

**Doctoral School: Business Administration**

**Andreea Fortuna Schiopu, Professor Ph.D.**

**Fields of expertise**

Consumer behavior in the tertiary sector

Technology and its influences on consumer behavior in the tertiary sector

Emerging technologies and new business models in the tertiary sector

Communication and management of emotions in the tertiary sector

Operational management in the tertiary sector

Human resources management in the tertiary sector

Leadership and organizational behavior in the tertiary sector

Sustainable practices in the tertiary sector