

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES



Doctoral School Economics I

DOCTORAL THESIS

Presented and publicly defended by the author:

CRISTIAN D M STANA

Title of the doctoral thesis:

**THE IMPACT OF RECESSION ON THE HEALTHCARE SYSTEM IN THE
CONTEXT OF GLOBALISATION – AN OVERVIEW. COMMUNICATION AND
INNOVATION IN THE ROMANIAN HEALTHCARE SYSTEM.**

PhD Supervisor: Prof. univ.dr. Iacob Silvia-Elena

PhD Defense Committee:

Assoc. Prof. PhD. Hrebenciuc Andrei (Chair)	- Bucharest University of Economic Studies
Prof. PhD Băndoi Anca (Reviewer)	- Universitatea din Craiova
Prof. PhD Micu Angela-Eliza (Reviewer)	- Universitatea „Ovidius” din Constanța
Prof. PhD Stanef-Puică Mihaela-Roberta (Reviewer)	- Bucharest University of Economic Studies
Prof. PhD Iacob Silvia-Elena (Doctoral Supervisor)	- Bucharest University of Economic Studies

Bucharest, Decembre 2025

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Summary

The doctoral thesis entitled "*The Impact of Recession on the Healthcare System in the Context of Globalisation – An Overview. Communication and Innovation in the Romanian Healthcare System.*" carries out an investigation from an applied perspective on the ways in which the Romanian healthcare system can adapt to economic downturns through strengthening communication processes and adopting technological innovation. Moreover, the original contribution of this thesis lies in an empirical case study based on a questionnaire administered to academic staff in Bucharest that focuses on perceptions of healthcare digitalisation, especially in telemedicine, electronic health records, and digital communication platforms.

The present doctoral work is structured into five chapters of which the first three address theoretical foundations and comparative analysis, while the original contribution is reflected in Chapters 4 and 5. Chapter 4 presents an empirical study based on a questionnaire applied to university teaching staff in Bucharest. The results obtained through statistical analysis suggest several systemic vulnerabilities such as insufficient digital skills among medical professionals, resistance to change, poor platform interoperability, and unequal access to digital resources mainly in rural areas.

According to this evidence, Chapter 5 proposes a guide structured into 20 best practice recommendations aimed at improving institutional communication capacity, enhancing infrastructure, fostering continuous training for medical staff, and supporting national and international cooperation.

Complementary, the main conclusion of the doctoral thesis indicates that the resilience of the healthcare system cannot be strengthened without a coherent strategy for functional digitalisation supported by proactive public policies. Consequently, the integration of digital technologies, increased transparency in medical services and cross-sectoral collaboration become essential pillars for ensuring the sustainability of Romania's healthcare system in the face of future economic crises.