

Autorul tezei de abilitare: Conf. Dr. Codruța Adina BĂLTESCU

Titlul tezei de abilitare: MODELAREA STRATEGIILOR DE MARKETING ÎN ACORD CU DEZVOLTAREA SUSTENABILĂ A SOCIETĂȚII

Domeniul: MARKETING

LISTA DE LUCRĂRI

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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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TEZA DE DOCTORAT

Fundamentarea strategiilor de marketing în turismul montan românesc. Conducător de doctorat – Prof. dr. Liliana DUGULEANĂ, Universitatea Transilvania din Brașov, 2010.

BREVETE

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