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## HABILITATION THESIS

### SUMMARY

Title: An integrated approach on knowledge management in service sector

Domain: Management

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BRAŞOV, 2024

The present paper is carried out 15 years after obtaining the doctorate and is the result of the experience acquired through scientific research and teaching activity within the Faculty of Economic Sciences and Business Administration, Department of Management and Economic Informatics, within the University of Transylvania in Brasov. Scientific research was carried out in multidisciplinary teams with colleagues in the field of marketing and economic informatics.

Also, this enabling thesis is a natural continuation and deepening of the topic of the doctoral thesis, an innovative thesis at the time it was supported, i.e. knowledge management. The doctoral thesis entitled "Efficiency of implementation of a knowledge management system in higher education institutions", scientific leader professor PhD. Stoica Marcel Dragoș, was supported at the Academy of Economic Studies in Bucharest, Faculty of Management, obtaining the scientific title of doctor in management (management area), based on the Order of the Minister of National Education no. 3658 of 10.04.2009.

The research work carried out in recent years has been focused on the field of knowledge management, considering the role of knowledge as the engine of the new economy and knowledge as a renewable resource available to production and service organizations and as a source of achieving competitive advantage through innovation. Thanks to the development of artificial intelligence, knowledge-specific tools will become indispensable for organizations that want to quickly adapt to market needs and remain competitive.

This enabling thesis is structured in two parts. The first part deals with the most important achievements achieved in scientific and professional research since obtaining the doctorate in Management (in the Academy of Economic Studies Bucharest, in 2009), and the second part presents the plan for the evolution and development of the teaching career and research in the field of management at the Faculty of Economics and Business Administration of the University of Transylvania in Brasov.

The enabling thesis consists, as I mentioned earlier, of two parts. A first part is dedicated to scientific and professional achievements, including the published results of the research carried out, in the form of scientific articles indexed in ISI Web of Sciences, they also certifying the fulfilment of the criteria for obtaining the attestation of competence. These results are grouped into two subchapters: CHAPTER 1 - Research on knowledge management and the acquisition of knowledge in experience-based services and CHAPTER 2 - Studies on

knowledge management and knowledge acquisition in knowledge and information-based services.

The first chapter - Research on knowledge management and the acquisition of knowledge in experience-based services - focuses on the research conducted in the realm of knowledge management, specifically the process of capturing knowledge in services based on experiences (tourism, food, vlogging). It acknowledges that the outcomes of this process (analysis of online data, feedback) hold great value for the future strategies of companies operating in sectors like Horeca or videostreaming.

The tourism industry must adapt to changing preferences of tourists, as evidenced by the first study conducted on a large amount of knowledge - 21.885 restaurants in 27 European cities. The hotel industry is sensitive to market changes, especially for exclusive ski resorts, as the sport is affected by seasonality.

The second study explores knowledge about food preferences and acknowledge that tourists prefer vegan, vegetarian, and gluten-free options in gastronomy and are more interested in authentic experiences, providing a full perspective on local culture.

The third study was conducted on another large amount of knowledge 1700 YouTube channels found that the choice of the right domain and clear description of the channel are essential factors for their success. Content creators must also use search engine optimization (SEO) strategies to attract the widest possible audience. In summary, the tourism industry must adapt to changing preferences and adapt to market changes to remain competitive in the competitive tourism market.

The second chapter - Studies on knowledge management and knowledge acquisition in knowledge and information-based services - focuses on research in the field of knowledge management, specifically in knowledge and information-based services. It explores how the outcomes of the knowledge capturing process, which involves analyzing large amounts of data, can lead to changes in the banking, e-commerce, and higher education sectors.

The first study a study conducted on large amount of knowledge - 85 online stores - found that users tend to have a neutral attitude towards one-star ratings. Online merchants can use sentiment analysis to understand customer opinions, and this suggests that online should focus on managing negative feedback to prevent reputational damage.

The second study concluded that the banking industry must adapt to changing customer preferences, such as the growing popularity of BNPL among Millennial and Z generations.

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Companies should ensure transparency and responsible practices when selling products using this method, educate and protect consumers, and monitor the behavior of vulnerable groups, especially Millennials.

The third study are centered on higher education institutions from knowledge management point of view. In the future, organizations will be able to use data, information, and knowledge to identify popular topics and formats among their target audience, online traders will be able to identify potential customers, and stakeholders in higher education and the banking industry will be able to create personalized experiences for customers. Higher education institutions are essential reservoirs of knowledge, and understanding the contribution of knowledge management systems to the development and improvement of knowledge-management processes is necessary.

The quality examination of e-services is important in higher education institutions, as students feel that their learning experience is influenced by the overall quality of digital services. A research framework based on site performance, information quality, and privacy of the site that affects the quality of electronic services, and its impact on recommendations (WOM), was developed in the University of Transylvania in Brasov. The findings show that website performance, information quality, and website privacy are positively and significantly associated with the quality of e-service, having an important positive impact on live recommendations.

Universities should design websites focusing on online service quality to meet expectations and generate satisfaction among students, knowing that they generate live student recommendations.

The second part of the enabling thesis is dedicated to presenting the professional route to date, the development and evolution plan, surprised and detailing the proposed objectives in two directions, namely research and teaching activity within the Faculty of Economic Sciences and Business Administration of the University of Transylvania in Brasov.

I thank my colleagues for the exemplary collaboration in the research teams of which I was part for conducting research in the field of management, collaboration which has generated, in addition to the development of teamwork skills and more scientific articles: Prof. PhD. Gabriel Brătucu, Prof. PhD. Radu Constantin Lixăndroiu, Prof.PhD. Ioana Chițu, Prof.PhD. Lavinia Plumbotă, Assoc.prof.PhD. Raduca Todor, Asist.PhD. Eliza Nichifor.