

Field of doctoral studies: MARKETING

Doctoral supervisor: **Prof.dr. Neacşu Andreea**

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: *Economic and Market Drivers of Circular Economy Adoption in Emerging Economies: The Role of Digital Trust*

Contents / Main aspects to be considered

1. Conceptual and operational aspects of the circular economy
2. Economic and market factors that determine and influence the adoption of circular economy principles in emerging economies.
3. Research on the role of digital trust in the application of circular economy principles in emerging markets.

Recommended bibliography:

1. Ahmad, N., Haque, S.: Balancing Innovation and Ethics in AI- and Big Data-Driven Marketing, *Computer*, vol. 57, Issue 8. 2024
2. Brătucu, G., Ţierean, O.: *Marketing general*, Editura Universităţii Transilvania, Braşov, 2011
3. Chen, R.X., Chen, Y.H.: Optimizing Digital Market Decision-Making Through Artificial Intelligence Platforms: Governing Mediating Powers of Cognitive Engagement, *Journal of Global Information Management*, vol. 32, 2024
4. Constantin, C.P., Tecău, A.S.: *Chestionarul. Ştiinţă sau artă?*, Editura Universităţii Transilvania, Braşov, 2015.
5. Constantin, C.P., Tecău, A.S.: *Introducere în cercetarea de marketing*, Editura Universitară, Bucureşti, 2013
6. Du, S.L., Xie, C.Y.: Paradoxes of artificial intelligence in consumer markets: Ethical challenges and opportunities, *Journal of Business Research*, vol. 129, 2021
7. Gupta, S., Wang, Y.C., Patel, P., Czinkota, M.: Navigating the future of AI in marketing: AI integration across borders, ethical considerations, and policy implications, *International Journal of Information Management*, vol. 82, 2025
8. Hermann, E.: Leveraging Artificial Intelligence in Marketing for Social Good-An Ethical Perspective, *Journal of Business Ethics*, vol. 179, issue 1, 2022
9. Korhonen J., Honkasalo A., Seppälä J., *Circular Economy: The Concept and its Limitations*, *Ecological Economics*, Volume 143, 2018
10. Kotler, Ph.: *Managementul Marketingului*. Editura Teora, Bucureşti, 2018
11. Kotler, Ph.: *Marketing Management*. Milenium Edition, Custom Edition for University of Phoenix, 2002

12. Kotler, Ph., Armstrong G: Principles of Marketing, Seventeenth Edition, Pearson Education Limited, 2018
13. Kotler, Ph., Kartajaya, H., Setiawan, I. Marketing 5.0: Technology for Humanity, Wiley, 2021
14. Krarup, T., Horst, M.: European artificial intelligence policy as digital single market making, Big Data & Society, vol. 10, 2023
15. Kumar, D., Suthar, N.: Ethical and legal challenges of AI in marketing: an exploration of solutions, Journal of Information, Communication and Ethics in Society, vol. 22, Issue 1, 2024
16. Malhotra, N.: Marketing Research. An Applied Orientation, International Edition Pearson Education International, 2004
17. Martin, D., Schouten, J.: Sustainable Marketing, First Edition. Pearson, 2014
18. Mostaghel, R., Oghazi, P., Lisboa, A., *The transformative impact of the circular economy on marketing theory*. Technological Forecasting & Social Change, 195 (3), 2023
19. Naz, H., Kashif, M.: Artificial intelligence and predictive marketing: an ethical framework from managers' perspective, Spanish Journal of Marketing – ESIC, vol. 29, Issue 1, 2024
20. Su, Y.R., Wang, E., Berthon, P.: Ethical Marketing AI? A Structured Literature Review of the Ethical Challenges Posed by Artificial Intelligence in the Domains of Marketing and Consumer Behavior, Proceedings Paper - 56th Annual Hawaii International Conference on System Sciences (HICSS), 2023
21. Suchek, N., Fernandes, C. I., Kraus, S., Filser, M., Sjögrén, H., *Innovation and the circular economy: A systematic literature review*, Business Strategy and Environment, 234 (4-5), 2021
22. Zhu, C.C.: Construction and Risk Analysis of Marketing System Based on AI, Scientific Programming, 2022
23. Zikmund, W. G.: Exploring Marketing Research, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: *Not the case.*

X Scientific Doctorate

X Professional Doctorate

X without tuition fee (state budget funded)

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

Doctoral supervisor,

Prof. dr. Nicoleta Andreea Neacșu

Signature

Coordinator of the field of doctoral studies,

Prof. dr. Gabriel Brătucu

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