



ACADEMIA ROMÂNĂ
INSTITUTUL NAȚIONAL DE CERCETĂRI ECONOMICE
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**Cercetarea de marketing – suport al dezvoltării durabile
economice și sociale. Modele interdisciplinare de
fundamentare a deciziei în economia și societatea modernă**

***Marketing research – a support for the economic and social
sustainable development. Interdisciplinary models of
decision substantiation in the modern economy and society***

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septembrie, 2018

Abstract

The habilitation thesis herein features a summary of the scientific endeavours taken after being awarded the PhD title. My research activity has manifested in multiple significant directions, namely the role of neuromarketing and of the marketing research studies on the economic development through building better decision-making models; the short- and long-term relations between psycho-sociology, advertising, consumer behavior and economic growth in the context of European competitiveness; factors prompting the dimension of the advertising market and the durable development; the report between advertising psychology and micro- and macroeconomic variables; the main factors leading to a higher unemployment to have taken place during the latest recession, investment in people and the economic growth; the economic and technical comparison between the value of fuel market and the sustainable use of resources through the exploitation of bioethanol in agriculture and industry; the price policy and the national export strategy, interdisciplinary analysis.

The habilitation thesis under the title of *Marketing research – a support for the economic and social sustainable development. Interdisciplinary models of decision substantiation in the modern economy and society* is structured into four parts, as follows: Part I: *The social and economic development and its specific instruments*, Part II: *Marketing research*, Part III: *Interdisciplinary models of decision substantiation in the modern economy and society*, Part IV: *Perspectives and suggestions*. Each part of the thesis opens with an introductory chapter that introduces us to the topic via already proven theories and hypotheses and published in scientific works in this domain and ends with a part of conclusions focusing on the impact and contribution of the study for the future research debates.

Part I: *The social and economic development and its specific instruments* deals with topics such as Durable development, Economic growth, Medium- and long-term studies. In an attempt to approach the marketing science in terms of its interdisciplinary nature, I have perfected in the last years studies and research inquiries that have proved the interconnection between the economic and social-psychological theories regarding the understanding of the acquisition and consumption acts exhibited by the individual of today and the decoding of the decision to have triggered the act itself.

Part II: *Marketing research* includes topics as Scientific methods and techniques, Quantity and quality analysis of information, Analysis of investments in advertising, Statistics and trends on the Romanian market. While considering elements such as strategy, competitive advantage, competitiveness, marketing activity, micro- and macro-environment of the company, the economic environment and its evolution, variety and dynamics in the human needs, the latest decades have seen marketing tending to become an instrument to measure the competitiveness of the companies worldwide. A social and managerial process, marketing serves to the individuals and groups to obtain what they need and want, via exchange of products and values with the other people.

Part III: *Interdisciplinary models of decision substantiation in the modern economy and society* features topics as Neuromarketing – a trailblaze research strand in Romania, with the sub-topics of Neuromarketing – a scientific instrument of conscious processing of the information conveyed by the consumer's brain and Personal contribution to market research in Romania – the market for the slim down products, as well as Harmonization of supply and demand in the industry of services – the sport branch of golf.

As concerned with the limits of the rationality of the economic agents, the theory of the behavioral economy is pushed forward to be studied, both in regard to the effects generated by the psychological, cognitive, emotional, cultural and social factors upon the economic decisions of the individuals and institutions and to their consequences on the evolution in the market prices, resources output and distribution, the impact of various types of behavior in different environments of variable experimental values.

Part IV: *Perspectives and suggestions* refers to topics such as Lifelong learning, the driving force of the knowledge society, Re-spiritualization of the human behavior in the 21st century, Hazard or conscious manipulation. As a fun fact, the advertising agents believe that the public has become skeptical towards the promoted advertising topics, to the point that its mental capacity and behavior cannot be influenced by external impositions. Consequently, techniques of approaching the subconscious have been adopted, to fight against the acknowledged distrust. In this world of a constant change, of the new technology and of mind reading, the human spirit watches to protect itself through the act of being aware of the desire to know, understand, acquire and learn for the entire life span.

For the final part of the habilitation thesis, I point out at the future directions in research, starting from the studies and publications already in use and going on with the teaching perspectives.

The research activity converges with the teaching that I have conducted for the bachelor degree courses in *Introduction to Marketing*, *Promoting techniques*, *Marketing of services*, *Destination Marketing* (En), *Marketing management*, as well as master courses – *Strategic marketing and Advertisement psycho-sociology*.

For the classes that I am teaching, I rely on the analytical thinking of the students, a result of the specialty theories, combined with the presentation and defending of case studies or examples via video-audio projections that inspire the teacher-student and student-student interaction.

During seminars, we examine papers that have been recently published and the students are asked to prepare projects on a given topic, essays or reviews of chapters/books in their line of expertise, with the help of which we intend to grasp the manner in which certain economic hypotheses can be (in)validated. Similarly, we solve sets of problems in which we explore the results from an economic, statistic and mathematical perspective, thus doing an analysis of the alternative solutions and examination of the potential implications.

For the Bachelor and Master dissertations that I have coordinated in the position of an advisor, my personal contribution has been evaluated through the data-based investigation of the evolution of economic indicators via testing correlations, provision of micro- and macro-economic policy scenarios, starting from existent situations, as close as possible to the interest and competencies of the candidate.

The final part of the habilitation thesis also includes references, classified for each chapter they are mentioned in.