



ROMÂNIA
MINISTERUL EDUCAȚIEI ȘI CERCETĂRII
UNIVERSITATEA DIN ORADEA
CONSILIUL PENTRU STUDIILE UNIVERSITARE DE DOCTORAT
ȘCOALA DOCTORALĂ DE ȘTIINȚE ECONOMICE
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DOMENIUL DE DOCTORAT: Administrarea afacerilor

DATA COLOCVIULUI DE ADMITERE : (18 septembrie 2026)

Temele de cercetare propuse de conducătorii de doctorat:

1.Prof.univ.dr.habil. Daniel Bădulescu, 18 septembrie 2026, ora 9.00; Pavilionul E, sala E010.

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Prof.univ.dr.habil. Daniel Bădulescu	Antreprenoriat și inovare sustenabilă în România. O analiză sectorială/în profil teritorial	

Bibliografie:

1. Bădulescu D, Bădulescu A. (2014), *Antreprenoriatul. Cum, cine, când?*, Editura Presa Universitară Clujeană, Cluj Napoca
2. Ghenea, M. (2021), *Antreprenoriat. Drumul de la idei catre oportunitati si succes in afaceri*, Editura Evrika, Bucuresti
3. Ionașcu, I., Ionașcu, M. (2018). Business Models for Circular Economy and Sustainable Development/ Modele de afaceri pentru economia circulară și dezvoltarea sustenabilă: cazul tranzacțiilor de leasing, *Amfiteatru Economic*, 20(48), 356-372.
https://www.amfiteatruconomic.ro/temp/Articol_2724.pdf

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Prof. univ. dr. habil. Daniel Bădulescu	Prof. univ. dr. habil. Dorin Bac
	Prof. univ. dr. habil Ramona Simuț
	Membri supleanți
	Prof. univ. dr. habil. Simona Bodog

	Conf. univ. dr. habil. Mariana Sehleanu
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2.Prof.univ.dr.habil. Alina Badulescu, Data colocviului de admitere: 18.09.2026, ora 9.30, sala E010

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Prof.univ.dr.habil. Alina Badulescu	Forme de turism speciale și creative. Utilizarea tehnologiilor inovatoare în turism	

Bibliografie:

1. Bădulescu Alina, Forme noi de turism – curs pentru uzul studenților, Universitatea din Oradea, 2013; 2026
2. Gabor, Manuela si Oltean, Flavia: Produse inovative în turismul național și internațional, Editura CH Beck, București, 2015

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	Conf.univ.dr.habil. Mariana Sehleanu

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
2	BAN Olimpia-Iuliana	1. Rolul inovației digitale în construirea încrederii consumatorilor și impactul asupra performanței firmelor din economia colaborativă	
		2. Valorificarea sustenabilă a patrimoniului cultural ca sursă de avantaj competitiv și performanță în afaceri	

Bibliografie tema 1:

1. Adeyinka-Ojo, S., & Abdullah, S. K. (2019). Disruptive digital innovation and sharing economy in hospitality and tourism destination. IOP Conference Series: Materials Science and Engineering, 495, 012006.
2. Coita, D. C., & Ban, O. (2023). Blockchain Technology in Sharing Economy. In *Blockchain for Tourism and Hospitality Industries* (pp. 37-50). Routledge.
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5. Shaikh, A. A., Sharma, R., & Karjaluo, H. (2021). Digital innovation & enterprise in the sharing economy: An action research agenda. Digital Business, 1, 100002.
6. Technological Forecasting and Social Change, 182, 121830.
7. Yu, Y., Zeng, H., & Zhang, M. (2024). Digital transformation for supply chain collaborative innovation and market performance. European Journal of Innovation Management (advance online publication).

Bibliografie tema 2:

1. Aaltonen, S., Heinze, A., Ielpa, G., & De Tommaso, D. (2015). *Enterprise cultural heritage: The source for sustainable competitive advantage and survival for food sector SMEs*. Entrepreneurship and Innovation, 16(2), 73–83.
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4. Faur, M., & Ban, O. (2022). *Models of tourism destination competitiveness*. Proceedings of the 39th International Business Information Management Association (IBIMA).
5. García-Almeida, D. J., & Gartner, W. C. (2021). *A model of competitiveness in intangible cultural heritage tourism destinations from the knowledge-based view*. Acta Turistica, 33(1), 7–37.
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mediating role of business model experimentation and competitive advantage. Journal of Risk and Financial Management, 18(5), 265.

7. Mammadova, E., & Abdullayev, A. (2025). *The role of cultural heritage in tourism competitiveness*. Porta Universorum, 1(5).
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Prof.univ.dr. habil. Olimpia-Iuliana BAN	Prof.univ.dr. habil. Elena BOTEZAT
	Prof.univ.dr. habil. Florica ȘTEFĂNESCU
	Membri supleanți
	Conf.univ.dr. habil. Alexandru CONSTĂNGIOARĂ
	Conf.univ.dr. habil. Nicoleta BUGNAR

4. Prof.univ.dr.habil. Elena Aurelia Botezat, data admiterii: 18.09.2026, ora 11:00 sala F302

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
3.	BOTEZAT Elena Aurelia	1. Transformarea digitală a IMM-urilor: Co-creația ca mecanism strategic pentru inovare și competitivitate	
		2. Reziliența lanțurilor alimentare în contextul crizelor: o analiză a practicilor sustenabile și a colaborării cu retailul din perspectiva sustenabilității sistemice	

Bibliografie tema 1:

1. Aslam, H., ur Rehman, A., Iftikhar, A., ul Haq, M.Z., Akbar, U. & Kamal, M.M., 2025. Digital transformation: Unlocking supply chain resilience through adaptability and innovation. *Technological Forecasting and Social Change*, 219, p.124234.
2. Botezat, E., Constăngioară, A., Ban, Sabău-Popa, D., Perțicaș, D., Fenyves, V., 2026. The Impact of Artificial Intelligence and Sustainable Digitalization on the Resilience of Logistics Chains in Romania. *Amfiteatru Economic*, 28(71), pp. 50-68.
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4. Kahveci, E. (2025). Digital Transformation in SMEs: Enablers, Interconnections, and a Framework for Sustainable Competitive Advantage. *Administrative Sciences*, 15(3), 107.

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8. Vial, G. (2019). Understanding digital transformation: A review and research agenda. *The Journal of Strategic Information Systems*, 28(2), 118-144.
9. World Economic Forum. (2024). *Digital transformation for SMEs: A strategic framework*.

Bibliografie tema 2:

1. Albastroiu Năstase, I., Voinea, L., Bucur, M., & Dina, R. (2026). *Perspectives on supply chain resilience: A qualitative study on risks, collaboration, and ESG practices in Romania*. *Amfiteatru Economic*, 28(71), 1-12.
2. Bateni, F., Sharifi, E., Amin, S. H., & Fang, L. (2025). Sustainable food supply chain network design and optimization: A systematic literature review. *Journal of Data, Information and Management*, 7, 345-372.
3. Botezat Elena Aurelia, Dodescu Anca Otilia, Văduva Sebastian, Fotea Silivia Liana, „An Exploration of Circular Economy Practices and Performance Among Romanian Producers”, *Sustainability* 2018, 10 (9), 3191.
4. Botezat, E., Constăngioară, A., Ban, Sabău-Popa, D., Perțicaș, D., Fenyves, V., 2026. The Impact of Artificial Intelligence and Sustainable Digitalization on the Resilience of Logistics Chains in Romania. *Amfiteatru Economic*, 28(71), pp. 50-68.
5. Bunea, M., Hategan, C.D., Blidisel, R.G. and Bigioi, A.D., (2025). Adaptation of Banks to Sustainability Requirements and Impact on Their Financial Performance. *Amfiteatru Economic*, 27(70), pp. 771-787.
6. Deconinck, K. et al. (2023). Towards resilient food systems: Implications of supply chain disruptions and policy responses”, *OECD Food, Agriculture and Fisheries Papers*, No. 205, OECD Publishing, Paris, <https://doi.org/10.1787/f7998e46-en>.
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8. Porto Da Silva, B., Cassel, R. A., Wachs, P., & Saurin, T. A. (2023). The influence of sustainability on the complexity of food supply chains. *Production & Manufacturing Research*, 11(1), 1-20.
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1	Prof.univ.dr.habil. Dorin Paul Bâc	1. Tranziția IMM-urilor către sustenabilitate: factori determinanți, provocări și oportunități în regiunea Nord-Vest	IF bugetat fără bursă
		2. Transformarea lanțurilor de aprovizionare în contextul economiei circulare: studiu asupra industriei hârtiei și ambalajelor	IF bugetat fără bursă

Bibliografie:

1. Weetman, Catherine, A Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink Kogan Page, London, 2017;
2. Bals, Lydia; Tate, Wendy; Ellram, Lisa M. (eds.), Circular Economy Supply Chains: From Chains to Systems Emerald Publishing Limited, Bingley, 2022;
3. Orji, Ifeyinwa Juliet; Ojadi, Frank, The Circular Supply Chain: Basic Principles and Techniques CRC Press (Taylor & Francis), Boca Raton, 2022;
4. Stahel, Walter R., The Performance Economy Palgrave Macmillan, London, 2010;
5. Hawken, Paul; Lovins, Amory B.; Lovins, L., Hunter Natural Capitalism: Creating the Next Industrial Revolution Little, Brown & Company, Boston, 1999;

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1	Conf.univ.dr.habil Ramona Marinela SIMUȚ	3. Antreprenoriatul și performanța financiară a IMM-urilor la nivel regional	
		4. Antreprenoriatul și dezvoltarea IMM-urilor la nivel regional	

Bibliografie:

1. Zoltán J. Ács, László Szerb, Erkkó Autio, Szerb László Ács, Z. J., Szerb, L., Autio, E., & Lloyd, A. (2018). *The Global Entrepreneurship Index (GEI) methodology and its application*. **Small Business Economics**, 51, 1–18. <https://doi.org/10.1007/s11187-018-9996-8>
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4. Yaqub, M. Z., Yaqub, R. M. S., Alsabban, A., Baig, F. J., & Bajaba, S. (2024/2025). *Market-orientation, entrepreneurial-orientation and SMEs' performance: The mediating roles of marketing capabilities and competitive strategies*. *Journal of Organizational Effectiveness: People and Performance*. <https://doi.org/10.1108/JOEPP-05-2024-0206>
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	Membri supleanți
	Prof.univ.dr.habil Bâc Dorin
	Prof.univ.dr.habil Dura Codruța

7. Conf.univ.dr.habil. Alexandru Constăngioară, data admiterii: 18.09.2026, ora 11:30 sala F302

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Alexandru Constăngioară	1.Impactul transformării digitale asupra performanței sustenabile a întreprinderilor mici și mijlocii	
		2. Antreprenoriat social	

Bibliografie tema 1

1. Chen, Y. Y. K., Jaw, Y. L., & Wu, B. L. (2016). Effect of digital transformation on organisational performance of SMEs: Evidence from the Taiwanese textile industry's web portal. *Internet research*, 26(1), 186-212.
2. Ismail, M., Bajwa, M. T. T., Zuraiz, M., Quresh, M., & Ahmad, W. (2023). The impact of digital transformation on business performance: A study of small & medium enterprises. *Journal of Computing & Biomedical Informatics*, 5(01), 308-315.
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Bibliografie tema 2

1. Ali, I., Balta, M., & Papadopoulos, T. (2023). Social media platforms and social enterprise: Bibliometric analysis and systematic review. *International Journal of Information Management*, 69, 102510.
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4. Grilo, R., & Moreira, A. C. (2022). The social as the heart of social innovation and social entrepreneurship: An emerging area or an old crossroads?. *International Journal of Innovation Studies*, 6(2), 53-66.
5. Raman, R., Alka, T. A., Suresh, M., & Nedungadi, P. (2025). Social entrepreneurship and sustainable technologies: Impact on communities, social innovation, and inclusive development. *Sustainable Technology and Entrepreneurship*, 4(3), 100110.
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7. Sahila, C., Shwetha, K. R., Salve, N. B., Agarwal, K., & Sruthi, S. (2025). Bridging Social Gaps with Artificial Intelligence: Redefining the Role of Social Entrepreneurship. *Advances in Consumer Research*, 2, 590-599.

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	Prof.univ.dr. habil. Elena Botezat
	Membri supleanți
	Prof.univ.dr. habil. Anca Otilia DODESCU

8. Conf.univ.dr.habil. Nicoleta Georgeta Bugnar, data admiterii: 18.09.2026, ora 12:00 sala F302

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Nicoleta Bugnar	1. Modele de management adaptiv în ecosistemele digitale internaționale: determinanți ai inovării și competitivității firmelor în economia globală	
		2. Modele de afaceri circulare și economia colaborativă în context internațional: strategii sustenabile pentru competitivitatea firmelor pe piețele globale	

Bibliografie tema 1

1. Autio, E., Nambisan, S., Thomas, L. D. W., & Wright, M. (2018). Digital affordances, spatial affordances, and the genesis of entrepreneurial ecosystems. *Strategic Entrepreneurship Journal*, 12(1), 72–95.
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3. Jacobides, M. G., Cennamo, C., & Gawer, A. (2018). Towards a theory of ecosystems. *Strategic Management Journal*, 39(8), 2255–2276.
4. Kraus, S., Durst, S., Ferreira, J. J., Veiga, P., Kailer, N., & Weinmann, A. (2022). Digital transformation in business and management research: An overview of the current status quo. *International Journal of Information Management*, 63, 102466.
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8. Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *The Journal of Strategic Information Systems*, 28(2), 118–144.

Bibliografie tema 2

1. Bocken, N. M. P., de Pauw, I., Bakker, C., & van der Grinten, B. (2016). Product design and business model strategies for a circular economy. *Journal of Industrial and Production Engineering*, 33(5), 308–320.
2. Bogdan, V., Rus, L., Gherai, D. S., Florea, A. G., & Bugnar, N. (2023). A streamline sustainable business performance reporting model by an integrated FinESG approach. *Sustainability*, 15(24), 16860
3. Centobelli, P., Cerchione, R., Chiaroni, D., Del Vecchio, P., & Urbinati, A. (2020). Designing business models in circular economy: A systematic literature review and research agenda. *Business Strategy and the Environment*, 29(4), 1734–1749.
4. European Commission. (2023). *Circular economy action plan: For a cleaner and more competitive Europe*. Brussels: European Commission.
5. Geissdoerfer, M., Pieroni, M. P. P., Pigosso, D. C. A., & Soufani, K. (2020). Circular business models: A review. *Journal of Cleaner Production*, 277, 123741.
6. Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. *Resources, Conservation and Recycling*, 127, 221–232.
7. Pieroni, M. P. P., McAloone, T. C., & Pigosso, D. C. A. (2019). Business model innovation for circular economy and sustainability: A review of approaches. *Journal of Cleaner Production*, 215, 198–216.
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9. Urbinati, A., Chiaroni, D., & Chiesa, V. (2017). Towards a new taxonomy of circular economy business models. *Journal of Cleaner Production*, 168, 487–498.

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	Prof.univ.dr. habil. Elena BOTEZAT
	Membri supleanți
	Conf.univ.dr. habil. Alexandru CONSTĂNGIOARĂ

9. Prof.univ.dr.habil. Dura Codruța, 3 locuri, 18 septembrie 2026, ora 13.30, Pavilionul E, sala E008

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Prof.univ.dr.habil. Dura Codruța	1. Determinanții intenției antreprenoriale în sfera afacerilor sustenabile	
		2. Cercetări privind antreprenoriatul social la nivel european și în România	
		3. Impactul practicilor de afaceri sustenabile asupra performanței și rezilienței întreprinderilor mici și mijlocii	

Tema 1: Determinanții intenției antreprenoriale în sfera afacerilor sustenabile**Bibliografie:**

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Tema 2: Cercetări privind antreprenoriatul social la nivel European și în România

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Comisia de admitere:

Comisia de admitere	
Conducător de doctorat / președinte	Membri titulari
Prof.univ.dr. habil. Codruța Dura	Prof.univ.dr. habil. Alina Bădulescu
	Prof.univ.dr. habil. Mirabela Matei
	Membri supleanți
	Conf.univ.dr. habil. Ramona Simuț
	Prof.univ.dr. habil. Dorin Bâc

10. Prof.univ.dr.habil. Mirabela MATEI, 18 septembrie 2026, ora 10, Pavilionul E, sala E011

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)

1	prof.univ.dr.habil. Mirabela MATEI	1. Sustenabilitatea muncii și bunăstarea angajaților în organizațiile contemporane	IF
		2. Latura umană a inteligenței artificiale generative în afaceri: angajament, performanță și siguranță psihologică la locul de muncă	IF

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1. Sustenabilitatea muncii și bunăstarea angajaților în organizațiile contemporane

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- C. George Thomas. (2021). *Research Methodology and Scientific Writing*, Springer Nature.

2. Latura umană a inteligenței artificiale generative în afaceri: angajament, performanță și siguranță psihologică la locul de muncă

- Prasad, K. D. V., & De, T. (2024). Generative AI as a catalyst for HRM practices: mediating effects of trust. *Humanities and Social Sciences Communications*.
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Comisia de admitere:

Comisia de admitere	
Conducător de doctorat / președinte	Membri titulari
prof.univ.dr.habil. Mirabela MATEI	Prof.univ.dr.habil. Daniel BĂDULESCU
	Prof.univ.dr.habil. Dorin BÂC
	Membri supleanți
	Conf.univ.dr.habil. Ramona SIMUȚ
	Conf.univ.dr.habil. Simona BODOG

11.Conf.univ.dr.habil. Simona BODOG, Data colocviului de admitere: 18.09.2026, ora 9:45, sala E011

Nr. Crt.	Conducător de doctorat	Tema de cercetare	Forma de finanțare (IF bugetat cu bursă / IF bugetat fără bursă IF cu taxă / FR bugetat / FR cu taxă)
1	Conf.univ.dr.habil. Simona BODOG	1. Integrarea inteligenței artificiale în ecosistemele de vânzări B2B: impactul asupra deciziilor strategice și performanței comerciale	
		2. Inovarea modelelor de business digitale în sectorul serviciilor: impactul asupra creării de valoare și avantajului competitiv sustenabil	

Bibliografie:

3. Philip Kotler, Managementul Marketingului, Produse inovative în turismul național și internațional, Editura Teora București, 1997
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	Prof.univ.dr.habil. Mirabela Matei
	Membri supleanți
	Prof.univ.dr.habil. Dorin Paul Bâc
	Conf.univ.dr.habil. Ramona Simuț

**Responsabil de domeniu,
Prof.univ.dr.habil. Olimpia Ban**