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Habilitation thesis title: MODELING MARKETING STRATEGIES IN ACCORDANCE WITH SOCIETY'S SUSTAINABLE DEVELOPMENT

Domain: MARKETING

PUBLICATIONS LIST

RELEVANT PAPERS

1. Brătucu, G., **Băltescu, C.A.**, Neacșu, A.N., Boșcor, D., Țierean, O.M., Madar, A., 2017. *Approaching the Sustainable Development Practices in Mountain Tourism in the Romanian Carpathians*. Sustainability, 9(11), pp. 2051 - 2070, DOI:10.3390/su9112051, WOS:000416793400131, ISSN: 2071 – 1050, FI 2.075, AIS 0.322.
2. Brătucu, G., Palade (Zamfirache), A., Madar, A., Neacșu, N.A., Boșcor, D., **Băltescu, C.A.**, 2017. *Competition on the University Educational Services Market in Romania and the Protection of Students Rights and Interests*. Amfiteatru Economic, 19(45), pp.414-431, WOS:000404523800007, ISSN: 1582-9146, eISSN: 2247-9104, FI 0,664, AIS 0,062.
3. Brătucu, G., Madar, A., Neacșu, N.A., Boșcor, D., **Băltescu, C.A.**, 2014. *High School Vocational Counseling Role in Leveraging Students' Professional Inclinations*. Amfiteatru Economic. 16(37), pp. 1014-1025, WOS:000344542400022, , ISSN: 1582-9146, eISSN: 2247-9104, FI 0,664, AIS 0,062.
4. Brătucu, G., Madar, A., Boșcor, D., **Băltescu, C.A.**, Neacșu, N.A., 2016. *Road Safety Education in the Context of the Sustainable Development of Society: The Romanian Case*. Sustainability. 8(3), pp. 278-290, DOI: 10.3390/su8030278, WOS:000373800600044, ISSN: 2071 – 1050, FI 2.075, AIS 0.322.
5. Chițu, I.B., Foriș, D., **Băltescu, C.A.**, Foriș, T., Albu, R.G., 2016. *Understanding Residents' Attitudes Toward the Tourism Development in Brașov County*. 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts, SGEM, 24-30 August 2016, Albena, Bulgaria, STEF92 Technology Ltd, Book 2 - Political Sciences, Law, Finance, Economics & Tourism, Volume V, pp. 3-9, ISBN 978-619-7105-76-6, ISI Proceedings.
6. Foriș, D., Albu, R.G., Chițu, I.B., Foriș, T., **Băltescu, C.A.**, 2016. *Brașov Tourism Destination Profiling, In The Context of Sustainable Tourism Development*. 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts, SGEM, 24-30 August 2016, Albena, Bulgaria, STEF92 Technology Ltd, Book 2 - Political Sciences, Law, Finance Economics & Tourism, Volume V, pp. 109-116, ISBN 978-619-7105-76-6, ISI Proceedings.
7. **Băltescu, C.A.**, Boșcor, D., Madar, A., Neacșu, A.N., 2012. *The assessments of tourists arrived in Poiana Brașov resort regarding the satisfaction of tourist services consumption*. Proceedings of the 7th International Conference on Business Excellence, Business Excellence Challenges During the Economic Crisis, 12-13 October 2012, Brașov, Romania. Vol. 1, Editura Universității Transilvania din Brașov, pp. 44-47, ISBN 978-606-19-00102-9, Vol. 1. – 2012, ISBN 978-606-10-0103-6, ISI Proceedings.
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PHD THESIS

Substantiation of marketing strategies in the Romanian mountain tourism. Supervisor: Prof. Dr. Liliana DUGULEANĂ, Transilvania University of Brașov, 2010.

PATENTS

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BOOKS / BOOK CHAPTERS

Books

1. Brătucu, G., Ispas, A., Chițu, I.B., Cismaru, L., Albu, R., Dincă, G., **Băltescu, C.A.**, Foriș, D., Demeter, T., Simon, T., Tudorache, D.M., Musteață Pavel, M., Fratu, D.A., Gliga, I.I., Chicomban, M., 2015. *Brașov County - Profile of a Tourism Destination*. Brașov: Editura Universității Transilvania din Brașov, ISBN 978-606-19-0551-5.
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Awards

1. Award for professional performance of team documentation and publication of a series of articles about the tourism sector, award granted by the General Association of Economists of Romania (AGER), 22.11.2011.
2. Thesaurus Award granted by the Association of Romanian Journalists and Writers, 14.01.2012

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