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**Habilitation thesis title: Multi-Level Influences and Interconnections Regarding the European Marketing Environment**

**Domain: Marketing**

## PUBLICATIONS LIST

### RELEVANT PAPERS

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- **Tescașiu, B.** Improvements of European Governance after Lisbon Treaty, *Bulletin of the Transilvania University of Brașov* • Vol. 6 (55) • No. 1 – 2013, Series V: Economic Sciences
- **Tescașiu, B.** Toward a Macro-regional Strategy for The Carpathians. *Bulletin of the Transilvania University of Brașov*, Series V: Economic Sciences • Vol. 8 (57) No. 1 – 2015
- Mawby R.I., Tecău A. S., Constantin C., Chițu I.B, **Tescașiu, B.** Addressing the security concerns of locals and visitors for the sustainable development of tourist destinations, *Sustainability* [e-journal], 2016, 8(6), 524; factor de impact 1.343, doi:10.3390/su8060524
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- Epuran, G., Gârdan, I.P., Gârdan, D.A, Tescașiu, B. Modernisation of Higher Education in the Context of European Integration – A Comparative Analysis. *Amfiteatru Economic* [e-journal], 18(42) 2016, factor de impact 0.564
- **Tescașiu, B.** Marketing Approaches at European Level – The Case of Southern-European Countries. *Buletinul Universității Transilvania din Brașov*, Series V: Economic Sciences, Vol 9(58), No1, 2016
- Epuran, G., Tescașiu, B. Specific Euro-marketing Elements in the Single European Market. A Cultural Approach. *Buletinul Universității Transilvania din Brașov*, Series V: Economic Sciences, Vol 8(57), No1, 2015
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### PhD THESIS

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The European Union's institutions. Institutional changes and improvements in the enlargement context. PhD supervisor – prof. dr. Nicolae Belli. Romanian Academy - The National Institute of Economic Researches, Bucharest, 2007

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**PATENTS**

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**BOOKS / BOOK CHAPTERS**

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**Books:**

- **Tescașiu, B.**, *Instituții europene. Schimbări și adaptări din perspective extinderii Uniunii Europene*, Editura CH Beck, 2009, ISBN 978-973-115-554-8
- **Tescașiu, B.**, *Economie mondială*, Editura Universității Transilvania Brașov, 2008, ISBN 978-973-598-422-9
- **Tescașiu, B.**, *Introducere în euromarketing – Concepte fundamentale de marketing specifice Pieței Unice Europene*, Editura Universitară, București, 2017, ISBN 978-606-28-0633-0
- Foriș, D., Tecău, A.S., Albu, R.G., Boldan, R. S., Brăescu, E., Plăveți, F., Suci, T., Sumedrea, S., **Tescașiu, B.** *Ghid de bune practici privind organizarea stagiilor de practică și a activităților de consiliere și orientare profesională a studenților*, Editura Universității Transilvania din Brașov, 2015, ISBN 978-606-19-0630-7

**Book chapters:**

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**JOURNAL ARTICLES**

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**Articles in journals indexed ISI Web of Science:**

- Epuran, G., **Tescașiu, B.**, Todor, R.D., Sasu, K.A. and Cristache, N., 2017. Responsible Consumption – Source of Competitive Advantages and Solution for Tourist Protection. *Amfiteatru Economic* [e-journal], 19(45), impact factor 0,530.
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- Epuran, G., Gârdan, I.P., Gârdan, D.A, **Tescașiu, B.** Modernisation of Higher Education in the Context of European Integration – A Comparative Analysis. *Amfiteatru Economic* [e-journal], 18(42) 2016, impact factor 0.564
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## PAPERS IN INTERNATIONAL CONFERENCES

- Tache, I., **Tescaşiu, B.** The Green Economy Perspectives in Eastern Europe: The Case of Romania, Proceedings – Information Society and Sustainable Development- IVth Edition, Tîrgu-Jiu, 2017, ISBN 978-973-144-831-2
- Tecău, A.S., **Tescaşiu, B.**, Foriş, D., Foriş, T., Bărbulescu. O. Developing Methods of Students Counseling and Career Orientation. EDULEARN16 Proceedings - 8th International Conference on Education and New Learning Technologies, Barcelona, Spain, 2016, ISBN 978-84-608-8860-4, 1761-1770
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- **Tescaşiu, B.**, The European Council. The Future of the European Council in the European Union Governance. Proceedings of the Sixth International Scientific

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- **Tescaşiu, B.** The Role of Industrial Politics in Central and Eastern Europe. A case study – Romania, proceedings of WSEAS Conference, Braşov, România, 2011, ISBN 978-960-474-293-6

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#### **OTHER PAPERS / RELEVANT ACHIEVEMENTS**

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04.09.2017

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