

Lista 10 publicații relevante

1. Nichifor, E.; Brătucu, G.; Chițu, I.; Lupșa-Tătaru, D.A.; Chișinău, E.M.; Todor, R. D.; Albu, R.-G.; Bălășescu, S., (2023) *A Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis, Electronics*, eISSN: 2079-9292, 12(21), 4538; pag: 1-19, <https://www.mdpi.com/2079-9292/12/21/4538>
WOS: 001100505100001, Factor de impact 2,9 , AIS 0,401, Q3
2. Untaru, E-N.; Han, H.S.; **Bălășescu, S.**; Kim, B.; Ariza-Montes, A. (2023) *Green Atmospherics as Nature-Based Solutions and Patient Responses and Behaviors in Healthcare Establishments From Romania*, SAGE Open, ISSN 2158-2440, 13(1), <https://journals.sagepub.com/doi/full/10.1177/21582440231162531>
WOS:000956829400001, Factor de impact 2, AIS 0,436, Q2
3. **Bălășescu, S.**; Neacsu, N.A.; Madar, A.; Zamfirache, A.; Balasescu, M. (2022), *Research of the Smart City Concept in Romanian Cities, Sustainability*, ISSN online 2071-1050, 14(16) pag: 1-24, <https://www.mdpi.com/2071-1050/14/16/10004>
WOS:000845364900001, Factor de impact 3,9 , AIS 0,526, Q3
4. Neacsu, N.A.; , **Bălășescu , S.**, Balasescu, M., Anton, C.E., (2020), *Social responsibility in the textile industry in Romania*, Industria Textilă, ISSN 1222-5347, 71(4), pag:357-363, <http://revistaindustriatextila.ro/202004.html>
WOS:000574893800009, Factor de impact 1,4, AIS 0,110, Q3
5. Duguleana, L; Balasescu, M.; Duguleana, C.; **Bălășescu, S.**; Neacsu, N.A.; Dovleac, L. (2018), *Dynamic analysis of European organic agricultural areas in the context of sustainable development*, Outlook in Agriculture, ISSN 0030-7270, ISSN online 2043-6866, 47(1), pag: 27-35,
<https://journals.sagepub.com/eprint/T5GdVFevF4gHYwxlkGuD/full>
WOS:000429905900004 Factor de impact 3,0, AIS 0,478, , Q1

6. Neacsu, N.A.; Baltescu, CA.; **Bălășescu, S.**; Boscor, D. (2017), *The influence of design and aesthetics elements in choosing clothing*, Industria Textilă, ISSN:1222-5347, 68(5), pag.375-379,
http://www.revistaindustriatextila.ro/images/Textila_nr_5_2017r.pdf
WOS: 000413600700009, Factor de impact 1,4, AIS 0,110, Q3
7. **Bălășescu, S. (2023)** *Neuromarketing techniques and tools aplicable in retail*, *Journal of Research Administration*, Vol 5(2), ISSN:1539-1590, E-ISSN:2573-7104, pag.10722-10732 <https://journalra.org/index.php/jra/article/view/1146/996>
Indexed Scopus, Q4
8. **Bălășescu, S. (2018)** *The adoption of innovation in the retail industry*, Bulletin of the Transilvania University of Brașov Series V: Economic Sciences Vol. 11 (60) No. 1. 2018 https://webbut.unitbv.ro/index.php/Series_V/article/view/636/576
9. Bălășescu M., **Bălășescu S. (2020)** *Methods of analyzing and evaluating the marketing environment specific to online trading*”, Proceedings of the 14th International Conference on Business Excellence 2020, DOI: 10.2478/picbe-2020-0076, ISSN 2558-9652, pag. 797-806, <https://intapi.sciendo.com/pdf/10.2478/picbe-2020-0076>
10. **Bălășescu S.**, Bălășescu M., (2014), *Optimization methods for supply chain activities*” *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 7 (56) No. 2* https://webbut.unitbv.ro/index.php/Series_V/article/view/4932/3821

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