

Bucharest University of Economic Studies
Council for Doctoral Studies – CSUD
Doctoral School International Business and Economics

HABILITATION THESIS

**TENDENCIES IN INTERNATIONAL STRATEGIC
MANAGEMENT IN TIMES OF CRISIS**

Candidate:

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Abstract

The habilitation thesis, titled “**Tendencies in International Strategic Management in Times of Crisis**”, presents, in accordance with habilitation methodology, a selection of my research activities conducted after May 2007, when I defended my doctoral thesis.

I have prepared this habilitation work with the goal of demonstrating, in the future, my capacity to supervise doctoral projects that will contribute to the advancement of knowledge in the field of international business (particularly strategic international management, international management and international negotiation) and my ability to transmit the knowledge I have acquired to future researchers.

In accordance with the methodology, the structure of this work consists of three parts, which highlight my scientific and teaching evolution and also reflect my ability to design and manage educational endeavors in the context of teaching and research. Throughout the thesis, both my professional and scientific achievements since obtaining my doctoral title are presented, as well as the current and future directions for refining my pedagogical and scientific research activities in the field of international business. Obtaining the role of PhD supervisor and affiliating with the Doctoral School of International Business and Economics at ASE Bucharest represents the next important step in my academic career.

In the first part of this work, I present the stages I have gone through in my professional training, both from an academic perspective and from a practical business perspective. From a research standpoint, I have selected my main achievements, which materialize in the publication of 4 Web of Science-indexed articles with non-zero impact factors, multiple articles published in international conference proceedings indexed in Web of Science, and more than 10 articles published in national and international journals. The impact of these studies is quantified by 17 Web of Science citations, an H-index of 2, and, according to Google Scholar, 83 citations in international databases and an H-index of 6.

Regarding my teaching career, the work provides an overview of the courses I teach at the Faculty of International Economic Relations, ASE Bucharest: International Negotiation (undergraduate level) and Strategic International Management (master’s level). My supervisory and scientific

mentoring activities are highlighted by the more than 500 bachelor's and dissertation papers I have supervised over the past 20 years of academic activity.

On the administrative level, my contributions as a member of committees for various exams (bachelor's, dissertation, as well as competitions for teaching positions) are noted, along with my participation in student-related events and those connected to the business environment. This involvement seeks to better align the academic environment with real-world economic and international business practices.

In the second part of this work, the main research directions I have addressed to date are presented: **International strategic management and its impact on well-being and health**, **Management strategies and decision-making**, and **Strategic management and sustainability**. These directions reflect essential concerns within the field of Economics and International Business, where global dynamics and market complexity require an integrated strategic approach that addresses both economic and social-environmental needs.

The first research direction, **International strategic management and its impact on well-being and health**, highlights how international strategies can influence employee well-being and public health. In the context of international business, managing occupational stress becomes a significant issue, and global strategies must be adapted to support the mental and physical health of the workforce. This research direction also emphasizes the importance of corporate social responsibility in emerging markets, where multinational companies play a vital role in establishing sustainable practices that contribute to global public health.

The second research direction, **Management strategies and decision-making**, explores decision-making processes in international organizations. Efficient management of decision-making processes is essential for the success of multinational businesses, especially in the face of complex challenges and cultural variables. This research area analyzes how strategies can be adapted to manage consumer behavior and organizational choices, considering rapid technological changes and evolving global markets. The ethics of strategic decisions is another key topic, as international corporations must responsibly adapt to both local and global norms.

The third research direction, **Strategic management and sustainability**, addresses the integration of sustainability into international corporate strategies. In a world where environmental impact and sustainability are becoming fundamental criteria for long-term success, multinational companies

are compelled to develop strategies that balance profitability with social and environmental responsibilities. This research direction explores concepts such as the circular economy and sustainable innovation, analyzing how companies can contribute to achieving sustainability goals through innovative solutions and responsible practices. Engaging stakeholders in these initiatives is crucial for increasing transparency and trust in global markets.

The third part of this work outlines my professional, scientific, and academic career development plan, where I detail my future research, teaching, and administrative objectives. This development plan builds upon the experiences gained from the aforementioned research directions and aims to further strengthen my contributions to advancing knowledge in the field of International Business and Economics, promoting an integrated and sustainable approach to international strategic management.