

This doctoral thesis analyzes, in a multidimensional way, the digital public services provided by local public administration, through the prism of theoretical approaches, of the marketing components of services, taking into account the national and European framework, being supported by applied qualitative and quantitative research.

In this sense, the academic approach was oriented towards the theoretical foundation of the concept of public administration, approached as a pillar of the rule of law and essential provider of services for citizens. Thus, the legal (legality and equity), sociological (social cohesion and governance), economic (redistribution, equity, intervention in market dynamics) and marketing (citizen orientation, meeting community needs) perspectives were approached. The administration was also analyzed through the prism of historical transformations and the evolution of the concept of public service – from a bureaucratic mechanism to an agile and results-oriented actor.

Also, a central element of the thesis was the line of the vector of public services marketing, insisting on the transition from traditional marketing to that adapted to the public context. Relevant definitions were inventoried and classifications of services were made according to functional criteria, beneficiaries or financing.

The marketing mix applicable to the public sector was analyzed, and theoretical models for evaluating service quality were presented (e.g. SERVQUAL, E-S-QUAL, Service Blueprinting). In addition, we also addressed the new paradigms of digital marketing and the "Service-Dominant" logic, integrating the dimensions of sustainability, ethics and civic participation. At the same time, we explored the particularities of public services in Romania and the European Union, capturing the current strategic themes: digitalization, sustainability, civic participation and co-creation of value. In other words, we have analyzed examples of European good practices and draw attention to the need for systemic reform in Romania – through integrated public policies, professionalization, digital interoperability and adaptation to EU values (equity, transparency, accessibility).

Through this thesis, we have highlighted the fact that public administration is in a process of profound transformation, where digitalization is not just a technological option, but an essential strategy for adapting to new social expectations.

SUMMARY