



ACADEMIA
ROMÂNĂ
SCOSAAR

ACADEMIA ROMÂNĂ
ȘCOALA DE STUDII AVANSATE A ACADEMIEI ROMÂNE (SCOSAAR)
DOMENIUL ECONOMIE

HABILITATION THESIS

***ONLINE MARKETING COMMUNICATION MODELS
USED IN CONSUMER BEHAVIOUR RESEARCH***

– SUMMARY –

Associate Professor PhD Ivona STOICA

**BUCHAREST
2017**

Summary

The topic of the habilitation thesis entitled *Online marketing communication models used in consumer behaviour research* has a great importance given the globalization of economic activities, the impact of Internet and the IT & C technologies on the economic environment, economic and social dynamism, and a significant scientific contribution to implement and adaptation consumer behavior direct research methods and tools, including in the online environment, which involves the recognition of an online integrated marketing communication combining various tools and the multitude of papers published in related directions, the author makes important links between impact variables, influence factors on consumer behavior through the research it has conducted throughout his professional career.

The Internet addiction of all economic and social activities has also produced significant changes by bringing modern tools to attract and measure consumer buying and consumption behaviors and major changes in the modeling of the consumer decision making process, with direct implications in consumer behavior research, the carrier of information on the demand for products and services.

The paper presents trends, perspectives and impact of the online environment on consumer behavior through marketing communication, transformations on the buying decision process mechanism, the influences generated by the globalization of activities and strategies adopted in the informational society era. With practical valences, the need to study online decision making process behavior is closely linked to the positioning of e-commerce as part of the digital economy.

In the context of the emergence and development of e-commerce, consumers are offered the opportunity to buy from the comfort of their own home or office at any hour of the day or night, the goods being delivered at home without having to move them to the shop or to handle and home transport. Consumers can compare prices and product attributes in seconds with the advent of price aggregators that facilitate this comparison. In addition to these facilities, it is possible to associate more consumers to buy large quantities of products with considerable discounts on collective redemption websites.

Although the scientific progress have brought important contributions in understanding

the consumer decisional making process in the online environment, the literature is still vague. The neuromarketing and visual marketing techniques are still at an early stage of knowledge, disputed by controversial literature on the different approaches of online purchasing behavior experts, and fully justify attempts to conceptualize and operationalize these techniques and case studies presented in the paper.

Chapter I entitled *The main general scientific results obtained after conferring the PhD title* includes motivations for choosing the research themes, theories, studies developed as the only author or co-author to which were presented also conclusions drawn from the approach, the utility and the contribution of the literature and the novelty elements brought to the university environment by integrating tools and strategies that can lead to a grow of the business environment in the context of globalization and the information society.

Current issues were addressed at the level of the Romanian business environment in terms of *the online marketing research role on the consumer behavior, the efficiency of marketing communication using online tools, marketing communication and learning process throught e-learning platfoms, buying behavior of online consumers using innovative research methods and tools.*

In **Chapter II** entitled *Main achievements and contributions in academic, scientific and professional activity*, the candidate has made a pass through his scientific and professional career, dividing into several sections of the candidate's *course and evolution in the areas of marketing communication, consumer behavior, and research on-line professional training in educational and applied scientific research activity, research activity in partnership with the business environment, administrative activities, managerial skills and communication with the students.*

Chapter III entitled *Future directions for the development of teaching, professional and research careers* covers two sections on *personal development, professional development and involvement in the educational-training process and objectives regarding the evolution of teaching and research career.*

In **Chapter IV**, *Organization and Co-ordination of Quality Management Activities in Higher Education*, the candidate offers university management strategies, initiatives to improve the student-teacher relationship to stimulate active student involvement and awareness of the usefulness of the learning act as well as linking the university with the private environment for the

student to become acquainted with the steps to be taken after graduation and other actions and directions in achieving the objective of increasing quality management in higher education in Romania in the light of the professional experience of the universities in which she has pursued and continue to carry out teaching activities.

Due to technological advancement, researchers have access to an immeasurable amount of customer information about their purchasing behaviors, and the continued expansion of the Internet allows the analysis of very large volume data through *Data Mining and OLAP, Big Data and Cloud Computing* which can provide a *programmatic marketing vision* in a friendly, intuitive and easy way to collect, observe, and interpret the information gathered from individuals, by bringing benefits not only because companies come to know the needs and requirements of their customers to become more profitable but also consumers will be satisfied with the products and services they offer according to their needs, desires and expectations.