

ADMITERE DOCTORAT

Sesiunea Septembrie 2024

Domeniul de doctorat: **MARKETING**

Conducător de doctorat: **PROF. DR. TESCAŞIU BIANCA**

TEME (TEMATICI) PENTRU CONCURS

TEMA 1: Provocări privind egalitatea de gen în instituțiile publice din România - o abordare de marketing pentru schimbarea politicii privind egalitatea de gen

Conținut / Principalele aspecte abordate - *se va adapta/completa/elimina, după caz*
Egalitatea de gen, marketing în instituții publice, empowerment marketing, creare de valoare socială și publică, guvernanta și instituțiile publice, problema egalității de gen în România

Bibliografie recomandată:

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- Aguado, N. A., & Frederickson, H. G. (2012). Gender and Careers in City Management: A Case Study of the Career Paths of One Department's MPA Graduates. *Journal of Women, Politics & Policy*, 33(1), 25–37.
- Alkadry, M.G., & Tower, L.E. (2014). *Women and Public Service: Barriers, Challenges and Opportunities* (1st ed.). Routledge.
- Susan J. Carroll, *The Impact of Women in Public Office*, Indiana University Press (2008)
- Deckman, M. (2007). Gender Differences in the Decision to Run for School Board. *American Politics Research*, 35(4), 541-563.
- Donahue, J. C. (1999). The Non Representation of Gender: School Committee Members and Gender Equity. *Women & Politics*, 20(3), 65–81.
- Kathlene L. Power and Influence in State Legislative Policymaking: The Interaction of Gender and Position in Committee Hearing Debates. *American Political Science Review*. 1994;88(3):560-576.
- Ann Marshall (2002), *Organizing Across the Divide: Local Feminist Activism, Everyday Life, and the Election of Women to Public Office*
- Luring, J., & Klitmøller, A. (2017). Inclusive Language Use in Multicultural Business Organizations: The Effect on Creativity and Performance. *International Journal of Business Communication*, 54(3), 306-324.
- Bouzas-Lorenzo, R. Public sector marketing, political science and the science of public administration: the evolution of a transdisciplinary dialogue. *Int Rev Public Nonprofit*

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- Kamin, T., Kubacki, K., & Atanasova, S. (2022). Empowerment in social marketing: systematic review and critical reflection. Journal of Marketing Management, 38(11–12), 1104–1136.
- Paulina Kubera(2019),Public Marketing – The Adaptation Of Traditional Marketing Concepts And Tools For Use By Public Sector Organisations
- Sica Stanciu(2011), Marketing Strategies In Public Institutions – Fashion Or Necessity?
- Bachouche, H., Sabri, O. Empowerment in marketing: synthesis, critical review, and agenda for future research. AMS Rev 9, 304–323 (2019)
- Hajer Bachouche & Ouidade Sabri, 2019. "Empowerment in marketing: synthesis, critical review, and agenda for future research," AMS Review, Springer;Academy of Marketing Science, vol. 9(3), pages 304-323, December.

Note /Precondiții / Obs.: *se va adapta/completa/elimina, după caz*

Doctorat științific (doar cu frecvență)

Doctorat profesional în domeniile Muzică și Știința sportului și educației fizice(cu frecvență sau frecvență redusă)

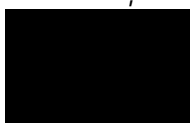
cu finanțare de la bugetul de stat

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

Conducător de doctorat,

Prof. dr. Bianca TESCAȘIU

Semnătură



Coordonatorul domeniului de doctorat,

Prof. dr. Gheorghe EPURAN

Semnătură

