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**Key-words:** neuromarketing, consumer neuroscience, customer effort, customer motivation, loyalty, emotions, habits

### **Summary**

The present paper "Macroeconomic Models of Structural Analysis of the Gross Domestic Product" performs a complex approach to the evolution of GDP, both on a total and on a structure basis. Four categories of structural factors are selected to contribute to the formation and growth of this macroeconomic performance indicator. The four groups of factors are: resources, uses, territorial distribution and ownership forms.

The thesis aims at highlighting the analysis of GDP dynamics and influence factors by using statistical and econometric methods and models at macroeconomic level. The structure of the doctoral thesis follows the analysis of the aspects highlighted in the title of the paper: methodological aspects regarding the measurement, presentation and comparison of macroeconomic results, theoretical aspects regarding the structural analysis of GDP by using econometric models, comparative study of the structural evolution of GDP the member countries of the European Union, the evolution of Romania's GDP - model of structural analysis and macroeconomic models of structural analysis of GDP evolution.

The thesis ends by highlighting the research results, own contributions, included in the chapter "Conclusions".