

Abstract

The development of a society is based on information, and without access to information it does not evolve, or evolves more slowly. The relationship between individuals, the exchange of ideas and knowledge, transforms the society in which they live. At the same time, we live in a globalised world, where information circulates rapidly and without borders, a world in which we have much easier access to products and services that were inaccessible to us in the past. All these transformations have been accelerated by advances in information and communication technologies. As a result, over the last two decades we have seen a paradigm shift in the way consumers relate to the products and services on offer in the market, leading to a redefinition of the purchasing experience and hence of consumer behaviour.

At the same time, companies have had to adapt to significant changes brought about by the pressures of the global business environment, the need to implement sustainable practices and adapt to new consumer demands for variety and quality of supply.

Thus, this habilitation thesis entitled **Multidisciplinary approaches of consumption behavior in physical and virtual environment** presents the results of research on the relationship between the business environment and the consumer, on consumer behaviour in the virtual environment, on expectations regarding the offer of products and services and last but not least on consumer perception of quality.

The purpose of this thesis is to highlight the author's scientific contributions, skills and competences in order to obtain the certificate of *habilitation in Business Administration*. In this respect, the necessary elements justifying the fulfilment of the legally established minimum standards have been presented. As such, the structure of the thesis is in line with the specific criteria for such an approach.

The structure of the thesis includes, along with the abstract, lists of tables, figures and abbreviations included in the paper, the most important scientific achievements in the field of the proposed topic, highlighting the fulfilment of the minimum standards required for habilitation, the academic career development plan, as well as the bibliographical references investigated for the substantiation of own scientific research.

The thematic content of the *first section*, which highlights *the scientific achievements* and reflects the contributions both theoretical and practical, applied, is organized in two distinct directions, in line with the author's concerns throughout his academic career, and is the most important and consistent part of the thesis.

The first chapter of this section presents a series of studies conducted by the author on the effect of social media use on the new consumer. To begin with, the concept of the new consumer and their understanding of quality is presented. The author's definition of these concepts is given in the article "**Dimensions and evolutions of the new consumer concept in Romania**" (authors: Bogdan Cristian Onete, Lelia Voinea, Răzvan Dina), published in the journal *Current Issues of Business and Law*, vol. 5, no. 2/2010. The new consumer, being an individual who spends a large part of his life in the virtual environment, sees quality as an indirect experience and we can say that he himself is a product of the knowledge society. His behaviour is characterised by the absence of physical barriers, so common in the classic case of purchasing behaviour.

Once the coordinates of these concepts have been established, an analysis of how they behave in the virtual environment is desired. The new consumer is a comprehensive consumer who operates in a globalised market and takes much more account of the opinions of others on products and services than in the past. The transformation of the consumer from a classic consumer to one where access to the virtual environment is part of their daily routine has been presented in the paper "**Consumer between Web 2.0 and Web 3.0.**" (authors: Cristian Bogdan Onete, Irina Albăstroiu, and Răzvan Dina), published in the book *Consumer Behavior*, editor Senay Sabah, ed. IntechOpen, Rijeka. Here are presented the concept of **omni-channel** that has led to the transformation of the way the consumer makes the purchase decision, the **semantic web** that could facilitate the decision-making process by providing more relevant information and the **Internet of Things** concept that involves the ubiquitous presence of a large number of smart devices interconnected with each other.

The relationship between social media and tourism business is made in the paper "**The duality of social media in tourism**" (authors: Irina Maiorescu, Răzvan Dina, Rodica Pamfilie and Daniel Zgură), published in the journal *Amfiteatru Economic*, vol. 16, no. Special 8/2014. This paper aims to identify the most feasible platforms that would allow the development of tourism business. For this, different types of social media platforms (blogs, micro-blogs, social networks, video sharing platforms) are analyzed from the perspective of their use by consumers in order to determine which of them are or are not to communicate with potential customers because each has its own specifics and can be used differently depending on it. Also, by presenting the paper "**Social Media Advertising Trends in Tourism**" (authors: Roxana Sârbu, Felician Alecu and Răzvan Dina), published in the journal *Amfiteatru Economic*, Volume 20, Special Issue 12/2018, we wanted to identify the impact of social media on tourism from the perspective of analyzing how the promotional messages sent to the consumer are

perceived by the consumer and how they should be formulated so that they can best achieve their purpose.

Social networks are among the most important types of social media platforms, and how they have changed social networking and social skills is addressed in the paper "**The Impact of Facebook Upon Social Skills of Young People - a Business Employment Perspective**" (authors: Irina Maiorescu, Răzvan Dina, Alexandru Doru Pleșea and Alecu Felician), published in the journal *Amfiteatru Economic*, vol. 1, no. Special 9/2015.

The final part of this chapter examines the influence of social media on the purchase decision, specifically the emergence of *social commerce* derived from the use of mobile devices and social networks. Thus the paper "**Exploring M-shopping experience through the eyes of Romanian young generation. A narrative inquiry.**" (authors: Irina Albăstroiu Năstase, Lelia Voinea, Teodor Mihai Negrea, Dorin Vicentiu Popescu, Răzvan Dina), published in the journal *Transformations in Business & Economics*, vol. 2, no. 21/2022 presents the paper based on the premise that mobile technologies play the most important role in influencing young consumers, both in terms of communication and consumption patterns.

The second chapter of this part deals with the multidisciplinary approach to consumer behaviour from the perspective of product and service choice and the education of the new consumer. After an overview of the relationship between social media and the actors that make up the business environment, we move on to the analysis of food consumption behaviour by presenting the most important readings published by the author on this subject.

A first study that focuses on one of the current problems caused by globalisation, namely the apparent tendency of young people to choose foods on the basis of organoleptic characteristics and to neglect nutritional quality, with negative consequences for health, is "**Researching the Gap between Foodstuffs Attractiveness and Real Nutritional Profile - Prerequisite for Strengthening Nutrition Education and Consumer Rights Protection**" (authors: Bogdan Cristian Onete, Lelia Voinea, Alina Filip, Răzvan Dina), published in *Amfiteatru Economic magazine*, Issue 36/2014.

Another paper on research on food consumption patterns in Romania, perhaps one of the most important contributions of the candidate, is the publication, as co-author, of the article "**Research on Food Behavior in Romania from the Perspective of Supporting Healthy Eating Habits**" (authors: Lelia Voinea, Diana Maria Vrânceanu, Alina Filip, Dorin Vicențiu Popescu, Teodor Mihai Negrea, Răzvan Dina), *Sustainability magazine*, Volume 11 (19), Special Issue "Food Choice and Consumer Preferences" of 2019.

Identifying the extent to which young Romanian consumers are concerned about healthy eating, determining the rational and emotional criteria underlying the selection of food products by young consumers, and the relative importance of these criteria in the purchasing decision process were presented in the scientific communication **"The Prevalence of Emotional Criteria in Food Choice - The Main Source of Imbalance in the Eating Behaviour of the Young Consumers from Romania"** (authors: Lelia Voinea, Dorin Vicentiu Popescu, Teodor Mihai Negrea, Razvan Dina and Alina Filip), published in the conference volume of *BASIQ 2019 International Conference "New Trends in Sustainable Business and Consumption"* (ISSN 2457-483X, ISSN-L 2457-483X), 30 May -1 June 2019, Bari, Italy.

A study on reshaping the food model by incorporating sustainable diet principles was presented in the paper **"Reshaping the Traditional Pattern of Food Consumption in Romania through the Integration of Sustainable Diet Principles. A Qualitative Study"**, *Sustainability*, Vol. 12, No. 14, 2020, pg. 5826 - 5826, ISSN:2071-1050" (authors: Voinea Simona-Lelia, Popescu Dorin Vicentiu, Bucur (Dobrea) Mihaela, Negrea Teodor Mihai, Dina Răzvan, Enache Calcedonia). It led to the identification of a typology of respondents combining two consumption orientations, "healthy" and "convenience", with two attitudes towards traditional food, "hedonism" and "conformism".

In the continuation of this chapter, the consumption behaviour in tourism, more specifically in rural tourism, was analysed by presenting the paper **"Romanian Wine Tourism - A Paved Road or a Footpath in Rural Tourism?"** (authors: Tanase Mihail-Ovidiu, Dina Răzvan, Nistoreanu Puiu, Mirea Cosmin Nicolae, Isac Florin-Lucian), published in the journal *Sustainability*, Vol. 14, No. 7, 2022, which raises the curtain on Romanian wine tourism by drawing a consumer profile and analyzing the relationship between wine tourism and rural tourism.

Starting from the tourism preferences of Generation Z, identified in the literature, the paper focuses on rural tourism and tourism experiences in rural areas and presents the paper **"Generation Z Romanian Students' Relation with Rural Tourism-An Exploratory Study"** (authors: Tanase Mihail-Ovidiu, Nistoreanu Puiu, Dina Răzvan, Georgescu Bogdan, Nicula Virgil, Mirea Cosmin Nicolae), published in the journal *Sustainability*, Vol. 15, No. 10, 2023.

A final research direction is presented in the article **"Reuse of Electronic Equipment and Software Installed on Them - an Exploratory Analysis in the Context of Circular Economy"** (authors: Onete Cristian Bogdan, Albastroiu Irina, Dina Răzvan), published in *Amfiteatru Economic*, Vol. 20, No. 48, 2018, which analyzes from the perspective of producers,

but especially of consumers, the use of electronic devices and the software installed on them in relation to the principles of circular economy.

The second section of the thesis includes *the academic career development plan*, which presents the relevant aspects related to training and professional activity, studies and stages of teaching), *scientific contribution* (most relevant books, articles, scientific communications and research projects), *professional prestige* (membership in professional organisations and associations), and *main directions of career development*. The career development plan illustrates the candidate's involvement in administrative, teaching, scientific and research activities.

The third section of the thesis includes numerous *bibliographical sources* covering the broad issues related to e-commerce and logistics, which are useful both for documentation in teaching and for substantiating theoretical aspects of specialist works (books, articles, scientific communications). Many of these are recent foreign sources, which indicates the candidate's concern for scientific novelty in the field.