



ADMITERE DOCTORAT

Sesiunea Septembrie 2024

**Domeniul de doctorat: MANAGEMENT**

**Conducător de doctorat: Prof.dr. CAMELIA CRISTINA DRAGOMIR-PÂNZARU**

TEME (TEMATICI) PENTRU CONCURS

**TEMA 1: *Managementul IMM-urilor în era digitalizării. Provocări și oportunități în contextul economic actual***

Conținut/Principalele aspecte abordate:

1. Contextul și importanța transformării digitale în mediul organizațional
2. Provocări și oportunități ale procesului de digitalizare pentru IMM-urile din România
3. Rolul managementului în tranziția digitală a IMM-urilor
4. Impactul digitalizării asupra managementului IMM-urilor
5. Perspective ale evoluției managementului IMM-urilor în contextul digitalizării

Bibliografie recomandată:

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X Doctorat științific (doar cu frecvență)

Doctorat profesional (cu frecvență sau frecvență redusă)

X cu finanțare de la bugetul de stat

X cu taxă sau cu finanțare din alte surse decât bugetul de stat

**TEMA 2: Rolul culturii organizaționale în asigurarea sustenabilității și îmbunătățirea performanței pe termen lung în companiile din sectorul IT**

Conținut/Principalele aspecte abordate:

1. Cultura organizațională ca promotor al sustenabilității și performanței la nivel de organizație
2. Principiile culturii organizaționale sustenabile
3. Sinergia dintre cultură, sustenabilitate și performanță organizațională în cadrul companiilor din sectorul IT
4. Rolul managementului în crearea și menținerea unei culturi organizaționale care să promoveze sustenabilitatea și performanța durabilă a companiilor din domeniul IT

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**Conducător de doctorat,**

Prof. dr. Camelia Dragomir-Pânzaru

Semnătură



**Coordonatorul domeniului de doctorat,**

Prof. dr. Camelia Dragomir-Pânzaru

Semnătură

