

ACADEMIA DE STUDII ECONOMICE DIN BUCURESTI

Consiliul pentru Studiile Universitare de Doctorat

Scoala Doctorala Administrarea Afacerilor

REZUMATUL TEZEI DE DOCTORAT

intitulate

STUDIU PRIVIND CONCURENTA SI EFECTUL DEZVOLTARII UNOR AFACERI RESPONSABILE

Conducator de doctorat: Prof. Univ. Dr. Marieta OLARU

Student doctorand: Jochen Schmid (M.Sc.)

a) CONTENT

Dedicatie

Lista figurilor

Lista tabelor

Introducere

PART I: Studiul literaturii

1. TENDINTE NOI PRIVIND AFACERILOR SUSTENABILE SI RESPONSABILE INTR-O LUME GLOBALA
2. DETERMINANTII COMPETITIEI SI DEZVOLTARI ACTUALE IN COTEXTUL ANTREPRENORIALITATULUI GLOBAL
3. STRATEGII SI RISCURI IN CORELATIE CU VALOAREA ECONOMICA A FIRMELOR IN COMPETITIA GLOBALA

PART II: Contributii personale

4. ANALIZA FACTORILOR SI A RISCURILOR PENTRU DEZVOLTAREA UNOR AFACERI RESPONSABILE IN COMPETITIA GLOBALA
5. ANALIZA TRANZACTIILOR SUSTENABILE SI REASONSABILE
6. DEZVOLTAREA UNOR NOI INDICATORI PENTRU DETERMINAREA VALORII ECONOMICE A COMPANIEI IN RELATIE CU DEZVOLTAREA UNOR AFACERI SUSTENABILE

Concluzii

Bibliografie

Anexe

b) Cuvinte cheie

Competitie, afaceri responsabile, sustenabilitate, valoare economica, responsabilitate sociala

c) SINTEZA CELOR MAI IMPORTANTE PARTI ALE TEZEI

Potrivit rapoartelor publice ale companiilor germane, cifra de afaceri si veniturile cresc an de an. Mai mult concurenta la nivel mondial devine tot mai accentuata. Pe de alta parte, exista megatendinte cum ar fi cererea pentru sustenabilitate si responsabilitate sociala. Companiile vor fi supuse unei mari provocari pentru a gestiona schimbarile atat la nivelul partilor interesate si cele ale actionarilor. In timp ce companiile asociaza scopul lor principal cu maximizarea profiturilor, exista o anumita intrebare in legatura cu faptul ca exista un effect masurabil al concurentei in ceea ce priveste dezvoltarea unor afaceri sustenabile. Pentru intreprinderile germane, nu exista inca cercetari in domeniul economic, care sa analizeze situatia actuala in aceasta privinta. Acest fapt determina un decalaj clar in cercetare. Pentru teza de doctorat iotezele cercetarii au fost urmatoarele:

- Concurenta este parte a strategiei si companiile doresc sa valorifice toate oportunitatile privind obtinerea de venituri mai mari.
- Dezvoltarea unor afaceri responsabile este parte din strategie si conducerea o pune in aplicare in strategia de business
- Companiile, prin implementarea strategiei de dezvoltare a unor afaceri responsabile, vor avea mai mult success in competitia globala.

Pe baza constatarilor rezultate din cercetare autorul: a) a dezvoltat noi indicatori pentru a masura impactul dezvoltarii unor afaceri responsabile asupra situatiei privind concurenta b) a dezvoltat un nou model pentru a explica impactul asupra concurentei. In cele din urma, teza de doctorat evidentiaza faptul ca exista un efect al concurentei si al dezvoltarii unor afaceri responsabile, asupra succesului companiei. Aceasta inseamna ca, intreprinderile, prin implementarea unor instrumente de punere in aplicare a sustenabilitatii si responsabilitatii sociale, vor obtine in general venituri mai mari si o pozitie mai buna pe piata buna pe piata in competitia globala.

d) CV

Name: Hans Jochen Schmid

Adress: Lindenstrasse 15; 74420 Oberrot; Germany

Phone: +49-171 40 4444 5

Mail: jochen.schmid@tdwk.de



Date of birth: 25.Nov.1979

Gender: male

Place of birth: Schwäbisch Gmünd, Germany

Family status: married, 2 children

Nationality: German

Education	1997 - 2001	Schlossgymnasium Künzelsau Graduation: Abitur
	2001 - 2002	Military Service Prinz-Eugen Kaserne/ Kilsheim Advanced course in Ski and Training Special Unit KFOR
	2002	Internship SUNWAY-HOSEN GmbH
Academic Studies	2002-2005	Diplom-Betriebswirt (DH) / Bachelor of Business Administration, „Trade and E-Commerce“, Baden-Wuerttemberg Cooperative State University in Ravensburg (DHBW - Duale Hochschule Baden-Württemberg, Ravensburg)
	2003	Training Supervisor examination IHK Weingarten (AdA)
	2009-2011	Master of Science (M.Sc.) Master Sales & Marketing, Hochschule Wismar, WINGS
	2013	Research Organisational Theory: The Upper-Echelons Theory referred to Hambrick & Mason and the effects to the performance of the firm, University of Erfurt, Prof. Till Talaulicar

	Since 2014	Doctoral Research "Doctor of Business (PhD)"; ASE Bucharest, disputation mid of 2017
Tutorial, congress, teaching	2006-2015	Assistant lecturer at Baden-Wuerttemberg Cooperative State University in Ravensburg in disciplines of <ul style="list-style-type: none"> • Concentration and Integration in Commerce • Sales Management
	2009-2015	Assistant lecturer at Baden-Wuerttemberg Cooperative State University in Stuttgart in disciplines of <ul style="list-style-type: none"> • Business Administration • Commercial Operating and Trading • Concentration and Integration in Commerce
	2010-2016	Different tutorials at VHS Esslingen <ul style="list-style-type: none"> • Controlling (Xpert Business) • Marketing for Start-Ups • Business Administration for Start-Ups • Cost Accounting and Results Account
	2010-2016	Different tutorials at VHS Goeppingen <ul style="list-style-type: none"> • Marketing for Start-Ups • Business Administration for Start-Ups
	Since 2011	Assistant lecturer at FH Heilbronn in disciplines of <ul style="list-style-type: none"> • Business Administration • Commercial Operating and Trading • Marketing for Trade Companies • Marketing for Service Companies • Sales Economy • Sales Management • Trade Management • Main Seminar • Organisation of Trade Companies
	Since 2011	Assistant lecturer at Hochschule Wismar/WINGS GmbH in disciplines of Marketing/ Vertrieb, nationwide seminars, congresses and tutorials for Diplom, Bachelor and Master incl. Supervisor of the studies. Responsibility of the moduls of Marketing (Bachelor) <ul style="list-style-type: none"> • Strategic Marketing • Market Research • Concept-orientated Marketing • Case Studies of Marketing

- Customer Behavior
- Product- and Price Strategy
- Communication- and Distribution Strategy
- Multi-Channel Management
- Negotiation Methods
- Sales Management
- Marketing Management

2013-2015 Assistant lecturer at FOM **Stuttgart** and **Augsburg** in disciplines of

- Marketing and Sourcing
- Empirical Marketing Project
- Trend of Marketing
- Market Research
- Trading Commerce

Work

2005 - 2014 **Assistant of Management and Sales Manager** at SUNWAY-HOSEN GmbH/ Waldstetten, focus on Sourcing, Production, Sales and Marketing of functional clothes (B2C)

2006 - 2010 **Manager** of the E-Commerce trading company „Spirit of Sport“ with its focus on outdoor equipment and clothes

Since 2014 **CEO and Manager of R&D** of trendwerk GmbH/ Oberrot; R&D, Marketing and Sales of technical innovations (B2B und B2C)

Since 2014 **Assistant of Management, Controlling and Medical Device Consultant** for medical devices (B2B und B2C) at IC Medical GmbH/ Rudersberg-Steinenberg

Internship

2003 Scholarship at Nelson Marlborough Institute of Technology, Nelson / New Zealand, Department of Administration (Onlinemarketing, Market Research, Environmental

Honorary Position

Working Committee for refugees in Oberrot/ Germany

Football trainer (children up to 6 years)

Certified Consultant for Medical Devices and Hygienic Issues

Member of DGSV (German Association of Aseptic Utility Supply)

Hobby

Science: Economy, Sales, Marketing

Sport: Long-Distance Cycling, Climbing

