

National University of Science and Technology
POLITEHNICA Bucharest

Volume 12, Issue 2
June 2024

CONTENTS

Remodeling the Marketing Message	3
Alexandra Ioanid	
Student Dropout Trends in Technical Bachelor Programs	5
Iustina Cristina Costea-Marcu, Petronela Cristina Simion, Mirona Ana-Maria Popescu, Petrișor Laurențiu Țucă	
Financial Literacy as a Key Content in Education.....	15
Simona Nicolae, Ioana-Ruxandra Ioniță	
The Role of Empathy in Medic-Patient Relationship	27
Mădălina Vișan, Dumitru Goldbach, Valeria Oana Paraschiv	
Impact of Customer Experience	35
Roxana-Mariana Nechita, Oliver Ulerich, Elena-Andreea Rădoi	
Theoretical Research in Sustainable Business	48
Ioana-Alexandra Sbîrcea, Cristina-Elena Ungureanu, Rebecca Chiriță	
Disabled Persons' Inclusion in the Labour Market	60
Andrei Popa, Lilia Saghin	

EDITORIAL

Remodeling the Marketing Message

Positioned at the intersection of traditional advertising and modern consumer-centric approaches, content marketing is more than a buzz phrase of the digital age but rather a concept deeply rooted in the history of marketing.

In general, content marketing is seen as a strategy to attract customers through the transmission of content (news, video, photos). Unlike the first stages of advertising in marketing when the focus was on the attractive description of the product in front of the customers, content marketing is oriented towards convincing the customers by providing the most accurate information about the products.

Brands have understood the power of storytelling and value-driven communication in captivating audiences and with the evolution of digital platforms, content marketing has expanded its reach and impact. Digital channels such as social media, websites, blogs, and email newsletters help brands to connect with their target audiences. Moreover, the interactive nature of digital marketing allows for real-time engagement and feedback, enabling brands to adapt their content to the preferences and behaviors of their audience. This relationship between content and digital marketing has reshaped the way brands communicate and build relationships with consumers in the digital landscape, building relationships based on trust and authenticity.

Effective content marketing goes beyond a strategic approach that only disseminates information, and rather focuses on creating meaningful connections with target audiences. One strategy is storytelling, where brands create narratives to resonate with their target demographics on an emotional level. By sharing authentic stories that align with their brand values, companies can create deeper connections and build loyalty among consumers. Another strategy is content personalization, which involves adapting content to match the preferences, interests, and behaviors of the potential customers. Also, companies could focus on leveraging data analytics to personalize content by delivering highly relevant content to different audience segments, increasing engagement and conversion rates. Brands must prioritize quality over quantity, delivering content that resonates with authenticity and adds tangible value to the lives of their audience. Content marketing often involves the use of multimedia content – from blog posts and videos to podcasts and interactive infographics. By

experimenting with various content formats and distribution channels, marketers can adapt their strategies to match the unique preferences of different audience segments, thereby maximizing the impact of their content marketing efforts.

With advancements in technology, the rise of artificial intelligence, and changes in consumer behaviors, content marketing will continue to evolve rapidly. Marketers must remain adaptable and innovative in their strategies, so that they create and maintain lasting connections with their audiences.

The future of content marketing will be most likely be linked to generating interactive content, personalization, optimization for voice search, artificial intelligence automation of the marketing routine tasks and user generated contributions. The platforms on which marketers will apply these trends are TikTok, Instagram, and YouTube, that offer brands the possibility to reach a wide audience by posting engaging video content, increase the engagement and create conversions on their website or platform.

Alexandra Ioanid
Senior Editor

ABSTRACTS

Student Dropout Trends in Technical Bachelor Programs

Iustina Cristina Costea-Marcu, Petronela Cristina Simion, Mirona Ana-Maria Popescu,
Petrișor Laurențiu Țucă

National University of Science and Technology POLITEHNICA Bucharest, Splaiul
Independenței no. 313, Bucharest, Romania

ABSTRACT: *This research investigates the trends of dropout rates in technical universities in Romania, focusing on identifying the factors influencing the decision to discontinue studies. By analyzing data regarding dropout rates based on the fundamental field of study and geographic location, the study provides a comprehensive perspective on this phenomenon. Focusing on undergraduate students, particularly in technical fields, and examining their pass rates and the evolution of the number of graduates, the research reveals significant trends. The results indicate considerable variations in dropout rates and suggest that factors such as limited financial resources and lack of academic support may play an essential role in student's decision to drop out. A detailed analysis of these aspects contributes to a deeper understanding of the school dropout phenomenon and to identifying possible solutions for reducing it in technical universities in Romania.*

KEYWORDS: technical universities, dropout trends

Financial Literacy as a Key Content in Education

Simona Nicolae, Ioana-Ruxandra Ioniță

National University of Science and Technology POLITEHNICA Bucharest, Splaiul
Independenței no. 313, Bucharest, Romania

ABSTRACT: Financial education is an important part of a person's education, as it has an impact on almost all aspects of one's life. The purpose of this paper is to analyze financial education in Romania, especially in higher technical education. We base our study on the answers received from students of the National University of Science and Technology POLITEHNICA Bucharest, who filled in a self-administered questionnaire, via Google Forms. We found that student's current level of economic and financial knowledge leaves room for improvement, and we also received from them suggestions regarding the best way to deliver the information they need. Moreover, we assessed students' views on money and saving and found that nowadays money is a sign of success, but, on the other hand, it is not the most important thing in life. We conclude with the main results and directions for further study.

KEYWORDS: financial literacy, knowledge, money, financial inclusion

The Role of Empathy in the Medic-Patient Relationship

Mădălina Vișan, Dumitru Goldbach, Valeria Oana Paraschiv

Bucharest University of Economic Studies, 6 Piata Romana, Bucharest, Romania

ABSTRACT: Empathy is a significant topic related to positive outcomes for both healthcare professionals and their patients. A deeper understanding of the antecedents and behaviour patterns involved in empathic responses to patients is compelled to identify the best methods for building and sustaining empathy in healthcare professionals. Empathy includes a lot more than a patient's medical background, signs, and symptoms. It is comprised of more than just a medical evaluation and therapy. Empathy is an emotion that includes the mind, body, and soul. Empathy anxiety is a useful and potent technique for enhancing patient confidence, reducing worry, as well as improving medical results. For this article, we conducted research in a Romanian hospital, aiming to identify the role of empathy.

KEYWORDS: empathy, healthcare, patient, quality of services

Impact of Customer Experience

Roxana-Mariana Nechita, Oliver Ulerich, Elena-Andreea Rădoi

National Institute of Research and Development in Mechatronics and Measurement
Technique, 6 Pantelimon Road Bucharest, Romania

ABSTRACT: *This article presents the results of marketing research conducted in three gaming cafes in Bucharest, Romania, aimed at investigating and evaluating customer experience. Online user reviews were collected and analyzed using methodologies employed in the field of marketing, highlighting the factors that influence customers' perceptions and experience in these locations. Additionally, Pareto diagrams were created to highlight priorities and aspects with significant impact on customer satisfaction. The results of this research will provide gaming cafe operators with relevant information and a profound understanding of the development of effective marketing strategies and continuous improvement of customer experience.*

KEYWORDS: marketing research, marketing strategies, hygiene factors, satisfaction factors

Theoretical Research in Sustainable Businesses

Ioana-Alexandra Sbîrcea (1), Cristina-Elena Ungureanu (2), Rebecca Chiriță (3)

(1) Procter & Gamble, 1 Mihai Viteazul st. Uralati, Romania

(2) Vodafone Romania Technology, 2 București Nord road, Voluntari, Romania

(3) Expedicar, 44 Franceza st. Bucharest, Romania

ABSTRACT: *Business sustainability, also known as corporate maintainability, is the administration of natural, social, and monetary concerns by a company to guarantee mindful, moral and progressing victory. Conventional corporate culture and social and natural concerns are regularly considered to be in struggle with monetary objectives. An effort has been made to incorporate a wide range of needs for long-term business growth under the umbrella of sustainable business development. The idea seeks to balance essentially conflicting needs and objectives and is set within a conflicting framework of social, economic, and environmental challenges. Competitiveness can result from sustainable business growth if the related opportunities are recognized and exploited effectively. This study aims to identify the correlation between a company's orientation towards the implementation of sustainability assumptions, the extent to which corporate social responsibility (CSR) strategy objectives are implemented and the value generation within a sustainable organization. The findings show that the factors examined in the evaluated firms are positively related to each other. Sustainable entrepreneurs need a more comprehensive set of actions appropriate to produce value in a sustainable firm, including the achievement of social, environmental, and economic objectives. They also seek both economic and non-economic ideals.*

KEYWORDS: sustainable innovation, sustainable business, sustainability KPI's

Disabled Persons' Inclusion in the Labour Market

Andrei Popa (1), Lilia Saghin (2)

(1) Cahul State University "B. P. Hasdeu", 1 Independentei Place, Cahul, Republic of Moldova

(2) Moldova State University, 60 A. Mateevici st. Chisinau, Republic of Moldova

ABSTRACT: Entrepreneurship is an important factor offer to people with disabilities access to the Labour Market. Strategies and policies for the social and economic inclusion of disabled persons became a model for the adequate and multilateral conception of this issue. Because entrepreneurship is the most effective tool that enhances the country's economy, and thus, the development of entrepreneurial skills has continuous importance, this goal is essential for the disabled too. This paper analyses the conditions for self-employment, which became essential for many persons of this group to be involved in the labour market and business.

During our research, we identified several barriers faced by handicapped persons who are involved in entrepreneurship. Based on the European Union country's experience and due to the results of our qualitative study conducted by interviewing 20 entrepreneurs with disabilities, we concluded that in addition to the facilities and measures to encourage the inclusion of disabled people, offered by public authorities for their labour inclusion, it is also necessary to provide incentives for start-ups created by them. Our recommendations aim to facilitate the self-employment process of such persons from the Republic of Moldova.

KEYWORDS: inclusion, disabled person, handicapped, entrepreneurship, self-employment