

Domeniul Științe ale Comunicării

Conducător de doctorat: **Conf. Univ. Dr. Habil. Ioana Iancu**

A.Teme

1. Comportamentul de consum și procesul decizional
2. Emoțiile în publicitate
3. Branding senzorial
4. Atenția în publicitate
5. Publicitate inteligentă
6. Creativitatea în publicitate

B.Bibliografie

- Adamson, A. P. (2010). *Brand Simple. Cum reușesc cele mai bune branduri prin simplitate*. Editura Publică.
- Amabile, T. (2020). Creativity, Artificial Intelligence, and a World of Surprises. *Academy of Management Discoveries*, 6(3). <https://doi.org/10.5465/amd.2019.0075>
- Amabile, T., Collins, M. A., Conti, R., Phillips, E., Picariello, M., Ruscio, J., & Whitney, D. (2019). *Creativity in Context. Update to The Social Psychology of Creativity*. Routledge
- Amabile, T., & Kramer, S. (2011). *The progress principle. Using small wins to ignite joy, engagement, and creativity at work*. Harvard Business Review Press.
- Amabile, T., & Pillemer, J. (2012). Perspectives on the social psychology of creativity. *The Journal of Creative Behavior*, 46(1), 3-15.
- Ariely, D. (2008). *Predictably irrational*. HarperCollins.
- Barden, P. (2013). *Decoded. The science behind why we buy*. Wiley.
- Berger, J. (2013). *Contagious. Why things catch on*. Simon&Schuster.
- Berger, J. (2017). *Invisible influence. The hidden force that shape behavior*. Simon&Schuster
- Berger, J. (2020). *Catalyst. How to change anyone's mind*. Simon&Schuster
- Cialdini, R. (1995). *Influence. The psychology of persuasion*. HarperCollins
- Csikszentmihalyi, M. (2008). *Flow. The psychology of optimal experience*. HarperCollins.
- Drewniany, B. L., Jewler, J. (2008). *Creative Strategy in Advertising*, 9th Edition. Thomson Wadsworth.
- De Bono, E. (1990). *Lateral thinking: Creativity step by step*. Perennial. Library.
- Du Sautoy, M. (2019). Can AI Be Truly creative? *New Scientist*, 39-41.
- Green, A. (2010). *Creativity in Public Relations*. Kogan Page.
- Gobet, F., & Sala, G. (2019). How Artificial Intelligence Can Help Understand Human Creativity. *Frontiers in Psychology*, 10. <http://doi.org/10.3389/fpsyg.2019.01401>
- Ingledeu, J. (2016). *How to have great ideas. A guide to creative thinking*. Laurence King Publishing.
- Heath, C., Heath, D. (2008). *Made to stick. Some ideas survive and others die*. Random House.
- Heilman, K. M. (2005). *Creativity and the Brain*. Psychology Press.
- Kahneman, D. (2011). *Thinking, fast and slow*. Farrar, Stratus and Giroux.
- Legorburu, G. & McCall, D. (2014). *Storyscaping: Stop Creating Ads, Start Creating Worlds*. New Jersey: Wiley.
- Lindstrom, M. (2011). *Buyology. Adevăruri și minciuni despre motivele pentru care cumpărăm*. Editura Publică.

- Lindstrom, M. (2013). *Brandwashed. Trucuri prin care companiile ne manipulează mințile și ne conving să cumpărăm*, Editura Publică.
- Lindstrom, M. (2016). *Small Data. Indicii mărunte care scot la iveală trenduri în masă*. Editura Publică.
- Ramsøy, T. (2014). *Consumer Neuroscience and Neuromarketing*. 2nd Edition.
- Ramsøy, T. & Zoëga, M. S. (2014). Brand preference affects the threshold for perceptual awareness. *Journal of Consumer Behaviour*, 13, 1–8.
- Renvoisé, P., Morin, C. (2007). *Neuromarketing: Understanding the "Buy Button". Your Customer's Brain*. Thomas Nelson.
- Said-Metwaly, S., Van den Noortgate, W., & Kyndt, E. (2017). Approaches to Measuring Creativity: A Systematic Literature Review. *Creativity. Theories – Research – Applications*, 4(2).
- Sawyer, R. K. (2006). *Explaining Creativity. The Science of Human Innovation*. Oxford University Press.
- Shiv, B., & Fedorikhin, A. (1999). Heart and Mind in Conflict: The Interplay of Affect and Cognition in Consumer Decision Making. *Journal of Consumer Research*, 26.
- Solomon, M. (2017). *Consumer Behavior. Buying, Having, and Being*. Pearson
- Teixeira, T. S. (2014). The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It, Working Paper, 14-055, Harvard Business School.
- Underhill, P. (2008). *Why we buy? The science of shopping*. Simon&Schuster.