



Universitatea
Transilvania
din Braşov

HABILITATION THESIS

SUMMARY

**SOCIAL RESPONSIBILITY, DIGITALIZATION AND INNOVATION
IN THE MODELING OF CONSUMPTION BEHAVIOUR,
PREMISES FOR A SUSTAINABLE SOCIETY**

Domain: MARKETING

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BRAŞOV, 2024

The habilitation thesis with the title "Social responsibility, digitalization and innovation in the modeling of consumption behaviour, premises for a sustainable society" includes, in the first part, a synthesis of the most important results obtained in the research activity since obtaining the PhD in Economy (conferred by the Romanian Academy in 2007), and in the second part, the professional development plan and proposals for the future teaching and research career in the field of Marketing, at the Faculty of Economic Sciences and Business Administration within Transilvania University of Braşov.

Against the background of increasingly current concerns related to the sustainable development of society and economy, the research activity equally targeted the economic, social and environmental pillars, placing the human factor at the center of concerns, as a promoter and beneficiary of sustainability.

The research activity included in this habilitation thesis was structured on three major research directions:

1. Transformations in responsible consumer behaviour as a result of technology and digitalization.
2. The impact of external factors on the change in consumption behaviour.
3. Social responsibility and equity for a sustainable society.

In the first chapter, "Research on the impact of digitalisation on health service users" was performed with two marketing research methods to highlight the challenges of adopting digital tools (eHealth and mHealth) to manage adults' mental health in Romania, given that technology plays a crucial role in facilitating new forms of doctor-patient connection, the hybrid doctor-patient relationship being relevant for a competitive health management system. The first research is qualitative, being related to the opinions, attitudes and beliefs of Romanian experts regarding the use of eHealth and mHealth for the prevention, detection and treatment of mild mental disorders. The second method quantifies the opinions, attitudes and behaviours of Romanian adults on their openness to adopt new technologies for mental health management.

The second research, "Implications of the transition to renewable energy sources for ensuring the energy independence of the European Union", uses a combination of statistical and econometric methodologies through which the researchers analyzed the EU's energy composition, evaluating its far-reaching impact on both micro- and macroeconomic dimensions, as well as development opportunities. The authors emphasized the essential

role of renewable fuels in final energy consumption and demonstrated the influence of green energy sources on household consumption.

In the second chapter, the research "Strategies to optimize the user experience in e-commerce" highlights several concepts that substantiate the way retailers should address the user experience in relation to their online stores. By introducing the TEAM model for surpassing the messy middle point and getting users out of the loop, from pre-purchase experience to purchase, they intend to find a balance between the attitudes and actions of retailers, entrepreneurs and marketing specialists, and the changing knowledge in the field of e-commerce.

The second topic, "Research on the impact and transmission of certain events on the financial markets", aimed at determining how events such as the COVID-19 pandemic caused a reaction on the stock market sectors, thus helping to improve and diversify investor strategy and government policies.

In the third chapter, the first study, entitled "Research on the integration of digital methods and public policies in the field of public health" was based on the results of two qualitative researches (a group interview and an in-depth interview) and one survey-based quantitative research, which allowed quantifying Romanians' opinions, perceptions and attitudes regarding the effectiveness of policies for the prevention and treatment of mild mental disorders.

Through the second research, "Study on the gender parity - sustainability paradigm at the level of management structures of the Romanian academia" the authors aimed, by collecting data following a census approach on 47 Romanian state-owned universities, to address two objectives: 1) exploring the formation and dissemination of executive power through the hierarchical pyramid; and 2) identifying the correlation between the gender structure of the staff and the propension to replicate this structure into senior management positions through electoral and direct appointment processes.

The third research, "The influence of regional- and country-level achievements in education on the EU regional economic growth", uses the methodological framework of multilevel mixed-effects models to shed light on the importance played by regional and country-level factors for the regional economic growth within the European Union, especially considering the factors in the area of education and the use of the Internet.

January 8, 2024

