

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

The Council for Doctoral Studies

Marketing Doctoral School

**OPTIMIZING INTEGRATED MARKETING
COMMUNICATION THROUGH AUTOMATION
PLATFORMS: DIGITAL STRATEGIES AND
CYBERSECURITY CONSIDERATIONS**

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SUMMARY

In developing this thesis, we proceeded from general to specific, with the theme and objectives of the research reflected in the structure of the thesis chapters. The first chapter highlights the fundamental concepts of integrated marketing communication and its role in economic life. The second chapter presents the current state of knowledge in the field of marketing process automation, emphasizing the main objectives and trends. The third chapter provides a detailed analysis of marketing process automation platforms, offering a perspective on their implementation and utility in various types of organizations. The fourth chapter focuses on the techniques and tools used in marketing process automation, exploring methods of segmentation, targeting, and predictive modeling. The fifth chapter addresses critical aspects related to protecting automated information systems, highlighting the importance of cybersecurity in the context of digital marketing.

The next two chapters encompass the research conducted among marketing specialists from organizations in Romania. The sixth chapter presents the methodology and results of the qualitative research, carried out through semi-structured interviews. The seventh chapter details the methodology of the quantitative research, based on an online questionnaire, and analyzes the results obtained. The investigation of the practical aspects of this issue provides a valuable perspective on how Romanian organizations implement and use automation solutions in integrated marketing communication. The final chapter of the thesis presents the general conclusions, implications for practice and theory, research limitations, and directions for further studies in the field of marketing process automation and integrated communication.

Keywords: Integrated marketing communication, Process automation, Marketing platforms, Digital strategies, Cybersecurity, Personalization, Customer experience, Data analysis, Segmentation and targeting, Emerging technologies