

BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
FACULTY OF BUSINESS AND TOURISM
DEPARTMENT OF BUSINESS, CONSUMER SCIENCES AND QUALITY
MANAGEMENT



HABILITATION THESIS

**Business strategies, social media tool for business
development, social and environmental
responsibility of companies**

Candidate:

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BUCHAREST 2024

1. Foreword

The qualification thesis entitled "Business strategies, social media as a tool for business development, social and environmental responsibility of companies" is structured in three sections, in accordance with the recommendations of CNADTCU Romania and the national legislation in force.

Section I presents the synthesis of my professional, academic, scientific and research activity, including the stages of my own career development and the most important works published or presented in national and especially international congresses, conferences and symposia, chapters in treatises and monographs published by international publishing houses and Romanian, of the awards obtained as the crowning glory of this activity and last but not least the research work by conducting several grants and clinical studies.

I defended my doctoral thesis in 2012, at the Academy of Economic Studies in Bucharest, thesis entitled "Relational models in Electronic Commerce", with the scientific coordinator Mrs. Prof. Univ. Dr. Constantin Bob.

The research activity within the doctoral studies, combined with the previous professional training and the subsequent professional, research, scientific and editorial concerns, created the foundations of this habilitation thesis.

The publishing and editorial activity is visible through the appearance as co-author of 28 ISI web of knowledge indexed articles, a significant number of BDI articles, as well as active participation as an invited speaker at national and international scientific events. All this will be presented in this habilitation thesis.

The professional activity was developed through the permanent and continuous participation in numerous specialization courses in the field of Business Administration. As can be seen, all these professional training and continuing education activities were carried out under the auspices of some highly prestigious institutions in Romania, with outstanding personalities from the economic field as program coordinators.

Section II is dedicated to scientific development and university career projects, based on one hand on my academic, scientific and professional experience, and on the other hand on the opportunities offered by collaboration with prestigious international bodies and centers.

Section III contains the most recent and important bibliographic references, which I used in the elaboration and presentation of this thesis.

2. Summary

The professional activity of teaching and research

Professional training began with graduation in 2007 at the Politehnica University of Bucharest - Faculty of Engineering and Management of Technological Systems, majoring in Unconventional Technologies with a general average of 8.75 years of study.

In order to perfect the knowledge acquired during the 5 years of study in the faculty, I continued my training through the courses of Advanced Studies in Business Administration of the Academy of Economic Studies - Faculty of Commerce, which I graduated with a grade of 10 in 2009 through the dissertation project "Electronic Commerce in Romania".

Starting from October 2009, I attended the courses of the Doctoral School within ASE Bucharest, courses which I graduated by preparing and publicly supporting the doctoral thesis entitled "Relational Models in Electronic Commerce", in December 2012 obtaining the title of Doctor of Economic Sciences, the field Business administration. The research carried out in order to complete the doctoral thesis led to the identification of some essential points for the electronic commerce platforms successfully implemented in the online business environment, and especially in the e-learning processes, thus using and integrating concepts that belong to both the area electronic commerce, as well as the area of information systems for business administration.

From February 2005 until now, I am employed in the Dean's Office, Faculty of Business and Tourism, Bucharest Academy of Economic Studies, with the responsibility of implementing projects regarding the promotion and maintenance of the faculty's websites.

The diploma and dissertation projects, as well as the research topic chosen for the conclusion of the doctoral program, all follow the same line: business strategy, enterprises and their applications in the economic environment, real in direct connection with business excellence.

In the immediate following period, my continuing professional training will focus on expanding the research already undertaken in the area of business strategies and their

interference with the commercial area, with the objective of developing a seminar support on the issue of business models. At the same time, until the end of my university career, I will consider following specialization courses so that I can offer our consumer, the student, an educational service as complete as possible and of the highest quality.

Didactic activity

The teaching activity until now has been based on the support of seminars and courses within the Faculty of Business and Tourism on the following subjects: Commercial Communication (taught within the Academy of Economic Studies Bucharest: Business and Tourism teaching Romanian and English), IT systems and applications in business administration (taught at the faculty of Business and Tourism), Business Economics (taught at the faculty of Business and Tourism), Economics of Domestic and International Trade (taught at the faculty of Business and Tourism), Entrepreneurship (taught at the faculty of Business and Tourism, Faculty of Finance) Business Economics, Domestic and International Trade, Business Strategies and Logistics

Lecturer and further on in the next stages of academic development, I will consider teaching seminars and courses on "Business Economics" and "Business Strategies" at various faculties within the Academy of Economic Studies, as well as preparing a new course - Systems Informatics applied in Business with AI aids, within the Department of Business, Consumer Sciences and Quality Management. I believe that this would be the most suitable area of academic development for me considering the areas of interest from the Doctoral School period as well as the experience gained through collaboration with the private business environment in Romania.

In these courses and seminars, I will use a series of modern teaching methods that involve students in solving real market situations by using methods and tools appropriate to quality management, so that students can benefit from the experience of carrying out practical activities with whom they will meet in the future in the labor market. In connection with this last fact, I have participated and will participate in the planning and coordination of the practice activity of the final year students.

Also, as a university lecturer, my didactic activity will also include the coordination of students in order to prepare their bachelor's theses.

Considering the experience accumulated in the more than 10 years of didactic activity carried out within the Faculty of Business and Tourism, the sphere of professional interest and the fields of competence mentioned previously, I propose that in the development of my university career, regarding the didactic activity, I consider the contribution , along with my fellow disciples