

**ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI**  
**DOMENIUL DE STUDII UNIVERSITARE DE DOCTORAT: MARKETING**

## **HABILITATION THESIS**

**Increasing the performance of the service organization by  
assessing the efficiency of the marketing activity and  
implementing sustainable marketing strategies**

**- Abstract-**

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The habilitation thesis entitled "Increasing the performance of the service provider by assessing the efficiency of marketing and implementing sustainable marketing strategies," presents in a succinct and documented manner the main contributions and scientific results obtained by the author in scientific and teaching research, after completing the PhD thesis titled "Marketing in the field of health services in Romania in the context of integration in the European Union" in the field of Marketing, as well as the evolution and future directions of the academic, scientific and professional career development.

The paper is structured in two parts. The first part of the thesis presents the main contributions and results obtained in the scientific and didactic research, the evolution, the current stage and the future trends of the development of literature and marketing practice, especially in the field of services marketing, marketing efficiency and sustainable behavior of the organization, in order to increase its performance in the reference market. Taking into account the polarization of scientific concerns after obtaining the title of doctor, on three areas of interest, within the empowerment thesis they were grouped and presented in three sections, each comprising the contribution to the knowledge stage in the field, as well as the practical implications for the specialists from the Romanian business environment.

**The first chapter** presents the results of researches and studies conducted in the field of service marketing, highlighting the theoretical and practical considerations regarding the application of marketing in the services sector in general, with particularization in certain service areas, especially on health services. Thus, within the chapter are presented the different points of view, approaches and theories in the literature, referring to the concept and characteristics of the services, market peculiarities and characteristics of the service consumer behavior, the main strategic marketing options of a service provider, in order to gain competitive advantage and performance in the market where it operates.

Because the concerns regarding the adoption and implementation of marketing in the field of health services continued after obtaining the title of doctor, within the chapter, a subchapter is dedicated to highlighting the main particularities of the application of marketing in this field, the opportunities and limits of the theory and the marketing practice.

The approach to service marketing was not only theoretical, but the scientific concerns also focused on designing and conducting marketing research in the field. Although there are a number of methods, techniques and marketing concepts common to all services, due to their heterogeneity,

in the literature, new methods and techniques have been developed and developed for each service, which has led to the emergence of specializations of service marketing. In the scientific papers published, as well as in the researches carried out, I have tried to highlight some particularities of applying marketing in areas such as: financial-banking, education, health.

At the end of the chapter, the conclusions of the most relevant researches and their managerial implications are presented. The research aimed at studying the behavior of the Romanian consumer of services and the image of different services among consumers. In essence, results of researches focused on: the behavior of the Romanian consumer of health services, the image of the health and education services determined by the opinion on the various attributes describing the service, the quality of the university educational services through the adaptation to the labor market, the role of the staff in the insurance service quality and the implementation of internal marketing strategies in the banking field.

**The second chapter** contains the synthesis of the achievements and the scientific contributions on the second area of interest, the study of the efficiency of the marketing activity, using, for the evaluation and analysis of the strategic marketing planning of the organization, the marketing audit. It is an important tool for measuring the value, risk and effectiveness of marketing efforts. It is seen in the literature as distinct from the research of primary and secondary data sources, and contributes to a great extent to the organization's efforts to obtain data about its performance and future perspective through the past and present.

Chapter two focuses on the conceptual clarification of the marketing audit and its component elements, namely, the specification of the role and place of the marketing audit in the strategic planning, the identification of the specific techniques, methods and indicators that can be used analyze the organization's external marketing environment, the marketing objectives and strategies implemented, the methods by which the productivity of the marketing activity can be measured.

At the end of the chapter are also presented the conclusions of marketing researches conducted among the Romanian companies regarding the role of marketing audit in increasing the performance of the organization, starting from the existence of a marketing structure in the organization, awareness of the importance of the audit in measuring the marketing performance, the main indicators can be used to meet the marketing audit objective, employees' perception of conducting a marketing audit within the organization.

**Chapter 3** presents the theoretical contributions and the conclusions of the studies, the third research direction, sustainable marketing and social responsibility. The adoption of sustainable behavior by the organization implies, on the one hand, the adoption of marketing strategies that minimize the impact of the company's activity on the environment and, on the other hand, its involvement in the problems of the community in support of certain causes ecological and social.

The chapter focuses on clarifying the concepts of sustainable marketing and social responsibility, identifying sustainability opportunities by the organization according to managers' knowledge and motivation, marketing strategies that can be adopted in product and packaging, price, distribution and promotion to reduce the impact on the environment and to increase the quality of life, on the sustainability of non-profit organizations and their role in promoting sustainable behavior.

The chapter concludes with the synthesis of the conclusions and managerial implications of the researches carried out in this field. At the application level, the most important results specific to this research direction are: the criteria taken into account in identifying sustainability opportunities, knowledge and information on environmental issues and market orientation, sustainable development and social involvement, factors that influence the sustainability of organizations non-profit, the perception of the Romanian consumers about the ecological packaging and their role in the formation of a sustainable behavior.

The second part of the habilitation thesis presents the evolution of academic, scientific and professional careers on 4 major directions: continuous professional training; didactic activity and directions for improving the competences in the teaching field; the research done so far and the objectives that I envisage in the coming period; scientific contribution and professional prestige, now and in the future.

In this part of the thesis, I am reviewing my professional training, since the graduation of the Faculty of Commerce, Marketing Specialization, in 1998, until now, the evolution of my teaching career in my 19 years of activity, with reference to the teaching activity, the materials published as support for the didactic act, the involvement in guidance and coordination activities, as well as administrative activities at the level of the Department and the Faculty of Marketing, the research activity, by participating as a member of the research grants teams, as well as by in projects funded by the European Social Fund, scientific activity and national and international visibility.

The didactic, research and scientific activity resulted in the publication of 5 specialized books in the field of marketing as the unique author or co-author, 4 tutorials and didactic materials for teaching support, 2 research projects and 5 projects financed by European funds, in the publication of over 10 papers indexed in the prestigious ISI Thomson Scientific Web of Knowledge database, and 30 other articles published in international databases, attending over 20 international conferences. Scientific visibility and professional prestige are supported by over 120 citations of the published works, as well as participation as reviewers in various specialist journals and scientific events.

Taking as its starting point the accumulated experience, the significant results obtained so far, as well as the recognition and the impact of the scientific activity in the university environment, in this second part of the habilitation thesis, I also presented the objectives pursued in each direction of the career plan, which can be synthesized as follows: continuous interdisciplinary vocational training, following specialized courses in the country and abroad, participation in seminars and workshops to permanently improve my knowledge and marketing skills.

I will also pursue the continuous updating of the informational content of didactic materials and continuity in the didactic process, the progress in the learning of students, in order to acquire the skills and abilities of analysis, communication and flexible thinking, the development of the scientific research skills of students through projects, focusing on the state of knowledge in a certain field, active involvement in identifying and capitalizing on new research opportunities as a member or project director, new collaborations with the business environment and universities in the country and abroad, in the field of fundamental research and publishing scientific results in ISI indexed journals with an impact factor or article influence score greater than 0.15, in order to meet performance standards and increase visibility, further participation as a member/reviewer in scientific committees of various national and international journal and scientific communication.

In conclusion, I consider that professional training, experience in didactic and research activity, significant scientific contribution in marketing, have contributed to the development of real skills and competencies that will be useful to me in the guidance and training of specialists within the Doctoral School of Marketing, from the Bucharest University of Economic Studies.