

**THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
INSTITUTION ADMINISTERING DOCTORAL STUDIES
MANAGEMENT**

HABILITATION THESIS

**A Multidisciplinary Perspective on
Management Science and Practice**

SUMMARY

**Prof. Norina POPOVICI
Ovidius University of Constanța**

A Multidisciplinary Perspective on Management Science and Practice

SUMMARY

This habilitation thesis, entitled **A Multidisciplinary Perspective on Management Science and Practice**, consists of several chapters, as follows: *Foreword, Scientific, Professional and Academic Achievements, Research, Academic and Professional Career Development Plans and Bibliography*. In the following, I will briefly present a few essential elements contained in this paper, basically a synthesis of the main pillars that have defined my career of more than 25 years in higher education.

The chapter *Scientific, Professional and Academic Achievements* begins with an account of the main lines of research that have been the subject of my publications over time. At the company level, the managers' talent and skill in terms of organizing and leading activities and people always go through the filters of motivation, behavior, expectations of each of us. As a result, I have paid close attention to individual and group behavior, human resource motivation, interpersonal and organizational communication. Capitalizing on the individual skills and talents of individuals in the workplace, creating an organizational culture conducive to the development of an organization, developing a functional management model, capitalizing on outsourcing and crowdsourcing - effects of globalization - in the spirit of streamlining activities, identifying behavioral patterns of leadership that leads to the achievement of goals in a particular organizational context, are the basis over time in articles and written books.

The systemic approach of organizations requires taking into consideration, in the evaluation of its results, both the intangible and the tangible factors, such as the economic and financial results of the organization. My research has also focused on tackling corporate sustainability and credibility from an economic perspective. I also aimed to frame various economic terms in a mathematical apparatus in order to optimize various relationships between indicators as a bridge between the empirical phenomenon and the scientific phenomenon, in an attempt to understand the properties underlying the equilibrium of an exchange economy.

As a faculty member, I have been constantly concerned with improving the quality of the teaching act both in terms of the information transmitted and in terms of the continuous

evaluation of the feedback from the student, while also attempting to stimulate his/her learning motivation. The teacher's responsibility in symbiosis with the student's awareness, as a central factor of the educational-formative act, in the coordinates of mutual trust, in the environment of a new open communication mentality, on the principle of harmonizing the educational level, is realized in a balanced, viable and predictable weighting of components, ensuring the stability, efficiency, quality and adaptability of future graduates to the practice of the business environment. In this context, my concerns focused on the management of educational organization.

As a natural continuation of the research done during my PhD, the second direction I have considered in my articles has been tourist services management. Thus, I have analyzed the impact of tourism on the development of a region, the quality management in hotel services, the impact of the Covid 19 pandemic on tourism services.

Managerial decisions, regardless of the level at which they are made, influence the individuals' quality of life. People adopt a certain behavior caused by meeting their certain goals and needs. Quality of life management, with its entire process, consisting of planning, coordinating activities, which helps people constantly adapt to the evolving needs of the human being, studied at individual and community level, has been the subject of the third line of research in this habilitation thesis.

These topics are my concerns up to the present, and I intend to continue my research with other colleagues, within multidisciplinary teams, and we will materialize it by publication of articles, participation in conferences and the submission of research and teaching projects.

My professional career, in terms of teaching and research activity, began at "Ovidius" University in Constanța in the year 1995 as a Teaching Assistant - substitute at the Faculty of Mathematics and Economic Sciences. I have held the following academic degrees in turn: Teaching Assistant (1996 - 1998), Assistant Professor (1998-2002), Lecturer (2002-2008), Associate Professor (2008-2015) and, since 2015, Professor.

In over 25 years since I have been a tenure teacher at the Faculty of Economic Sciences, I have had teaching activities (courses and seminars) on the subjects: Management, Service Management, Strategic Management, Organizational Management, Entrepreneurial Management, Public Service Management, Knowledge-Based Organization and Management, Human Resources Management, Intercultural management, R&D (Research and Development) Management - subjects taught to students of "Ovidius" University, for Bachelor's degrees (full time and distance learning / part-time learning) and Master's degrees.

A part of my research topics has been included in the content of the courses I have taught and in the books that I have written over time.

I have participated in national and international research and teaching projects as a member or a responsible member, as follows:

- EMULACTION Project: A Multimodal Environment for Cooperative and Transnational Training Activities -2008-2009; researcher.
- Project - IMAPS: Integrated Management of Risks and Environmental Factors for Port Cities - INTERREG III C, 2005-2007; researcher.
- Draft - Cross-Border Maritime Spatial Plan for the Black Sea - 2015-2017, researcher.
- Project - Modernization and Development of Professional Courses - Partnership Romania-France - 2012; trainer
- Project - Using Virtual Reality for the Reconstruction of Some Historical Sites - 2007-2009; researcher and member responsible for human resources and project budget.
- Project - CNFIS-FDI- 2021-0351 - Development of Entrepreneurial Activities for Students within the University; education expert. In this sense, I participated in all the activities of this project that took place in 2016 within the university.
- Academic Excellence and Entrepreneurial Values – a scholarship system for ensuring training and entrepreneurial skills development opportunities for PhD students and postdoctoral students - ANTREPENORDOC, project: 36355 / 23.05.2019 POCU / 380/6/13 - SMIS Code: 123847

Throughout my teaching and research activity so far, I have tackled topics related to the field of management, but also multidisciplinary topics, given that any action aimed at achieving a goal involves planning, organization, communication, coordination. Professional life is a world in which managerial skills are a key resource, regardless of the nature and object of activity of an organization.

In the chapter *Research, Academic and Professional Career Development Plans*, we have presented some objectives and directions for each of the three levels tackled.

I will further refine, in an interdisciplinary manner, the topics tackled in my research so far: tourism and the capitalization of Romania's tourism potential, practices specific to the organizational management, educational management.

From an academic point of view, in the next period I will write two books in the field of management, I will continue to participate in conferences, especially at an international level, held both inside the country and abroad, I will organize a scientific seminar within the Faculty

of Economic Sciences, so that, periodically, teaching staff/faculty members will be able to share their scientific and teaching experience acquired in the field of economics and to lay the foundations for a new student-centered research and education paradigm.

From a professional perspective, I will work towards developing and improving my teaching skills by participating in internships within educational institutions from abroad, so as to accumulate experience and examples that have proven their usefulness in the teaching activities, participating in training courses inside the country and abroad, bringing students closer to the economic environment by transforming the actors in the business environment into active partners within our faculty's activities - competitions, projects, specialized practical training.

I wish to become a PhD supervisor with the aim of using my experience to support PhD students, so that together we can delve into the diversity of management practices and theories by asking questions and looking for answers in order to design tools and algorithms for understanding the complicated mechanism underlying an organization's operation, to discover the "keys that fit" a high-performing student-centered education system and quality tourism services based on high-performance management.