



Facultatea de Științe Economice și Gestiunea Afacerilor

Department of Business Informatics Subject: Emergent topics in Business Informatics Academic Year: 2023-2024 Study program: Business Information Systems

## **SYLLABUS**

**Topic 1. Algorithms for optimization** 

Topic 2. Computational intelligence methods for Machine Learning

Topic 3. Game theoretic methods for Machine Learning

Topic 4. Acceptance and adoption of the new technologies (e.g., e/m-learning)

Topic 5. Social support vs. exposure. Social media paradoxical role during emergency situations

**Topic 6. Business Analytics Applicability** 

Topic 7. Evolving Patterns in Recommender Systems and Personalization Technologies

**Topic 8. Exploring User Behavior on Online Social Networks and E-commerce Platforms** 

Topic 9. Understanding the Impact of Social Media User Behavior on the Spread of Misinformation

## **References:**

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- Sitar-Taut, D.-A. and Mican, D. (2021), "Mobile learning acceptance and use in higher education during social distancing circumstances: an expansion and customization of UTAUT2", *Online Information Review*, Vol. 45 No. 5, pp. 1000–1019, doi: 10.1108/OIR-01-2021-0017.
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- Sitar-Taut, D.-A., Mican, D., Frömbling, L. and Sarstedt, M. (2021), "Digital socialligators? Social mediainduced perceived support during the transition to the COVID-19 lockdown", *Social Science Computer Review*, p. 089443932110658, doi: 10.1177/08944393211065872.

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- Maschler, M., Solan, E., & Zamir, S. (2020). Game Theory. Cambridge University Press.
- Suciu, M.-A., & Lung, R. I. (2020). Nash Equilibrium as a Solution in Supervised Classification. In T. Bäck, M. Preuss, A. Deutz, H. Wang, C. Doerr, M. Emmerich, & H. Trautmann (Eds.), *Parallel Problem Solving from Nature PPSN XVI* (pp. 539–551). Springer International Publishing.

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