

Post: ASSOCIATE PROFESSOR, position 21

Subjects: ENTREPRENEURSHIP; COMMERCE - ENGLISH

CONTEST TOPICS

1. Entrepreneurship – a complex and dynamic phenomenon.
2. The entrepreneur: representative of the entrepreneurship phenomenon.
3. Representative institutions and organizations for entrepreneurs.
4. The identification and assessment of entrepreneurial opportunities.
5. Innovation and creativity in the entrepreneurship process.
6. Instruments for protecting intellectual property rights.
7. Business models. Focus on business model CANVAS.
8. The business plan – the “map” of an entrepreneur in his/her entrepreneurial “adventure”.
9. Financing sources for businesses: challenges for entrepreneurs.
10. Business start-up strategies.
11. Strategies for business development.
12. Entrepreneurship in times of crisis.
13. Ethics and social responsibility: challenges for entrepreneurs.
14. Entrepreneurship and digitalization.
15. “Green” entrepreneurship – a trend in the modern society.
16. Commerce – main economic sector.
17. Commerce’s structure. Main types of commerce.
18. Modern means of commerce.
19. The institutional frame specific to commerce.
20. Scientific research in commerce and its impact on producers, consumers, market, and society.
21. Negotiation in commerce.
22. Commerce in times of crisis.
23. The future of commerce and issues specific to urban and rural development.
24. Human resources in commerce.
25. Ethics in commerce.
26. Traditional commerce and e-commerce in the contemporary society.
27. Digitalization’s impact on commerce.

BIBLIOGRAPHY

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2. Drăgușin, M., Sîrbu, M.O., Grosu, R.M. and Iosif, A.E., 2019. *Antreprenoriat: teorie și practică*. București: Editura ASE.
3. Albăstroi, I., 2017. *e-Business: elemente fundamentale*. București: Editura ASE.
4. Hisrich, R.D., Peters, M.P. and Sheperd, D. A., 2017. *Entrepreneurship*. Ed. 10. New York: McGraw-Hill.
5. Laudon, K.C. and Traver, C.G., 2017. *E-commerce 2017: business, technology, society: global edition*. Boston: Pearson
6. Săseanu, A.S., Albăstroi, I. and Grosu, R.M., 2015. *Economia comerțului intern și internațional: abordări teoretice*. București: Editura Uranus.
7. Kotler, P. and Armstrong, G., 2014. *Principles of marketing*. Ed. 15. Harlow: Pearson Education.
8. Lambing P.A. and Kuehl, C.R., 2014. *Entrepreneurship*. Ed. 4. Harlow: Pearson Education.

9. Mariotti, S. and Glackin, C., 2012. *Antreprenoriat: lansarea și administrarea unei afaceri*. București: Editura Bizzkit.
10. Tanțău, A.D., 2011. *Entrepreneurship: gândește inovator și pragmatic*. București: Editura: C. H. Beck.
11. Timmons, J.A. and Spinelli, S., 2007. *New Venture creation: Entrepreneurship for the 21st century*. Boston: McGraw-Hill.