

## LISTA DE LUCRĂRI

Lect. univ. dr. MĂDĂLINA BĂLĂU

### a) Lista celor maxim 10 lucrări relevante pentru realizările profesionale proprii

1. **Mădălina Bălău**, “*Symbolic and Affective Motives, Constraints and Self-Efficacy among Romanian Car Buyers*”, Journal of Marketing and Consumer Behavior in Emerging Markets, Vol 9, Nr. 1, (2019), pp. 14-29.
2. **Mădălina Bălău**, “*The Limited Consumer Rationality and the Role of Environmental Cues*”, International Journal of Economic Behavior, Vol. 8, (2018), pp. 19-31
3. **Mădălina Bălău**, “*Exploring the Link between Intention and Behavior in Consumer Research*” Danubius International Conference Centre, 13th International Conference on European Integration - Realities and Perspectives, Galați, Romania, Mai 2018
4. **Mădălina Bălău**, “*Self-efficacy and Individual Performance – Lessons from Marketing Research*” Danubius International Conference Centre, 12th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 19 Mai 2017.
5. **Mădălina Bălău**, “*How Crowdfunding Works in Romania?*” Danubius International Conference Centre, 11th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 20-21 Mai 2016.
6. **Mădălina Bălău**, “*The Influence of Market Context on Business Strategy, Competitor Imitation and Operational Effectiveness*”, Acta Universitatis Danubius. (Economica, Vol 11 (2015), No 4, pp 33-40.
7. **Mădălina BĂLĂU**, „*Rational Choice, Consumer Vulnerability and Empowerment: Diverging Economic Perspectives and Issues for Debate*”, Danubius International Conference Centre, 8th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 18-19 Octombrie 2013.
8. **Mădălina BĂLĂU**, (2012) “*Consumer’ Freedom of Choice and Marketing*”, EuroEconomica Vol. 31 Nr. 3 pp ISSN: 1582-8859, pp 74-80.
9. SASU, Constantin and **ARITON (BĂLĂU), Mădălina**. „*Factors Influencing Passenger Car Consumer Behavior and Their Use in the Environmental Public Policy*” EuroEconomica, Vol. 27 No.1, ISSN: 2065-3883, Ianuarie 2011, pp 20-26.
10. **Mădălina BĂLĂU**, (2012) “*The Influence of Motivational Factors on the Romanian Passenger Car Consumer Behavior after the Start of the Current Economic Crisis – an Explorative Study*”, EuroEconomica, Vol.31 No.1 ISSN: 1582-8859, pp 25-31

### b) Teza de doctorat

Titlul tezei: **Determinanți motivaționali în modelarea deciziei de achiziție a autoturismelor în România**. Domeniul științe economice, **Marketing**, Universitatea „Al. I. Cuza” Iași, Conducător științific: Prof.univ.dr. **Constantin Sasu, noiembrie 2014**.

### c) Cărți și capitole din cărți

1. **Mădălina Bălău**, „Marketing internațional”, Editura Universitară Danubius Galați, 2018, 129 pagini, ISBN 978-606-533-490-8

2. **Mădălina Bălău**, „Comportamentul consumatorului”, Editura Universitară Danubius Galați, 2017, 113 pagini, ISBN 978-606-533-454-0
3. **Mădălina Bălău**, „Cercetări de marketing”, Editura Universitară Danubius Galați, 2016, 119 pagini, ISBN 978-606-533-447-2
4. **Mădălina Bălău**, „Tehnica negocierilor în afaceri”, Editura Universitară Danubius Galați, 2016, 112 pagini, ISBN 978-606-533-448-9
5. **Mădălina Bălău**, „Marketing”, Editura Universitară Danubius Galați, 2016, 145 pagini, ISBN 978-606-533-409-0
6. **Mădălina Bălău**, „Motive simbolice, instrumentale si afective in modelarea deciziei de achiziție a unui autoturism – Monografie”, 299 pagini, Editura Zigotto Galați, 2015, ISBN 978-606-669-164-2.

**d) Articole/studii în extenso, publicate în reviste din fluxul științific internațional principal;**

1. **Mădălina Bălău**, “*Symbolic and Affective Motives, Constraints and Self-Efficacy among Romanian Car Buyers*”, Journal of Marketing and Consumer Behavior in Emerging Markets, Vol 9, Nr. 1, (2019), pp. 14-29.
2. **Mădălina Bălău**, “*The Limited Consumer Rationality and the Role of Environmental Cues*”, International Journal of Economic Behavior, Vol. 8, (2018), pp. 19-31.
3. **Mădălina Bălău**, “*The Influence of Market Context on Business Strategy, Competitor Imitation and Operational Effectiveness*”, Acta Universitatis Danubius. (Economica, Vol 11 (2015), No 4, pp 33-40.
4. **Mădălina ARITON-BĂLĂU**, “*A theoretical framework for integrating symbolic and affective motivations in the purchase decisions of Romanian car consumers*” EuroEconomica, Vol.32 (2013) No.2 ISSN: 1582-8859, pp 119-125.
5. **Mădălina ARITON-BĂLĂU**, „*Symbolic and affective motivations involved in the purchase decisions of consumers*”, Acta Universitatis Danubius. (Economica, Vol 8 (2012), No 5, pp 56-64.
6. **Mădălina BĂLĂU**, (2012) “*Consumer’ Freedom of Choice and Marketing*”, EuroEconomica Vol. 31 Nr. 3 pp ISSN: 1582-8859, pp 74-80.
7. **Mădălina BĂLĂU**, (2012) “*The Influence of Motivational Factors on the Romanian Passenger Car Consumer Behavior after the Start of the Current Economic Crisis – an Explorative Study*”, EuroEconomica, Vol.31 No.1 ISSN: 1582-8859, pp 25-31
8. SASU, Constantin and **ARITON (BĂLĂU), Mădălina**. „*Factors Influencing Passenger Car Consumer Behavior and Their Use in the Environmental Public Policy*” EuroEconomica, Vol. 27 No.1, ISSN: 2065-3883, Ianuarie 2011, pp 20-26.
9. Cornelia TUREAC, Anca Gabriela TURTUREANU, **Mădălina BĂLĂU**, Alin Constantin FILIP, Eugenia GRECU, *Organization and Implementation the Technologies of Anti-crisis Management to a Commercial Society*”, ISBN 978-80-225-3089-7, Decembrie 2010. pp.402-411.



**e) Publicații în extenso, apărute în volume ale principalelor conferințe internaționale de specialitate;**

1. **Mădălina Bălău**, “*Exploring the Link between Intention and Behavior in Consumer Research*” Danubius International Conference Centre, 13th International Conference on European Integration - Realities and Perspectives, Galați, Romania, Mai 2018
2. **Mădălina Bălău**, “*Self-efficacy and Individual Performance – Lessons from Marketing Research*” Danubius International Conference Centre, 12th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 19 Mai 2017.
3. **Mădălina Bălău**, “*How Crowdfunding Works in Romania?*” Danubius International Conference Centre, 11th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 20-21 Mai 2016.
4. **Mădălina BĂLĂU**, „*Rational Choice, Consumer Vulnerability and Empowerment: Diverging Economic Perspectives and Issues for Debate*”, Danubius International Conference Centre, 8th International Conference on European Integration - Realities and Perspectives, Galați, Romania, 18-19 Octombrie 2013.
5. **Mădălina BĂLĂU**, “*Adoptarea autoturismelor prietenoase cu mediul înconjurător în România – o abordare din perspectiva reprezentanțelor auto*”, Conferința: National Doctoral Seminar in Management and Marketing „Mediul antreprenorial european: prezent și perspective”, organizată de Universitatea “Al. I. Cuza” din Iași, Facultatea de Economie și Administrarea Afacerii, 19-20 Mai 2011.

**f) Alte lucrări și contribuții științifice în cadrul unor conferințe naționale și internaționale;**

1. **Mădălina Bălău**, “*Dropout Factors for Non-Traditional University Students and Intervention Ideas for Romania*” 16th International Conference on European Integration - Realities and Perspectives, Galați, Romania, Mai 2021.
2. **Mădălina Bălău**, “*Can Living Labs Support and Stimulate Innovation in Peripheral and Less Developed Regions?*” 15th International Conference on European Integration - Realities and Perspectives, Galați, Romania, Mai 2020.
3. **Mădălina Bălău**, “*The Child Consumer and Responsible Marketing*”, 9<sup>th</sup> International Conference – The Danube Axis of European Identity, Galați, România, 29 Iunie 2019.
4. **Mădălina Bălău**, “*The Role of Symbolic, Affective and Instrumental Motives on Habitual Car Use among Romanian consumers*” 14th International Conference on European Integration - Realities and Perspectives, Galați, Romania, Mai 2019.
5. **Mădălina Bălău**, “*The limited consumer rationality and the role of environmental cues*” 10th edition of the International Conference on Economics and Administration (ICEA 2018), Facultatea de Administrație și Afaceri, Universitatea din București București, Romania, 8-9 Iunie 2018
6. **Mădălina Bălău**, “*Alternatives to Enculturation of Children into Consumers*”, Degrowth Conference, Budapest 2016, 30 august-3 septembrie.
7. **Mădălina Bălău**, “*Testing an Integrative Model of Consumer Choice that Accounts for the Symbolic and Affective Dimensions of Behavior*”, prezentată la cursul doctoral “Consumption, Capitalism and Everyday Life: Understanding the Social Dimensions of the Growth Imperative”

organizat de Center for Development and the Environment (SUM) al Universității din Oslo, in perioada 8-10 Decembrie 2014.

8. **Mădălina BĂLĂU**, „*The search for Purpose and Meaning in Consumer Preferences: Old and New Perspectives on Motivational Determinants*”, 17-18 octombrie 2013, „Workshop on Behavioral Economics: Science, Philosophy and Policy-Making, organizat de Fondazione Bruno Kessler și University of Trento, Italy
9. **Mădălina BĂLĂU**, „*The role of symbolic and affective motivations in the purchase decisions of Romanian car consumers*”, sustinuta la „Ph.D. course: Sustainability and the Good Life”, organizat de Centre for Development and the Environment al University of Oslo, intre 10-14 September 2012.
10. **Mădălina BĂLĂU**, Doinita-Bebi ARITON, „*Modelling the Choices of Romanian Consumers with Theories of Expected Value in the Context of the Current Economic Crisis*”, Danubius International Conference Centre, 7th International Conference on European Integration - Realities and Perspectives, 18-19 Mai 2012.
11. **Mădălina ARITON (BĂLĂU)**, Dan Alexandru ARITON, „*The Environmentally Sustainable Consumption Behavior and the Actual Car Consumer Behavior: a Comparative Approach*”, Conferința: „9th Development Dialogue”, organizată de Institute of Social Studies, University Erasmus Rotterdam, Olanda, 6-7 Iunie 2011.
12. **Mădălina ARITON (BĂLĂU)**, „*Influence Factors for Passenger Car Consumer Behavior and Their Use in Environmental Public Policies*”, Conferința: „Performante si riscuri ale sectorului I.M.M. in context regional si global” organizată de Universitatea “Danubius” din Galați, 15-16 Noiembrie 2010.

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