

Tematica și Bibliografia pentru concurs
An univ. 2017-2018

I. Antreprenoriat social (lb. engleza)

Tematica:

1. Noțiuni de bază privind antreprenoriatul social (Basics in social entrepreneurship)
2. Antreprenoriat social corporativ (Corporate Social Entrepreneurship)
3. Strategii de dezvoltare și forme/modele de organizare a antreprenorilor sociali (Development strategies and social business models)
4. Criterii de diferențiere a antreprenorilor sociali (Differentiators of the social entrepreneurs)
5. Strategii de scalare în antreprenoriatul social (Scaling strategies in social entrepreneurship)
6. Colaborări și parteneriate în cadrul antreprenoriatului social (Collaborations and partnerships within social entrepreneurship)
7. Modele de afaceri specifice antreprenoriatului social (Social entrepreneurship business models)
8. Marketingul specific antreprenoriatului social (Marketing for social enterprises)
9. Măsurarea performanței și antreprenoriatul social (Performance measurement and social entrepreneurship)
10. Impactul antreprenoriatului social asupra societăților (The impact of social entrepreneurship on societies)

Bibliografie:

- Austin, J.E., Leonard, H., Reficco, E., and Wei-Skillern, J. (2006), "Corporate Social Entrepreneurship: The New Frontier", in Epstein, M. and Hanson, K. (Eds.), *The Accountable Corporation. Volume 3: Corporate Social Responsibility*, Praeger, Westport, CT.
- Dees, J.G. (2017). 1 The Meaning of Social Entrepreneurship. In *Case Studies in Social Entrepreneurship and Sustainability* (pp. 34-42). Routledge.
- Goia, S., *Antreprenoriatul social - o nouă abordare socio-economică în contextul dezvoltării durabile*, Editura ASE, 2016.
- Mair, J., & Noboa, E. (2006). Social entrepreneurship: How intentions to create a social venture are formed. In *Social entrepreneurship* (pp. 121-135). Palgrave Macmillan, London.
- Păunescu, C.M. (2013), "Challenges of entering the business market: the pre-entry knowledge and experience", *Management & Marketing Challenges for the Knowledge Society*, Vol. 8, No. 1, pp. 63-78.
- Prahalad, C.K. (2006). *The Fortune at the Bottom of the Pyramid*. Pearson Education India.
- Volkmann, K.C., Tokarski, K.O., Ernst, K. (2012) *Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies*, ISBN: 978-3-8349-2729-3, 978-3-8349-7093-0, Gabler Verlag.
- Yunus, M. (2007). *Creating a world without poverty: Social business and the future of capitalism*. Public Affairs.

II. Mediul european de afaceri (lb. engleza)

Tematica:

1. Politica în domeniul concurenței (Competition policy)
2. Stadiile de integrare economică (Economic integration stages)
3. Uniunea Economică și Monetară (Economic and Monetary Union)
4. Structura instituțională și mecanismul decizional în UE (Institutional bodies and the decision making mechanism in the EU)
5. Evoluția antreprenoriatului social în UE (Evolution of social entrepreneurship in EU)
6. Tipuri de practici anticompetitive (Types of anticompetitive practices)
7. Politica comercială a UE (Common trade policy of EU)
8. Politica UE pentru o societate digitală (EU policy for a digital society)
9. Efectele integrării europene asupra turismului (The effects of European integration on tourism)
10. Politica fiscală a UE și implicațiile pentru România (Fiscal policy of the EU and its implications for Romania)

Bibliografie:

- Dima, A. M. (Ed.). (2018). *Doing Business in Europe: Economic Integration Processes, Policies, and the Business Environment*. Springer.
- Alarcón, V. F., Hadad, S., & Goia, S. I. (2018). European Union Between the Big Bang and the Big Crunch. In *Doing Business in Europe* (pp. 1-19). Springer, Cham.
- Volkmann, C., Goia, S. I., & Hadad, S. (2018). Social Entrepreneurship Across the European Union: An Introduction. In *Doing Business in Europe* (pp. 213-234). Springer, Cham.
- Wojcik, D. (2018). *The New Oxford Handbook of Economic Geography*. Oxford University Press.
- Dima, A.M. (2007) "Competition Challenges for Romanian Business Environment in the Context of EU Adhesion," *Management & Marketing*, Economic Publishing House, vol. 2(1), Spring.
- Johnson, D. and Turner, C. (2016) *European Business*, Reutledge Taylor and Francis: New York.
- Bouwen, P. (2004). Exchanging access goods for access: A comparative study of business lobbying in the European Union institutions. *European Journal of Political Research*, 43(3), 337-369.