

Concurs pentru ocuparea postului de: **asistent universitar**, poz.: 123
 Departamentul: **Marketing**
 Disciplinele: **Marketing**
 Domeniul: **Marketing**
 post publicat în Monitorul Oficial al României nr. 569 din 28.04.2017

Data.....

LISTA DE LUCRĂRI

Candidat: **Munteanu A. Claudiu-Cătălin - Dr./** din 2015, cadru didactic asociat /din 2011-2015

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]. **Ri5. Munteanu Claudiu-Cătălin**, Pagalea Andreea (2014), *Brands as a mean of consumer self-expression and desired personal lifestyle*, Procedia - Social and Behavioral Sciences, vol. 109, pp. 103-107, ISSN: 1877-0428, indexat în: Thompson Reuters Conference Proceedings Citation Index, Scopus, Science Direct.

[2]. **Ri4. Munteanu Claudiu-Cătălin**, Florea Dorian-Laurențiu, Pagalea Andreea (2014), *The effects of faulty or potentially harmful products on brand reputation and social responsibility of business*, Amfiteatru Economic, vol. 16(35), p. 58-72, ISSN: 2247-9104, cotația CNCS: categoria A, indexat în: ISI Social Sciences citation index (FI 2014: suspendat), Ebsco, Scopus, ProQuest, DOAJ, Econlit, RePEc, UlrichsWeb Global Serials Directory, Socionet, Cabell's Directories, GIF.

[3] **Ri1.** Florea Dorian Laurențiu, **Munteanu Claudiu-Cătălin**, Poștoacă Alexandra Elena (2016), *Integrating risk literacy into brand management*. Review of International Business and Strategy, vol. 26(2), ISSN: 2059-6014, indexat in ISI Web Of Science (FI 2016: TBA), EBSCO (Business Source Complete), Cabell's Directories, Scopus.

[4]. **Ri6. Munteanu Claudiu-Cătălin**, Florea Dorian-Laurențiu (2014), *Radical brand extensions and consumer profile - a new perspective on innovation and consumer innovativeness*, Procedia - Social and Behavioral Sciences, vol. 109, pp. 108-112, ISSN: 1877-0428, indexat în: Thompson Reuters Conference Proceedings Citation Index, Scopus, Science Direct.

[5] **Ri7. Munteanu Claudiu-Cătălin**, Pagalea Andreea, Cristea Adina (2014), *A holistic approach on internal marketing implementation*, Business Management Dynamics, vol.3(11), pp. 9-17, ISSN: 2047-7031, indexat în: Ebsco Host, Cabell's Directories, Scirus, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, Index Copernicus, ZDB, WorldCat.

[6] **Ri9.** Ploscaru Claudia-Cristina, **Munteanu Claudiu-Cătălin**, Florea Dorian-Laurențiu (2014), *The implementation of corporate government into brand management*, SEA - Practical Application of Science, vol.2(3), pp. 527-532, ISSN:2360-2554, cotația CNCS: categoria B+, indexat în: RePEc, Econpapers, Ulrichs Periodicals Director, EbscoHost, ScienceCentral, EuroInternet, Central and Eastern Online Library, Index Copernicus.

[7] **Ri2. Munteanu Claudiu-Cătălin** (2015), *Brand extensions differentiation: implications for strategy*, International Conference on Marketing and Business Development Journal, vol. 1(1/2015), pp. 115-119, ISSN: 2344-5130, indexat în RePEc, EconPapers, EBSCO, Cabell's Directories, Index Copernicus, Google Scholar.

[8] **Ri3. Munteanu Claudiu-Cătălin** (2014), *Competitive differentiation through brand extensions in the era of hyper competition*, The Romanian Economic Journal, vol.18(55), pp. 59-71, ISSN: 2286-2056, cotația CNCS: categoria B+, indexat în: RePEc, EconLit, Ebsco Host, Cabell's Directories, Scirus, DOAJ, Ulrichs Periodicals Director, J-Gate, Index Copernicus, VBU.

[9] **Ri12. Munteanu Claudiu-Cătălin**, Florea Dorian-Laurențiu (2012), *A critical analysis of brand equity evaluation methods*, Revista Economică, Supplement no. 3/2012, pp. 254-260, ISSN: 1582-6260, cotația CNCS: categoria B+ indexat în: RePEc, Ebsco Host, DOAJ, UlrichsWeb Global Serials Directory.

[10] **Ri8. Munteanu Claudiu-Cătălin** (2014), *Brand extensions positioning guidelines for competitive differentiation*, Business Management Dynamics, vol.4(4), pp. 19-26, ISSN: 2047-7031, indexat în: Ebsco Host, Cabell's Directories, Scirus, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, Index Copernicus, ZDB, WorldCat.

2 Teza(-ele) de doctorat

T1. "Efectele extensiilor de marcă asupra valorii mărcilor părinte"

3 Cărți/cursuri publicate în edituri recunoscute(Ca1, Ca2 etc.), îndrumare publicate(I1, I2 etc.), capitole publicate în volume colective, capitole teoretice redactate, (D1, D2 etc.), după caz, prin care se aduc contribuții la dezvoltarea activităților didactice/profesionale.

Nu este cazul.

4 Cărți de specialitate publicate în edituri recunoscute(Cb1, Cb2 etc.), **articole/studii** publicate in extenso în reviste de specialitate de circulație internațională recunoscute (reviste cotate ISI sau indexate în baze de date internaționale specifice domeniului)(Ri1, Ri2etc.), **articole/studii in extenso** publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate (cu ISSN/ ISBN)(Vi1,Vi2 etc.), precum și **alte lucrări similare**: articole/studii publicate in extenso în reviste de specialitate de circulație națională recunoscute CNCSIS (Rn1, Rn2 etc.), articole/studii publicate in extenso în volumele unor manifestări științifice naționale (cu ISSN/ISBN)(Vn1,Vn2 etc.), lucrări prezentate la diferite seminarii/expoziții, inovații etc.(E1, E2 etc.), după caz, prin care se aduc contribuții la dezvoltarea *domeniului*.

Ri1. Florea Dorian Laurențiu, **Munteanu Claudiu-Cătălin**, Poștoacă Alexandra Elena (2016). *Integrating risk literacy into brand management*. Review of International Business and Strategy, vol. 26(2), ISSN: 2059-6014, indexat in ISI Web Of Science (FI 2016: TBA), EBSCO (Business Source Complete), Cabell's Directories, Scopus, Link: <http://www.emeraldinsight.com/doi/abs/10.1108/RIBS-02-2014-0025> (Dovada: Anexa 6)

Ri2. Munteanu Claudiu-Cătălin (2015). *Brand extensions differentiation: implications for strategy*, International Conference on Marketing and Business Development Journal vol. 1(2015), pp. 115-119, ISSN: 2344-5130, indexat în RePEc, EconPapers, EBSCO, Cabell's Directories, Index Copernicus, Google Scholar. Link: http://www.mbd.ase.ro/RePEc/aes/icmbdj/2015/ICMBDJ_V1_2015_78.pdf

Ri3. Munteanu Claudiu-Cătălin (2014). *Competitive differentiation through brand extensions in the era of hyper competition*, The Romanian Economic Journal, vol.18(55), pp. 59-71, ISSN: 2286-2056, cotația CNCS: categoria B+, indexat în: RePEc, EconLit, Ebsco Host, Cabell's Directories, Scirus, DOAJ, Ulrichs Periodicals Director, J-Gate, Index Copernicus, VBU. Link: <http://www.rejournal.eu/>

Ri4. Munteanu Claudiu-Cătălin, Florea Dorian-Laurențiu, Pagalea Andreea (2014). *The effects of faulty or potentially harmful products on brand reputation and social responsibility of business*, Amfiteatru Economic, vol. 16(35), pp. 58-72, ISSN: 2247-9104, cotația CNCS: categoria A, indexat în: ISI Social Sciences citation index (FI 2014: suspendat), EBSCO, Scopus, ProQuest, DOAJ, Econlit, RePEc, UlrichsWeb Global Serials Directory, Socionet, Cabell's Directories, GIF. Link: http://www.amfiteatruconomic.ro/Home_RO.aspx (Dovada: Anexa 6)

Ri5. Munteanu Claudiu-Cătălin, Pagalea Andreea (2014). *Brands as a mean of consumer self-expression and desired personal lifestyle*, Procedia - Social and Behavioral Sciences, vol. 109, pp. 103-107, ISSN: 1877-0428; indexat în: Thompson Reuters Conference Proceedings Citation Index, Scopus, Science Direct. Link: <http://www.journals.elsevier.com/procedia-social-and-behavioral-sciences>

Ri6. Munteanu Claudiu-Cătălin, Florea Dorian-Laurențiu (2014). *Radical brand extensions and consumer profile - a new perspective on innovation and consumer innovativeness*, Procedia - Social and Behavioral Sciences, vol. 109, pp. 108-112, ISSN: 1877-0428, indexat în: Thompson Reuters Conference Proceedings Citation Index, Scopus, Science Direct. Link: <http://www.journals.elsevier.com/procedia-social-and-behavioral-sciences>

Ri7. Munteanu Claudiu-Cătălin, Pagalea Andreea, Cristea Adina (2014). *A holistic approach on internal marketing implementation*, Business Management Dynamics, vol. 3(11), pp. 9-17, ISSN: 2047-7031, indexat în: Ebsco Host, Cabell's Directories, Scirus, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, Index Copernicus, ZDB, WorldCat. Link: <http://www.bmdynamics.com/>

Ri8. Munteanu Claudiu-Cătălin (2014). *Brand extensions positioning guidelines for competitive differentiation*, Business Management Dynamics, vol. 4(4), pp. 19-26, ISSN: 2047-7031, indexat în: Ebsco Host, Cabell's Directories, Scirus, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, Index Copernicus, ZDB, WorldCat. Link: <http://www.bmdynamics.com/>

Ri9. Ploscaru Claudia-Cristina, Munteanu Claudiu-Cătălin, Florea Dorian-Laurențiu (2014). *The implementation of corporate governance into brand management*, SEA - Practical Application of Science, vol. 2(3), pp. 527-532, ISSN: 2360-2554, cotația CNCS: categoria B+, indexat în: RePEc, Econpapers, Ulrichs Periodicals Director, EbscoHost, ScienceCentral, EuroInternet, Central and Eastern Online Library, Index Copernicus. Link: <http://sea.bxb.ro/about/>

Ri10. Munteanu Claudiu-Cătălin, Pagalea Andreea (2012). *A model for assessing the influence of lifestyle on brand equity*, "Ovidius" University Annals - Economic Sciences Series, vol. 12(2), pp. 226-231, ISSN: 2393-3127, cotația CNCS: categoria B+, indexat în: Ebsco Host, Cabell's Directories, RePEc, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, ErihPlus. Link: <http://stec.univ-ovidius.ro/html/anale/ENG/>

Ri11. Florea Dorian-Laurențiu, **Munteanu Claudiu-Cătălin** (2012). *A risk-based brand equity model*, Revista Economică, Supplement no. 3/2012, pp. 157-163, ISSN: 1582-6260, cotația CNCS: categoria B+, indexat în: RePEc, Ebsco Host, DOAJ, UlrichsWeb Global Serials Directory. Link: <http://economice.ulbsibiu.ro/revista.economica/>

Ri12. **Munteanu Claudiu-Cătălin**, Florea Dorian-Laurențiu (2012). *A critical analysis of brand equity evaluation methods*, Revista Economică, Supplement no. 3/2012, pp. 254-260, ISSN: 1582-6260, cotația CNCS: categoria B+ indexat în: RePEc, Ebsco Host, DOAJ, UlrichsWeb Global Serials Directory. Link: <http://economice.ulbsibiu.ro/revista.economica/>

Ri13. **Munteanu Claudiu-Cătălin** (2011). *The effect of the economic crisis on the value of global brands*, "Ovidius" University Annals - Economic Sciences Series, vol. 11(2), pp. 879-883, ISSN: 2393-3127, cotația CNCS: categoria B+ indexat în: Ebsco Host, Cabell's Directories, RePEc, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, ErihPlus. Link: <http://stec.univ-ovidius.ro/html/anale/ENG>

Vi1. Florea Dorian-Laurențiu, **Munteanu Claudiu-Cătălin** (2012). *Managing brand equity risk: an evaluation model*. Proceedings of 2012 International Conference on Applied Business and Economics, ISSN:1108-2976, susținut la conferința: "International Conference of Applied Business and Economics 2012" (ICABE - 2012), conferința a avut loc în perioada 11-13 octombrie 2012 la Nicosia – Cyprus. Link articol: http://www.icabe.gr/downloads/ICABE_2012_PROC.pdf

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

Ci1. **Munteanu Claudiu-Cătălin**, Pagalea Andreea (2014). *Brands as a mean of consumer self-expression and desired personal lifestyle*, Procedia - Social and Behavioral Sciences, vol. 109, pp. 103-107, ISSN: 1877-0428; indexat în: Thompson Reuters Conference Proceedings Citation Index, Scopus, Science Direct, link: <http://www.journals.elsevier.com/procedia-social-and-behavioral-sciences>

Ci1.1. McCrow-Young Ally (2016). *Changing the world through consumption*, în cartea Askanius T. (Eds.) Excellent MSc Dissertations 2016 – Media and Communications studies, Lund University, pp. 153-223, ISBN: 978-91-981614-3-4, link: http://www.kom.lu.se/fileadmin/user_upload/kom/Filer/PDF/MKV/FEA-rapporter/Excellent_MSc_Dissertations_digital_version.pdf#page=155

Ci1.2. Kasemsap Kijpokin (2016). *The roles of social media marketing and brand management in global marketing*. în cartea Ozuem W., Bowen G.(Eds.), *Competitive social media marketing strategies*, pp. 173-200, ISBN: 978-14-666977-6-8. Link: <http://www.igi-global.com/chapter/the-roles-of-social-media-marketing-and-brand-management-in-global-marketing/145709>

Ci1.3. Bozga Narcis Alexandru & Cristea Adina (2016). *Defining primary brand associations for the strategic positioning of certified organic products*. International Journal of Sustainable Economies Management (IJSEM), vol. 5(3), pp. 37-50, ISSN: 2160-9659. Link: <http://www.igi-global.com/article/defining-primary-brand-associations-for-the-strategic-positioning-of-certified-organic-products/174388>

Ci1.4. Hibic Sulejman & Poturak Mersid (2016). *Impact of a brand on consumer decision-making process*. European Journal of Economic Studies, vol. 17(3), pp. 405-4014. ISSN: 2304-9669, indexat în EBSCO, OAJI, DOAJ, link: http://ejournal2.com/journals_n/1475087585.pdf

Ci1.5. Watkins Leah, Aitken Robert, Robertson Kirsten, Thyne Maree & Williams John (2016). *Advertising's impact on pre-schoolers' brand knowledge and materialism*. International Journal of Consumer Studies, vol. 40(5), pp. 583-591. ISSN: 1470-6431, indexat în ISI Web of Science (FI 2015: 1.086, FI - 5 ani 2015: 0.648) ProQuest, Cabell's Directories, CABI, IFIS, APA, T&F. Link: <http://onlinelibrary.wiley.com/doi/10.1111/ijcs.12303/full>

Ci1.6. Escobar Andrea (2016). *The impact of the digital revolution in the development of market and communication strategies for the luxury sector (fashion luxury)*. Central European Business Review, vol. 5(2), pp.17-36, ISSN: 1805-4854, indexat în: EBSCO, DOAJ, Repec, ProQuest, Cabell's Directories, EconLit, Google Scholar, IndexCopernicus, EZB, CBI, WorldCat. Link: <http://cebr.vse.cz/cebr/article/view/233>

Ci1.7. Bozga Ion, Bozga Alexandru Narcis, Nijloveanu Daniel, Tiță Victor, Cruceru Corina & Gheorghe Nicoleta (2016). *The role of agricultural consultancy in developing branding strategies for traditional Romanian brands*. Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, vol.16(2), pp. 37-42, ISSN: 2284-7995, indexat în: DOAJ, Ulrich's Periodicals Directory, Scipio, WorldCat, Google Scholar, CABI. Link: http://managementjournal.usamv.ro/pdf/vol.16_2/Art5.pdf

Ci1.8. Shanmugan Joghee & Anil Roy Dube (2016). *Brand image and reflections: an empirical study in UAE with car buyers of UAE nationals*, International Journal of Economics, Commerce and Management, vol. 4(3), pp. 401-414, ISSN: 2348-0386, indexat în Cabell's Directories, Ulrich's WEB Global Serials, J-Gate, OAJI, World Cat, DOAJ, Advance Science Index, Cite Factor, EZB, Sherpa. Link: <http://ijecm.co.uk/wp-content/uploads/2016/03/4325.pdf>

Ci1.9. Stoenescu Roxana-Denisa, Căpățină Gabriela & Cristea Adina (2016). *The impact of country-of-origin on brand positioning for luxury goods*, In cartea: Mehmet Huseyin Bilgin & Hakan Danis (Eds.), Entrepreneurship, Business and Economics, vol. 3/1 in the series Entrepreneurship, Business and Economics, pp. 467-483, ISBN: 978-3-319-27569-7, Springer International Publishing. Link: http://link.springer.com/chapter/10.1007/978-3-319-27570-3_35

Ci1.10. Azam, A., Shoaib, M., Mohayuddin, A., & Ramzan, N. (2016). *Relationship among consumer behavior, purchasing power and brand selection*. Science International, vol. 28(1), pp. 705-708, ISSN: 1013-5316, indexat în: EBSCO, Ulrich's Periodicals Directory. Link: <http://www.sci-int.com/pdf/1061267481%20a%2065%20705-708%20%20%20Almira%20Azam-++%20revised.pdf>

Ci1.11. Amaidas Shayna & Chiweshe Nigel (2015). *Youth consumer behaviour: a case of beauty product consumption*. Journal of Social Sciences, vol. 43(1), pp. 1-8, ISSN: 0971-8923, indexat în ProQuest, DOAJ, Pais, Ebsco Host. Link: [http://krepublishers.com/02-Journals/JSS/JSS-43-0-000-15-Web/JSS-43-1-2015-Abst-PDF/JSS-43-1-001-1807-15-Chiweshe-N/JSS-43-1-001-1807-15-Chiweshe-N-Tx\[1\].pdf](http://krepublishers.com/02-Journals/JSS/JSS-43-0-000-15-Web/JSS-43-1-2015-Abst-PDF/JSS-43-1-001-1807-15-Chiweshe-N/JSS-43-1-001-1807-15-Chiweshe-N-Tx[1].pdf)

Ci1.12. Isik Abdurrahman & Yasar Mehmet Fatih (2015). *Effects of brand on consumer preferences: a study in Turkmenistan*, Eurasian Journal of Business and Economics, vol. 8(16), pp. 139-150, ISSN: 1694-5972, indexat în: Cabell's Directories, DOAJ, Econlit, Ulrich's

Periodicals Directory, EBSCO, Link: <http://www.ejbe.org/EJBE2015Vol08No16p139ISIK-YASAR.pdf>

Ci1.13. Florea Dorian-Laurențiu (2015). *A theory of consumer's perceived risk under the halo effect*. Management and Marketing Journal, vol. 13(1), pp. 205-215. ISSN: 1841-2416, indexat în EBSCO, RePEc, Cabell's Directories, DOAJ, Index Copernicus, link: http://www.mnmk.ro/documents/2015_X1/16-16-1-15.pdf

Ci1.14. Florea Dorian-Laurențiu (2015). *The relationship between branding and diffusion of innovation: a systematic review*. Procedia Economics and Finance, vol. 23, pp. 1527-1534. ISSN: 2212-5671, indexat în: Thompson Reuters Proceedings Citation Index, Scopus, Science Direct, link: <http://www.sciencedirect.com/science/article/pii/S2212567115004074>

Ci1.15. Ruane Lorna & Wallace Elaine (2015). *Brand tribalism and self-expressive brands: social influences and brand outcomes*. Journal of Product & Brand Management, vol. 24(4), pp. 333-348. ISSN:1061-0421, indexat în Scopus, Cabell's Directory, Red Cube, FNGE, ABS, Zetoc, link: <http://www.emeraldinsight.com/doi/full/10.1108/JPBM-07-2014-0656>

Ci1.16. Cristea Adina, Căpățînă Gabriela & Stoenescu Roxana-Denisa (2015). *Country-of-origin effects on perceived brand positioning*, Procedia Economics and Finance, vol. 23, pp. 422-427. ISSN: 2212-5671, indexat în: Thompson Reuters Proceedings Citation Index, Scopus, Science Direct, link: <http://www.sciencedirect.com/science/article/pii/S2212567115003834>

Ci1.17. Sayed Ahmad M. Sarwary & Iffat S. Chaudhry (2015). *Role of private and social self-congruence in consumer's purchase intentions-Pakistani vs. Omani market*. Middle East Journal of Management, vol. 2(4), pp. 312-329. ISSN: 2050-3644, indexat în Cabell's Directories, Gale, Google Scholar, link: <http://www.inderscienceonline.com/doi/pdf/10.1504/MEJM.2015.073572>

Ci1.18. Gilli Monica (2015). *L'identità di un sistema organizzativo: riflessioni sul brand*. Sociologia e Ricerca Sociale. vol. 108, pp.137-155, ISSN: 1121-1148, indexat în DOAJ, IBZ online, International Political Science, Political Science Complete, Sociology database online, link: http://www.francoangeli.it/riviste/Scheda_rivista.aspx?IDArticolo=56026

Ci1.19. Milovanović Dragana (2014). *Spokespersons in media campaigns of non-profit organizations*. Marketing, vol. 45(4), pp. 312-318. ISSN: 0354-3471, indexat în EBSCO Ulrich's Periodicals Directory, DOAJ, Cabell's Directories, link: <http://scindeks.ceon.rs/article.aspx?artid=0354-34711404312M>

Ci1.20. Cristea Adina (2014). *Positioning strategies for obtaining and sustaining competitive advantage*. International Journal of Economic Practices and Theories, vol. 4(5), pp. 894-902. ISSN: 2247 – 7225, indexat în RePEc, DOAJ, Cabell's Directories, EBSCO, Index Copernicus, World Cat, Econpapers, Ideas, EBSCO, Scirus, ISeek, New Jour, Science Central, OCLC, Link: http://ijept.org/index.php/ijept/article/view/Positioning_Strategies_for_Obtaining_and_Sustaining_Competitive_Advantage

Ci1.21. Florea Dorian-Laurențiu (2014). *The formation of consumers' perceived risk and risk aversion in the context of innovation adoption: a qualitative research*, Network Intelligence Studies, vol. 2(2), pp. 223-231, ISSN-L: 2344-1712, cotația CNCS: categoria B+, indexat în RePEc, DOAJ, EconPapers, EBSCO, Index Copernicus, New Jour, Ulrich's Periodicals Directory, link: http://www.nis.bxb.ro/Article/NIS_4_10.pdf

Ci2. Munteanu Claudiu-Cătălin, Florea Dorian-Laurențiu, Pagalea Andreea (2014). *The effects of faulty or potentially harmful products on brand reputation and social responsibility of business*, Amfiteatru Economic, vol. 16(35), pp. 58-72, ISSN: 2247-9104, cotația CNCS: categoria A, indexat în: ISI Social Sciences citation index (FI 2014: suspendat), EBSCO, Scopus, ProQuest, DOAJ, Econlit, RePEc, UlrichsWeb Global Serials Directory, Socionet, Cabell's Directories, GIF, link: http://www.amfiteatruconomic.ro/Home_RO.aspx

Ci2.1. Mitra Crișan Cătălina, Dabija Dan-Cristian & Dinu Vasile (2015). *Social entrepreneurship in Romania: significance and models*. Montenegrin Journal of Economics, vol. 11(2), pp. 65-77, ISSN: 1800-6698, indexat în: ISI Web Of Science, Cabell's Directories, DOAJ, RePEc, New Jour, Scirus, EBSCO, link: http://www.mnje.com/sites/mnje.com/files/65-78_mitra.pdf

Ci2.2. Cristea Adina, Căpățînă Gabriela & Stoenescu Roxana-Denisa (2015). *Country-of-origin effects on perceived brand positioning*, Procedia Economics and Finance, vol. 23, pp. 422-427. ISSN: 2212-5671, indexat în: Thompson Reuters Proceedings Citation Index, Scopus, Science Direct, link: <http://www.sciencedirect.com/science/article/pii/S2212567115003834>

Ci2.3. Căpățînă Gabriela (2014). *New product launch: a critical review and research directions*. International Journal of Economic Practices and Theories, vol. 4(5), pp. 607-621. ISSN: 2247-7225, indexat în RePEc, DOAJ, Cabell's Directories, EBSCO, Index Copernicus, World Cat, Econpapers, Ideas, EBSCO, Scirus, ISeek, New Jour, Science central, OCLC, link: http://www.ijept.org/index.php/ijept/article/view/New_Product_Launch_A_Critical_Review_and_Research_Directions

Ci2.4. Dabija Dan-Cristian, Dinu Vasile, Tăchiciu Laurențiu & Pop Ciprian-Marcel (2014). *Romanian consumers' behaviour towards counterfeit products*, Transformations in Business & Economics, vol. 13(2/32), pp.124-143, ISSN: 1648-4460, indexat în ISI Web of Science (FI 2014: 0.374, FI - 5 ani 2014: 0.75), EBSCO, Econlit, SCOPUS, Cabell's Directory, link: <http://www.transformations.khf.vu.lt/32/article/roma>

Ci2.5. Cristea Adina (2014). *Positioning strategies for obtaining and sustaining competitive advantage*. International Journal of Economic Practices and Theories, vol. 4(5), pp. 894-902. ISSN: 2247 – 7225, indexat în RePEc, DOAJ, Cabell's Directories, EBSCO, Index Copernicus, World Cat, Econpapers, Ideas, EBSCO, Scirus, ISeek, New Jour, Science Central, OCLC, Link: http://ijept.org/index.php/ijept/article/view/Positioning_Strategies_for_Obtaining_and_Sustaining_Competitive_Advantage

Ci3. Munteanu Claudiu-Cătălin, Pagalea Andreea, Cristea Adina (2014). *A holistic approach on internal marketing implementation*, Business Management Dynamics, vol. 3(11), pp. 9-17, ISSN: 2047-7031, indexat în: Ebsco Host, Cabell's Directories, Scirus, DOAJ, UlrichsWeb Global Serials Directory, J-Gate, Index Copernicus, ZDB, WorldCat, link: <http://www.bmdynamics.com/>

Ci3.1. Aghazadeh Hashem. *Principles of Marketology, Volume 2*. Palgrave Macmillan US, 2017. pp. 35-169, pp. 171-290. ISBN 978-1-137-37932-0, link: https://link.springer.com/chapter/10.1057/978-1-137-54833-7_3

Ci3.2. Dončić Dalibor, Perić Nenad & Prodanovic Radivoj (2015). *Holistic marketing in the function of competitiveness of the apple producers in Bosnia and Herzegovina*, Ekonomika Poljoprivrede (Economics of Agriculture), vol. 62(2), pp. 309-323, ISSN: 0352-3462, indexat în

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