

# Research topics

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| <b>Prof. univ. dr.<br/>ANGHEL<br/>LAURENȚIU-DAN</b> | <i>Marketing Policies and Strategies</i>  |
| <b>Prof. univ. dr.<br/>BĂLAN<br/>CARMEN</b>         | <i>Marketing strategies in the field / sector ...</i>   |
| <b>Prof. univ. dr.<br/>BOBOC<br/>ȘTEFAN</b>         | <i>Interactive Marketing: a new paradigm in marketing management</i>  |
| <b>Prof. univ. dr.<br/>CETINĂ IULIANA</b>           | <i>Influence of the capitalization value of the brand (brand equity) on the price of financial products</i> |
| <b>Prof. univ. dr.<br/>OLTEANU<br/>VALERICĂ</b>     | <i>Studying the behavior of individual investors in crisis</i>  |
| <b>Prof. univ. dr.<br/>CETINĂ IULIANA</b>           | <i>strategies on financial markets</i>  |
| <b>Prof. univ. dr.<br/>CETINĂ IULIANA</b>           | <i>Integration of financial markets</i>   |
| <b>Prof. univ. dr.<br/>CETINĂ IULIANA</b>           | <i>Studying the role of competition on financial markets</i>  |
| <b>Prof. univ. dr.<br/>CETINĂ IULIANA</b>           | <i>Marketing strategies in services</i>   |
| <b>Prof. univ. dr.<br/>OLTEANU<br/>VALERICĂ</b>     | <i>Strategies to promote the Romanian tourism offer on the European market</i>                              |
| <b>Prof. univ. dr.<br/>OLTEANU<br/>VALERICĂ</b>     | <i>Relationship marketing strategies in the health services</i>   |
| <b>Prof. univ. dr.<br/>OLTEANU<br/>VALERICĂ</b>     | <i>Marketing strategies in retail</i>   |
| <b>Prof. univ. dr.<br/>OLTEANU<br/>VALERICĂ</b>     | <i>Marketing strategies in creating and delivering services based on personnel</i>                          |

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| <b>Prof. univ. dr.<br/>ORZAN<br/>GHEORGHE</b>            | <i>Methods and techniques used in online marketing research</i>   |
|  | <i>Marketing tools for the digital environment</i>  |
|  | <i>Mobile Marketing Strategies</i>  |
|  | <i>Brand strategy in online marketing</i>   |
| <b>Prof. univ. dr.<br/>POP<br/>NICOLAE<br/>ALEXANDRU</b> | <i>The brand in relationship marketing</i>  |
|  | <i>Courses of action in international marketing</i>   |
|  | <i>Relationship marketing in the knowledge society</i>  |
| <b>Prof. univ. dr.<br/>STĂNCIOIU<br/>FELICIA</b>         | <i>Marketing strategies in turism</i>   |
|  | <i>Methods of destination brand building through the development of relationship marketing</i>          |
|  | <i>Planning Models for touristic destination</i>  |
| <b>Prof. univ. dr.<br/>TEODORESCU<br/>NICOLAE</b>        | <i>Research / efficiency modelling / effectiveness of activities / marketing actions</i>                |
|  | <i>Research / modeling consumer satisfaction</i>  |
|  | <i>Research / shaping attitude influence on the buying behavior</i>                                     |
|  | <i>Research/shaping motivation influence on the buying behavior<br/>Topic proposed by the candidate</i> |
| <b>Prof. univ. dr.<br/>ZAHARIA<br/>RĂZVAN</b>            | <i>The conceptual model regarding the relationship between political marketing and democracy</i>        |
|  | <i>Strategies and tactics in fundraising for non-profit organizations</i>                               |

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*Studying political behavior in order to improve political communication*

*Using marketing to improve the place of a university in international rankings*

*Analysis of the pharmaceutical market in Romania and identification of evolutionary trends*