

**UNIVERSITATEA TEHNICĂ "GHEORGHE ASACHI" DIN IAȘI**

**Facultatea de Design Industrial și Managementul Afacerilor**

**Departamentul Inginerie și Management**

Concurs pentru ocuparea postului de **Conferențiar, poziția 8** din Statul de funcții

Disciplinele postului: *E-business*

*Marketing si branding*

*Managementul ciclului de viață al produsului*

**TEMATICA DE CONCURS**

pentru postul de **Conferențiar, poz. 8**

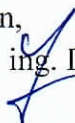
1. Evoluția proceselor de E-business. Beneficiile și dezavantajele adoptării proceselor de E-business.
2. Categoriile de e-business. Modele de e-business. Componentele modelului de E-business.
3. Strategia de E-business. Analiză. Obiective. Implementare.
4. Marketing Digital: Strategie. Comunicare. Segmentare.
5. Mixul de marketing și mixul de marketing extins.
6. Piața și conceptul de marketing strategic modern Segmentare – Tintire – Poziționare - Diferențiere.
7. Proiectarea mixului de marketing pentru afacerile mici și mijlocii.
8. Tipuri de inovare. Inovarea de produs, inovarea de proces, inovarea organizațională, inovarea de marketing.
9. Etapele procesului de dezvoltare de produs nou.
10. Strategia de marketing pentru un produs nou.

**Bibliografie:**

- Aaker, D. (2005) *Managementul capitalului unui brand*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing.
- Aaker, D. (2009) *Brand Portfolio Strategy*, Free Press.
- Charlesworth, A., Gay, R., Esen, R. (2009) *Marketing on-line. O abordare orientata spre client*, Ed. ALL.
- Chaffey, D. (2011) *E-Business and E-Commerce Management: Strategy, Implementation and Practice*, 5th edition, Prentice Hall Financial Times, Harlow.
- Chaffey, D. (2015). *Digital business and E-commerce management : strategy, implementation and practice*, Pearson Education Limited.
- Charlesworth, A. (2015) *An introduction to social media marketing*. London: Routledge.
- Cheverton, P. (2006), *Understanding Brands*, (E-book), Kogan Pages Ltd., USA,
- Goffin, K., Lemke, F. (2010). *Identifying Hidden Needs: Creating Breakthrough Products*, Palgrave Macmillan.
- Gringarten, H., Fernández-Calienes, R. (2019) *Ethical Branding and Marketing: Cases and Lessons*, Routledge.
- Keller, K. L. (2013), *Strategic brand management: building, measuring, and managing brand equity*, Pearson.
- Klein, N. (2006), *No logo, Tirania mărcilor*, București, comunicare.ro.
- Kotler, P. (2000), *Managementul marketingului*, Ed. Teora, București.
- Rajagopal (2019), *Competitive Branding Strategies Managing Performance in Emerging Markets*, Palgrave Macmillan.

- Ries, A., Trout, J. (2004) *Poziționarea. Lupta pentru un loc în mintea ta*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing.
- Ries, A., Ries, L. (2003) *Cele 22 de legi imuabile ale brandingului*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing.
- Rogers, D. (2016). *The Digital Transformation Playbook: Rethink Your Business for the Digital Age*. Columbia Business School Publishing.
- Sexton, D. (2012) *Branding, cum se construiește bunul cel mai de preț al unei companii*, București, Curtea Veche.
- Trott, P. (2021), *Innovation Management and New Product Development* (7th Edition), Pearson Education Limited.
- Turban, E. (2012), *Electronic Commerce 2012: Managerial and Social Networks Perspectives*, Pearson.

Decan,  
Conf. univ. dr. ing. Dorin IONESI



Director departament,  
Prof. univ. dr. ing. Silvia AVASILCĂI





**“GHEORGHE ASACHI” TECHNICAL UNIVERSITY OF IASI**

**Faculty of Industrial Design and Business Management**

**Engineering and Management Department**

Competition for the position of **Associate Professor, position no. 8** from the List of Positions for Academic Staff

Position disciplines: *E-business*

*Marketing and Branding*

*Product life cycle management*

**COMPETITION TOPICS**

For the position of **Associate Professor, no. 8**

1. The evolution of E-business processes. The benefits and disadvantages of adopting E-business processes.
2. Categories of E-business. E-business models. E-business model components.
3. E-business strategy. Analysis. Objectives. Implementation.
4. Digital marketing: Strategy. Communication. Segmentation.
5. The marketing mix and the extended marketing mix.
6. The market and the concept of strategic marketing. Segmentation - Targeting - Positioning - Differentiation.
7. Designing the marketing mix for small and medium-sized enterprises.
8. Types of innovation. Product innovation, process innovation, organizational innovation, and marketing innovation.
9. The stages of the new product development process.
10. Marketing strategy for a new product.

**References:**

- Aaker, D. (2005) *Managementul capitalului unui brand*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing.
- Aaker, D. (2009) *Brand Portfolio Strategy*, Free Press.
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Dean,  
Associate Prof. Dorin IONESI



Department Chair,  
Prof. Silvia AVASILCĂI