

DEPARTAMENTUL DE RELAȚII ECONOMICE INTERNAȚIONALE
ACADEMIA DE STUDII ECONOMICE, BUCUREȘTI

Tematica și bibliografie
Concursuri didactice
semestrul 2, an universitar 2022 - 2023

**22nd position, professor, disciplines: Marketing in International Business;
International Business Environment;**

Themes:

1. Selection of Foreign Markets;
2. Market Entry and Positioning on Target-Foreign Markets;
3. Culture and influence on the Business Environment;
4. Innovation and Technology in International Business.

Bibliography:

- a. coord. Gheorghe Hurduzeu, Luminita Nicolescu, Relatii economice internationale : teorii, strategii, politici, instrumente si studii de caz, ASE, Bucuresti, 2017;
- b. Cateora Philip and Graham John, International Marketing, Irwin McGraw Hill, New York, 2006;
- c. Nicolescu Luminița, International Marketing, ASE, Bucuresti, 2005;
- d. Brooks, Ian, Weatherston, Jamie, The International Business Environment, Prentice Hall, 2004;
- e. Marinoiu, Ana-Maria; Popescu, Alina-Irina, Sustenabilitate si inovare in mediul internațional de afaceri, ASE, București, 2019, România.