



Universitatea
Transilvania
din Braşov

HABILITATION THESIS

SUMMARY

Title: Modeling marketing strategies in accordance with society's sustainable development

Domain: MARKETING

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Sustainable development is a major concern of the present society. Recognizing the implication importance for each member of the society to accomplish this global mission represents the starting point of the habilitation thesis entitled "*Modeling marketing strategies in accordance with society's sustainable development*" which highlights specific marketing approaches in three distinct areas of analysis, namely tourism, education and road safety.

The first part of the habilitation thesis presents major and global coordinates, such as the content, the evolution over time and the imperative character of the sustainable development. The primary elements that accentuate contemporary marketing transformation to ensure society's sustainable development are emphasized in the first chapter. The path from the concept of green marketing, which is considered the first step in applying sustainability criteria in marketing, to sustainability marketing, the concept currently used today, explains conceptual and content changes that have favored marketing's adjustments to sustainability's requirements.

The second chapter of the thesis focuses on marketing approaches for Romanian mountain tourism sustainable development. Starting with the profile description of Brașov County tourist destination, there were also presented the methods used for monitoring the sustainable development of the destination. In this respect, the results from the application of the European Tourism Indicators System (ETIS), indicators used to take sustainable decisions for Brașov County destination management, were highlighted. The information obtained allow a complete evaluation of the tourism impact on local economy, community and environment, the final goal being to apply viable instruments to assist decision processes to increase the competitiveness of the destination, especially by highlighting the sustainable features. The destination's competitiveness is analyzed through several researches undertaken to identify visitors' satisfaction levels in relation to tourist services consumed in Poiana Brasov, to identify residents' attitudes on the effects of Brașov County tourism development and to assess the extent to which the tourism development influences residents' quality of life.

Also in this chapter, there were analyzed the preoccupations of Romanian managers from the mountain tourism companies to accomplish sustainable development goals. The research has started from the ascertainment that the vast majority of the existing firms are small and medium-sized enterprises that lack financial, human and technological resources to favour major structural changes, being emphasized the measures undertaken to ensure sustainable tourism products and services. The research focused on internal actions to implement sustainable development measures (energy parameters, water consumption, and waste collection), managers' information, know-how and awareness on sustainable development, on the application of sustainability principles and the specific voluntary tools, and also, on the existing pressures and barriers for introducing sustainable practices.

The third chapter pointed out which are the marketing strategies that can contribute to the sustainable development of Romanian higher education. A key issue is represented by the quality of educational services. The marketing researches presented emphasize aspects such as Romanian universities' positioning, students' levels of satisfaction, the opportunities for future graduates to full integration into the labor market, etc. All such information prove to be valuable in shaping the needed marketing strategies to increase the quality and competitiveness of Romanian higher education. Another important aspect to ensure the quality of higher education services is represented by the enrollment of suitable students. In this respect, the results of a national quantitative marketing research on a sample of 2364 high school students, concerning the vocational counselling services in leveraging students professional inclinations, were presented. Based on the idea that career education allow young people to develop their knowledge and skills needed to make successful career choices, the research has identified the extent to which school and professional guidance concepts are known by high school students. The research assessed these services, and identified the perceptions of young people regarding the labor market.

Another aspect analyzed within this chapter was the expansion of internationalization in the academic and professional training. The results of a qualitative marketing research were presented, research which was carried out among students and master students of the Faculty of Economic Sciences and Business Administration from Braşov, participants in international mobilities through the Erasmus + program. The analysis has identified the benefits of the mobility and the extent to which students and master students are influenced by the overall experience they lived in another country and another university for their further integration into the labor market.

In the fourth chapter are presented the results of a quantitative marketing research conducted at national level, on a sample of 3120 persons. The aim of the research was to highlight the behavioral characteristics of traffic participants, both drivers and passengers, in connection with their habit to wear the seatbelt. The research pointed out numerous differences identified for a number of criteria, such as age, gender, the position occupied into the car, i.e. travelling on the front seat or on the rear seats, travelling distance, or the punishments (fines) for not wearing the seatbelt. The relevance of the results is based, on one hand, on Romania's specific situation with very high mortality rates from road accidents compared to other EU member states, and on the other hand the recognition of road safety as a global sustainable development goal.

Behavior assessment is a traditional method in marketing analysis, but in this case, identifying details about persons, both drivers and passengers in road traffic enable to apply of the most appropriate means, methods or policies to increase road safety.

The second part of the habilitation thesis contains the development plan for my professional career, being detailed two strategic directions: development of the teaching activity and development of the research activities.