

## ADMITERE DOCTORAT

Sesiunea Septembrie 2024

Domeniul de doctorat: **MARKETING**

Conducător de doctorat: **UNTARU ELENA-NICOLETA**

### TEME (TEMATICI) PENTRU CONCURS

#### **TEMA: MODELAREA COMPORTAMENTULUI DE CUMPĂRARE ŞI CONSUM ÎN DOMENIUL TURISMULUI ŞI OSPITALITĂŢII ÎN CONTEXTUL DEZVOLTĂRII INSTRUMENTELOR DE INTELIGENŢĂ ARTIFICIALĂ**

##### **Conţinut / Principalele aspecte abordate**

1. Aspecte conceptuale privind modelarea comportamentelor consumatorilor în domeniul serviciilor de turism şi ospitalitate
2. Efecte ale dezvoltării instrumentelor de inteligenţă artificială asupra comportamentului de cumpărare şi consum în domeniul turismului şi ospitalităţii reflectate în literatura de specialitate
3. Cercetări de marketing pentru investigarea efectelor dezvoltării instrumentelor de inteligenţă artificială asupra comportamentului consumatorilor de servicii de turism şi ospitalitate
4. Identificarea, evaluarea şi dezvoltarea unui model de comportament în contextul dezvoltării instrumentelor de inteligenţă artificială

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**Doctorat științific (doar cu frecvență)**

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

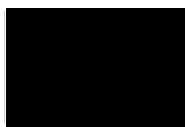
**cu finanțare de la bugetul de stat**

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

**Conducător de doctorat,**

Prof. dr. UNTARU ELENA-NICOLETA

Semnătură



**Coordonatorul domeniului de doctorat,**

Prof. dr. EPURAN GHEORGHE

Semnătură

