



**Universitatea *Transilvania*
din Braşov**

**HABILITATION THESIS
SUMMARY**

**Title: CONTEMPORARY CHALLENGES THE IMPACT OF
QUALITY ON SUSTAINABLE DEVELOPMENT**

Domain: MARKETING

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The habilitation thesis entitled CONTEMPORARY CHALLENGES REGARDING THE IMPACT OF QUALITY ON SUSTAINABLE DEVELOPMENT is divided into two parts and aims to present the most important academic and scientific achievements, as well as future career development plans as far as the author is concerned.

The first part presents the main scientific and professional achievements and focuses on the period after finishing the doctoral studies. This shows the area of scientific interest of the researcher, i.e. applied marketing research in the field of product quality and sustainable development. This section is divided into three chapters.

The first chapter presents marketing research studies whose results highlight the importance of service quality.

A first marketing research included in this chapter analyzes the academic educational services in Romania and the protection of the students' rights and interests on this market. The quality of educational services is an essential criterion for future students to choose Bachelor's, Master's, doctoral or postdoctoral programs at higher education institutions.

In order to strengthen their position on the educational services market, higher education institutions implement appropriate strategies for attracting and especially for maintaining students. The core of these strategies is represented, of course, by the students' interests and rights. The purpose of the research was to quantify the extent to which the universities included in the research population protect the students' rights and interests, the extent to which the curricula followed by the students in these universities manage to meet their expectations and the extent to which the services offered by universities satisfy them.

The second marketing research, of a quantitative nature, took into account the role of Vocational Counseling Services for students. It sought to obtain feedback on the use of vocational guidance by high school students on the one hand, and the more general factors influencing the career choices of high school graduates on the other.

The role of vocational counseling services is becoming increasingly important for the development of young people's professional skills. They will have to face the complex challenges existing on the labor market and find their right position with their skills and interests. Getting a job more easily and acquiring a higher level of education are factors that lead to a sustainable society.

The latest marketing research presented in this chapter relates to the quality of tourist services in the Poiana Brașov resort. The image and success of a tourist destination are determined by a variety of elements, the quality of the tourist services offered having an essential influence. The tourists' satisfaction regarding the consumption of services influences their desire to return, to become loyal consumers in time, and to share their positive holiday experience with

others. The results obtained from the research showed a medium level of satisfaction for the consumption of tourist services in the Poiana Brasov resort. The best evaluations were for accommodation services, while recreational services and tourism infrastructure were generally poorly assessed.

The second chapter of the thesis is dedicated to the analysis of tangible products quality. A first marketing research included in this chapter aims to determine the role of design and aesthetics in choosing women's clothing in Romania. This quantitative research was conducted from the perspective of clothing companies that have identified an important marketing opportunity in product diversification and were interested in learning more about customer behavior and attitude towards the design and aesthetics of clothing products.

The clothing market is characterized by a rapid rhythm of change, thus obliging garment manufacturers to bring new visual elements to each launched collection. Depending on local or international trends, designers constantly modify certain design and aesthetics elements of clothing products - colours, materials, cuts, prints - or reinvent them altogether in an attempt to positively capture the target audience.

A challenge companies in the fashion industry face is the extremely high degree of subjectivity involved in the decision to purchase the product. The design and aesthetics of a clothing product must create a totally functional, comfortable and appealing unit. Otherwise, the drawback or defect of one of the elements of design and aesthetics shades the rest of the elements. The results of the research have highlighted that clothing products are part of a special category and that, in their case, design and aesthetics are essential factors for favorable market developments.

A second research study included in this chapter focused on determining how the quality of coffee is perceived by consumers, this being currently a very consumed and appreciated product. The consumer finds it difficult to choose the variety that best suits his/her taste, knowing that the sensation offered by the black liquor can be characterized qualitatively according to several criteria.

The third chapter presents a series of elements about the impact of quality and safety on conceptual and operational elements of sustainable development. Concerns about food safety, their sustainability and strategic approach in the current European context bear importance for companies and producers to certain extents. In 2015, UNO launched Agenda 2030 for Sustainable Development. Sustainable development is still a very trendy topic of discussion for the future evolution of society at global level.

This chapter presents quantitative or qualitative research, which focus on aspects of sustainable development in different sectors. Thus, this research gave emphasis to food safety

and sustainability in the Romanian wine industry, sustainable development practices in mountain tourism in the Carpathians, the dynamics of the European ecological agricultural areas in the context of sustainable development, and education in the field of road safety in the context of sustainable development of society in Romania.

The second part of the thesis presents a medium and long-term career development plan. It is based on personal achievements and on the results obtained in the research teams that I have been involved in. The career development plan was organized in two directions: the development of the didactic activity and the development of the scientific research activity, by continuing the research carried out and the approach of new research directions. Obtaining the habilitation certificate is a great opportunity to develop one's academic career from all perspectives.