

ABSTRACT

**THE USE OF NEW TECHNOLOGIES IN ENHANCING SERVICE
SUSTAINABILITY**

The habilitation thesis titled "The Use of New Technologies in Enhancing Service Sustainability" provides a detailed presentation of the candidate's most significant contributions and achievements in scientific, teaching, and professional research, along with a career development plan in academic field.

Section I of the thesis consists of two main chapters that present in detail the candidate's major scientific achievements after obtaining their PhD. in marketing.

In the first chapter, the candidate discusses the influence of new technologies on economic and marketing activities, highlighting three essential concepts: blockchain technology, the Internet of Things (IoT) concept, and digital technologies. It demonstrates how their use contributes to sustainability to varying degrees. In the first subchapter, the candidate presents a study of consumer perceptions regarding the use of blockchain technology in the distribution of "bio" food products. It is observed that blockchain technologies revolutionize the agri-food sector due to their ability to monitor all information related to a product's lifecycle, from production to processing, and ultimately to the end consumer. It is noted that the younger demographic shows a high inclination towards using this technology to track food product flows and views the use of blockchain technology positively in the distribution of "bio" foods. In the second subchapter, the candidate discusses how wearables, generally defined as advanced computing technologies that users can wear, and the Internet of Things (IoT) benefit small and large businesses. These devices are becoming increasingly important within IoT technology, and their development is moving towards more specialized and practical applications. Conclusions indicate that IoT technologies have a low level of involvement within companies, as well as in supporting marketing decisions and strategies. Furthermore, it is observed that while there are differences between different types of companies in their attitudes and practices, the use of Social Media and IoT technologies for marketing strategies cannot be significantly differentiated between small and large enterprises.

In the third subchapter, the candidate analyzes the entrepreneurial behavior of 92 technology-based companies in the European business market to understand how they generate economic growth through the successful implementation of sustainable innovations, avoidance of foreseeable risks, preparation for unforeseen ones, and to provide a guide of best practices for other companies.

In the second chapter, the candidate presents some generalities related to the concept of sustainability and discusses the dimensions and characteristics of services as a whole. In the first subchapter, the concept of price is developed as a fundamental tool in a company's marketing mix and its implications for sustainability in the airline transport sector. Research indicates that price is the most important criterion for choosing an airline, followed by flight safety. In the second subchapter, Customer Relationship Management (CRM) is discussed along with its implications in the banking sector. Most banking institutions have implemented CRM systems to streamline processes and activities, primarily in marketing, sales, and contact centers. Bank managers generally report a relatively high level of satisfaction with the overall effects of CRM implementation. In the last subchapter, the components of the marketing mix in the tourism market are presented along with the results of research on Generation Z's attitude towards rural tourism. Results show that Generation Z prefers authentic activities and expresses attachment to authenticity and traditional values, highlighting their desire to explore new cultures and better understand rural traditions.

Section II of the thesis includes the career development plan in academic field. This plan is developed along three main directions: teaching and professional activities, scientific research activity, scientific contributions, and future development directions.

In the first direction, the candidate's career progression after obtaining their Phd. and postdoctoral positions is outlined, including the academic ranks achieved and the disciplines in which the candidate specialized during this time.

The second direction reviews research contracts in which the candidate has been involved and presents certain research directions planned after obtaining the habilitation. The third direction presents the main scientific achievements in the form of ISI Web of Knowledge-indexed articles, participation in international conferences, citations of the candidate's work, and books authored or co-authored.

All the arguments presented are considered strengths for managing relationships with doctoral students and coordinating their research activities within the Doctoral School of Marketing at the Bucharest Academy of Economic Studies. The work concludes with the presentation of all bibliographic sources used in the preparation of this habilitation thesis.