



**UNIVERSITATEA DIN ORADEA**  
**Facultatea de**  
**Științe Economice**

Str. Universității, nr. 1, cod poștal 410087, Oradea, jud. Bihor, România  
Telefon: Secretariat: 0259-408276, 0259-408407; Decanat: 0259-408109; Fax: 0259-408409  
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**Thematics and bibliography for the position of Professor,  
Position 3, Management-Marketing Department,  
Faculty of Economic Sciences, University of Oradea**

**Disciplines in the curriculum**

Management comparat/Comparative management

Cross cultural management

e-Business

**Topics**

1. Digital Transformation in Traditional Business Models
2. The Future of E-Business: Emerging Trends and Technologies
3. Building and Managing E-Business Teams
4. Understanding Cultural Dimensions and their Impact on Management
5. Cultural Influences on Employee Motivation and Satisfaction
6. The Role of National Culture in Shaping Organizational Culture
7. Diversity, Equity, and Inclusion Initiatives in Cross-Cultural Contexts
8. Cultural Aspects of Corporate Social Responsibility (CSR)
9. Managing Virtual Teams Across Cultures
10. Impact of Cultural Diversity on Innovation and Creativity



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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. Ias Heras, Mireia, Chinchilla, Nuria, Grau Grau, Marc (Eds.), *The New Ideal Worker. Organizations Between Work-Life Balance, Gender and Leadership*, Springer, 2020.
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