

Lista de lucrări publicate

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I. Teză de doctorat:

Politici şi strategii de marketing utilizate în marketingul educaţional. Studiu de caz: învăţământul universitar din România

II. Cărţi de specialitate (monografii):

Alexandra Palade (Zamfirache) - *Analiza sistemului educational universitar*, Editura: Editura Universitara, 2021, ISBN: 978-606-28-1250-8, Np. 124

III. Tratate originale, cărţi de specialitate cu conţinut original, capitole în volume colective, traduceri de carte, publicate la edituri naţionale, recunoscute de comisiile CNATDCU de specialitate

Suciu, T., Zamfirache, A. - *Spiritual Laws vs. Economics Laws*, Academia Romana, Acta Carpatica IX, Editura Euroacarpatica, Sf. Gheorghe, 2023, ISSN: 2393-0268, pp. 538-552

IV. Articole publicate în reviste:

A. Articole publicate în jurnale indexate ISI Web Of Sciences

1. Brătucu, G., Ciobanu, E., Chiţu, I.B., Litră, A.V., Zamfirache, A., Bălăşescu, M. - *The Use of Technology Assisted by Artificial Intelligence Depending on the Companies' Digital Maturity Level*. Electronics 2024, 13, 1687. <https://doi.org/10.3390/electronics13091687>
2. Dragomir, C. C., Zamfirache, A., Albu, R. G., Foris, T. - *Implications of Crises on Start-Up Management and Ways to Increase Business Resilience and Sustainable Development*. Studies in Business and Economics, vol.18, no.3, 2023, pp.118-135. <https://doi.org/10.2478/sbe-2023-0049>
3. Anton, C.E., Zamfirache, A., Albu, R.-G., Suciu, T., Sofian, S.M., Ghiţă-Pîrnuţă, O.-A. - *Sustainable Entrepreneurship: Romanian Entrepreneurs' Funding Sources in the Present-Day Context of Sustainability*. Sustainability 2024, 16, 654. <https://doi.org/10.3390/su16020654>
4. Litră, A.V., Nichifor, E., Chi u, I.B., Zamfirache, A., Brătucu, G. - *The Dilemma of the European Integration Principle—Ensuring Energy Independence of the European Union*. Sustainability 2023, 15, 15560. <https://doi.org/10.3390/su152115560>

5. Nichifor, E. Brătucu, G., Chițu, I.B., Țierean, O.M., Litră, A.V., **Zamfirache, A.**, Vuță, D.R.. - *Getting users out of the loop: Key factors to surpass the messy middle point*. Electronic Commerce Research and Applications 2023, Volume 59. 101264, <https://doi.org/10.1016/j.elerap.2023.101264>
6. **Zamfirache, A.**, Suciuc, T., Anton, C.E., Albu, R.G., Ivasciuc, I.S. *The Interest Shown by Potential Young Entrepreneurs in Romania Regarding Feasible Funding Sources, in the Context of a Sustainable Entrepreneurial Education*. Sustainability 2023, 15, 4823. <https://doi.org/10.3390/su15064823>
7. Bălășescu, S., Neacșu, N.A., Madar, A., Zamfirache, A., Bălășescu, M. - *Research of the Smart City Concept in Romanian Cities*. Sustainability 2022, 14, 10004. <https://doi.org/10.3390/su141610004>
8. Vuță, D.R., Nichifor, E., Țierean, O.M., **Zamfirache, A.**, Chițu, I.B., Foris, T., Brătucu, G. - *Extending the Frontiers of Electronic Commerce Knowledge through Cybersecurity*. Electronics 2022, 11, 2223. <https://doi.org/10.3390/electronics11142223>
9. Băltescu, C.A., Neacșu, N.A., Madar, A., Boșcor, D., Zamfirache, A. - *Sustainable Development Practices of Restaurants in Romania and Changes during the COVID-19 Pandemic*. Sustainability 2022, 14, 3798. <https://doi.org/10.3390/su14073798>
10. Brătucu, G., Dincă, G., Dincă, M.S., **Palade (Zamfirache) A.** - *Opportunity of Constructing a Cargo Terminal – Case Study Brașov International Airport, Romania*, Transylvanian Review of Administrative Sciences, [S.I.], Feb. 2017, ISSN 1842-2845, pp. 38-53, disponibil la: <http://rtsa.ro/tras/index.php/tras/article/view/510/499>
11. Brătucu, G., Epuran, G., Gârdan, D.A., Bumbaș, F., **Zamfirache, A.** Gârdan, I. P., Opreș (Stănilă) M.A. - *The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants*, Industria Textila Journal, Volume 68, No 2/2017, pp. 147-155, disponibil la: <http://revistaindustriatextila.ro/images/2017/Revista%20IT%20nr%202-2017%20web.pdf>
12. Brătucu, G., **Palade (Zamfirache), A.**, Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A. - *Competition on the University Educational Services Market in Romania and the Protection of Students' Rights and Interests*. Amfiteatru Economic, Volume 19. No 45/2017, pp. 414-431, disponibil la: https://www.amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=1064

B. Articole publicate în baze de date recunoscute

1. **Zamfirache, A.**, Pricope (Vancia), A.P. - *Analysis of the Romanian Health System from the Perspective of the Number of Hospitals*. Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, 2023, Vol. 16(65) No. 2 (2023), pp. 67-78
2. Pricope (Vancia), A.P., Baltescu, C.A., **Zamfirache, A.** - *Are Romanian Travel Agencies Concerned about their Social Media Presence?*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, 2023, Vol. 16(65) No. 1 (2023), pp. 59-70 DOI: <https://doi.org/10.31926/but.es.2023.16.65.1.7>

3. **Zamfirache, A.** - *A Brief Analysis about the Problems and Challenges in Romanian Higher Education*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, 2022, Vol. 15(64) No. 2 (2022), pp. 105-110 DOI: <https://doi.org/10.31926/but.es.2022.15.64.2.12>
4. **Zamfirache, A.** - *Business Ethics. Corruption Perception Analysis*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, 2021, Vol. 14(63) No. 2 (2021), pp. 161-170 DOI: <https://doi.org/10.31926/but.es.2021.14.63.2.19>
5. **Palade, A., Constantin, C.** - *The necessity of counseling and vocational orientation in students' career management*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, 2012, Vol. 5 (54) No. 2, pp. 61-68, disponibil la: http://webbut.unitbv.ro/BU2012/Series%20V/Contents_V_M.htmlhttp://webbut.unitbv.ro/BU2012/Series%20V/BULETIN%20V/12%20palade%20constantin.pdf
6. **Palade, A., Constantin, C.** - *Graduates integration on the labour market*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 6 (55) No. 2-2013, pp. 65-74, disponibil la: <http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/011%20constantin%20c%20BU T%202013%202.pdf>
7. **Palade, A., Brătucu, G.** - *The marketing of educational services. A study regarding the graduates' professional path*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 6 (55) No. 2-2013, pp. 57-64, disponibil la: <http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/010%20palade%20bratucu%20B UT%202013%202.pdf>
8. **Palade, A., Brătucu, G., Demeter, T., Opreş (Stănilă), M.A.** - *Analysis of the higher education system in Romania*, Romanian Journal Of Marketing, Nr. 4/2013 October - December, Ed. Rosetti International, 2013, pp. 2-15
9. Demeter, T., Brătucu, G., **Palade, A., Opreş (Stănilă), M.A.** - *Youth travel market dynamics in Romania*, Romanian Journal Of Marketing, Nr. 1/2014 January - March, Ed. Rosetti International, 2014, pp. 40-57
10. **Palade, A., Brătucu, G., Opreş, M.** - *Factors that influence the number of students enrolled in the higher education system in Romania*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 7 (56) No. 1-2014, pp. 209-216, disponibil la: http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/28_PALADE_Bratucu_Opris.pdf
11. Opreş (Stănilă), M., Demeter, T., **Palade, A.** - *Statistical evaluation of the EU countries using economic indicators*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 7 (56) No. 11-2014, pp. 201-208, disponibil la: http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/27_OPRIS,%20DEMETER,%20Palade.pdf
12. Demeter, T., Brătucu, G., **Palade, A.** - *Romania, as a Tourist Destination, Seen from the Perspective of the Online Media*, International Journal of Economic Practices and Theories,

Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 677-689, disponibil la:

http://www.ijept.eu/index.php/ijept%20/article/view/Romania_as_a_Tourist_Destination_Seen_from_the_Perspective_of_the_Online_Media/pdf_38

13. Opreș (Stănilă), M.A., Brătucu, G., **Palade, A.** - *The Impact of Eco-Marketing - A Quantitative Research on the Brasov's Adult Population*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 711-717, disponibil la: http://www.ijept.eu/index.php/ijept%20/article/view/The_Impact_of_Eco-Marketing_A_Quantitative_Research_on_the_Brasov/pdf_41
14. **Palade, A.**, Brătucu, G., Demeter, T., Opreș, M.A. - *Analysis of the automotive industry in Romania*, Romanian Journal Of Marketing Nr. 3/2014 July – September Ed. Rosetti International, 2014, pp. 2-15
15. **Palade, A.**, Brătucu, G., Demeter, T., Opreș, M.A. - *Analysis of the evolution of unemployment in Romania*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 7 (56) No. 2 - 2014, pp. 235-242, disponibil la: http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/V-03_PALADE-v2.pdf
16. Demeter, T., Brătucu, G., **Palade, A.** - *Dynamics of the youth travel market on a global level*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 8 (57) No. 1-2015, pp. 95-106, disponibil la: http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/V-01%20PDF/13_Demeter_T.pdf
17. Opreș (stănilă), M.A., Brătucu, G., **Palade, A.** - *Distribution policies and strategies for sustainable textile products*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 8 (57) No. 1-2015, pp. 65-70, disponibil la: http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/V-01%20PDF/09_Opris_M_A.pdf

V. Articole publicate în volume ale conferințelor internaționale

1. Titus, S., Albu, R.G., **Zamfirache, A.**, Tache, I. - *The recent trends of Globalization, Localization and Slowbalization as perceived by Economics Students* Volume of Proceeding, 19th Edition, International Conference on Applied Business and Economics 2023, pp. 39-40, disponibilă la pagina: https://icabe.gr/wp-content/uploads/2023/10/PROCEEDINGS_ICABE-2023.pdf
2. **Zamfirache, A.** - *A Creative Perspective On The Tourism Industry In Romania* (2023), ITSA2022 Corporate Entrepreneurship And Global Tourism Strategies After Covid-19. 51. Purdue University, disponibil la pagina: <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1037&context=itsa>
3. Neacșu, A.N., **Zamfirache, A.** - *Sustainability measures implemented in the Hotel Industry. Case study: Romania*, BASIQ INTERNATIONAL CONFERENCE 2022, New Trends in Sustainable Business and Consumption, pp.186-192, ISSN 2457-483X, Editura ASE,

disponibil la pagina: <https://www.conference.ase.ro/wp-content/uploads/2022/07/BASIQ-2022-Conference-Proceedings-1.pdf>

4. **Palade, A.**, Brătucu, G. Demeter, T., Opreș (Stănilă), M.-A. - *From internship to a full time job. specialized online platform for "Transilvania" University of Brasov*, Business Excellence, Proceedings of the 9th International Conference on Business Excellence, Management&Marketing Challenges for the Knowledge Society, ISBN 978-973-709-738-5, Editura Economică, 2014, pp. 108-114
5. Demeter, T., Brătucu, G., **Palade, A.**, Opreș (Stănilă), M.-A. - *Romania as a tourist destination from the perspective of incoming Erasmus students* Business Excellence, Proceedings of the 9th International Conference on Business Excellence, Management&Marketing Challenges for the Knowledge Society, ISBN 978-973-709-738-5, Editura Economică, 2014, pp. 154-160
6. Demeter, T., Brătucu, G., **Palade, A.** - *Romania, as a Tourist Destination, Seen from the Perspective of the Online Media*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 677-689
7. Opreș (Stănilă), M.A., Brătucu, G., **Palade, A.** - *The Impact of Eco-Marketing - A Quantitative Research on the Brasov's Adult Population*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 711-717

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