LUCRARE DE ABILITARE  
CERCETAREA COMPORTAMENTULUI DE CONSUM ÎN  
ADMINISTRAREA AFACERILOR 
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Abstract

The degree of maturity of any researcher or lecturer is given by his/her ability to transmit the acquired knowledge and to form young researchers. For this purpose, I have developed and submitted this habilitation thesis, which is an opera omnia according to the current methodology and which should support the candidate's ability to coordinate doctoral projects that contribute to the development of the knowledge in the field.

This habilitation thesis is structured in three parts, which provide an overview of the candidate's research and teaching career. The first part of the paper presents the stages in the candidate's professional training at universities at home and abroad. The results obtained in the academic career are presented in three distinct directions.

For the research activity, there are listed the main achievements consisting of 2 published books as a single author, 1 book published as a co-author, 4 articles published in Web of Knowledge indexed journals with impact factor higher than zero (and absolute influence score higher than zero), 26 articles published at international conferences, which have the proceedings indexed in the Web of Knowledge - Conference Proceedings, 23 articles published in national and international journals indexed in international databases, 5 international external conferences (other than those indexed in Web of Knowledge - Conference Proceedings,) 7 national conferences, 2 chapters published at prestigious international publishing houses and one chapter and an edited book. The impact for these publications can be found in the 38 citations and a Hirsch index value of 4 in the Web of Knowledge and in 229 citations and a Hirsch index of 9 in the Google Scholar Database.

For the teaching activity, there are presented the courses held by the candidate, especially at the study programs from the Faculty of Business Administration, in foreign languages, both at the German and English section. The candidate’s ability to guide scientific papers is given by the 257 bachelor and 116 dissertation coordinated papers. In addition to this, the candidate is member
in 12 doctoral support commissions at the Doctoral School of Business Administration and the Doctoral School of Marketing at ASE Bucharest.

For the administrative activity there are presented the candidates’ achievements as a Vice-Dean of the Faculty of Business Administration, in foreign languages and the membership in various representation bodies or professional associations related to education.

In the second part of this paper there are presented the main research results, structured in four subchapters: one dedicated to articles published in the field of business administration in general, one dedicated to articles published in the field of consumer behavior (the postdoctoral period), a chapter dedicated to the marketing controlling activity of a company (doctoral period) and one dedicated to a university’s management and marketing.

In the first subchapter there are presented the general results in the field of business administration. These researches have been published in a co-authored book, in 2 articles published in Web of Knowledge indexed journals with an impact factor greater than zero (and with absolute influence score higher than zero), 9 articles published in journals indexed in international databases, 8 articles presented at international conferences, which have the volume indexed in the Web of Knowledge and 1 international conference. Preoccupation regarding general business administration topics include business excellence models (article Correlations within the EFQM Business Excellence Model by Applying a Factor Analysis, Amfiteatru Economic, 2017), new developments in the branding perception (article Differences in the clothing brand perception depending on generation, Industria Textilă, 2017) or mobile marketing (article Mobile Marketing - The Marketing for the Next Generation, Management & Marketing, 2010). There are also researched topics such as sustainable business development (article Indicators used for the Performance Measurement of Sustainable Development, 2009) or the analysis of collaboration relationships in the distribution chain (article Power and Satisfaction in the Retailer-Producer Relationship, Management & Marketing, 2008).

In the second subchapter there are presented the results of researches carried out in the post-doctoral period and which are related to consumer behavior. These results have been published in 1 book at ASE Publishing House, 1 book chapter published by Springer publishing house, USA, 1 article published in a Web of Knowledge indexed journal with impact factor greater than zero, 9 articles published in journals indexed in international databases, 8 articles published in the volumes of international conferences, which have the proceedings indexed in the Web of
Knowledge and 4 other publications. The main outcomes of the research in this period are related to factors that influence the online consumer behavior (article: *The Risk Perception for Consumer Segments in E-Commerce and its Implication for the Marketing Strategy*, Amfiteatru Economic, 2010) and also a clustering of the Romanian consumers regarding fast-moving consumer goods (article: *Clusters of consumer behavior for food and near-food products in Romania*, Management & Marketing, 2011). Most of the articles published in this field refer to the emotional and cognitive elements that influence the purchasing decision and the way in which companies can influence these decisions. The main focus is put on consumer clusters who are influenced by unconscious impulses and who frequently buy unplanned products. One aspect analyzed in all these articles is the rationality (if there is any) behind these decisions.

In the third chapter there are presented the researches done during the doctoral period, about the implementation of marketing-controlling in Romania. These results have been presented in the book *Marketing-Controlling - Performance Measurement in Marketing* (Marketing-Controlling – Măsurarea performanței în marketing, Editura Economică, 2009), and also in 5 articles indexed in international databases, 2 articles presented at international conferences, which have the volume indexed in the Web of Knowledge and three other conferences. In addition to this, in 2017, there will be published a book chapter about this topic at an international publishing house. The main objective of these papers is to make a delimitation of the concept of controlling and of marketing-controlling, which had several meanings at that time. There is also presented a portfolio of controlling tools structured in general controlling instruments, instruments dedicated to customer evaluation and tools which measure the performance of the four marketing mix policies.

In the fourth chapter there are presented the research results in the field of university management and marketing. These preoccupations have derived from the candidate's desire to harmonize scientific concerns with real-world experiences at the university. These results have been disseminated in an article published in a Web of Knowledge journal with an impact factor higher than zero (and an absolute article influence score higher than zero), 1 article in a journal indexed in international databases, and 8 articles published in the proceedings of international conferences, which have the volume indexed in the Web of Knowledge. Most researches in this area are related to the measurement of student’s satisfaction and its influence on the performance of a university. One preoccupation of the candidate was to determine the elements that influence student satisfaction (article *Research regarding the Correlations among Factors influencing the*...
Satisfaction of Students in a University, Economic Computation and Economic Cybernetics Studies and Research, 2017) and especially the influence of the satisfaction regarding teaching activities on the general student satisfaction (article The Quality of Knowledge Flows and its Impact on the Intellectual Capital Development of a University, ECIC, 2011). Other articles have been published on the relationship between a student’s academic performance and his/ her satisfaction and other similar topics.

The last chapter of this habilitation thesis presents the development and academic career plan of the candidate, by presenting the research objectives, teaching objectives and plan for the administrative activity.