



ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
FACULTATEA DE ECONOMIE TEORETICĂ ȘI APLICATĂ
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Topics and bibliography for the didactic competitions 2021-2022 academic year

Professor – position 3

Disciplines: Financial-Banking Communication and Economic Epistemology

1) Financial-Banking Communication

- Financial-banking communication. Conceptual delimitations. Analysis of the specific features of the 21st century
- Strategic approach to the communication means in the financial-banking field
- Peculiarities of consumer behavior of financial-banking products and services and their implications on communication strategies and techniques in the financial-banking field
- Specific aspects of the product and the product policy in the financial-banking activity
- Financial-banking communication and pricing policy adopted by financial-banking institutions
- The impact of financial-banking communication in the bank-customer relationship
- Characteristic mechanisms of financial-banking communication and the life cycle of financial products
- Peculiarities of interbank communication
- Specific elements of communication on the insurance market
- The specifics of financial communication in the environment of non-banking organizations
- Reporting in the sphere of financial-banking organizations

Bibliography

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- Halladay, Stacy (2021), *Effective Communication In The Insurance Market: How To Increase Insurance Sales In The Digital Age: Insurance Communication*, Independently Published
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- Mayes, David G. (ed), Siklos, Pierre L. (ed), Sturm, Jan-Egbert (ed) (2019), *The Oxford Handbook of the Economics of Central Banking*, Oxford University Press
- Miege, Bernard (2000), *Societatea cucerită de comunicare*, Editura Polirom
- Piroșcă, Grigore Ioan, Șerban-Oprescu, George Laurențiu, Rogojanu, Angela, Tașnadi, Alexandru (2009), *Comunicare financiar-bancară*, Editura ASE, București
- Prutianu, Stefan (2008), *Tratat de comunicare și negociere în afaceri*, Editura Polirom
- Siklos, Pierre L. (ed) and Sturm, Jan-Egbert (2013), *Central Bank Communication, Decision Making, and Governance. Issues, Challenges, and Case Studies*, The MIT Press

2) Economic Epistemology

- The scientific character of economic knowledge: the field of knowledge and the methods of economics
- The place of economics among sciences. Particularities of economics as a science
- Historical and epistemological premises of economic thinking
- Normative and positive in economics. Value judgments and evidence judgments
- Contextualism. Skepticism. The method of reduction to absurdity in economics
- The impact of Empiricism/Inductivism in economics
- The influence of Positivism in economics
- Impacts of modern epistemological developments on economics: Falsificationism
- Impacts of modern epistemological developments on economics: Paradigms and scientific revolutions. Research programs
- Influences of modern epistemological trends of economic science: Epistemological Anarchism

Bibliography

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