

Concurs pentru ocuparea postului de asistent, poz. 92,  
 Facultatea de Marketing,  
 Departamentul de Marketing,  
 Disciplinele: Marketing direct, Marketing direct engleza, Marketing social-politic,  
 Domeniul: Marketing  
 post publicat în Monitorul Oficial al României nr. 395 din 28.11.2024.

## LISTA DE LUCRĂRI

Candidat: STRÂMBU-DIMA, V. ANDREEA - **Dr.**/din 2011, cadru didactic asociat/din 2006  
 (NUME, inițială și prenume) (anul) (Titlul didactic/echiv.)  
 (anul)

**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. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, Stoienică, Laurențiu, EU Consumers, Renewable Energy, and Sustainable Development – An Exploratory Market-Oriented Research Approach, *European Journal of Sustainable Development*, Volume 13, Issue 4, 2024, pp. 85-97, AIS 0,121, ISSN 2239-5938, eISSN 2239-6101, WOS:001330880800008, DOI: <https://doi.org/10.14207/ejsd.2024.v13n4p85>
2. **STRÂMBU-DIMA, Andreea**, Food-Related Consumer Behavior Endorsing European Food Chain Sustainability - A Marketing Study on the Romanian Consumer, *Sustainability*, Volume 14, Issue 15, Article Number 9045, august 2022, AIS 0,533, eISSN 2071-1050, WOS:000838848500001, DOI: <https://doi.org/10.3390/su14159045>
3. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, Romanian Agri-Food Businesses and the European Green Deal: An Exploratory Approach. *Amfiteatru Economic Journal* Volume 24 Issue 60, may 2022, pp. 338-354, AIS 0,282, ISSN 1582-9146, eISSN 2247-9104, WOS:000878397900009, DOI: <https://doi.org/10.24818/EA/2022/60/508>
4. Angheluță, Valentin Alin; **STRÂMBU-DIMA Andreea**; Zaharia, Răzvan – Church Marketing – Concept and Utility, *Journal for the Study of Religions and Ideologies*, Volume 8, Issue 22, Spring 2009, pp. 171-197, AIS 0,142, ISSN 1583-0039, WOS:000266210000010, DOI: <http://jsri.ro/ojs/index.php/jsri/article/view/352/350>
5. **STRÂMBU-DIMA, Andreea**, "Religion in young Romanian people before and during COVID-19 – a marketing perspective", Conferință ISI Proceedings GSMAC (The Griffiths School of Management & IT Annual Conference on Business), Oradea, 21 ianuarie 2022, publicat în: Fotea, S., Fotea, I., Vaduva, S (Editors) – Post-Pandemic Realities and Growth in Eastern Europe. The Griffiths School of Management & IT 12<sup>th</sup> Annual Conference on Business, Entrepreneurship and Ethics, Springer Proceedings in Business and Economics Series, Springer, 2023, pp. 135-148, ISSN 2198-7246, eISSN 2198-7254, ISBN 978-3-031-09423-1, eISBN 978-3-031-09421-7, DOI: <https://doi.org/10.1007/978-3-031-09421-7>
6. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, "Cultural consumption in the context of COVID-19 pandemic: An exploratory approach", Conferință ISI Proceedings GSMAC (The Griffiths School of Management & IT Annual Conference on Business), Oradea, 21 ianuarie 2022, publicat în: Fotea, S., Fotea, I., Vaduva, S (Editors) – Post-Pandemic Realities and Growth in Eastern Europe. The Griffiths School of Management & IT 12<sup>th</sup> Annual Conference on Business, Entrepreneurship and Ethics, Springer Proceedings in Business and Economics Series, Springer, 2023, pp. 23-36, ISSN 2198-7246, eISSN 2198-7254, ISBN 978-3-031-09423-1, eISBN 978-3-031-09421-7, DOI: <https://doi.org/10.1007/978-3-031-09421-7>
7. **STRÂMBU-DIMA, Andreea**, A Model Of Marketing Product In Religious Heritage Sites: Case Study For The Monastery Of Hodos-Bodrog, *Annales Universitatis Apulensis - Series Oeconomica*, Volume 23, Issue 2, 2021, pp. 104-117, ISSN: 1454-9409, eISSN 2344-4975, Download: <http://www.oeconomica.uab.ro/upload/lucrari/2320212/10.pdf>, Revistă indexată RePEc, EBSCO, EconLit, DOAJ, Cablls, ProQuest.
8. **STRÂMBU-DIMA, Andreea**, Small Agrifood Producers Reaching the Consumers: Challenges and Solutions from a Marketing Perspective, Romanian Society for Economic Science, *Revista OEconomica*, Issue 03, September 2021, p. 73, ISSN 1223-0685, eISSN 2286-0266, DOI: <https://doi.org/10.24818/OEC/2021/30/3.05> Revistă indexată RePEc, EconLit, EBSCO.
9. **STRÂMBU-DIMA, Andreea**, Vegheș, Călin, Elements of Marketing Implementation in Religious Organizations in Romania – a Qualitative Research Approach, *Analele Universității din Oradea – Seria Științe Economice, Tom XVII*, Volumul IV, 2008, poziția 665, pp. 1223-1228, ISSN-1582-5450. Download: <https://www.academia.edu/download/30445700/v4-management-and-marketing.pdf#page=1225> Revistă cotate B+ în 2008 și indexată EBSCO, DOAJ, RePEc.
10. Călin Vegheș, **STRÂMBU-DIMA, Andreea**, Traditional versus direct in marketing communication with the romanian consumers – an exploratory research approach, *Review of Management and Economical Engineering*, Vol.

## 2. Teza(-ele) de doctorat

T1. „Marketingul religios în România – fundamente conceptuale și operaționale”, teză susținută în 28.06.2011, coordonator Prov. Univ. Dr. Iacob Cătoiu, ASE București, titlu obținut în baza Ordinului Ministrului Educației, Cercetării și Inovării nr. 6468 din 7.12.2011

## Brevete de invenție și alte titluri de proprietate intelectuală

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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.

Ca1. Nicolescu Ovidiu (coord.), **STRÂMBU-DIMA, Andreea** (Secretar științific), Brătianu Constantin, Dinu Eduard, Korca Mihai, Isaic-Maniu Alexandru, Nicolescu Ovidiu, Popescu Constrantin, Verboncu Ion, Profiroi Marius, Popa Ion, Socol Cristian, Herțeliu Claudiu, Ceptureanu Sebastian, Jianu Ionela, **Strâmbu-Dima Andreea** - *Strategia universității: Metodologie și studii de caz*, Editura Economică, editură de prestigiu recunoscut (lista A2, panel 4), București, 2007, 312 pagini, ISBN 978-973-709-356-1

D1. **STRÂMBU-DIMA, Andreea**, ”Religion in young Romanian people before and during COVID-19 – a marketing perspective”, Conferință ISI Proceedings GSMAC (The Griffiths School of Management & IT Annual Conference on Business), Oradea, 21 ianuarie 2022, publicat în: Fotea, S., Fotea, I., Vaduva, S (Editors) – Post-Pandemic Realities and Growth in Eastern Europe. The Griffiths School of Management & IT 12<sup>th</sup> Annual Conference on Business, Entrepreneurship and Ethics, Springer Proceedings in Business and Economics Series, Springer, 2023, pp. 135-148, ISSN 2198-7246, eISSN 2198-7254, ISBN 978-3-031-09423-1, eISBN 978-3-031-09421-7, DOI: <https://doi.org/10.1007/978-3-031-09421-7>

D2. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, ”Cultural consumption in the context of COVID-19 pandemic: An exploratory approach”, Conferință ISI Proceedings GSMAC (The Griffiths School of Management & IT Annual Conference on Business), Oradea, 21 ianuarie 2022, publicat în: Fotea, S., Fotea, I., Vaduva, S (Editors) – Post-Pandemic Realities and Growth in Eastern Europe. The Griffiths School of Management & IT 12<sup>th</sup> Annual Conference on Business, Entrepreneurship and Ethics, Springer Proceedings in Business and Economics Series, Springer, 2023, pp. 23-36, ISSN 2198-7246, eISSN 2198-7254, ISBN 978-3-031-09423-1, eISBN 978-3-031-09421-7, DOI: <https://doi.org/10.1007/978-3-031-09421-7>

D3. **STRÂMBU-DIMA, Andreea** – *Mixul de marketing în organizațiile religioase*, capitol în volumul „Cercetări științifice privind noile tendințe de dezvoltare a societății românești” – Școala Doctorală 2008, Editura Excalibur, p. 277-300, 324 pagini, 23 pagini personal, ISBN 978-973-88564-4-8

D4. **STRÂMBU-DIMA, Andreea** – *Organizațiile religioase din România și marketingul*, capitol în volumul electronic “Studii privind societatea românească în perioada post aderare la UE”, Editura Excalibur, București, ISBN 978-973-88564-5-5

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. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, Stoienică, Laurențiu, EU Consumers, Renewable Energy, and Sustainable Development – An Exploratory Market-Oriented Research Approach, *European Journal of Sustainable Development*, Volume 13, Issue 4, 2024, pp. 85-97, AIS 0,121 , ISSN 2239-5938, eISSN 2239-6101, WOS:001330880800008, DOI: <https://doi.org/10.14207/ejsd.2024.v13n4p85>

Ri2. **STRÂMBU-DIMA, Andreea**, Food-Related Consumer Behavior Endorsing European Food Chain Sustainability - A Marketing Study on the Romanian Consumer, *Sustainability*, Volume 14, Issue 15, Article Number 9045, august 2022, AIS 0,533, eISSN 2071-1050, WOS:000838848500001, DOI: <https://doi.org/10.3390/su14159045>

Ri3. Vegheș, Călin, **STRÂMBU-DIMA, Andreea**, Romanian Agri-Food Businesses and the European Green Deal: An Exploratory Approach. *Amfiteatru Economic Journal* Volume 24 Issue 60, may 2022, pp. 338-354, AIS 0,282, ISSN 1582-9146, eISSN 2247-9104, WOS:000878397900009, DOI: <https://doi.10.24818/EA/2022/60/508>

Ri4. **STRÂMBU-DIMA, Andreea**, A Model Of Marketing Product In Religious Heritage Sites: Case Study For The Monastery Of Hodos-Bodrog, *Annales Universitatis Apulensis - Series Oeconomica*, Volume 23, Issue 2, 2021, pp. 104-117, ISSN: 1454-9409, eISSN 2344-4975,. Download: <http://www.oeconomica.uab.ro/upload/lucrari/2320212/10.pdf>. *Revistă indexată RePEc, EBSCO, EconLit, DOAJ, Cablls, ProQuest*.

Ri5. **STRÂMBU-DIMA, Andreea**, Small Agrifood Producers Reaching the Consumers: Challenges and Solutions from a Marketing Perspective, Romanian Society for Economic Science, *Revista OEconomica*, Issue 03, September 2021, p. 73, ISSN 1223-0685, eISSN 2286-0266, DOI: <https://doi.org/10.24818/OEC/2021/30/3.05> *Revistă indexată RePEc, EconLit, EBSCO*.

Ri6. Angheluță, Valentin Alin, **STRÂMBU-DIMA Andreea**, Zaharia, Răzvan – Church Marketing – Concept and Utility, *Journal for the Study of Religions and Ideologies*, Volume 8, Issue 22, Spring 2009, pp. 171-197, AIS 0,142, ISSN 1583-0039, WOS:000266210000010, <http://jsri.ro/ojs/index.php/jsri/article/view/352/350>

Ri7. **STRÂMBU-DIMA, Andreea**, Vegheș, Călin, Elements of Marketing Implementation in Religious Organizations in Romania – a Qualitative Research Approach, *Analele Universității din Oradea – Seria Științe Economice, Tom XVII, Volumul IV*, 2008, poziția 665, pp. 1223-1228, ISSN-1582-5450. Download: <https://www.academia.edu/download/30445700/v4-management-and-marketing.pdf#page=1225> *Revistă cotate B+ în 2008 și indexată EBSCO, DOAJ, RePEc*.

Ri8. **STRÂMBU-DIMA, Andreea**, Marketing Research in Religious Organizations, *Review of Management and Economical Engineering*, Vol. 7, No. 7, 2008, ISSN 1583-624X, pp. 139-142. Download: <http://www.rmee.org/abstracturi/20084C/v3.doc> *Revistă cotate B+ în 2008 și indexată EBSCO, Cabells*.

Ri9. Călin Vegheș, **STRÂMBU-DIMA, Andreea**, Traditional versus Direct in Marketing Communication with the Romanian Consumers – an Exploratory Research Approach, *Review of Management and Economical Engineering*, Vol. 7, No. 7, 2008, ISSN 1583-624X, pp. 240-243, Download: <http://www.rmee.org/abstracturi/20084C/v3.doc> *Revistă cotate B+ în 2008 și indexată EBSCO, Cabells*.

Ri10. **STRÂMBU-DIMA, Andreea**, Călin Vegheș, Entrepreneurial University – A New Vision on the Academic Competitiveness in a World in Motion, *Annales Universitatis Apulensis Series Oeconomica*, Vol. 10, 2008, ISSN 1454-9409. Download: <http://oeconomica.uab.ro/upload/lucrari/1020082/56.pdf> *Revistă cotate B+ în 2008 și indexată RePEc, ProQuest, EconLit, EBSCO, DOAJ, Cabells*.

Rn1. Veghes, Călin; **STRÂMBU-DIMA Andreea**; Pantea, Carmen, Bălan, Diana, Ruscescu, Marius, "An Assesment of the Consumers' Openness towards Participating in Marketing Relationships with the Organizations", *Conferință ISI Proceedings the 4th International Conference: Brasov, Romania, 16-17 octombrie 2009*, publicat în: Brătianu, C., Lixandriou, D, Pop, N.A. (Editori) – Business Excellence: Proceedings of the **4th International Conference: Brasov, Romania, 16-17 octombrie 2009**, Vol. 2, Editura Universității Transilvania din Brașov, Brașov, 2009, p.285-288, ISBN 9789731747101. [https://opac.biblioteca.ase.ro/opac/bibliographic\\_view/198359;jsessionid=A7D5FA50906B2151CA62B866DCE86C7D](https://opac.biblioteca.ase.ro/opac/bibliographic_view/198359;jsessionid=A7D5FA50906B2151CA62B866DCE86C7D)

Rn2. Cătoiu, Iacob; **STRÂMBU-DIMA Andreea**, "Religious Organizations Marketing – Epistemological Aspects", *Conferință ISI Proceedings The International Economics Conference „Integrative Relations between the European Union Institutions and the Member States”*, Sibiu 15 – 16 mai 2008, publicată în „Integrative Relations between the European Union Institutions and the Member States”, Editura ULBS, p. **198-205**, ISBN 978-973-739-594-8 Download: <http://economie.ulbsibiu.ro/revista.economica/archive/suplimente/Supliment%20Nr%202-2009.pdf> WOS:000264341300039

**5. 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.)

Ri2. **STRÂMBU-DIMA, Andreea**, Food-Related Consumer Behavior Endorsing European Food Chain Sustainability - A Marketing Study on the Romanian Consumer, *Sustainability*, Volume 14, Issue 15, Article Number 9045, august 2022, AIS 0,533, eISSN 2071-1050, WOS:000838848500001, DOI: <https://doi.org/10.3390/su14159045>

**Ri2.1** Harju, C., Lähtinen, K., Heinola, K., Väre, M., Bonnefous, C., Collin, A., ... & Niemi, J. (2024). Consumers' Views on Egg Quality and Preferences for Responsible Production—Results from Nine European Countries. *British Food Journal*, 126(2), 623-644.

**Ri2.2** Alali, B. M., Mosbah, E. B., & Ali, A. (2023). Consumer Decision-Making and Segmentation of Dates Market in Saudi Arabia. *Italian Journal of Food Science*, 35(3), 141-154.

- Ri2.3** MARES, C. A., & DUMITRAS, D. E. (2024). Quality Schemes in the View of Telemea Cheese Consumers in Romania: Driver of Change for Competitive Marketing Strategies. *Bulletin of the University of Agricultural Sciences & Veterinary Medicine Cluj-Napoca. Horticulture*, 81(2).
- Ri2.4** Buraczyńska, B. U., & Wlazło, M. (2023). Internet Users' Purchasing Decisions Regarding Organic Products during the Covid-19 Pandemic. *Journal of Modern Science*, 54(5), 9-27.

Ri3. Vegheș, Călin, **STRĂMBU-DIMA, Andreea**, Romanian Agri-Food Businesses and the European Green Deal: An Exploratory Approach. *Amfiteatru Economic Journal* Volume 24 Issue 60, may 2022, pp. 338-354, AIS 0,282, ISSN 1582-9146, eISSN 2247-9104, WOS:000878397900009, DOI: <https://doi.10.24818/EA/2022/60/508>

- Ri3.1** Istudor, N., Constantin, M., Ignat, R., Chiripuci, B. C., & Petrescu, I. E. (2022). The Complexity of Agricultural Competitiveness: Going Beyond the Balassa Index. *Journal of Competitiveness*, (4).
- Ri3.2** Suproń, B., & Myszczyński, J. (2024). Impact of Renewable and Non-Renewable Energy Consumption on the Production of the Agricultural Sector in the European Union. *Energies*, 17(15), 3743.
- Ri3.3** Rafikah, S. (2024). Consumer Sentiment Analysis of Sustainable Branding in Modern Marketing: Perspectives from the Food and Beverage Industry. *Journal of Management*, 3(2), 359-373.
- Ri3.4** Jaska, E., Balińska, A., & Werenowska, A. (2024). Postawy pokolenia Z wobec zmian środowiskowych. *Turystyka i Rozwój Regionalny*, (21), 81-91.

Ri6. Anghelută, Valentin Alin, **STRĂMBU-DIMA Andreea**, Zaharia, Răzvan – Church Marketing – Concept and Utility, *Journal for the Study of Religions and Ideologies*, Volume 8, Issue 22, Spring 2009, pp. 171-197, AIS 0,142, ISSN 1583-0039, WOS:000266210000010, <http://jsri.ro/ojs/index.php/jsri/article/view/352/350>

- Ri6.1** Sulkowski, L., Ignatowski, G., & Seliga, R. (2022). Public relations in the perspective of the Catholic church in Poland. *Religions*, 13(2), 115.
- Ri6.2** Ignatowski, G., Sulkowski, L., & Seliga, R. (2020). Brand Management of Catholic Church in Poland. *Religions*, 11(11), 607.
- Ri6.3** Adebayo, R. O., & Govender, J. P. (2020). Marketing as an enabler for churches to fulfill their social responsibility. *Journal for the Study of Religions and Ideologies*, 19(55), 3-19.
- Ri6.4** Adebayo, R. O. (2015). *The use of marketing tactics by the church in fulfilling its social mandate in KwaZulu-Natal* (Doctoral dissertation).
- Ri6.5** Dobocan, F. C. (2015). Religious Marketing a means of satisfying parishioners needs and determining their loyalty. *Journal for the Study of Religions and Ideologies*, 14(40), 112-130.
- Ri6.6** Ayeni, O. B. (2021). Branding and Marketing Nigerian Churches on Social Media. *Marketing Brands in Africa: Perspectives on the Evolution of Branding in an Emerging Market*, 99-119.
- Ri6.7** Lee, S. (2010). Marketing through sport: a case of a religious organization. *International Review on Public and Nonprofit Marketing*, 7, 87-96.
- Ri6.8** Anyasor, O. M. (2018). Advertising motivations of church advertising in Nigeria. *International Journal of Multidisciplinary Research and Development*, 5(1), 192-199.
- Ri6.9** Hashmi, A. R. (2018). Faith marketing a theoretical article. *Sinergi: Jurnal Ilmiah Ilmu Manajemen*, 8(2).
- Ri6.10** Adebayo, R. O., & Zulu, S. P. (2019). Miracle as a spiritual event and as a marketing tactic among neo-Charismatic churches: a comparative study. *Journal for Christian Scholarship = Tydskrif Vir Christelike Wetenskap*, 55(1-2), 105-125.
- Ri6.11** Soelasih, Y., & Driyanto, Y. (2024). People's Behavior towards the Celebration of the Eucharist in the Catholic Church. *Komunitas*, 16(1), 37-51.
- Ri6.12** Acheampong, V. (2014). *The effects of marketing communication on church growth in Ghana* (Doctoral dissertation, University of Ghana).
- Ri6.13** Thoha, A. F. K. (2020). Implementasi Strategi Pemasaran dalam Meningkatkan Daya Tarik Program Masjid (Studi Kasus Masjid Ar-Rahmah Surabaya). *Masjiduna: Jurnal Ilmiah Stidki Ar-Rahmah*, 3(2), 93-114.
- Ri6.15** Yalley, A. A. (2022). Competitive marketing strategies of churches in Ghana: a theoretical development. *International Review on Public and Nonprofit Marketing*, 19(1), 77-99.
- Ri6.16** Mupambwa, P., & Chilya, N. (2020). Predictors of e-marketing adoption by Zimbabwean churches. *Communitas*, 25, 1-21.
- Ri6.17** Awuku-Gyampoh, R. K. (2022). *Developing Biblical Strategies for Young Adults' Ministry in the Ghanaian Churches in Sydney, Australia*. South African Theological Seminary.
- Ri6.18** Figueiredo, I. F. C. (2023). *Digital Marketing in Portuguese Religious Organizations* (Doctoral dissertation).
- Ri6.19** Sulkowski, L., Ignatowski, G., & Seliga, R. (2022). *Public Relations in the Perspective of the Catholic Church in Poland. Religions 13: 115.*
- Ri6.20** Hervey, M. S. (2020). Mix Marketing: A set of tools at the Disposal of the Religious Entrepreneur. In *Understanding the Relationship Between Religion and Entrepreneurship* (pp. 230-251). IGI Global.
- Ri6.21** Попов, А. Н. (2017). Философское осмысление роли труда в хозяйственной деятельности прихода в работах протоиерея Сергия Булгакова. *Общество: философия, история, культура*, (10), 31-36.

- Ri6.22** Fereday, M. M. (2015). *Online mormon self-presentation: Content analysis of Mormon.org and LDSingles.com Profiles*. Brigham Young University.
- Ri6.23** Bundwini, N., & Lappeman, J. (2018). Attitudes toward Christian church retailing: a study in Cape Town, South Africa. *International Journal of Consumer Studies*, 42(6), 744-754.
- Ri6.24** Šindlerová, I. B., & Bačuvčík, R. (2019). Dreams and reality church versus target groups. *European Journal of Science and Theology*, 15(1), 47-59.
- Ri6.25** Peters, T. (2019). *Wahrnehmungsbasiertes Marketing Von Pfarrgemeinden*. Springer Fachmedien Wiesbaden.
- Ri6.26** Elliott, C. A. (2017). Push to Pray: A Conceptual Framework for Significant Change in Prayer Frequency in One Church.
- Ri6.27** Prebble, E. H. (2012). *Invigorating the Church for Mission. Action Research with Local Parishes* (Doctoral dissertation, University of Waikato).
- Ri6.28** Bačuvčík, R. (2017). *Víra, náboženství a církev: nákupní chování na trzích kulturních produktů 2017*. VeRBuM.
- Ri6.29** Kayode, O., Worlu, R., & Ogunnaike, O. (2020). The Role Of Church Promotional Activities In Influencing New **Ri6.30** Converts' Intention To Change Their Behaviour. *Covenant Journal of Business and Social Sciences*.
- Ri6.31** Wibowo, H. S., Muiz, A. H., & Yudoyono, N. N. (2022). Strategi Marketing Program Kajian Pada Masjid Anak Muda. *Masjiduna: Jurnal Ilmiah Stidki Ar-Rahmah*, 5(2), 19-24.
- Ri6.32** Sasu, C. (2016). RELIGIOUS MARKETING. *Sea: Practical Application of Science*, 4(2).
- Ri6.33** Russell, B. C. (2016). *Intentional growth strategies of the protestant church: a qualitative explanatory multiple case study*. University of Phoenix.
- Ri6.34** Adebayo, R. O. Business, Marketing, and Religion: Analysing Marketing Process.
- Ri6.35** Nairn, A. M. (2013). *Church communication and constructions of the self: Exploring identity & identification in church communication* (Doctoral dissertation, Auckland University of Technology).
- Ri6.36** Jackson, J. J. (2013). *Investigating the challenges senior pastors of Missionary Baptist Churches of Greater Minneapolis experience during change*. University of Phoenix.
- Ri6.37** Muchuki, P., & Kiriri, P. The Effects of Social Media Marketing on Church Growth: A Case of PCEA Evergreen Church, Nairobi Kenya.
- Ri6.38** Botezat, E. A., & Tomescu, A. M. (2018). Exploring the factors that affects Romanian religious tourism: The case of Oradea city. *UTMS Journal of Economics*, 9(2), 189-199.
- Ri6.39** Özleyen, E. (2017). *Manisanın inanç turizmi potansiyelinin paydaşlar tarafından değerlendirilmesi* (Master's thesis, Dokuz Eylul Üniversitesi (Turkey)).
- Ri6.40** Wiegand, H. J. (2017). *Evangelisasie deur sport-en rekreasiebediening: 'n prakties-teologiese ondersoek* (Doctoral dissertation, Stellenbosch: Stellenbosch University).
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