

Post: ASSOCIATE PROFESSOR, position 24

Subjects: Business Economics, Business Strategy

CONTEST TOPICS

1. The strategic planning process and its importance at the enterprise level;
2. Competitive advantage – the key to business success;
3. Types of strategies according to the contexts in which they are applied;
4. Analysis of competitiveness and designing a company's strategy;
5. Types of enterprises active on the Romanian market and their characteristics;
6. The importance of investments for business development and their evaluation methods;
7. Cost planning and control – essential activities to avoid failure / ensure the success of a business;
8. Evaluation of the efficiency of a business activity;
9. Importance of supply and inventory management activity for businesses active in trade;
10. Analyzing the resources available to an enterprise;
11. Competition between companies, cooperation, and concentration - phenomena often encountered in contemporary business;
12. Trends in business organization.

BIBLIOGRAPHY

1. Aaker, D.A., 2007. *Strategic Market Management*. John Wiley and Sons.
2. Grant, R.M., 2007. *Contemporary Strategy Analysis: Concepts, Techniques, Applications*. Wiley Blackwell.
3. Hermann, S., 2010. *Hidden Champions of the Twenty-First Century: The Success Strategies of Unknown World Market Leaders*. Campus Verlag.
4. Kerbalek, I. (coordonator), 2009. *Economia întreprinderii*. București: Gruber.
5. Mintzberg, H., 2008. *Ascensiunea și declinul planificării strategice*. Editura Publica.
6. Porter, M.E., 1980. *Competitive Strategy*. The Free Press.
7. Toma, S., 2004. *Economia întreprinderii*. București: Editura Universitară.
8. Vișean, M.O. și Săseanu, A.S., 2004. *Economia întreprinderii – concepte, resurse, strategii*. București: Bren Publishing House.