



ADMISSION TO DOCTORAL STUDIES
Session September 2026

Field of doctoral studies: MARKETING
Doctoral supervisor: Prof. dr. DUGULEANĂ LILIANA

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: <i>Marketing policies and strategies for the sustainable development of the tourist destination</i>
Contents / Main aspects to be considered 1. The concept of sustainable development in tourism 2. Sustainable development of the tourist destination 3. Marketing research to identify consumer behaviour and expectations in the tourist destination in Romania 4. Market strategies for the development of sustainable tourism 5. Artificial intelligence for the evaluation of strategies for the promotion of tourist destinations 6. The effectiveness of artificial intelligence in the evaluation of strategies for the sustainable development of tourist destinations
Recommended bibliography:
Prerequisites / Remarks: <i>to be adapted/ completed/ deleted</i>
<input type="checkbox"/> Scientific Doctorate <input type="checkbox"/> Professional Doctorate
<input type="checkbox"/> without tuition fee (state budget funded) <input type="checkbox"/> with tuition fee or with funding from other sources than the state budget

TOPIC 2: <i>Digital marketing strategies for healthcare reform in Romania</i>
1. Health systems in European Union countries 2. Rethinking the architecture of the Romanian health system 3. Implementing the digital reform of the Romanian health system 4. Artificial intelligence tools for the effectiveness of social marketing of the Romanian health system 5. Designing digital systems in the management and marketing of the health system 6. The effectiveness of digitalization of medical processes in hospitals in Romania
Recommended bibliography:

Prerequisites / Remarks: *to be adapted/ completed/ deleted*

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Doctoral supervisor,

Prof. dr. Duguleană Liliana

Signature

Coordinator of the field of doctoral studies,

Prof. dr. Brătucu Gabriel

Signature