

## LISTA LUCRĂRILOR ȘTIINȚIFICE

**Numele și prenumele:** PAȘTIU ( FILIP ) CARMEN ADINA

**Funcția didactică:** Conferențiar universitar la Universitatea "1 Decembrie 1918" Alba Iulia

Facultatea de Științe Economice, Departamentul Administrarea Afacerilor și Marketing

### I. Lucrari reprezentative

1. Guth, Marta; Muntean Andreea, Maican, Silvia , **Pastiu, Carmen** The importance and determinants of market integration of small family farms in selected countries of Central and Eastern Europe, ECONOMIC RESEARCH-EKONOMSKA ISTRAZIVANJA eISSN:1848-9664, ISSN1331-677X ,Volum 35 Problema 1 Pagină 5757-5776, 2022 ROUTLEDGE JOURNALS, TAYLOR & FRANCIS LTD2-4 PARK SQUARE, MILTON PARK, ABINGDON OX14 4RN, OXON, ENGLAND  
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3. Dumitru Ionel, Daniel Adrian Gardan, **Carmen Adina Paștiu**, Gardan Geangu Petronela, Muntean Andreea On the Mechanism of the Label Perception: How Does Labeling Change Food Products Customer Behavior? Economic computation and economic cybernetics studies and research / Academy of Economic Studies 55(2/2021):193-210 June 2021,  
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10. **Pastiu Carmen Adina** Study the approach of education in the virtual space in Romanian universities  
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DOI 10.1016/j.sbspro.2013.06.084  
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## II. Teza de doctorat:

« **Aplicarea marketingului în practica managerială în cadrul industriei ușoare din România** » ,

Conducător științific prof.univ.dr. Ioan Abrudan Universitatea Tehnica Cluj Napoca, și prof.univ.dr. Nicolae Al. Pop Academia de Studii Economice Bucuresti- cotutelă titlul de doctor obținut prin Ordinul Ministrului Educației și Cercetării 3824/3 mai 2006

## III. Cărți, monografii, tratate publicate în edituri recunoscute

### Cărți publicate:

**1. *Business to Business Marketing*** , Paștiu Carmen Adina , Editura Risoprint, Cluj Napoca , 2015 ISBN 978-973-53-1681- 5 ( 183 pag/ 183 pag.)

**2. *Marketingul în industria ușoară***, Paștiu Carmen Editura ALTIP, ALBA IULIA, 2011, ISBN 978-973-117-338-2 CNCSIS (221 pag. /221 pag.)

### 3. Cursuri universitare:

- 1) *Marketingul serviciilor*, Paștiu Carmen , Seria Didactica, Alba Iulia, 2014
- 2) *Marketing*, Paștiu Carmen , Seria Didactica, Alba Iulia, 2014
- 3) *Marketing agroalimentar*, Paștiu Carmen , Seria Didactica, Alba Iulia, 2015
- 4) *Organizarea campaniilor promoționale*, Seria Didactică, Alba Iulia, 2018
- 5) *Managementul portofoliului de brand* , Seria Didactică , Alba Iulia , 2018
- 6) *Metode și modele în marketing* , Seria Didactică, Alba Iulia , 2018

### 4. Capitole în cărți

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3. Cosmin Popa Gorjanu Attila Tamas Szora, Dumitrean D., Zsolt S., Dănoaie A., Topor D., Muntean A., Paștiu S., Maican S., Management financiar și business repere istorice locale , Ed Aeternitas 2019
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22. **Paștiu Carmen** Andreea Muntean, Claudia Moisă Silvia Maican The role of travel agencies in tourism development in Alba county, Tourism and Hospitality Industry, 2014 Croatia, ISSN 1848-4581 Indexat EBSCO, ProQuest, Cabells, SSRN, ZBW-Deutsche Zentralbibliothek für Wirtschaftswissenschaften, SCOPUS  
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#### V. Articole/studii publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate

1. Maican Silvia **Pastiu Carmen** Muntean Andreea, Branded Cities Alba Iulia, a Romanian Example International Conference on Economic and Social Studies (ICESoS) 10 - 11 May 2018 – Bosnia and Hercegovina / Sarajevo
2. Muntean Andreea **Pastiu Carmen** *Consumers' satisfaction regarding fast food restaurants* ICABE 2014, GRECIA International Journal of Economics & Business Administration Volume II, Issue 2, 2014



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3. **Pastiu Carmen** , Lazea Ruxandra *Marketing Audit in Industrial Companies in Romania* International Economic Conference –IECS 2013 Universitatea Lucian Blaga Sibiu ISSN 2344 – 1682
4. **Pastiu Carmen** *Study of factors influencing purchasing decisions for friendly products in Romania* Conferința Internaționala B.En.A – 2013 ISBN 978-606-613-067-7
5. **Pastiu Carmen Adina**, Muresan Maria *The impact of Business engagement to romanian higher education* Conferinta international CICOC-UAB, Mngementul Carierei, Editia a IV-a,2015
6. **Pastiu Carmen** *Research of responsibility in marketing for children* BENA\_2015\_final\_25mai3\_mic.pdf Conferința Internaționala B.En.A 2015
7. **Pastiu Carmen** - Buletin științific- Lucrarile simpozionului științific national Universitatea de Nord Baia Mare *Aplicarea sistemelor de decizie support in planificarea de marketing in industria constructoare de masini*
8. **Pastiu Carmen** *Consumer privacy –ownership of online consumers* E-COMM-LINE 2000, ASE Bucuresti, IPA SA European Conference on E-Commerce/E-Business/ E-Banking/ Teleworking/ On-line services and their influences
9. Lobontiu, Mircea, Lobontiu, Gabriela, **Pastiu, Carmen, A.**, *comunicarile Conferintei Naționale de Cibernetică Concepte privind abordarea strategiei de dezvoltare regional ca support al dezvoltării economice naționale*
10. **Pastiu, Carmen**, *Organizarea activitatii de marketing in industria de incaltaminte* 23-24 noi, 2001, Univ.Petru Maior, Targu Mures, vol II, ISBN 973-8084-51-2 ,VOL2 973-8084-52-9
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14. **Pastiu Carmen** –*Implementation of the marketing Entrepreneurship in Practice, Exploratory Workshop, Entrepreneurship valences- successful models and current trends*, 29-31 martie 2012, ISBN 978-973-126-360-2
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**VI. Proiecte de cercetare - dezvoltare obținute prin competiție pe bază de contract/grant**

1. PN-III-P2-2.1-PED-2019-3739, Titlul : Elaborarea unor produse inovatoare din materiale avansate (mortare), folosite în reabilitarea clădirilor de patrimoniu (DIPAM)  
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2. PN-III-P2-2.1-BG-2016-0302, număr de contract 124BG/1.10.2016  
Titlu proiect: „ Optimizarea tehnologiilor de execuție privind reabilitarea clădirilor de patrimoniu afectate de umiditate –OTERP”- membru echipă

3. Proiect cercetare- PN-III-P1-1.1-MC-2019-2061- director grant

4. Proiect cercetare - Project of the Polish Agency for Academic Exchange, no. PPI/APM/2018/1/00011/U/001. 2018-2020 –membru echipă

5. PROIECT ERASMUS + 2020-1-PL01-KA226-HE-096278  
“Innovative Competence in Online Higher Education” ("the Project") under the Erasmus+ Programme Key Action 2: Strategic Partnerships  
-coordonator UAB

**6.Studiul turismului in judetul Alba, Beneficiar CJ ALBA, Contractant Universitatea**  
1 Decembrie 1918 din Alba Iulia,  
DSEGA,2013. Buget 50.000

**7.Studiul de piață în domeniul turismului în județul Alba**  
Contract nr. 4579 /162/19.03.2014 Buget 50.000

**8.Studiul de piață în domeniul turismului în județul Alba**  
Contract nr. 15321/20.08.2015 si 651/21.08.2015 Buget 50.000

PASTIU CARMEN ADINA

11.01.2023