



ACADEMIA DE STUDII ECONOMICE BUCUREȘTI
DEPARTAMENT MANAGEMENT

Piața Română nr.6, sector 1, București
Sala 0134, tel.021 319 19 00, int. 165



THEMES AND BIBLIOGRAPHY

For the position of Associate Professor, position 34

Course: Research and Development Management, Service Management and Economic Projects

Research and Development Management

1. Managerial dimension of research and development activity; definitions and fundamental concepts in research and development management, classification of research, research and management.
2. Unique issues in research and development management;
3. The role and place of research and development in the organization;
4. Processes and strategies in managing research and development activities. Integrating research and development into organizational strategy. Elements of research and development strategy. Strategy and innovation;
5. Creativity; phases of Creativity. Methods and Techniques for Stimulating Creativity;
6. Innovation; Related concepts to innovation. Factors influencing innovation. Potential sources of innovation. Drivers of innovation. Technological innovation. Classification of innovation. Technological Watch. Technological Forecasting;
7. Innovation management; Inventive activity and inventions. The patent; Innovation and implementation of research results in practice.
8. Leadership and motivation in research and development organizations;
9. Scientific research. Forms of scientific research. Steps of the scientific research paper;
10. Scientific research management. Research system in Romania. Financing scientific research activities. Functions of scientific research management. Principles of scientific research management;
11. Management of research projects;
12. Research programs in Romania and in the European Union;
13. Technical progress. Forms of Materialization. Emerging technologies;
14. National Research, Development, and Innovation Strategy 2022-2027;

Service Management

1. Fundamental concepts used in management of services;
2. The concept of service and the main requirements to be fulfilled by a service;
3. Characteristics of services and types of services;
4. Public services, subsystem of the tertiary sector;
5. Insurance services management;
6. Banking services management;
7. Medical services management;
8. Transportation services management;
9. Modern energy services management;
10. Learning services management;
11. Management practice within the service organizations;
12. Peculiarities of sharing economy in services;
13. The behaviour of service organizations and of their beneficiaries;



ACADEMIA DE STUDII ECONOMICE BUCUREȘTI DEPARTAMENT MANAGEMENT

Piața Romana nr.6, sector 1, București
Sala 0134, tel.021 319 19 00, int. 165



14. Strategic management of service organizations;
15. Services costing methods;
16. Services pricing models;
17. Ways of expressing and evaluating the performance of services.
18. Innovative approaches in service management.

Economic Projects

1. Diagnosing the company's internal environment: typological characteristics, production structure, production capacity, key financial indicators in the base year, portfolio of new products, strengths, and weaknesses of the company in the base year.
2. Analyzing the company's external environment: information about products, market, and competitors; opportunities, and threats.
3. Setting objectives: realistic scenario and ideal scenario.
4. Strategic options and measures to achieve objectives: assimilating the new product into manufacturing and organizing production in a flow; predictive analysis of alignment with objectives from the ideal scenario; technical and organizational measures necessary to achieve objectives from the ideal scenario.
5. Sizing the resources required for objectives: sizing the investment needs, production capacity, and its utilization rate, human resources, material resources, and financial resources.
6. Key economic-financial indicators for the planning year.

BIBLIOGRAPHY:

1. Deac V.(coordonator), Baditoiu L., Cioc M., Croitoru O., Deaconu A., Dima A., Frasinianu C., Ionita F., Jiroveanu D., Nedelcu M., Parvu F., Popescu D., Radu C., Simion-Melinte C., Stanescu A., Vrincut M., *Management*, Ed. ASE Bucuresti, 2020;
2. Visan S., Botez F.L, Inovare, cercetare stiintifica, progress tehnic, Ed. ASE Bucuresti, 2012;
3. Ravi K.J., Harry C.T, Cynthia W.W., *Managing research, development and innovation- Managing the Unmanageable*, Third Ed , John Wiley & Sons, Inc., 2010 ;
4. Zamfir, A. (2011), *Managementul serviciilor*, București: Editura ASE.
5. Zamfir, A. (2013), *Managementul strategic al serviciilor de valorificare regională a energiei regenerabile*, București: Editura ASE.
6. Burduș E., Verboncu I. Popa I., Dobrin C. *Proiect economic- model simplificat de elaborare a strategiei unei întreprinderi*, Pro Universitaria, București, 2016
7. Burduș E., Popa I. *Metodologii manageriale*, Ed.II-a, Editura Pro Universitaria, București, 2018