Publications

- Contributions to ESOMAR publications and guidelines (2010 – 2023 and onwards)
- CEE 2014 special – Research Romania", ESOMAR Research World Bulletin, Jan/Feb 2014
- "The brand equity and the advertising effectiveness", presented at Marketing in the Modern Company Conference, The Bucharest University of Economics Studies, 1998
- "The non-probability sampling in the market studies", presented at Annual Meeting of Ph.D. Candidates Association, The Bucharest University of Economics Studies, 1998
- "The Focus Group Importance in the Advertising Research", presented at the 25th Anniversary of Marketing Teaching in Romania, The Bucharest University of Economics Studies, 1996

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