

LISTA DE LUCRĂRI

Candidat: **Conf.univ.dr. Rădulescu Violeta** - Doctor în Marketing din martie 2008

1. Lista celor maximum 10 lucrări considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări din prezenta listă de lucrări:

1. Ceptureanu S.I, Ceptureanu E.G, Bogdan V.L, **Radulescu V.**, 2018, Sustainability Perceptions in Romanian Non-Profit Organizations: An Exploratory Study Using Success Factor Analysis. *Sustainability*. 10(2):294, doi:[10.3390/su9101779](https://doi.org/10.3390/su9101779) ISSN: 2071-1050
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=1
2. Ceptureanu, E.G.; Ceptureanu, S.I.; Orzan, M.C.; Bordean, O.N.; **Radulescu, V.**, 2017, Empirical Study on Sustainable Opportunities Recognition. A Polyvinyl Chloride (PVC) Joinery Industry Analysis Using Augmented Sustainable Development Process Model. *Sustainability*, 9(10):1779, doi:[10.3390/su10020294](https://doi.org/10.3390/su10020294), ISSN: 2071-1050
http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=6&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=3
3. Serbănică, D. **Radulescu, V.**, Cruceru, A.F, 2015, The Role of Marketing Audit in Evaluation Sustainable Marketing Performance in Romanian Organizations, *Amfiteatru Economic*, 40, pp. 679-690
<http://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=2446>
4. Cruceru, A.F, **Rădulescu, V.**, 2014. Marketing Productivity Analysis, *International Journal of Economic Practices and Theories*, Vol. 4, No. 5, 2014, pp.791 – 795, e-ISSN 2247–7225
http://ijept.org/index.php/ijept/article/view/Marketing_Productivity_Analysis/pdf_50
5. **Radulescu, V.**, Cetina, I., 2012. Customer analysis, defining component of marketing audit, *Procedia - Social and Behavioral Sciences*, Volume 62, pp. 308-312, ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S187704281203491X>
6. Cruceru, A.F, **Rădulescu, V.**, 2012. Achieving marketing success through strategic orientation of the organization, *Revista Română de Marketing*, no. 4, pp. 25-30 ISSN 1824-2454
http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=134
7. **Radulescu, V.**, 2012. Strategic Marketing Planning Audit, *International Journal of Academic Research in Business and Social Science*, Volume 2, Issue 11, pp. 359-367, ISSN 2222-6990
<http://www.hrmars.com/admin/pics/1327.pdf>
8. **Radulescu, V.**, 2012. Healthcare Marketing Contribution to the Sustainable Development of Society, *International Journal of Academic Research in Business and Social Science*, Volume 2, Issue 11, pp. 351-358, ISSN 2222-6990,
<http://www.hrmars.com/admin/pics/1326.pdf>
9. **Radulescu, V.**, Cetină, I., 2011. The impact of health care consumer education on marketing strategies of health services organization, *Procedia - Social and Behavioral Sciences*, Volume 15, pp. 388-393. ISSN: 1877-0428,
<http://www.sciencedirect.com/science/article/pii/S1877042811002886>
10. Cetină, I., Orzan, Ghe., **Rădulescu, V.**, Orzan, M., 2009. Grounding the Marketing Strategy of the Organizations in the Field of Health Care_ *Revista Theoretical and Applied Economics* nr.3, pp. 71-78 ISSN 1841-8678
<http://store.ectap.ro/articole/377.pdf>

2. Teza(-ele) de doctorat:

Marketingul în domeniul serviciilor de sănătate din România în contextul integrării în Uniunea Europeană, coordonator științific Prof.univ.dr. Virgil Adăscăliței, Academia de Studii Economice București.

3. Cărți/cursuri publicate în edituri recunoscute

Ca1 Iuliana Cetină, **Violeta Radulescu**, 2016, *Principles of Services Marketing*, Editura ASE, Bucuresti, ISBN 978-606-34-0138-1

Ca2 Iuliana Cetină (coordonator) **Violeta Radulescu** *Marketingul serviciilor. Fundamente și domenii de specializare*, Editura Uranus, București, 324 pg., 2009, ISBN 978-973-7765-75-8

Ca3 **Rădulescu, V.** - *Marketing - sinteze, studii de caz, teste*, Editura ProUniversitaria, editura recunoscuta CNCIS, București, 2007, 173 pg., ISBN 978-973-129-119-2,

I1 Ionașcu, V., Adăscăliței Virgil, Gheorghîța Căprărescu, **Rădulescu, V.**, Popescu, M., Băltărețu, A *Teste grilă pentru examenul de licență la „Cunoștințe fundamentale și de specialitate în economia comerțului, turismului și serviciilor”*(ediția a III a revăzută și adăugită), Editura Pro Universitaria, editura recunoscuta CNCIS , București, 2007;

I2 Ionașcu, V., Adăscăliței Virgil, Gheorghîța Căprărescu, **Baciu, V.**, Popescu, M., Băltărețu, A *Teste grilă pentru examenul de licență la „Marketing și Management în comerț”*, Editura Sylvi, București, 124 pg., 2005, ISBN 973-628-140-X,

D2 Zaharia, R. Ario, M., **Baciu, V.**, Badea, A., Bârlog, D.C, și alții *Marketing strategic (suport de curs)*, Editura ASE, București, 2000 ISBN 973-8127-91-2

4. Cărți de specialitate publicate în edituri recunoscute

Cb1 Violeta Radulescu – *Auditul în marketing. Abordari conceptuale si operationale*, Editura ProUniversitaria, Bucuresti, 2013, ISBN 978-606-647-570-9

Cb2 Violeta Radulescu. – *Strategii de marketing în servicii*, Editura ProUniversitaria, editura recunoscuta CNCIS București, 2008, 216 pg. , ISBN 978-973-129-242-7

Cb3 Violeta Radulescu *Marketingul în domeniul serviciilor de sănătate*, Editura Uranus, București, 223 pg., 2008, ISBN 978-973-7765-56-7

5. Articole/studii publicate în extenso in reviste de specialitate de circulație internațională (reviste cotate ISI sau indexate în baze de date internaționale specifice domeniului)(Ri1, Ri2etc

Ri1 Ceptureanu S.I, Ceptureanu E.G, Bogdan V.L, **Radulescu V.**, 2018, Sustainability Perceptions in Romanian Non-Profit Organizations: An Exploratory Study Using Success Factor Analysis. *Sustainability*. 10(2):294, doi:[10.3390/su9101779](https://doi.org/10.3390/su9101779) ISSN: 2071-1050

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=1

Ri2 Ceptureanu, E.G.; Ceptureanu, S.I.; Orzan, M.C.; Bordean, O.N.; **Radulescu, V.**, 2017, Empirical Study on Sustainable Opportunities Recognition. A Polyvinyl Chloride (PVC) Joinery Industry Analysis Using Augmented Sustainable Development Process Model. *Sustainability*, 9(10):1779, doi:[10.3390/su10020294](https://doi.org/10.3390/su10020294), ISSN: 2071-1050

<http://www.mdpi.com/2071-1050/9/10/1779>

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=6&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=3

Ri3 Ceptureanu, E., **Radulescu, V.**, Marin, Luchian,C., 2017. Peculiarities of Management and Leadership Styles in Small and Medium Enterprises from Romanian IT Sector, *Economic Computation and Economic Cybernetics Studies and Research*, , Volume: 51, Issue: 4, pp. 127-138

[http://www.ecocyb.ase.ro/nr2017_4/08%20-%20Ceptureanu%20Eduard%20\(T\).pdf](http://www.ecocyb.ase.ro/nr2017_4/08%20-%20Ceptureanu%20Eduard%20(T).pdf)

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=6&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=8

Ri4 Serbănică, D. **Radulescu, V.**, Cruceru, A.F, 2015, The Role of Marketing Audit in Evaluation Sustainable Marketing Performance in Romanian Organizations, *Amfiteatru Economic*, 40, pp. 679-690

<http://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=2446>

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=10&SID=F1xCuFkH8GZUAdjCo3p&page=1&doc=4

Ri5 Radulescu, D.M., **Radulescu, V.**, 2015. Creating Value for the Consumer, Grounds of Customer Relationship Management in Services, *Calitatea-acces la succes*, Supplement, 16.S3, pp. 212-216. ISSN 1582-2559.

http://www.srac.ro/calitatea/arhiva/supliment/2015/Q-asContents_Vol.16_S3_July-2015.pdf

Ri6 Balaceanu, C., Gruiescu, M., **Radulescu, V.**, Apostol, D., Dogaru, M., 2015. The Relation Between Entrepreneurship and Smart Economy, *Journal Of Information Systems & Operations Management*, winter, pp. 505-512, ISSN: 1843-4711

<http://jisom.rau.ro/downloads/JISOM-92-Abstracts.pdf>

Ri7 Bălăceanu, C., **Rădulescu, V.**, Apostol, D., Gruiescu, M., Dogaru, M., 2015. Perspectives on the qualitative and quantitative approaches of the economic growth in relation with the concepts of weak sustainability and strong sustainability, *Procedia Environmental Science, Engineering and Management*, Volume 2, No. 2, pag. 137-144., ISSN 2392-9537

http://www.procedia-esem.eu/pdf/issues/2015/no2/5_23_Balaceanu_15.pdf

Ri8 Cruceru, A.F, **Rădulescu, V.**, 2014. Social responsibility of the organization to consumers through corporate communication, *Romanian Journal of Marketing*, no. 3, pp. 69 – 76, ISSN 1824-2454

http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=384

Ri9 Cruceru, A.F, **Rădulescu, V.**, 2014. Marketing Productivity Analysis, *International Journal of Economic Practices and Theories*, Vol. 4, No. 5, 2014, pp.791 – 795, e-ISSN 2247–7225

http://ijept.org/index.php/ijept/article/view/Marketing_Productivity_Analysis/pdf_50

Ri10 Cruceru, A.F, **Rădulescu, V.**, 2012. Competition Analysis and its Role in the Adoption of Marketing Strategies, *Ovidius University Annals, Economic Sciences Series*, Vol XII, Issue 2012, pp. 668-672, ISSN 2393-3127, ISSN-L 2393-3119

<http://stec.univ-ovidius.ro/html/anale/RO/cuprins%20rezumate/cuprins2012p2.pdf>

Ri11 Rădulescu, V., Cruceru, A.F., 2013. The significance of the audit of distribution and communication policy in increasing organizational performance, *Romanian Journal of Marketing*, no. 3, pp. 41 – 50, ISSN 1824-2454

http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=334

Ri12 Rădulescu D.M., **Rădulescu, V.**, 2013. Strategies to promote mediation, *Calitatea acces la succes*, vol. 14, supl. 2, pp.150-154, ISSN 1582-2559

http://calitatea.srac.ro/arhiva/supliment/2013/Q-as_Vol.14_S2_May-2013_Contents.pdf

Ri13 Rădulescu, V., Vosloban, R.I, Stoica, I., 2013. Leading Employees Through Change - The Role Of Internal Marketing, *Revista Economica* 65:3 (2013), pp.94 -103, ISSN 1582-6260

<http://economice.ulbsibiu.ro/revista.economica/archive/65309radulescu&vosloban&stoica.pdf>

Ri14 Rădulescu D.M., **Rădulescu V.**, 2012. Sustainable development in terms of interpreting the human right to a healthy environment, *The Romanian Economic Journal* year XV, no. 46 bis, pp.111-120, ISSN (online) 2286-2056

<http://www.rejournal.eu/sites/rejournal.versatech.ro/files/articole/2012-12-01/1984/radulescu.pdf>

Ri15 Dumitrescu, L., **Radulescu, V.**, Pentescu, A., 2012. Knowing employees” perceptions – determinant in creating a successful organizational structure, *Revista Economica*, Supliment no. 3, pp. 142-150, ISSN 1582-6260

<http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>

Ri16 Rădulescu, V., Cruceru, A.F., 2012. The role of product audit policy in increasing organizational performance, *Annals of the University of Petroșani, Economics*, no. 12(3), pp. 223-230, ISSN 1582-5949, indexată **RePEc**, Doaj, EBSCO

<http://www.upet.ro/annals/economics/pdf/annals-2012-part3.pdf>

Ri17 Cruceru, A.F, **Rădulescu, V.**, 2012. Achieving marketing success through strategic orientation of the organization, *Revista Română de Marketing*, no. 4, pp. 25-30 ISSN 1824-2454

http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=134

Ri18 Radulescu, V., 2012. Healthcare Marketing Contribution to the Sustainable Development of Society, *International Journal of Academic Research in Business and Social Science*, Volume 2, Issue 11, pp. 351-358, ISSN 2222-6990,

<http://www.hrmars.com/admin/pics/1326.pdf>

- Ri19 Radulescu, V.**, 2012. Strategic Marketing Planning Audit, *International Journal of Academic Research in Business and Social Science*, Volume 2, Issue 11, pp. 359-367, ISSN 2222-6990
<http://www.hrmars.com/admin/pics/1327.pdf>
- Ri20 Radulescu, D.M., Radulescu, V.**, 2012. Ecological responsibility – part of sustainable development, *International Journal of Academic Research in Economics and Management Science (IJAREMS)* Vol. 1, Nr. 06, 2012, 8 pp. 89-96, ISSN: 2226-3624
<http://www.hrmars.com/admin/pics/1324.pdf>
- Ri21 Radulescu, V.**, 2012. The Role of Market Analysis in Developing Efficient Marketing Audit, *International Journal of Academic Research in Economics and Management Sciences*, Vol. 1, No. 5, pp. 222-229, ISSN: 2226-3624
<http://www.hrmars.com/admin/pics/1226.pdf>
- Ri22 Cetina, I., Orzan, G., Rădulescu, V.**, 2012. Key factors that influence behavior of health care consumer, the basis of health care strategies, *Contemporary Readings in Law and Social Justice*, No.2, pp. 992 – 1001, ISSN 1948-9137
<http://www.cceol.com/asp/issuedetails.aspx?issueid=6bd2cda1-6bcd-4b69-892e-120176d815cc&articleId=f8f184c4-bb8f-4dad-957f-b7ac4b1bde38>
- Ri23 Radulescu, V., Cetina, I.**, 2012. Customer analysis, defining component of marketing audit, *Procedia - Social and Behavioral Sciences*, Volume 62, pp. 308-312, ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S187704281203491X>
- Ri24 Cetina, I., Munthiu, M.C., Rădulescu, V.**, 2012. Psychological and Social Factors That Influence Online Consumer Behavior, *Procedia - Social and Behavioral Sciences*, Volume 62, pp. 184-188 ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S1877042812034702>
- Ri25 Orzan, M.C., Vranceanu, M.D., Radulescu, V.**, 2012. Qualitative research on improving the educational offer of economic academic institutions from Romania, *Procedia - Social and Behavioral Sciences*, Volume 46, pp. 1730-1734, ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S1877042812014978>
- Ri26 Radulescu, D.M., Rădulescu, V.**, 2011. Educating the consumer about his right to a healthy environment, *Procedia - Social and Behavioral Sciences*, Volume 15, pp. 466-470, ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S1877042811003028>
- Ri27 Radulescu, V., Cetina, I.**, 2011. The impact of health care consumer education on marketing strategies of health services organization, *Procedia - Social and Behavioral Sciences*, Volume 15, pp. 388-393. ISSN: 1877-0428, <http://www.sciencedirect.com/science/article/pii/S1877042811002886>
- Ri28 Cetina, I., Gheorghe, R., Rădulescu, V.**, 2011. Modelarea legăturii factorilor de impact ai clițării serviciilor de sănătate din România folosind regresia multiplă, *Studii și cercetări de calcul economic și cibernetică economică*, no. 1-2, ISSN – 0585 – 7511
<http://www.revcib.ase.ro/122011/Iuliana%20Cetina.pdf>
- Ri29 Cetina, I., Dumitru, I., Rădulescu, V.**, 2010 Locul si rolul auditului de marketing in procesul planificarii strategice de marketing, *Analele Universitatii Targu Jiu, Seria Economie*, nr.4 II, pp. 113-120 ISSN 1844 – 7007
http://www.utgjiu.ro/revista/ec/pdf/2010-04.II/12_IULIANA_CETINA.pdf
- Ri30 Cătoiu I., Cetina I., Rădulescu V.**, 2010, Seeling The Brand To Your Employees Or Why Do We Need internal marketing?”, *Revista Economică*, nr.52, vol.1, pp. 49-54, ISSN 1582-6260
- Ri31. Cecco, C., Cetina, I., Rădulescu, V. Drăghici, M.**, 2010, Specifics Of The Marketing Audit In The Financial-Banking Sector," *Annals of Spiru Haret University, Economic Series*, Universitatea Spiru Haret, vol. 1(3), pages 127-137., ISSN 2393-1795, ISSN-L 2068-6900
<https://ideas.repec.org/a/ris/sphecs/0071.html>
- Ri32. Cetina, I., Orzan, Ghe., Rădulescu, V., Orzan, M.**, 2009. Grounding the Marketing Strategy of the Organizations in the Field of Health Care, *Revista Theoretical and Applied Economics* nr.3, pp. 71-78 ISSN 1841-8678
<http://store.ectap.ro/articole/377.pdf>
- Ri33 Rădulescu, V., Cetina, I., Orzan, Ghe.**, 2008. *Planning the Marketing Activity in the Health Care Services*, *Revista Theoretical and Applied Economics* nr.6, pp. 57-66, ISSN 1841-8678

<http://store.ectap.ro/articole/314.pdf>

Ri34 Rădulescu, V., Cetină, I., Barbu, A.M., 2008. *Improving Quality Strategies in Health Services Marketing*, - Analele Universității din Oradea, seria Științe economice, Tom XVII, Volumul IV– Management and Marketing, pp. 1159-1163, ISSN: 1582-5450.

<http://anale.steconomieuoradea.ro/2010/05/28/tom-2008-volume-iv-management-marketing/>

http://www.metalurgia.ro/Sumar_Metalurgia_nr_4_2008.pdf

Ri35 Radulescu, V., 2008. Strategii de promovare în marketingul serviciilor de sănătate, *Revista de Marketing Online*, vol. 2 (1), pp. 52-57, ISSN 1843-0678

<http://rmko.ro/21/8.html>

Vi1 Bălăceanu, C., Constantinescu M., Gruiescu, M., Rădulescu, V. *European Eco-Label - Tool of Green Marketing for A Sustainable Development*, International U.A.B. – B.E.N.A. Conference Environmental Engineering and Sustainable Development, May, 2017, Alba Iulia, Romania

http://www.uab.ro/upload/227_CONFERENCE%20%20PROGRAM_24mai.pdf

Vi2 Radulescu, V., Cetina, I., Orzan, Gh. *The Role of Promoting Ecological Packaging in Development Sustainable Consumer Behaviour*, International U.A.B. – B.E.N.A. Conference Environmental Engineering And Sustainable Development, May, 2017, Alba Iulia, Romania

http://www.uab.ro/upload/227_CONFERENCE%20%20PROGRAM_24mai.pdf

Vi3 Violeta Radulescu, Iuliana Cetina, Anca Francisca Cruceru – *Application of Marketing Audit in Health and its Relationship to sustainable development of Society*, International Conference on Social Responsibility, Ethics & Sustainable Business, 2012

Vi4 Dragos Marian Radulescu, Violeta Radulescu - *The role of organizations in protecting the environment, part of the sustainable development strategy*, International Conference on Social Responsibility, Ethics & Sustainable Business, 2012

Vi5 Cătoiu Iacob, Cetină Iuliana, Rădulescu Violeta, “*Service Quality in Banking Industry*”, The International Economic Conference – IECS 2009: “*Industrial Revolutions, from the Globalization and Post-Globalization Perspective*”, Sibiu, România, 7-8 mai 2009, Editura Universității “Lucian Blaga”, pp. 93-97, ISBN 978-973-739-775-1,

Vi6 Rădulescu, V., Barbu, A. M., Olteanu, V. -*Marketing Implementation within Romania Health Care Service Organizations*, The 16th Annual Conference on Marketing and Business Strategies for Central and Eastern Europe, Vienna, pp. 317-328, 2008, ISBN 978-3-9502045-7-5

Vi7 Rădulescu Violeta *Marketingul în sănătate – domeniu interdisciplinar între marketingul serviciilor și marketingul social*, Volumul Sesiunii științifice internaționale „Provocări ale aderării României la Uniunea Europeană, vol II., București, 2007, ISSN 1843 – 1798;

Vi8 Cetină Iuliana, Mihail Nora, Baciu Violeta, “*Trends in the banking products prices*”, *The International Economic Conference: “Romania within the EU: Opportunities, Requirements and Perspectives*”, Sibiu, România, 10-11 mai 2007,

Vi9 Cetină Iuliana, Mihail Nora, Baciu Violeta, “*Services marketing audit: definitions, characteristics, measurement tools*”, *The International Economic Conference: “Romania within the EU: Opportunities, Requirements and Perspectives*”, Sibiu, România, 10-11 mai 2007,

Vi10 Cetină, I., Baciu, Violeta -*Electronic Distribution Impact on Banking Services* - The International Economic Conference, Identity, Globalization, and Universality in Eastern and Central European Economic Area – Evolution and Involvement in the Modern and Contemporary Period: Experiences, Meanings, Lessons, vol.IV „Lucian Blaga” University Publishing House, Sibiu, 2006, ISBN (10) 973-739-259-0, ISBN (13) 978 - 973-739-259-6

Vi11 Cetină, Iuliana., Baciu, Violeta - *Particularities of the Financial – Banking Services Promotion* - The International Economic Conference, Identity, Globalization, and Universality in Eastern and Central European Economic Area – Evolution and Involvement in the Modern and Contemporary Period: Experiences, Meanings, Lessons, vol.IV „Lucian Blaga” University Publishing House, Sibiu, 2006, ISBN (10) 973-739-259-0, ISBN (13) 978 - 973-739-259-6

Vi12 Cetină, I., Baciu, Violeta - *Electronic Distribution Impact on Banking Services* - The International Economic Conference, Identity, Globalization, and Universality in Eastern and Central European Economic Area – Evolution and Involvement in the Modern and Contemporary Period: Experiences,

Meanings, Lessons, vol.IV „Lucian Blaga” University Publishing House, Sibiu, 2006, ISBN (10) 973-739-259-0, ISBN (13) 978 - 973-739-259-6

Vn1 Rădulescu D.M., Orzan, M., **Rădulescu, V.** *Respectarea dreptului de proprietate intelectuală în contextul integrării în Uniunea Europeană*, sesiunea de comunicări științifice din cadrul celei de a XVIII-a Sesiuni Științifice a Universității Creștine „Dimitrie Cantemir”, București, 29-30 mai 2009, publicată în volumul „*Criza economico financiară dimensiuni și interferențe*”, 21 pag. (758-778), vol. II., Editura Pro Universitaria, București, 2010, ISBN 978-973-129-527-5 (ISBN 979-973-129-525-1–general).

Vn2 Rădulescu Violeta *Soluții asupra nevoilor și mijloacelor de comunicare utilizate de instituțiile de comunicare din România*, apărut în volumul sesiunii științifice naționale „Marketingul întreprinderilor românești în procesul integrării europene” organizată de Facultatea de Marketing și A.S.E. – D.C.E., 29-30 mai 2009, București,

Vn3 Rădulescu Violeta *Comportamentul consumatorului de servicii de sănătate – procesul decizional de cumpărare*, Volumul sesiunii științifice „Marketingul întreprinderilor românești la ora integrării europene”, Facultatea de Marketing, ASE, București 2007, ISBN 972-973-594-945-7

Vn4 Cetină Iuliana., **Baciu Violeta.** - *Cererea și oferta pe piața serviciilor* – Volumul Sesiunii științifice naționale „Marketing și comunicare în afaceri”, organizată de Facultatea de Marketing, A.S.E., București 12-13 mai, 2006 ISBN 973-594-825-7, ISBN 978-973-594-825-2

Vn5 Rădulescu Violeta *Dezvoltarea marketingului în sănătate*, Analele Universității Creștine „Dimitrie Cantemir” – Seria Economie Comerț și Turism, Editura Pro Universitaria, București, 2006, ISSN 1842-9459; revista C

Vn4 Cetină, I. **Baciu Violeta** - *Particularitățile mixului de marketing în sectorul financiar – bancar*, Vol. Sesiunii științifice „Economia românească în perioada de preaderare la Uniunea Europeană”, Editura Universitaria, Craiova, 2004, ISBN 973-8043-555-5

Vn6 Cetină, I. **Baciu Violeta.** - *Serviciile financiar-bancare – caracteristici definitorii* – Vol. Sesiunii științifice Economia românească în perioada de preaderare la Uniunea Europeană, Editura Universitaria, Craiova, 2004, ISBN 973-8043-555-5

Vn7 Baciu Violeta. *Particularități ale aplicării marketingului în serviciile de sănătate*, vol. celei de-a XIII-a Sesiune Științifică Internațională a Universității Creștine „Dimitrie Cantemir” Comemorare „Ștefan cel Mare și Sfânt 500 de ani”, Editura Sylvi, București, 2005 ISBN 973-628-164-7 (ISBN 973-628-131-0-general).

Vn8 Baciu Violeta. *Relațiile dintre prestator și client, axul central al proceselor de marketing în serviciile de sănătate* - Sesiunea internațională de comunicări științifice în cadrul Universității Creștine „Dimitrie Cantemir”, Constanța, Editura Sylvi, 2004, ISBN 973-628-121-3

Vn9 **Baciu Violeta** *Locul marketingului în activitatea bancară* - Vol. Sesiunii științifice „330 de ani de la nașterea lui Dimitrie Cantemir, personalitate marcantă a culturii europene”, Editura Sylvi, București, 2004

Vn10 Baciu Violeta *Calitatea și marketingul serviciilor financiar bancare* - Analele Universității Creștine Dimitrie Cantemir, Editura Sylvi, București, 2004

Vn11 Baciu Violeta *Marketing relațional – o nouă etapă în orientarea întreprinderilor* – Analele Universității Creștine Dimitrie Cantemir, Editura Sylvi, București, 2004

6. **Citări ale lucrărilor publicate** : referința bibliografică a lucrării citate (Ci1, Ci2) și referința / ele bibliografică / e a / ale lucrării care citează (Ci1.1, Ci1.2...., Ci2.1, Ci2.2, etc.)

Ci1. Ceptureanu S.I, Ceptureanu E.G, Bogdan V.L, **Rădulescu V.**, 2018, Sustainability Perceptions in Romanian Non-Profit Organizations: An Exploratory Study Using Success Factor Analysis. *Sustainability*. 10(2):294, doi:[10.3390/su9101779](https://doi.org/10.3390/su9101779) ISSN: 2071-1050

Ci1.1 Civitillo, R., Ricci, P. & Simonetti, B., 2018., Management and performance of Non-Profit Institutions: finding new development trajectories—evidence from Italy, *Quality & Quantity*, , vol.52, pp.1-16, ISSN print 0033-5177, ISSN online 1573-7845, revistă ISI, Q2

<https://link.springer.com/article/10.1007/s11135-018-0719-4>

Ci1.2 Ahn, S.-Y. 2018, Founder Succession, The Imprint of Founders' Legacies, and Long-Term Corporate Survival. *Sustainability* 2018, 10, 1485.

http://apps.webofknowledge.com/CitingArticles.do?product=WOS&SID=C6x3YdUKQTLXqMBEGEQ&search_mode=CitingArticles&parentProduct=WOS&parentQid=1&parentDoc=1&REFID=555780801&excludeEventConfig=ExcludeIfFromNonInterProduct

Ci2 Radulescu, V. *The Role of Market Analysis in Developing Efficient Marketing Audit*, International Journal of Academic Research in Economics and Management Sciences, September, Vol. 1, No. 5, 2012, ISSN: 2226-3624 pp. 222-229. indexata Cabell's Directories, ProQuest, EBSCO.

Ci2.1 Cruceru, A., F., 2012. Competitive success: ambition or necessity?, *International Journal of Academic Research in Economics and Management Sciences*, Vol. 1, No. 6, pp. 36-41, ISSN: 2226-3624 indexata Cabell's Directories, ProQuest, EBSCO

<http://www.hrmars.com/admin/pics/1281.pdf>

Ci3 Radulescu, V. *Strategii de marketing in servicii*, ProUniversitaria Publishing House, Bucharest, 2008 ISBN 978-973-129-242-7

Ci3.1 Dumitrescu, L., Cetinã, I., Pentescu, A., 2012, *Ccustomer satisfaction analysis – part of the Effectiveness control of customer loyalty management*, International Journal of Academic Research in Economics and Management Sciences, Vol. 1, No. 6, ISSN: 2226-3624 indexata Cabell's Directories, ProQuest, EBSCO

<http://www.hrmars.com/admin/pics/1282.pdf>

Ci3.2 Athu, C., 2012. *New Trends in Business Communication in Romania*, International Journal of Academic Research in Economics and Management Science (*IJAREMS*) Vol. 1, Nr. 06, pp. 97-104, ISSN: 2226-3624 indexata Cabell's Directories, ProQuest, EBSCO

<http://www.hrmars.com/admin/pics/1319.pdf>

Ci3.3 Stoenicã, L., 2014. Strategic Issues Regarding The Product Policy Of The Romanian Military Higher Education Institutions, *Annales Universitatis Apulensis Series Oeconomica*, 16(2), 308-317 ISSN 1454-9409 (Print), 2344–4975 (Online)

<http://www.uab.ro/oeconomica/>

Ci4 Radulescu, V., Cetina, I The impact of health care consumer education on marketing strategies of health services organization, *Procedia - Social and Behavioral Sciences*, Volume 15, 2011, pp. 388-393 ISSN: 1877-0428 indexata ScientDirect si Scopus

Ci4.1 Rãdulescu D.M., Mic E., Mic V. – *Medierea – metodã de combatere a discriminãrii, Conferința Internațională a Nediscriminãrii și egalitãții de șanse (NEDES) 2012*, București, România, publicatã în volumul conferinței *Exercitarea dreptului la nediscriminare și egalitate de șanse în societatea româneascã*, Editura ProUniversitaria, București, 2012, pg. 81-85, ISBN 978-606-647-532-7

Ci4.2 Radulescu, D.M., 2012. *Intercultural mediation*, International Journal of Academic Research in Business and Social Science, Volume 2, Issue 11, ISSN 2222-6990, pp. 344-350

<https://core.ac.uk/download/pdf/25799203.pdf>

Ci4.3 Araujo, M., Eficácia da comunicação do serviço de Reabilitação Cardíaca, Estudo de caso do Instituto de Cardiologia Preventiva de Almada, ESCOLA SUPERIOR DE LISBOA, DEZEMBRO DE 2014

https://comum.rcaap.pt/bitstream/10400.26/8117/1/Disserta%C3%A7%C3%A3o%20de%20mestrado%20Comunica%C3%A7%C3%A3o%20do%20Servi%C3%A7o%20de%20Reabilita%C3%A7%C3%A3o%20Card%C3%ADaca_VF.pdf

Ci4.4 Koumpouros, Y., Toulías, T.L. Koumpouros, N., 2015. The importance of patient engagement and the use of Social Media marketing in healthcare, *Technology and Health Care*, vol. 23, no. 4, pp. 495-507., revistã ISI, Q4

http://apps.webofknowledge.com/CitingArticles.do?product=WOS&SID=E4o5XFwX5cVAajnAArF&search_mode=CitingArticles&parentProduct=WOS&parentQid=11&parentDoc=9&REFID=428350134&excludeEventConfig=ExcludeIfFromNonInterProduct

Ci4.5 Mihalache, P., Rotariu I., 2017, Medical Services - A Significant Component of the Economic Activity, "Ovidius" University Annals, Economic Sciences Series Volume XVII, Issue 2, pp. 249-252

<http://stec.univ-ovidius.ro/html/anale/RO/2017-2/Section%20III/18.pdf>

- Ci4.6 Moeller, C. L., 2018, Sharing Your Personal Medical Experience Online: Is It an Irresponsible Act or Patient Empowerment? Capitol în Global Perspectives on Health Communication in the Age of Social Media, pp.185-209
<https://www.igi-global.com/chapter/sharing-your-personal-medical-experience-online/197631>
- Ci5 Radulescu, V.** *Marketingul serviciilor de sănătate*, Editura Uranus, Bucuresti, 2008, ISBN 978-973-7765-56-7
- Ci5.1 Ioanăș Corina, Bitca Tiberiu Alexandru, 2009. *The satisfaction of the patients – panacea of the management oriented towards the market of the surgery medical services*, Analele Universității Oradea, vol.4, pp.696-700
<http://steconomiceuoradea.ro/anale/volume/2009/v4-management-and-marketing/137.pdf>
- Ci5.2 Bitca Tiberiu Alexandru, Ioanăș Corina - *The clinical management - the sanitary marketing convergence and complementarit*, Analele Universității din Oradea, Vol.4 /2009, pp. 595-599
<http://steconomiceuoradea.ro/anale/volume/2009/v4-management-and-marketing/113.pdf>
- Ci5.3 Dumitrescu, L., Cetină, I., Pentescu, A., Yuriy Bilan, *Directly Estimating the Private Healthcare Services Demand in Romania*, Journal of International Studies Vol. 7, No.3, 2014, pp. 55 – 69, ISSN: 2306-3483 (Online), 2071-8330 (Print)
http://www.jois.eu/files/Vol_7_2_Luigi_Iuliana_Alma_Bilan.pdf
- Ci5.4 Coțiu, M., *Customer Service Management In The Public Sector. A Marketing Perspective*, Managementul Intercultural , vol. XVI, Nr. 2 (31), 2014, pp. 105-11, ISSN Print: 1454 – 9980, ISSN Online: 2285 – 929
<https://www.cceol.com/search/article-detail?id=534242>
- Ci5.5 Cetină, I., Pentescu, A., Dumitrescu, L., 2013. Romanian healthcare market analysis-the basis of applying marketing optics at the private healthcare providers' level, *Romanian Journal Of Marketing*, no. 3, pp. 23-40, ISSN 1824-2454 – varianta tipărită, ISSN 1844-6523 – varianta online
http://revistademarketing.ro/?operatie=arhiva_id&arhiva_id=334
- Ci5.6 Radovicu, R., *The behavior of healthcare services consumer*, Marketing From Information to Decision , 4/2011, pp. 389-399, ISSN 2067-0338
<https://www.cceol.com/search/article-detail?id=259088>
- Ci5.7 Popa A. L., Vlădoi A. D., 2010. *Building Patient Loyalty Using Online Tools*, Annals of Faculty of Economics, vol XIX 1, pp. 766-771 ISSN 1582-5450
<http://anale.steconomiceuoradea.ro/volume/2010/n1/121.pdf>
- Ci5.8 Muhcina, S; Popovici, V., 2015. Few Aspects Concerning the Marketing Particularities in Healthcare Services, *Ovidius University Annals, Series Economic Sciences* . 2015, ol. 15 Issue 2, p300-305. 6p.
http://stec.univ-ovidius.ro/html/anale/RO/2015/i2/ANALE%20vol%202015%20issue_2_2015_site.pdf
- Ci5.9 Pop N.A., Grozea B, 2017. Current Trends on the Private Medical Market in Romania. In: Vaduva S., Fotea I., Thomas A. (eds) *Business Ethics and Leadership from an Eastern European, Transdisciplinary Context*. Springer, Cham,
http://link.springer.com/chapter/10.1007/978-3-319-45186-2_3
- Ci5.10 Lazea, R., 2015., Modeling the Determinants of Consumer Satisfaction for Healthcare Services , *Marketing From Information to Decision*, no.8, pp. 66-79
<https://www.cceol.com/search/article-detail?id=458342>
- Ci5.10 Cetina, I. ; Pentescu, A. ; Dumitrescu, L. , 2013. Studierea pieței serviciilor medicale din România – fundamentul operaționalizării opticii de marketing la nivelul furnizorilor de servicii medicale private . *Revista Română de Marketing* ; nr.3, pp. 23-40.
<https://search.proquest.com/openview/6f9873692571f7cfa12a6623b86a952e/1?pq-origsite=gscholar&cbl=54303>
- Ci5.12 Coțiu M., Sabou A., 2017. Patient Satisfaction with Diabetes Care in Romania – An Importance-performance Analysis. In: Vlad S., Roman N. (eds) *International Conference on Advancements of Medicine and Health Care through Technology*; 12th - 15th October 2016, Cluj-Napoca, Romania. IFMBE Proceedings, vol 59. Springer, Cham
https://link.springer.com/chapter/10.1007/978-3-319-52875-5_62

- Ci5.13 Cazacu, L. , Oprescu, A. E., 2015, Healthcare Marketing - A Relational Approach, *Revista Economica*, 67:5, pp. 59-72
<http://economice.ulbsibiu.ro/revista.economica/archive/67505cazacu&oprescu.pdf>
- Ci6** Rădulescu D.M., **Rădulescu, V.** *Ecological responsibility - part of sustainable development* International Journal of Academic Research in Economics and Management Science (IJAREMS) Vol. 1, Nr. 06 / 2012, pp. 89-96 , ISSN: 2226-3624,
- Ci6.1** Ceptureanu, S.I.; Ceptureanu, E.G.; Olaru, M.; Vlad, L.B. An Exploratory Study on Cooperative Behavior in Oil and Gas Distribution. *Energies*, **2018**, *11*, 1234.
http://apps.webofknowledge.com/summary.do?product=WOS&parentProduct=WOS&search_mode=CitedRefList&parentQid=13&qid=15&SID=C6x3YdUKQTLXqMBEGEQ&colName=WOS&&page=3
- Ci6.2** Caprarescu G, Stancu DG, Aron G., 2013. Quality by Keeping the Identity or How to Obtain Competitive Advantage in Romanian Rural Tourism, *International Journal of Academic Research in Economics and Management Sciences* Vol. 2, No. 1/2013, pag. 1-5, ISSN: 2226-3624
<http://www.hrmars.com/admin/pics/1419.pdf>
- Ci6.3** Balaceanu C., Barbat I., 2013. Values of Economy, *Revista Dezbatari Social Economice*, nr. 1, pp.28-31, ISSN 2248-3837
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2409060
- Ci6.4** Radu, D.I., 2013. *Monetary Inflation as a Result of Economic and Financial Globalization*, International Journal of Academic Research in Economics and Management Sciences, January Vol. 2, No. 1, pp. 77-84, ISSN: 2226-3624
<https://view.officeapps.live.com/op/view.aspx?src=http://www.hrmars.com/admin/pics/1467.doc>
- Ci6.5** Dulamă, M.E., Ilovan, R.O, Magdaş, I., Răcăşan, B.S., 2016. Is There Any Forestry Education In Romania? Geography Teachers' Perceptions, Attitudes, And Recommendations, *Studia Universitatis Babeş-Bolyai - Psychologia-Paedagogia*, 61(1), pp.27-52.
<https://www.cceol.com/search/article-detail?id=421587>
- Ci7** Rădulescu, V. 2008. Strategii de promovare în marketingul serviciilor de sănătate , *Revista de Marketing Online* , vol. 2 (1), pp. 52-57, ISSN 1843-0678
- Ci7.1** Constantinescu-Dobra A., 2009. External Marketing Environment as Perceived by Managers from Romanian Hospitals. In: Vlad S., Ciupa R.V., Nicu A.I. (eds) International Conference on Advancements of Medicine and Health Care through Technology. IFMBE Proceedings, vol 26, Springer, Berlin, Heidelberg. ISBN978-3-642-04291-1
https://link.springer.com/chapter/10.1007/978-3-642-04292-8_19
- Ci8** Cruceru, A. F., Rădulescu, V. (2012): *Achieving marketing success through strategic orientation of the company*, in: *Romanian Journal of Marketing*, nr. 4, pp. 25-30 ISSN 1824-2454
- Ci8.1** Pelau, C. Stamule, T., Analysis of the consumer's reasons and driving factors for buying, *International Journal of Economic Practices and Theories*, Vol. 3, No. 1, 2013 (January), e-ISSN 2247-7225
<file:///C:/Users/Agentie%20turism/Downloads/81-228-1-PB.pdf>
- Ci8.2** D Majukwa, **A Haddud**, 2016. Operations management impact on achieving strategic fit: A case from the retail sector in Zimbabwe, *Cogent Business & Management* , Volume 3, Issue 1, pp.1-16
<http://www.tandfonline.com/doi/full/10.1080/23311975.2016.1189478?scroll=top&needAccess=true>
- Ci8.3** Anna Michna, Roman Kmiecik, Agnieszka Czerwińska-Lubszczyk, Interorganizational relationships and performance of SMEs in the construction sector: Past research and future directions, *Aspekte der Baubetriebslehre in Forschung und Praxis, Part of the series Baubetriebswirtschaftslehre und Infrastrukturmanagement* pp 129-146, Editura Springer
http://link.springer.com/chapter/10.1007/978-3-658-09359-4_9
- Ci9** Rădulescu D.M., **Rădulescu V.** (2011): *Educating The Consumer About His Right To A Healthy Environment*, *Procedia - Social And Behavioral Sciences* On Sciencedirect, Volume 15/2011, Pag. 466-470, ISSN: 1877-0428

- Ci9.1 Baron, C., Iacob, N., M., A New Dynamic Data Fragmentation And Replication Model In Ddbms. Cost Functions, Knowledge Horizons – Economics, Volume 6, No. 1, Pp. 158–161, P-ISSN: 2069-0932, E-ISSN: 2066-1061
- Ci9.2 Predonu, A.M., *The Future of Humanity in Economic Terms*, Procedia - Social and Behavioral Sciences 116 (2014) 2603 – 2606, ISSN: 1877-0428
<http://www.sciencedirect.com/science/article/pii/S1877042814006363>
- Ci9.3 Bălăceanu C., Apostol M, Penu D., 2012 *The Information Society and its Eco-dis/advantages*, Ovidius University Annals, Economic sciences series, vol XII, Issue 2
<http://web.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnI=15829383&AN=89441579&h=qRex7SsHkkIG4CSiQAHjXgu5lb2q5zjvpjl0ssCoeciF21Z5S0vfjoZLPivwz0L2Zhn3oKX%2bPcfpcHr5eJ2h%2bg%3d%3d&crl=c>
- Ci9.4 Defta, Luminita Costinela; Iacob, Nicoleta Magdalena., 2016. AODV-Authentication Mechanism in MANET, *Quality-Access to Success* 17.S3pp. 59-68.
<http://search.proquest.com/openview/d2d18e4ff0c7c4e8cb1d3ea73aef5b89/1?pq-origsite=gscholar&cbl=1046413>
http://www.srac.ro/calitatea/arhiva/supliment/2016/Q-asContents_Vol.17_S3_July-2016.pdf
- Ci9.5 Dogaru M., Bălăceanu C., Ștefan M.C., Popescu C. - *The Importance of the Local Budget in Assuring the Local Communities' Financial Decentralization*, International Journal of Academic Research in Economics and Management Sciences (IJAREMS), pag. 1-15, Vol. 2, No. 2/2013, ISSN: 2226-3624 <http://www.hrmars.com/admin/pics/1675.pdf>
- Ci9.6 Mare, C., Dragos, S.L., Pop M, Dragos, C.M., 2014, Institutional, Sociological and Spatial Factors Influencing Consumer Protection Perception in The European Union, *Transylvanian Review of Administrative Science*, Issue 43E, pp. 186-197, revista ISI , Q4
<http://rtsa.ro/tras/index.php/tras/article/view/12/10>
- Ci10** Cetină, I., Orzan, Ghe., **Rădulescu, V.**, 2009. Orzan, M. - Grounding the Marketing Strategy of the Organizations in the Field of Health Care. *Theoretical and Applied Economics* nr.3 pp. 71-78 ISSN 1841-8678
- Ci10.1 Covell, Renee M.; Mirabella, Jim; Babb, Danielle, 2012. Life Science Industry Firms' response Rates To Various Marketing Techniques., International Journal Of Accounting Information Science & Leader; Fall2012, Vol. 5 Issue 14, p1, 2012
<http://web.a.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnI=19409524&AN=94247626&h=7D4KDLAjm1RiBZHw9Zbhka9A3wQersXw23MJOTzd4XOiwlyZ23qb1jJMrkJtyfey3HssXZxbYEjFE370BnHrw%3d%3d&crl=c&resultNs=AdminWebAuth&resultLocal=ErrCrlNotAuth&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnI%3d19409524%26AN%3d94247626>
- Ci11** Cetină, I., Gheorghe, R., **Rădulescu, V.**, *Modelarea legăturii factorilor de impact ai clității serviciilor de sănătate din România folosind regresia multiplă*, Studii și cercetări de calcul economic și cibernetică economică, 1-2/2011, ISSN – 0585 – 7511
- Ci11.1 Popescu, C.C., *Un Model De Optimizare Pentru Date Fuzzy An Optimization Model For Fuzzy Data*, Studii și cercetări de calcul economic și cibernetică economică, 3-4/2012, ISSN – 0585 – 7511
<http://www.revcib.ase.ro/342012/Ciprian%20Popescu%20%28T%29.pdf>
- Ci12 Cetina, I., Munthiu, M.C., **Radulescu, V.**, 2012. Psychological and Social Factors That Influence Online Consumer Behavior, *Procedia - Social and Behavioral Sciences*, Volume 62, 24 October 2012, , Pp. 184-188, ISSN: 1877-0428
- Ci12.1 Du Toit, A.J., E-tailing : factors considered in the strategic marketing of an online store, North-West University, Potchefstroom Campus, 2014
<http://dspace.nwu.ac.za/handle/10394/10721>
- Ci12.2 Martins, C., Salazar, A., Inversini, A., The Internet Impact On Travel Purchases: Insights From Portugal, *Tourism Analysis*, Vol. 20, pp. 251–258 ESCI Thomson Reuters
http://eprints.bournemouth.ac.uk/22318/6/Internet_impact.pdf
- Ci12.3 Jafari, S.M, Gharachorlo, A., Ahmadi, R., Zendehdel, E., 2016. Segmentation of the Iranian Prepared Food Consumers in the Changing Purchasing Patterns,

Ci12.4 Pauzi, SFF., Thoo, AC, Tan, LC, Muharam, FM, Talib, NA, Factors Influencing Consumers Intention for Online Grocery Shopping – A Proposed Framework, *IOP Conference Series: Materials Science and Engineering*, Volume 215, conference 1

Ci12.5 Sumit Chaturvedi, Sachin Gupta , Devendra Singh Hada, 2016. Perceived Risk, Trust and Information Seeking Behavior as Antecedents of Online Apparel Buying Behavior in India: An Exploratory Study in Context of Rajasthan. *International Review of Management and Marketing*, 2016, 6(4), 935-943.

Ci13 Rădulescu D.M., **Rădulescu V.** 2012. Sustainable development in terms of interpreting the human right to a health environment, *The Romanian Economical Journal (REJ)*, nr. 46 bis, pp. 111-120, ISSN ISSN (online) 2286-2056

Ci13.1 Radu M.E. – *International civil aviation organization – role in air transport safety*, Knowledge Horizons -Economics, vol. 5, nr. 3/2013, pag 107-111, indexată *BDI*: Ebsco Host (USA), Ulrich's Periodicals Directory (USA), Index Copernicus (Poland), Gif Global Impact Factory (Australia), IndexCopernicus International, (Polania) ISSN 2069-0932

Ci14 **Rădulescu, V.**, Cetina, I., 2012. Customer analysis, defining component of marketing audit, *Procedia - Social and Behavioral Sciences*, Volume 62, pp. 308-312, ISSN: 1877-0428

Ci14.1 *Aléssio Bessa Sarquis, Nádia Kassouf Pizzinatto, 2013, Modelo de processo de diagnóstico mercadológico para organizações de serviços de pequeno e médio portes, Revista de Negócios*18(2), pp. 81-100 <http://gorila.furb.br/ojs/index.php/rn/article/view/2980/2360>

Ci14.2 *Aléssio bessa sarquis, mara cristine kich, edson roberto scharf, karina ramos wagner, lenoir hoeckesfeld, 2016, Diagnóstico mercadológico no setor de video locadoras: estudo na grande florianópolis/sc, Revista eletrônica de estratégia e negócios, v. 9, n. 1, ISSN 1984-3372,*

Ci14.3 Jaber Mohammadpour, A Novel Approach to Investigate the Influence of UE Students' Product Brand Awareness and Customer Satisfaction on Popularity, Functionality, or Self-Image Match of the Brand of Portable- Word - Processor Gadgets: A Theoretical Study, *International Journal of Scientific & Engineering Research*, Volume 5, Issue 12, December-2014 870 ISSN 2229-5518, pp. 870-879

Ci14.4 Tareq Hashem, Abdulrahman Hashem, Firas Hashem, Fadi Ayoub, The Impact of Corporate Governance on the Quality of Marketing Audit in Jordanian Industrial Public Shareholding Companies, *International Journal of Business Administration*, vol7, nr. 2, 2016, pp. 60-71

Ci14.5 *Pankova, Svetlana V., Implementation of Audit Procedures For Marketing Audit Performance, May 14, 2016,* https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2779955

Ci15. Cetina, I., Munthiu, M.C, **Rădulescu, V., 2012.** Psychological and Social Factors That Influence Online Consumer Behavior, *Procedia - Social and Behavioral Sciences*, Volume 62, pp. 184-188, ISSN: 1877-0428

Ci15.1 Du Toit, A.J., *E-tailing : factors considered in the strategic marketing of an online store*, North-West University, Potchefstroom Campus, 2014, pp.116

Ci15. Cecco , C., Cetină, I., **Rădulescu, V.** Drăghici, M., 2010, Specifics Of The Marketing Audit In The Financial-Banking Sector," *Annals of Spiru Haret University, Economic Series*, Universitatea Spiru Haret, vol. 1(3), pages 127-137, ISSN 2393-1795, ISSN-L 2068-6900

Ci15.1 GĂDĂU, L., 2017. Marketing Audit and Its Importance in Achievement of Marketing Objectives of a Company, *Journal of Advanced Research in Management*; Craiova Vol. 8, Iss. 1(15), pp. 38-43.

<https://search.proquest.com/openview/87f65fa00f7d7ddab8f7db803093320c/1?pq-origsite=gscholar&cbl=486539>

Ci16. Rădulescu, V., Cetină, I., Barbu, A.M., 2008. *Improving Quality Strategies in Health Services Marketing*, - Analele Universității din Oradea, seria Științe economice, Tom XVII, Volumul IV–Management and Marketing, pp. 1159-1163, ISSN: 1582-5450.

Ci16.1 Indrayathi et al., 2016. Basis for Development of Business Strategic Plan Primary Health Care with Local Public Service Entity Status in Gianyar District, *Kesmas: National Public Health Journal*, 11 (2): 86-93

<file:///C:/Users/Agentie%20turism/Downloads/846-3328-2-PB.pdf>

7. Proiecte de cercetare-dezvoltare

Pr1 membru în echipa proiectului: (director proiect Prof. univ. dr. Iacob Cătoi) „Cercetări privind realizarea unui sistem integrat complex de diseminare a rezultatelor cercetării științifice la nivel național pentru promovarea și susținerea educației privind respectarea drepturilor de proprietate intelectuală” Durata de desfășurare: 2008- 2011. Coordonator proiect: Academia de Studii Economice (ASE); PNCDI II, Programul PARTENERIATE ÎN DOMENIILE PRIORITARE (CNMP) cod proiect 92-102 Valoare totală: 2193333 lei

Pr2 membru în echipa proiectului: (director proiect Prof. univ. dr. Gheorghe Orzan) „Cercetarea si dezvoltarea unei platforme interactive, multidisciplinare si complexe pentru imbunatatirea sistemului educational de marketing prin interconectarea mediului universitar cu piata muncii din Romania, in contextul dezvoltarii durabile”: Durata proiectului 2008 - 2011. Coordonator proiect: Academia de Studii Economice (ASE); PNCDI II, Programul PARTENERIATE ÎN DOMENIILE PRIORITARE (CNMP) cod proiect 92-103 Valoare totală: 2183333 lei

1. membru Expert raportare si organizare activități de instruire - Proiect POSDRU 176/3.1/S/150298 „Dezvoltarea spiritului antreprenorial și a competențelor manageriale ale studenților și tinerilor întreprinzători pentru a genera un numar crescut de afaceri”(BizStart) Durata proiectului 2015. Coordonator proiect: Academia de Studii Economice (ASE);
2. membru Lector curs, POSDRU/176/3.1/S/150300 “Dezvoltarea spiritului antreprenorial si a componentelor manageriale pentru a genera un numar crescut de afaceri(NewBiz)” Coordonator proiect: Academia de Studii Economice (ASE);
3. membru – expert termen lung -Formator proiect *Resurse umane pentru o creștere inteligentă și inclusivă în sectorul serviciilor* POSDRU 125/5.1/S/135301/ Durata proiectului 2014-2015. Coordonator proiect: Academia de Studii Economice (ASE);
4. membru - expert termen lung Mentor supervisor *Bursa locurilor de practică – sistem integrat de orientare, consiliere în carieră, mentorat și stagii de practică pentru studenți* POSDRU 161/2.1/G/135255/ Durata proiectului 2014-2015. Coordonator proiect: Academia de Studii Economice (ASE); nexa 8
5. membru – Expert termen scurt proiect *Parteneriat inovativ între universitate si mediul de afaceri* POSDRU 156/1.2/G/141496 Durata proiectului 2014-2015. Coordonator proiect: Academia de Studii Economice (ASE);
6. membru - Expert termen scurt Formator proiect *Centru Pilot integrat pentru inițierea și sprijinirea afacerilor, în scopul creșterii competitivității economiei românești în condițiile aderării la Uniunea Europeană și a dezvoltării durabile* Fondul Social European Programul Operational Sectorial Dezvoltarea Resurselor Umane (POS DRU) CCI 2007RO051PO001, Durata proiectului 2008-2011. Coordonator proiect: Academia de Studii Economice (ASE);

Data: 12.07.2018

Nume Prenume: Violeta Radulescu

Semnătura