



FSE

FACULTATEA
DE
ȘTIINȚE ECONOMICE
UNIVERSITATEA DIN ORADEA

1 Universității Str., Postal Code 410087, Oradea, Bihor, Romania
Telephone Numbers: Secretariat: 0259-408276, 0259-408407; Dean Office: 0259-408109;
Fax: 0259-408409
Web: <http://steconomice.uoradea.ro>; E-mail: steconomice@uoradea.ro

DEPARTMENT OF INTERNATIONAL BUSINESS

Topics for the contest
for employment for an undetermined period
PROFESSOR, position no. 1

Disciplines in the curricula: International Business Management;
International Transactions;
International Tourism
Department of International Business, 2015-2016

Topics:

1. Opportunities for exploiting the competitive advantage on the external market
2. The external environment of the company and its influences on strategic decisions
3. The role of the PESTEL analysis in determining the opportunities and threats of the environment.
4. The activity internationalization of a company. Ways of entering the external market
5. Expansion and export strategies
6. Management strategies in the global market
7. The impact of the actions of transnational corporations on world trade
8. Elements of international contracting
9. The premises of the emergence of combined commercial operations
10. The cooperation between firms & competitive warfare
11. International licensing - a new form of developing economic activities abroad.
12. The effects of globalization on international tourism demand and supply
13. Management models for international travel destinations
14. The tourist destination - a basic element in the concept of sustainable development
15. The management of tourism and services infrastructure in the international context.

Bibliography:

- 1 Bartlett, C.; Ghoshal, S. – *Transnational Management*, second edition, Chicago, Irwin, 1995
- 2 Branson, W.; Klevorich, A. – *Strategic Behavior and Trade Policy*, în *Strategic Trade Policy and the New International Economics* (coord. Krugman, P.), cap. X., Cambridge, MIT Press, 1986.
- 3 Burnette, Sorin – *Comerț internațional*, Editura Economică, București, 1999
- 4 Dickinson, J. si Lumsdon, L. - *Slow Travel and Tourism*, Earthscan, London, 2010
- 5 Edwards, Sebastian – *Openness, Trade Liberalization and Growth in Developing Countries*, 1993

- 6 Feenstra, Robert C. – *Advanced international trade. Theory and evidence*, Princeton University Press, 2004
- 7 Geoffrey, Jones – *Multinationals and Global Capitalism: From the Nineteenth to the Twenty-first Century*, Oxford, Oxford University Press, 2005
- 8 Ghimire, K.B. (ed) - *The Native Tourist. Mass Tourism within Developing Countries*, Earthscan, London, 2001
- 9 Hall, D. and Richards, G. - *Tourism and Sustainable Community Development*, Routledge, London, 2003
- 10 Held, David; McGrew, Anthony; Goldblatt, David; Perraton, Jonathan – *Transformări globale. Politică, economie și cultură*, Editura Polirom, București, 2004
- 11 Helpman, E., Krugman, P. – *Market Structure and Foreign Trade*, The MIT Press, Cambridge, Mass, 1985
- 12 Hill, C – *International Business*, Postscript 1998, Irwin/McGraw-Hill, 1998
- 13 Ionescu, Gh Gh.; Negrușă, Adina Letiția – *Filosofia și cultura managementului japonez*, Ed. Economică, București, 2004
- 14 Ionescu, Gh Gh.; Toma, Andrei – *Cultura organizațională și managementul tranziției*, Ed. Economică, București, 2001
- 15 King, Philip – *International Economics and International Economic Policy*, McGraw – Hill, Inc. 1995
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- 17 Mowforth, M. și Munt, I. - *Tourism and Sustainability: Development, Globalisation and New Tourism in the Third World* (3rd Edition), Routledge, London, 2008
- 18 Munteanu, Costea; Horobeț, Alexandra – *Finanțe transnaționale: Decizia financiară în corporația modernă*, Ed. All Beck, 2005.

Head of Department,

Assoc.Prof. PhD Liana-Eugenia MEȘTER

