

**Post: PROFESSOR, position 13**

**Subjects: Leadership – English; Entrepreneurship in commerce, tourism, and services; Entrepreneurship; Commerce**

### CONTEST TOPICS

1. Approaches and theories on leadership.
2. Leadership: a complex and comprehensive process.
3. The leader: the representative of the leadership process.
4. Dealing with change, power, and conflicts in leadership.
5. Communication in leadership.
6. Emotional intelligence – a success factor in leadership.
7. Entrepreneurship – a complex and dynamic phenomenon.
8. The entrepreneur: representative of the entrepreneurship phenomenon.
9. Approaches on the business plan.
10. The identification and assessment of entrepreneurial opportunities.
11. Innovation and creativity in the entrepreneurship process.
12. Business models in contemporary society.
13. Financing sources for businesses: challenges for entrepreneurs.
14. Business model CANVAS and its evolutions in the context of the circular economy.
15. Business start-up strategies.
16. Ethics and social responsibility, a necessity in contemporary business.
17. Entrepreneurship in the context of an expanding digitalization process.
18. “Green” entrepreneurship – a trend in the modern society.
19. Theoretical approaches on commerce.
20. Approaches on wholesale trade.
21. Retail trade, one of the main types of traditional commerce.
22. E-commerce: a modern type of commerce in a digitalized society.
23. Negotiation in commerce.
24. Technological development and digitalization’s impact on commerce.
25. “Green” practices in commerce.

### BIBLIOGRAPHY

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2. Barrett, D.J., 2014. *Leadership communication*. New York: McGraw-Hill.
3. Bass, B.M. and Riggio, R., 2014. *Transformational leadership*. New York: Psychology Press.
4. Drăgușin, M., Sirbu, M.O., Grosu, R.M. and Iosif, A.E., 2019. *Antreprenoriat: teorie și practică*. București: Editura ASE.
5. Goleman, D., 2006. *Emotional intelligence*. New York: Bantam Books.
6. Hicks, D.A., Price, T.L. and Wren, T.J. eds., 2004. *Traditional classics on leadership*. Cheltenham: Edward Elgar.
7. Hisrich, R.D., Peters, M.P. and Sheperd, D. A., 2017. *Entrepreneurship*. Ed. 10. New York: McGraw-Hill.
8. Laudon, K.C. and Traver, C.G., 2017. *E-commerce 2017: business, technology, society: global edition*. Boston: Pearson.
9. Mariotti, S. and Glackin, C., 2012. *Antreprenoriat: lansarea și administrarea unei afaceri*. București: Editura Bizkit.
10. Săseanu, A.S., Albăstroiu, I. and Grosu, R.M., 2021. *Comerț: noțiuni fundamentale*. București: Editura ASE.
11. Săseanu, A.S., Albăstroiu, I. and Grosu, R.M., 2015. *Economia comerțului intern și internațional: abordări teoretice*. București: Editura Uranus.
12. Timmons, J.A. and Spinelli, S., 2007. *New Venture creation: Entrepreneurship for the 21st century*. Boston: McGraw-Hill.