



Universitatea
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HABILITATION THESIS

SUMMARY

Title: Artificial Intelligence, Digital Transformation and Value Creation
Across Marketing and Business Ecosystems

Domain: Marketing

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Summary

Over the past two decades, marketing has undergone one of the most profound transformations in its evolution, driven by the convergence of digitalization, the development of digital platforms, the data economy, and, more recently, the accelerated integration of artificial intelligence (AI) into economic and social processes. In this context, the research programme presented in this habilitation thesis was developed within this dynamic context and reflects the evolution of my scientific interests following the completion of my doctoral studies. The research progresses from the micro level, represented by consumers and their behaviour in digital environments, through the meso level, characterized by the interaction between individuals and intelligent technologies, to the macro level, encompassing organizations, digital transformation processes, and value creation mechanisms. This progression reflects not only the natural evolution of my research agenda but also the need for an integrated perspective capable of explaining the interconnected phenomena shaping contemporary marketing.

For this purpose, the thesis introduces different empirical contexts, but united by a common research question: ***How do digital transformation and artificial intelligence reshape value creation processes in marketing?***

The answer to this question has been developed progressively, following both the evolution of the international literature and the profound changes taking place in the contemporary economic environment. The structure of this thesis reflects the logical development of the research programme and highlights the relationships among the principal research directions investigated.

The first research direction focuses on consumer behaviour in digital environments and seeks to explain how digital technologies influence information search, evaluation, and decision-making processes. The studies investigate the adoption of FinTech and Buy Now, Pay Later (BNPL) services, user experience, and the role of user-generated content in shaping consumer perceptions and trust. The findings demonstrate the importance of perceived usefulness, transparency, and digital readiness in consumers' decision-making processes.

The second research direction examines the role of artificial intelligence and emerging technologies in marketing, with particular emphasis on the interaction between people and intelligent systems. These studies analyse trust in AI, AI-assisted customer experiences, technology acceptance, and the implications of intelligent systems for marketing processes. The results contribute to a better understanding of how artificial intelligence is redefining relationships between consumers and organizations.

The third research direction addresses the digital transformation of organizations and the mechanisms through which value is created. The research investigates topics such as digital maturity, artificial intelligence adoption, integrated reporting, sustainability, and the use of advanced technologies within organizational processes. The findings provide insights into

the factors facilitating the successful integration of digital technologies and their implications for competitiveness, innovation, and stakeholder relationships.

The fourth research direction complements the research programme by investigating entrepreneurial behaviour and innovation processes. These studies examine how the personal characteristics of entrepreneurs influence opportunity recognition, market orientation, and business development, highlighting the contribution of entrepreneurial behaviour to value creation and organizational development within digital ecosystems.

Beyond the individual contributions of each study, the originality of this research programme lies in its integration of these four research directions into ***a unified perspective on contemporary marketing***. Presented as the core part.

The habilitation thesis represents both a synthesis of the scientific achievements accomplished during the postdoctoral period and the foundation of a long-term research agenda dedicated to developing a distinct academic profile in digital marketing, artificial intelligence, and digital transformation. Looking ahead, the primary objective is to establish a dynamic research community and to mentor a new generation of doctoral researchers capable of advancing knowledge on the challenges and opportunities that artificial intelligence, the data economy, and digitalization create for contemporary marketing.

The future development of this research agenda will focus on several complementary directions. Particular attention will be devoted to investigating human–AI collaboration in marketing decision-making, the governance of data ecosystems and digital trust, AI-enhanced customer experience, organizational digital maturity, and the strategic implementation of intelligent technologies. Additional research will explore the role of digital twins in sustainable value creation, predictive analytics for understanding consumer behaviour, and the ethical implications of AI adoption in business and marketing environments.

Ultimately, this habilitation thesis reflects the conviction that the future of marketing will be increasingly shaped by the interaction between human capabilities and intelligent technologies. Understanding this interaction requires interdisciplinary research, methodological innovation, and a strong commitment to academic excellence. By integrating insights from marketing, information systems, management, and data science, the thesis proposes a coherent framework for explaining how artificial intelligence and digital transformation redefine value creation processes across digital ecosystems while laying the foundations for future scientific inquiry and doctoral supervision.

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