

Experiența utilizatorului în medii digitale de învățare și de business

Abstract

The habilitation thesis "User Experience in Learning and Business Digital Environments" presents my research activity from the last three years (which is entirely different from my doctoral stage, which finished 23 years ago) and includes a synthesis of the evolution of my professional career, my future scientific research directions and academic career prospects.

The habilitation thesis is structured as follows: (1) Academic, scientific, and professional achievements; (2) The results of scientific research; (3) Career development prospects academic, scientific, and professional.

The first section briefly presents my scientific and professional academic achievements regarding the doctoral thesis, the teaching subjects, professional training activities, and data about scientific research throughout my professional career.

The second section presents the main results of my scientific research (in the period 2022-2024), regarding the user experience in digital learning and business environments.

Subsection 2.1 presents results regarding user experience in learning digital environments. The COVID-19 pandemic forced the transition of university teaching activities to the online environment. Subsection 2.1.1 presents one of my research directions focused on determining the factors influencing students to continue using mobile devices in their learning activities, even after the didactic activities have returned to the classrooms. It was found that perceived usefulness, habit, perceived skill, and self-efficacy directly influence the continuation intention to use m-learning in higher education.

Artificial intelligence (AI) has developed remarkably in recent decades, infiltrating broad areas, including education. In the last few years, using AI applications in learning has become a habit for many students. Subsection 2.1.2 presents a study on the factors influencing the student's artificial intelligence adoption intention. It was found that perceived usefulness, perceived hedonic value, attitude towards AI applications, performance expectancy, and compatibility directly influence the intention to adopt AI-containing applications.

Subsection 2.2 presents results regarding user experience in business digital environments. As more buyers embrace virtual try-on apps, stores can deliver their products anytime. Optimizing the online existence of e-tailers is established on technological advancements, especially in mobile apps, augmented reality (AR), and virtual reality (VR) apps. Section 2.2.1. investigates the factors influencing buyers' experience and fulfilment using AR apps in makeup e-shopping. It was found that fit confidence, innovativeness, immersion, social value, perceived hedonistic value, and perceived utilitarian value influence the continued usage intention of AR e-commerce applications.

The job environment is an essential determinant of the quality of employee work and productivity grade. The COVID-19 pandemic has reconfigured the work terrain globally, provoking companies and employees to adopt online work as a company continuity solution. Subsection 2.2.2. presents a study on young employees who followed their first job during or immediately after the COVID-19 pandemic and encountered online job conditions. It was found that team managers have the most significant impact on employees, followed by knowledge diversity, organization, and team.

"Technology is forcing the travel industry to adapt and evolve similarly to how the retailing industry adapted to online shopping. Mobile infrastructure must be in place for travelers to connect to people, places, services and brands as they arrive. People will go elsewhere if it is not easy to travel and connect." <https://go.euromonitor.com/webinar-travel-top-100-city-destinations-210311.html>. For the travel industry, technology, digitalization, and connectivity are factors of significant importance. The general city tourist information is enormous, but it is essential to know the information of interest for travelers and useful for mobile applications. Subsection 2.2.3. presents a study that detects touristic information useful for implementing a city guide mobile app (CGA) model.

Section 3 presents the candidate's academic, scientific, and professional development perspectives, including research topics on personalization of learning through artificial intelligence; recommender systems for learning resources; the impact of e-learning on sustainable development; digital marketing strategies in e-commerce; big data analysis to understand consumer behavior; applications of AI in predicting market trends in e-commerce; automation of HR processes through artificial intelligence; developing digital skills in organizations; the impact of artificial intelligence on jobs; the impact of social media on purchasing decisions in tourism; mobile technologies and AI in tourism management.