

### C. Rezumatul tezei de abilitare în limba engleză

The present habilitation thesis is divided into three parts, which contain his present scientific achievements in the field of marketing and especially in retailing, where the candidate wanted to be among the pioneers and promoters of the scientific domain. His research in retail marketing highlights important contributions to the development of this domain. His input is oriented towards the approach in terms of the retail marketing specific approach, which until now enjoyed only a relatively modest attention being mainly addressed only through the sales management. In the future the candidates scientific preoccupations will be directed also in this area, by increasing its involvement in increasing the contractual based research by accessing national and/or international grant submission competitions and by identifying opportunities for cooperation with specialists from Romania and/or from abroad regarding the publication of scientific and prestigious papers.

**The first part** of habilitation thesis presents **the current achievements** of the candidate in terms of scientific, academic and administrative (in the interest of higher education) objectives, by providing an overview of his entire development and by pointing out the main elements that generate international visibility, prestige and recognition. The first part also entails the current academic career development plan, highlighting those aspects that the candidate will pursue in the next years after receiving his habilitation. His efforts regard the increase of the academic prestige and visibility of the valuable romanina research and its internationally recognition.

**The second part** of the habilitation thesis is structured in four chapters. The first chapter emerged from the research activities that continues the candidates doctoral research at a post-doctoral level within the Babes-Bolyai University Cluj-Napoca, The Bucharest University of Economic Studies and the University of Trier , Germany. This stage of his postdoctoral research was an extremely prolific one, not only by the number of published articles, but also by their quality, laying the foundations of writing this thesis. The second chapter describes the research of the candidate which has emerged from his teaching activities carried out in the Department of Marketing, Faculty of Economics and Business Administration of the Babes-Bolyai University of Cluj-Napoca. The candidate succeeded to achieve various valuable works which are internationally recognized in the field of international tourism and interantional marketing and also certified through specific awards. His postdoctoral research was also directed at identifying possible other topics of interest. They mainly resulted as a result of the cooperation with various

professors and researchers from Romania and/or abroad or by participating at international recognized conferences and scientific events.

The research of the candidate did not focus on only one area of research or domain competence, but there is also a harmonious combination of inter- and/or transdisciplinary research, that connects for example retailing with international marketing (International Transfer and Perception of Retail Formats: A Comparison Study in Germany and Romania), Sustainable Development and Tourism (An Approach to Sustainable Development from Tourist's Perspective. Empirical Evidence in Romania), green marketing and retailing (Green Marketing - Factor of Competitiveness in Retailing), public administration and marketing (A Customer Oriented approach on public satisfaction with service providers. Empirical Findings from a market undergoing liberalization), ethics and neuromarketing (Ethical Responsibility of the Neuromarketing companies in capitalizing on market research - An Exploratory approach at the global level) or deepening them on another level, which translates the marketing thinking of the candidate in developing a methodology for assessing the degree of internationalization of curricula in business education programmes (Methodology for Assessing the Degree of Internationalization of Business Academic Study Programmes) etc.

The candidate also highlighted in this part his growing interest contractual based research, seeking permanent opportunities to apply to different research projects and grants. Although his efforts were not always successful, he still have a high degree of acceptance of his project proposals. He also obtained in this respect the support of different Romanian and/or foreign professors, which positively value his current scientific efforts.

Each chapter of the second part summarizes the candidate's achievements in terms of the already published scientific works in prestigious national and/or international journals, at various conferences and scientific meetings. The candidate also highlighted the obtained citations for his articles, the received awards, the supervised bachelor and/or master thesis according to the established research domains. Each chapter also entails a brief summary of both theoretical and empirical (practical) aspects. In some cases the candidate also presented the projects where he participated and/or different trainings developed.

The **third part of the thesis** presents an overview of literature that was studied by the candidate when developing his ideas and writing all papers.