

Post: **PROFESSOR**, position 14

Disciplines: *Foodstuff and consumer's security (opt.)*, *Consumer culture*, *Commercial anthroposociology (opt.)*

CONTEST TOPICS

Foodstuff and consumer's security

1. Modern approaches of food quality
2. Fundamental nutritional factors in the context of consumer's food security
3. Food labeling schemes development in relation to consumer and environmental protection
4. Nutrition profile of the main food groups
5. Nutrient profiling methods
6. The evolution of food patterns – from healthy to sustainable diet
7. Novelty and tradition in contemporary food landscape

Consumer Culture

1. Conceptual framework and practical research fields in consumer culture
2. The evolution of consumer society – from conspicuous consumerism to experiential consumption
3. McDonaldization – leading factor of consumer culture globalization
4. Current coordinates of ethical consumption

Commercial anthroposociology

1. Theoretical contributions and practical implications of anthropology in business
2. Ethnography – the main research method in anthropology
3. Food – social ritual and cultural identity

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2. Bazin, L.; Selim, M., Motive economice în antropologie, Iași: Institutul European, 2010, ISBN 9789736116315.
3. Bobe, M.; Popescu, D. V., Mărfuri alimentare: implicații operaționale în business, București: Editura ASE, 2015, ISBN 9786065058842.
4. Dernini, S.; Burlingame, B. (eds.), Sustainable diets and biodiversity: directions and solutions for policy, research and action. International Scientific Symposium Biodiversity and Sustainable Diets United Against Hunger, Rome: FAO, 2010, ISBN 9789251073117.
5. Eriksen, T. H.; Mitchell, J. P., A history of anthropology, London: Pluto Press, 2013, ISBN 9780745333526.
6. Featherstone, M., Consumer culture and postmodernism, Los Angeles: Sage Publications, 2007, ISBN 9781412910132.

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9. Lipovetsky, G., *Fericea paradoxală. Eseu asupra societății de hiperconsum*, Iași: Editura Polirom, 2007, ISBN 9789734606399.
10. Metcalf, P., *Anthropology: the basics*, London: Routledge, 2005, ISBN 9780415331203.
11. Mariampolski, H., *Ethnography for marketers: a guide to consumer immersion*, California: Sage Publications, 2006, 9780761969464.
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13. Onete, B. C., *Modelarea în știința mărfurilor: o abordare din perspectiva consumatorului*, București: Editura ASE, 2010, ISBN 9786065053519.
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15. Popescu, D., *Alimentație și igiena mărfurilor*, București: Editura ASE, 2006, ISBN 9789735948795.
16. Ritzer, G., *McDonaldizarea societății*, București: Editura Comunicare.ro, 2003, ISBN 9738376254.
17. Sherry, J. F.; Belk, R. W. (eds.), *Consumer culture theory*, Bingley: Emerald, 2007, ISBN 9781848559844; 9780762314461.
18. Thompson, B.; Amoroso, L. (eds.), *Improving diets and nutrition: food-based approaches*, Rome: FAO, 2014, ISBN 9789251073193.