

ADMISSION TO DOCTORAL STUDIES

Session September 2024

Field of doctoral studies: MARKETING

Doctoral supervisor: Professor dr. DUGULEANĂ LILIANA

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: Marketing strategies for the sustainable development of the tourist destination
Contents / Main aspects to be considered - <i>to be adapted/ completed/ deleted</i>
<ol style="list-style-type: none"> 1. The concept of sustainable development in tourism 2. Market strategies for the development of sustainable tourism 3. Sustainable development of the tourist destination 4. Marketing research to identify consumer behavior and expectations from the tourist destination in Romania 5. Artificial intelligence for the evaluation of tourist destination promotion strategies 6. The effectiveness of artificial intelligence in the evaluation of sustainable development strategies of tourist destinations
Recommended bibliography:
Prerequisites / Remarks: <i>to be adapted/ completed/ deleted</i>
<input checked="" type="checkbox"/> Scientific Doctorate (full-time only)
<input checked="" type="checkbox"/> without tuition fee (state budget funded)
<input checked="" type="checkbox"/> with tuition fee or with funding from other sources than the state budget
TOPIC 2: Digital marketing strategies of the health system reform in Romania
Contents / Main aspects to be considered - <i>to be adapted/ completed/ deleted</i>
<ol style="list-style-type: none"> 1. Health systems in the countries of the European Union 2. Rethinking the architecture of the health system in Romania 3. Implementation of the digital reform of the health system in Romania 4. Artificial intelligence tools for the effectiveness of social marketing of the health system in Romania 5. Designing digital systems in the management and marketing of the health system 6. The effectiveness of the digitalization of medical processes in Romanian hospitals
Recommended bibliography:
Prerequisites / Remarks: <i>to be adapted/ completed/ deleted</i>
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Doctoral supervisor,

Prof. Dr. Duguleană Liliana

Signature



Coordinator of the field of doctoral studies,

Prof. Dr. Epuran Gheorghe

Signature

