

Listă Publicații

A. Teza de doctorat

German Ana-Maria (2017). Contribuții privind integrarea unor elemente de management strategic și marketing în dezvoltarea întreprinderilor din România. Universitatea Transilvania din Brașov, domeniul Inginerie și Management.

B. Cărți publicate

1. **Ionescu Ana-Maria** (2020). Sisteme informatice de management, Ed. Univ. Transilvania, Brașov – suport curs
2. **German Ana-Maria (Ionescu)** (2019). Elemente de management strategic si marketing, Ed. Univ. Transilvania, Brașov.
3. **German Ana-Maria** (2018). Informatică aplicată, Ed. Univ. Transilvania, Brașov – suport de curs

C. Lucrări indexate ISI/BDI publicate

Articole Clarivate Analytics (ISI cu factor de impact)

1. **Ionescu Ana-Maria**, Ionescu Alexandru (2023). *The role of air pollution in the spread of COVID-19: Evidence from Romania*. Environmental Engineering and Management Journal, 22(2), 239-254.

https://www.eemj.icpm.tuiasi.ro/pdfs/vol22/no2/4_383_Ionescu_22.pdf



2. Ionescu Ana-Maria, Ionescu Alexandru (2020). *The Doubly Warped Product of Holomorphic Lie Algebroids*, Journal of Lie Theory, 30(3), 767-778.
<https://www.heldermann.de/JLT/JLT30/JLT303/jlt30039.htm>

3. Ionescu Ana-Maria, Cazan Ana-Maria, Truta Camelia (2020). *Assessing the use of electric scooters and its association with personality traits to adopt pro-environmental behaviours*, Environmental Engineering and Management Journal.

https://www.eemj.icpm.tuiasi.ro/pdfs/vol19/no12/10_26_Ionescu_20_R.pdf

Articole Clarivate Analytics (ISI Proceedings Web of Science)

- 1. Ionescu Ana-Maria,** Romanelli Mauro, Sârbu Flavius Aurelian (2021). *Towards Sustainable Enterprises in Uncertain Business Environment* in The International Academic Conference STRATEGICA 2021 – Shaping the Future of Business and Economy, October 21-22, 2021.
<https://strategica-conference.ro/wp-content/uploads/2022/04/70-2.pdf>
- 2. Ionescu Ana-Maria,** Sârbu Flavius Aurelian (2020). *How can enterprises survive in Romania's present economic environment?* in The 5th International Conference on Computing and Solutions in Manufacturing Engineering, Brasov, Romania, October 7-8, 2020.
- Romanelli Mauro, Ionescu Ana-Maria** (2020). *Driving Smart Cities and Projects in Romania*, STRATEGICA International Academic Conference – 8th Edition - Bucharest, Romania, October 15-16, 2020, Preparing for Tomorrow, Today.
<https://strategica-conference.ro/wp-content/uploads/2022/04/43-1.pdf>
- 4. Ionescu Ana-Maria,** Romanelli Mauro (2019). *Rediscovering Neuromarketing for Sustainable Companies*, in STRATEGICA International Academic Conference – 7th Edition - Bucharest, Romania, October 10-11, 2019, Upscaling Digital Transformation in Business and Economics, 251-260.
<https://strategica-conference.ro/wp-content/uploads/2022/04/27.pdf>
- 5. German Ana-Maria,** Sârbu Flavius Aurelian, Boşcoianu Mircea (2017). *A real options and joint ventures perspective for strategic decision-making process in the case of dynamic industrial*

environments. MATEC Web Conf., Vol. 97, 06010 DOI:
<https://dx.doi.org/10.1051/mateconf/20179406010>

6. **German Ana-Maria**, Boşcoianu Mircea, Constantinescu Cristian (2016). *Knowledge Management Challenges: The case of SMEs in a competitive business environment*, Proceedings of the 9th International Conference of Entrepreneurship, Innovation and Regional Development. “Responsible Entrepreneurship Vision, Development and Ethics, Bucharest, Romania, 91-102.
7. **German Ana-Maria**, Romanelli Mauro (2016). *Rediscovering Ethics and the Importance of Human Resource Management for Entrepreneurship in Emerging Economies*, Proceedings of the 9th International Conference of Entrepreneurship, Innovation and Regional Development “Responsible Entrepreneurship Vision, Development and Ethics, Bucharest, Romania, 272-283.
8. **German Ana-Maria**, Boşcoianu Mircea (2015). *The influence of dynamic capabilities and strategic leadership on SME’s performance in emerging markets*. 6th International Conference LUMEN 2015 “Rethinking Social Actions. Core Values” MEDIMOND Publishing Company, Italy.
9. **German Ana-Maria**, Boşcoianu Mircea (2015). *Gaining competitive advantage in a global business environment – the case of SMSs in emerging markets*, 2nd Strategica International Academic Conference, Strategica: Management, Finance, and Ethics, Edition ”Local versus Global”, Bucharest, Romania.

Articole publicate în reviste de specialitate

1. **German Ana-Maria**, Ionescu Alexandru (2018). *Decision - Making Process in Business Using Game Theory*, in 10th LUMEN International Scientific Conference Rethinking Social Action. Core Values in Practice | RSACVP 2018 | 20-21 April 2018 | Suceava – Romania by Antonio Sandu, Tomita Ciulei.
2. Suci Titus, **German Ana-Maria** (2018). The economic and social polarization in the actual period of globalization, *Journal of Academic Research in Economics*, 10(3), 429-444.

3. **German Ana-Maria** (2017). A real option perspective for industrial enterprises in a dynamic environment, Bulletin of the Transilvania University of Brasov, series I, Vol. 10 (59), 2, SSN 20652119 (Print), ISSN 2065-2127 (CD-ROM), p.79.
4. **German Ana-Maria**, Boşcoianu Mircea (2016). *Innovation and Business Model Prototyping in Industry Sector*, Revista RECENT, Vol. 17, Nr. 3 (49), pp. 465-468.
5. **German Ana-Maria**, Moldovan Elena (2016). *Decision-Making Process and Brands in Sport Environments*, The International Journal of Business and Management, Vol. 4, Issue 7, p. 361.
6. Suciu Titus, **German Ana-Maria** (2016). *Competitiveness and strategic flexibility through real options*, Bulletin of the Transilvania University of Brasov, series V, 9(58), 2, 361-368.
7. **German Ana-Maria**, Nechita Florin (2015). *Dynamic Capabilities and B2B Branding in Industrial Markets*, Bulletin of the Transilvania University of Brasov, series VII, 8(57), 2, pp.155162.
8. **German Ana-Maria** (2015). *Using digital tools to obtain performance and competitive advantage in industry sector*. Creativity and Inventions Journal, 7, 021, p.1-5.
9. **German Ana-Maria** (2015). *Multi-criteria analysis of investments in a dynamic business environment*. Creativity and Inventions Journal, 7, 22, p.1-5.

Coordonare lucrări studenți în cadrul Conferinței AFCO

- Utilizarea structurilor din materiale compozite în industria aeronautică – premiul secțiunii Inginerie mecanică, inginerie tehnologică, inginerie economică. (2018)
- Soluții de investiții inteligente: SmartStock (2018)
- Reducerea numărului de accidente în muncă din sectorul industrial prin implementarea unor noi sisteme de siguranță (2017)
- Instrumente moderne de legătură între mediul universitar și mediul de afaceri (2017)
- Creșterea performanței proceselor industriale prin implementarea metodelor Lean Manufacturing (2017)

