

ADMITERE DOCTORAT

Sesiunea Septembrie 2025

Domeniul de doctorat: **MARKETING**

Conducător de doctorat: **UNTARU ELENA-NICOLETA**

TEME (TEMATICI) PENTRU CONCURS

TEMA: IMPACTUL INTELIGENŢEI ARTIFICIALE ASUPRA MODELĂRII COMPORTAMENTELOR DE CUMPĂRARE ŞI CONSUM ÎN DOMENIUL SERVICIILOR¹

Conţinut / Principalele aspecte abordate

Capitolul 1. Cadrul conceptual al inteligenţei artificiale în domeniul serviciilor

Capitolul 2. Modelarea comportamentelor de cumpărare şi consum în domeniul serviciilor.

Perspective teoretice

Capitolul 3. Rolul inteligenţei artificiale în modelarea comportamentelor de cumpărare şi consum în servicii

Capitolul 4. Cercetări de marketing pentru evaluarea comportamentelor de cumpărare şi consum ale utilizatorilor de servicii asistate de inteligenţa artificială. Identificarea şi testarea unui model de comportament

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¹În contextul acestei propuneri, "servicii" acoperă activităţile economice din sectorul terţiar, a cărui sferă include domenii precum turismul şi ospitalitatea, comerţul, serviciile medicale, serviciile de transport etc.

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Doctorat științific (doar cu frecvență)

Doctorat profesional (cu frecvență sau frecvență redusă)

cu finanțare de la bugetul de stat

☐ **cu taxă sau cu finanțare din alte surse decât bugetul de stat**

Conducător de doctorat,

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