

ABSTRACT OF THE HABILITATION THESIS IN ENGLISH

MANAGERIAL STRATEGIES IN CONTEMPORARY SOCIETY

Assoc. Prof. PhD. Csorba Luiela Magdalena

The habilitation thesis with the title *Managerial strategies in contemporary society* presents the evolution of the candidate's teaching and scientific research career since the defense in 2003 of the doctoral thesis with the title “The promotional management of forestry products”. In the 21 years that have passed since the thesis defense, the candidate's didactic (teaching) and scientific research interests have focused on the following areas of interest: Economy, Sustainable Management, Decision Management, Consumer Protection and Consumer Behavior.

The first part of this paper outlines the candidate's university career, and refers both to the studies she completed and to the professional path she followed from the moment she started working in higher education. This first section also presents the evolution of the scientific research activity, respectively the contribution made by the candidate to the national and international specialized literature in the economic field.

The second part of the thesis focuses on the scientific research activity. It contains a detailed presentation of the candidate's main research directions, as well as the relevant publications for each research direction, highlighting the novelty brought by each published material, but also the contribution to the development of economic sciences, and implicitly its contribution to the field of Management. The candidate grouped the most relevant studies into three major research directions: Business strategies for the effective management of online platforms, Sustainable business strategies and Business strategies developed based on consumer perception.

The first research direction is made up of studies that analyze the issue of product sales in the online environment, focusing especially on aspects related to the implementation of business

strategies for the effective management of sales platforms and collaborative platforms. The second direction focuses on aspects related to sustainable business strategies, especially on the issue of integrated waste management, referring both to the disposal of medical waste and to the recovery and recycling of electrical and electronic waste. The population's attitude towards the management (recovery and recycling) of electrical and electronic waste is approached from two points of view: that of consumer behavior and consumer protection, respectively of the need to strengthen their fundamental rights. The third direction analyzes business strategies developed based on consumer perception, focusing primarily on the analysis of two psychological profiles (introversion versus extroversion) for the millennial generation in a developing market. Here it is examined whether the personality and consumption characteristics of the younger generation, as well as their need for fitness services, would have the power to favorably influence their behavior in recommending their favorite fitness center to others, to help in this as well as the efforts made by managers to improve the company's image, but also to attract new customers. This research direction also analyzes how a consumer perceives a food product that contains natural ingredients that are pleasant to consume, being offered at a convenient price. This research aims to study consumers' intention to purchase a cheese with natural thyme flavor, considering its characteristics, based on hedonic, utilitarian and authentic values, but also its price, which may be slightly higher than in the case of another type of cheese, due to the essential oil it contains, the manufacturing recipe, but also because it is a superior, elitist product. Finally, this direction presents synthetically aspects regarding goods and services consumers' protection in different economic sectors, considering the fact that there is a close interdependence between the consumers' perception and the consumers' protection.

The habilitation thesis concludes with the brief presentation of the candidate's future plans concerning teaching, scientific research and more.

