

TOPICS AND REFERENCES

JOB: associate professor

POSITION: 15

DISCIPLINES IN POSITION 15 ASSOCIATE PROFESSOR:

- *Organisational analysis;*
- *Management of public services;*
- *Organisational analysis and behaviour;*
- *Academic writing.*

TOPICS:

1. Management of public services: basic concepts and main concepts used in the management of public services; characteristics, guidelines and general concepts with which the management of public services operates; role of the state in the provision of public services;
2. Public services system: definitions, characteristics, typology, legal regime, principles and rules of organisation and functioning, main categories of economic agents;
3. Modern approaches to public service management/ administration;
4. The role of creativity in public service organisations: definitions, historical approach, the "4 Ps" of creativity; the creative thinking process; techniques for developing creative thinking; perspectives and studies in the literature;
5. Modern trends in public service management. Use of new technologies in public service delivery: Artificial Intelligence, Internet of Things (IoT), Big Data, Behavioural/ Predictive Analytics; Blockchain technologies;
6. Analysis tools and techniques used in public service management;
7. Community services of public utilities: definition, categories, legislative and institutional framework, financing, management methods;
8. Structure, design and dynamics of the organization;
9. Emotions and moods at work. Emotional intelligence: definitions, models of emotional intelligence, components, methods of measurement, studies in specialized literature;
10. Leadership in public sector organizations. Contemporary leadership challenges;
11. Conflict and negotiation in public sector organizations;
12. Fundamentals of group behavior;
13. Organizational culture: definitions, components, typologies, influences, cultural aspects of communication;
14. Academic writing and its essential requirements, types of academic writing, the specificity of the academic style in writing a text;

15. Academic research paper: the specificity of a research paper, the purpose of the elaboration of a scientific paper, content requirements, the framework structure of an academic research;
16. Documentation on a research topic: identification of bibliographic sources, relevance of information / documentation sources, primary and secondary references;
17. Literature review/state of art: critique of the literature, reporting on previously published research papers, citing and paraphrasing relevant references, paragraphing and its role in writing a text.

REFERENCES:

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3. Bilton, C., Cummings, S. (2010). *Creative strategy. Reconnecting Business and Innovation*, John Wiley and Sons, Ltd, Publications, United Kingdom;
4. Bauby, P. (1998). *Reconstruire l'action publique. Services publics, au service de qui?*, Syros, Paris;
5. Bowditch, J.L., Buono, A.F. (1990). *A primer on organizational behavior*, second edition, John Wiley & Sons, New York, USA;
6. Burcea, Ș.G. – coordonator (2017). *Ghid de redactare academică*, București: Editura ASE;
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9. Crème, P. și Lea, M.R. (2003). *Writing at University: a guide for students*, U.K.: Open University Press;
10. De Bono, E. (1990). *Six Thinking Hats*, London, Penguin;
11. De Bono, E. (1995). *Serious Creativity*, Boston MA, Harvard Business School Press;
12. Dragoș, D.C. (2013). *Public contracts and public-private partnership*, București, Tritonic Books;
13. Gronroos, C. (2007). *Service management and marketing. Customer management in service competition*. Third Edition, John Wiley & Sons, Ltd, England;
14. Lovelock, C., Wirtz, J. (2011). *Services Marketing. People, Technology, Strategy*, Seventh & Global Edition, Pearson Education , Inc, Prentice Hall, New Jersey, USA;

15. Lumperdean, I. (2013). *Metodologia cercetării științifice. Suport de curs*. Cluj-Napoca: Universitatea Babeș-Bolyai, Facultatea de Științe Economice și Gestiunea Afacerilor;
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20. Rose, A., Lawton, A. (1999). *Public Services Management*, Financial Times/ Prentice Hall, Pearson Education Limited, Edingburgh Gate, England;