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Habilitation thesis title: ENHANCING THE COMPETITIVENESS OF EDUCATIONAL SERVICES MARKET BY IMPLEMENTING SUSTAINABLE MARKETING STRATEGIES

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.
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PATENTS

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2. Brătucu G., Boșcor D. *Marketing.Curs postuniversitar de masterat* Ed. Infomarket, ISBN978-973-1747-03-3An Aparitie: 2008

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2. Brătucu G., **Boșcor D.**, Boitor A., Tălpău A. *The Romanian Labor Market for Young People* titluC:THE CHANGING BUSINESS LANDSCAPE OF ROMANIA editura:SPRINGER isbn:978-1-4614-686 AnAparitie:2013

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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.
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8. Boscor D Strategies adopted by British universities in the field of higher education. Lessons for Romanian universities revista:Bulletin of the Transilvania University of Brașov BDI:EBSCO issn:20652194 AnAparitie:2016
9. Țierean, O., Băltescu, C.A., Boșcor, D., 2015. *Where do students come from? How many universities use candidates' demographics to focus their marketing effort.* Romanian Journal of Marketing, 3, pp.22-26, ISSN 1844-6523.
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