

Post: **ASSOCIATE PROFESSOR**, position 22

Disciplines: **Electronic commerce, Electronic commerce (English), Applied IT Systems and Models**

## **CONTEST TOPICS**

1. E-commerce Business Models and Concepts;
2. Key business concepts and strategies applicable to e-commerce;
3. E-commerce Infrastructure: The Internet, Web, and Mobile Platform;
4. Building an E-commerce Presence: Websites, Mobile Sites, and Apps;
5. Identifying and understanding the major considerations for choosing hardware and software for e-commerce;
6. E-commerce Security and Payment Systems;
7. E-commerce crime and security problems, the key dimensions of e-commerce security, and the tension between security and other values;
8. E-commerce Marketing and Advertising Concepts;
9. The difference between traditional online marketing and the new social-mobile-local marketing platforms and the relationships between social, mobile, and local marketing;
10. The social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Twitter, and Pinterest;
11. The key elements of a mobile marketing campaign and the capabilities of location-based local marketing;
12. Basic concepts related to privacy and information rights, the practices of e-commerce companies that threaten privacy, and the different methods that can be used to protect online privacy;
13. How the Internet is governed and why taxation of e-commerce raises governance and jurisdiction issues;
14. The various forms of intellectual property and the challenges involved in protecting it;
15. The major trends in the consumption of media and online content, the major revenue models for digital content delivery, digital rights management, and the concept of media convergence
16. Online Retail and Services;
17. Business models for Social Networks, Auctions, and Portals;
18. B2B E-commerce: Supply Chain Management and Collaborative Commerce;
19. The impact of information systems on business organizations;
20. Business information environment;
21. Computer systems applied in business;
22. Business modeling;
23. Interactive systems for analyzing the efficiency of a business organization;
24. CRM and identity management in a business organization;
25. Porter's model of competitive forces, value chain model, synergies, core competencies and economics to be used in developing competitive strategies;
26. Data security and ethics issues due to the use of computer systems;
27. Virtual space modeling using data mining, visual analysis and machine learning;
28. Fundamentals of the analysis of large volumes of data (Big Data) and social networks;
29. Methods of data analysis through spreadsheet applications;
30. Network analysis and modeling;
31. Processing and analysis of statistical data using computer systems;
32. Techniques for modeling economic activities through information systems.

**BIBLIOGRAPHY**

1. Kenneth C. Laudon, Carol Guercio Traver, E-Commerce 2019: Business, Technology and Society (15th Edition), 2019, Pearson
2. Dave Chaffey, Tanya Hemphill, David Edmundson-Bird, Digital Business and E-Commerce Management- 5th Edition, 2015, Pearson
3. Irina Albastroiu, e-Business: elemente fundamentale, Editura ASE, 2017
4. Onete, Bogdan Cristian, Modelarea in știința mărfurilor, Editura ASE, 2004
5. Jane P. Laudon, Kenneth C. Laudon, Management Information Systems: Managing the Digital Firm, 15th edition, 2018, Pearson
6. Bogdan Onete, Constantin A. Bob, Sisteme informationale pentru afaceri: aplicatii Excel 2007, Editura ASE, 2007
7. Turban, E. Sharda, R. Delen, D., Decision Support and Business Intelligence Systems, 9-th Editon,
8. Pearson Education, New Jersey, 2010
9. Newbold, P., Statistics for business and economics, Upper Saddle River: Pearson Education Inc., 2010