

ADMISSION TO DOCTORAL STUDIES

Session September 2024

Field of doctoral studies: Marketing

Doctoral supervisor: Bianca Tescaşiu

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: Perceived impact of active learning strategies on students' engagement and performance regarding business-related higher education studies in a developing country. Case of Albania.

Contents / Main aspects to be considered –

- Main theoretical concepts: active learning strategies, student engagement and performance, influencing factors on student achievements, transformative learning, business oriented higher education system, developing country educational background, external factor influencing student engagement and performance in an emerging economy.
- Conceptual framework, analysis, methodological approach assessment to ensure relevant interconnection between secondary and primary data.
- Presentation of case studies aiming to create a complete scenario for evaluating and implementing the concepts of the study.
- Empirical objectives: Theoretical studies for the research approaches and techniques that are expected to be used in the research, comparative analysis, qualitative research, quantitative analysis.

Recommended bibliography:

Bloemhof, B., & Hughes, J. C. (2013). Active learning strategies in introductory financial accounting classes. Toronto: Higher Education Quality Council of Ontario.

Bosio, G., & Origo, F. (2019). Who Gains from Active Learning in Higher Education? IZA - Institute of Labor Economics. <http://www.jstor.org/stable/resrep59049>

Shu, H., Tan, W., Wang, Q., & Yu, J. X. (2022). Application of Experiential Learning Pedagogy in Higher Education. *Journal of Financial Education*, 48(2).

Chen, X., & Yur-Austin, J. (2017). The pivotal role of in-class exercises in flipped classrooms: The engagement of students' active learning in an introductory finance course. *Journal of Financial Education*, 43(1).

Schullery, N. M., Reck, R. F., & Schullery, S. E. (2011). Toward solving the high enrollment, low engagement dilemma: A case study in introductory business. *International Journal of*

Business, Humanities and Technology, 1(2).

Prerequisites / Remarks: Some aspects of the proposal are still subject of change and adaption.

Scientific Doctorate (full-time only)

Professional Doctorate – in the fields of Music and Science of sport and physical education (full-time or part-time)

without tuition fee (state budget funded)

with tuition fee or with funding from other sources than the state budget

TOPIC 2: Generational differences impact of digital marketing strategies on their purchasing intentions, in apparel sector. Case of Albania.

Contents / Main aspects to be considered –

- Main theoretical concepts elaborated in the Literature Review: digital marketing strategies, influences of purchase intentions of each generation, generational differences, generation X, Y and Z characteristics as consumers, Albania background in terms of consumers purchase behaviours, PESTLE analysis of Albania.
- Conceptual framework and analysis as well as, methodological approach assessment to ensure relevant interconnection between secondary and primary data.
- Presentation of case studies aiming to create a complete scenario for evaluating and implementing the concepts of the study.
- Empirical objectives: Theoretical studies for the research approaches and techniques that are expected to be used in the research, comparative analysis, qualitative research, qualitative research, quantitative analysis

Recommended bibliography:

Lissitsa, S., & Kol, O. (2021). Four generational cohorts and hedonic m-shopping: association between personality traits and purchase intention. *Electronic Commerce Research*, 21.

Dharmesti, M., Dharmesti, T. R. S., Kuhne, S., & Thaichon, P. (2021). Understanding online shopping behaviours and purchase intentions amongst millennials. *Young Consumers*, 22(1).

Pauliene, R., & Sedneva, K. (2019). The influence of recommendations in social media on purchase intentions of generations Y and Z. *Organizations and markets in emerging economies*, 10(2).

Agrawal, D. K. (2022). Determining behavioural differences of Y and Z generational cohorts in online shopping. *International journal of retail & distribution management*, 50(7).

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, 148.

Prerequisites / Remarks: Some aspects of the proposal are still subject of change and adaption.

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Doctoral supervisor,
studies,

Prof. Dr. Bianca TESCAȘIU

Signature



Coordinator of the field of doctoral

Prof. Dr. Gheorghe EPURAN

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