

Post: **PROFESSOR, position 12**

Disciplines: **Electronic Commerce, e-Business**

CONTEST TOPICS

1. E-commerce models and applications;
2. Content management for e-commerce websites;
3. Design principles for e-commerce websites;
4. Functionality of e-commerce websites;
5. Mobile commerce and mobile consumer – particularities;
6. Adoption of AR (Augmented Reality) and VR (Virtual Reality) applications and technologies in commerce;
7. Electronic payment systems - typology and characteristics;
8. The legal framework and ethical aspects in electronic commerce;
9. Technology infrastructure and information architecture for establishing the online presence of a business;
10. Methods and tools for promoting online business;
11. Adoption of So-Lo-Mo (Social-Local-Mobile) applications and technologies in business;
12. Adoption of AI (Artificial Intelligence) in business.

REFERENCES:

1. Bartosik-Purgat, M., Filimon, N., European Consumers in the Digital Era: Implications of Technology, Media and Culture on Consumer Behavior, Routledge, London, 2023, ISBN 9781032204611;
2. Chaffey, D., Digital Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson, Harlow, 2014, ISBN 9780273786542;
3. Chaffey, D., Ellis-Chadwick, F., Digital Marketing: Strategy, Implementation and Practice, Pearson, Harlow, 2019, ISBN 9781292241579;
4. Jelassi, T., Enders, A., Martinez-Lopez, J.F., Strategies for E-Business: Creating Value through Electronic and Mobile Commerce: Concepts and Cases, Pearson, Harlow, 2014, ISBN 9780273757870;
5. Laudon, C.K., Guercio Traver, C., E-Commerce 2021-2022: Business, Technology, Society: Global Edition, Pearson, Harlow, 2021, ISBN 9781292409313;
6. McGarvey, R., Campanelli, M., Start Your Own E-Business: Your Step-by-Step Guide to Success, Entrepreneur Press, Irvine, California, 2005, ISBN 1932156747;
7. Onete, B., Designul, estetica si promovarea paginilor WEB, Editura ASE, București, 2005, ISBN 973594636X;
8. Onete, B., Bucur, C.M., Internet pentru afaceri, Editura Tribuna Economică, București, 2008, ISBN 9789736881206;
9. Turban, E., King, D., Lee, J., Ting-Peng, L., Turban, D., Electronic Commerce: a Managerial Perspective, Prentice Hall, Upper Saddle River, New Jersey, 2002, ISBN 0130653012.