

Autorul tezei de abilitare: Conf. Dr. TESCASIU BIANCA

Titlul tezei de abilitare: Influențe și interacțiuni multi-nivel în cadrul mediului de marketing european

Domeniul: Marketing

LISTA DE LUCRĂRI

LUCRĂRI RELEVANTE

- **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
- Epuran, G., Dovleac, L., Ivasciuc, I.S, **Tescașiu, B.** Sustainability and organic growth marketing: an exploratory approach on valorisation of durable development principles in tourism. *Amfiteatru Economic* [e-journal], 17(40), 2015
- 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
- Epuran, G., **Tescașiu, B.**, Albu, R G., Education in European Union: is this the solution for immigration? A South-Eastern European perspective. *East-West Migration in the European Union*, Cambridge Scholar Publishing, ISBN 1-4438-9893-7
- Tecău, A S., Chițu, I B., Constantin, C P., **Tescașiu, B.** Considerations about the social and economic impact of emigration and repatriation. An analysis for South-Eastern Europe. *East-West Migration in the European Union*, Cambridge Scholar Publishing, ISBN 1-4438-9893-7

TEZA DE DOCTORAT

Instituțiile Uniunii Europene. Schimbări și perfecționări instituționale din perspectiva extinderii Uniunii Europene, Conducător de doctorat – prof. univ. dr. Nicolae Belli. Institutul Național de Cercetări Economice al Academiei Române, București, 2007

BREVETE

CĂRȚI / CAPITOLE DE CĂRȚI

Cărți:

- **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., Suciu, T., Sumedrea, S., **Tescașiu, B.** *Ghid de bune practici privind organizarea stagilor de practică și a activităților de consiliere și orientare profesională a studenților*, Editura Universității Transilvania din Brașov, 2015, ISBN 978-606-19-0630-7

Capitole cărți:

- Epuran, G., **Tescașiu, B.**, Albu, R G., Education in European Union: is this the solution for immigration? A South-Eastern European perspective. *East-West Migration in the European Union*, Cambridge Scholar Publishing, ISBN 1-4438-9893-7
- Tecău, A S., Chițu, I B., Constantin, C P., **Tescașiu, B.** Considerations about the social and economic impact of emigration and repatriation. An analysis for South-Eastern Europe. *East-West Migration in the European Union*, Cambridge Scholar Publishing, ISBN 1-4438-9893-7

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Articole indexate în jurnale 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), factor de impact 0,530.
- 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
- 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
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Articole în jurnale indexate în baze de date recunoscute:

- **Tescașiu, B.** Marketing Approaches at European Level – The Case of Southern-European Countries. *Buletinul Universității Transilvania din Brașov of Brasov*, Series V: Economic Sciences, Vol 9(58), No1, 2016 (EBSCO, DOAJ)
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 - **Tescașiu, B.**, Micu, E. Defining elements of cities touristic attractiveness. A case study – Helsinki. *Annals of “Dunărea de Jos” University of Galati*, Fascicle I. Economics and Applied Informatics, Years XXI – no2/2015 (EconLit, EBSCO, DOAJ, REPEC)
 - Tecău, A. S., Constantin, C., Chițu, I.B, **Tescașiu, B.** Aspects Concerning The Tourism Security at Brasov Municipality Level. *Buletinul Universității Transilvania din Brașov of Brasov*, Series V: Economic Sciences, Vol 7(56), No2, 2014 (EBSCO, DOAJ)
 - **Tescașiu, B.** Managing Business in Europe. Specific Issues in the Eastern and Central European Countries. *Buletinul Universității Transilvania din Brașov of Brasov*, Series V: Economic Sciences, Vol 7(56), No 1, 2014 (EBSCO, DOAJ)
 - **Tescașiu, B.** Improvements of European Governance after Lisbon Treaty. *Buletinul Universității Transilvania din Brașov of Brasov*, Series V: Economic Sciences, Vol 6(55), No 1, 2013 (EBSCO, DOAJ)
 - **Tescașiu, B.**, Frunteș, C. The Committee of Regions and The Regional Policy. A case study – Romania. *Buletinul Universității Transilvania din Brașov of Brasov*, Series V: Economic Sciences, Vol 6(55), No 2, 2013 (EBSCO, DOAJ)
 - **Tescașiu, B.** Institutional Evolution Of European Union Toward The Enlargement. Reforming Aspects Of The Institutional System. *Annals of the „Constantin Brâncuși” University of Târgu Jiu*, Economy Series, Issue 4/2013 (EconPapers, EBSCO, Cabells, DOAJ, REPEC)
 - **Tescașiu, B.** The European Parliament’s Role In The European Union. Is There A Real Parliamentary Democracy In The European Union?, *Annals of the „Constantin Brâncuși” University of Târgu Jiu*, Economy Series, Issue 4/2013 (EconPapers, EBSCO, Cabells, DOAJ, REPEC)
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ARTICOLE PUBLICATE IN VOLUME ALE CONFERINTELOR INTERNAȚIONALE

- Tache, I., **Tescașiu, 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., **Tescașiu, B.**, Foriș, D., Foriș, T., Bărbulescu. O. Developing Methods of Students Counseling and Career Orientation. EDULEARN16 Proceedings - 8th International Conference on Education and New Learning Technologies, Barcelona, Spania, 2016, ISBN 978-84-608-8860-4, 1761-1770
- **Tescașiu, B.**, Education and Youth in European Union. A case study – Erasmus+. Proceedings of the International conference WSEAS, Brașov, România, 2014, ISSN 2227-460X, ISBN 978-960-474-386-5
- **Tescașiu, B.**, The European Council. The Future of the European Council in the European Union Governance. Proceedings of the Sixth International Scientific Conference “Mechanics and Machine Elements”, Sofia, Bulgaria, 2012, ISSN 1314-040X

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- Tecău, A. S., Chitu, I.B., **Tescașiu, B.** Assessing the Impact of the Training of the Project „Developing The Capacity of Local Administration In Romania to Act as Community Leaders in The Context of Accession to the European Union” Has Had on the Target Group. Proceedings of the 7th International Conference Management of Technological Changes, Alexandroupolis, Greece, 2012, ISBN 978-960-99486-3-0
- **Tescașiu, B.** The Role of Industrial Politics in Central and Eastern Europe. A case study – Romania, proceedings of WSEAS Conference, Brașov, România, 2011, ISBN 978-960-474-293-6
- **Tescașiu, B.**, The Industrial Sector and Its Importance in the World Economy. Proceedings of the Sixth International Scientific Conference “Mechanics and Machine Elements”, Sofia, Bulgaria, 2010, ISSN 1314-040X

ALTE LUCRĂRI / REALIZARI RELEVANTE

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