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FACULTATEA
DE
ȘTIINȚE ECONOMICE
UNIVERSITATEA DIN ORADEA

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**Thematics and bibliography for the position of Associate Professor,
Position 12, Management-Marketing Department,
Faculty of Economic Sciences, University of Oradea**

Disciplines in the curriculum

e-business

E-business

Comparative management

Topics

1. National culture - definitions of the concept
2. The influence of the national cultural factor on management
3. Measuring cultures: models and approaches
4. Comparative management of human resources. The cultural factor and the attitude towards work
5. Management in the cultural context of Romania
6. Analysis of the online presence of a business
7. E-business and e-commerce
8. Specific e-commerce mechanisms, platforms and tools
9. E-Business Models
10. Electronic business management



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3. Haller, Peter M., Nägele, Ulrich, Berger, Susan, *Bridging Cultural Barriers. How to Overcome Preconceptions in Cross-Cultural Relationship*, Springer, 2019.
4. Hofstede Geert, Hofstede Gert, Minkov Michael, *Cultures and Organizations: Software of the Mind, Third Edition*. McGraw-Hill, 2010.
5. Ile Paul Albert and Zhang Crystal, *International Human Resource Management: A Cross-cultural and Comparative Approach*, Chartered Institute of Personnel and Development, 2013.
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