

Lista lucrărilor publicate

Ioana-Mădălina PURCARU (CIONGRADI)

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2. Grăjdieru (Coman), E., Ciongradi, I. M., *Attracting and retaining talents through career marketing strategies*, Emerging Markets Economics and Business. Contributions of Young Researchers Proceedings of the 8th Conference of Doctoral Students in Economic Sciences, Oradea University Press, No. 5 - 2017, pp. 48-51. ISSN 2344 – 6617, http://steconomiceuoradea.ro/wp/wp-content/uploads/2014/01/volum_conferinta_doctoranzi_2017.pdf, pag. 48.
3. Grăjdieru (Coman), E., Ciongradi, I. M., *Evolution of the labour market – analysis and forecast of statistical indicators from 2005 to 2019*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Vol. 11(60), No. 2, 2018, pp. 175-182, http://webbut2.unitbv.ro/BU2018/Series%20V/2018/BULETIN%20I/20_Grajdieru.pdf.
4. Ciongradi, I. M., Grăjdieru (Coman), E., *The Behaviour of Romanian Consumers Regarding the Purchase of Products and Services*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Vol. 12 (61), No. 1 - 2019, pp. 29-34, http://webbut2.unitbv.ro/BU2019/Series%20V/2019/BULETIN%20I%20PDF/04_Ciongradi_BEHAVIOUR.pdf.
5. Brătucu, G., Ciongradi, I.M., *Qualitative marketing research for the consumer behaviour specific to the multilevel marketing system*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Series V: Economic Sciences, Vol. 12 (61) No. 1 – 2019, http://webbut2.unitbv.ro/BU2019/Series%20V/2019/BULETIN%20I%20PDF/03_BRATUCU.pdf.

6. Ciongradi, IM., Brătucu, G., Tofan, M., *The impact of multilevel marketing business leaders on their agents*, 3rd International Conference „Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions”, ISEG Proceedings Volume, Braşov, Filodiritto Editore, 31 may -1 june, 2019, disponibil la: https://iseg.unitbv.ro/wp-content/uploads/2016/11/EB00K_D531_ISEG_2019-1-10.pdf.

7. Ioana-Mădălina PURCARU (CIONGRADI), *Sisteme moderne de distribuție – MULTILEVEL MARKETING*, ISBN: 978-606-28-1137-2, Editura Universitară, Colecția Științe Economice, București, 2020, disponibilă la https://www.editurauniversitara.ro/stiinte_economice-3/sisteme-moderne-de-distributie-multilevel-marketing.html.

8. Urdea, A.-M., Constantin, C.P., Purcaru, I.-M., *Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship*, *Sustainability*, 13, 1865, <https://doi.org/10.3390/su13041865>, 2021.

9. Purcaru, I.-M., Urdea, A.-M., Constantin, C.P., Brătucu, G., *Building Long-Term Business Sustainability: The Influence of Experiential Marketing on Sales Representatives' Loyalty to Multi-Level Marketing Systems*, *Sustainability*, 14, 9507, <https://doi.org/10.3390/su14159507>, 2022.

10. Chițu, I.B., Tecău, A.S., Constantin, C.P., Tescașiu, B., Brătucu, T.-O., Brătucu, G., Purcaru, I.-M., *Exploring the Opportunity to Use Virtual Reality for the Education of Children with Disabilities*, *Children*, 10, 436, <https://doi.org/10.3390/children10030436>, 2023.

