that influence the firm's activity and, in the same time, they determine the firm to react in order to influence and control those factors, in order to assure the profit's predictability.

The fourth research from the thesis illustrates the way that the local authorities can act in the spirit of subsidiarity principle, the research being a part of a European project. The results of this research reveal possible actions at the local/regional level and, also at national level. In addition, the final document of the project showed that, based on the audits and researches from the local/regional level, a common European action may be organized – the sustainable development of the touristic destination, from the perspective of assuring (by the local authorities) the tourists and touristic destination security.

The second part of the thesis is dedicated to a plan of career development. To create this plan, three major directions of action were established: the teaching actions, the scientific research plan and the administrative plan. My future plans are following the same three directions of development and I want to highlight that coordinating PhD thesis would be a great opportunity to my career development.