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Habilitation thesis title: **INTEGRATING CUSTOMER LOYALTY IN THE FOUNDATION OF SUSTAINABLE MARKETING - AN EXPRESSION OF THE ADAPTATION OF ORGANIZATIONS TO CRISIS SITUATIONS**

Domain: Marketing

PUBLICATIONS LIST

RELEVANT PAPERS

1. Epuran, G., Gârdan, I.P., **Gârdan, D.A.**, & Bumbas, F. (2015). Hedonic value of clothing products. *Industria Textila*, 66(3), 164-168. WOS:000357707500009, ISI Web of Science Indexed Journal, Journal Impact Factor 0.784, absolute influence score 0.07
2. Epuran, G., Gârdan, I.P., **Gârdan, D.A.**, & Tescaşiu, B. (2016). Modernisation of Higher Education in the Context of European Integration? A Comparative Analysis. *Amfiteatru Economic*, 18(42), 351-368. WOS:000378270700008. ISI Web of Science Indexed Journal, Journal Impact Factor 1.983, absolute influence score 0.169
3. **Gârdan, D.A.**, Andronie, M., Gârdan, I.P., Andronie, I.E., Iatagan, M., & Hurloiu, I. (2018). Bioeconomy development and using of intellectual capital for the creation of competitive advantages by SMEs in the field of biotechnology. *Amfiteatru Economic*, 20(49), 647-666. WOS:000440364100009. ISI Web of Science Indexed Journal, Journal Impact Factor 1.983, absolute influence score 0,169.
4. Andronie, M., **Gârdan, D.A.**, Dumitru, I., Gârdan, I.P., Andronie, I.E., & Uță, C. (2019). Integrating the Principles of Green Marketing by Using Big Data. Good Practices. *Amfiteatru Economic Journal*, 21(50), 258-269. WOS:000456190000017. ISI Web of Science Indexed Journal, Journal Impact Factor 1.983, absolute influence score 0.169
5. Borangiu, A., **Gârdan, D.A.**, Gârdan, I.P., Cătoi, I., Purcărea, V.L., & Purcărea, T. (2020). Mobile media communications' influence upon purchase decisions in the case of ENT drugs for children and on the choice of doctors. *Farmacia*, 68(5), 950-956. WOS:000583251900025. ISI Web of Science Indexed Journal, Journal Impact Factor 1.433, absolute influence score 0,336
6. **Gârdan, D.A.**, Dumitru, I., Gârdan, I.P., & Paştiu, C.A. (2020). Touristic SME's Competitiveness in the Light of Present Challenges—A Qualitative Approach. *Sustainability*, 12(21), 9191, 1-18. WOS:000589410600001. ISI Web of Science Indexed Journal, Journal Impact Factor 3.251, absolute influence score 0.462
7. Paştiu, C.A., Oncioiu, I., **Gârdan, D.A.**, Maican, S.Ş., Gârdan, I.P., & Muntean, A. C. (2020). The perspective of e-business sustainability and website accessibility of online stores. *Sustainability*, 12(22), 9780, 1-15. WOS:000594549300001. ISI Web of Science Indexed Journal, Journal Impact Factor 3.251, absolute influence score 0.462

8. Dumitru I., **Gârdan D.A.**, Paștiu C.A., Muntean A.C., & Gârdan I.P. (2021). On the mechanism of the label perception: how does labeling change food products customer behavior?, *Economic Computation and Economic Cybernetics Studies and Research*, 55(2), 193-210. WOS:000661631600012. ISI Web of Science Indexed Journal, Journal Impact Factor 0.885, absolute influence score: 0.143

PhD THESIS

Marketing Strategies for Organization's Customer Loyalty, coordinated by Prof. Dr. H.C. Cătoișu Iacob at Academia de Studii Economice of Bucharest.

BOOKS / BOOK CHAPTERS

1. Gârdan, D.A. (2017). *Marketing în sport*, Editura Universitară, București, ISBN 978-606-28-0544-9.
2. Gârdan, D.A. (2017). *Influențarea comportamentului consumatorilor de servicii medicale în contextul optimizării motivației personalului medical*, Editura Universitară, București, ISBN 978-606-28-0547-0.

JOURNAL ARTICLES

1. Gârdan, I.P., **Gârdan, D.A.**, & Epuran, G. (2015). 'Social factors influence from the perspective of dental healthcare services consumers' behavior', *Studies and scientific researches. Economics edition*, 22, 96-110.
2. Micu A.-E., **Gârdan D.A.**, & Gârdan (Geangu) I.P. (2015). 'Healthcare Services Employees Perception about Staff Motivation', *Annals of "Dunarea de Jos" University of Galați, Fascicle I. Economics and Applied Informatics*, XXI(1), 114-119.
3. **Gârdan D.A.**, Cătoișu I., & Gârdan I.P. (2016). 'Coordinates of the culture consumption in urban environment', *Annales Universitatis Apulensis, Series Oeconomica*, 18(2), 1-12.
4. **Gârdan D.A.**, Epuran G., Gârdan I.P. (2016). 'Creating value within culture consumption', *Studies and scientific researches. Economics edition*, 24, 45-58.
5. **Gârdan D.A.**, Andronie M., Gârdan I.P., & Uță C. (2017). 'Social networks usage implications at the level of medical services consumption in Romania', *Journal of Economic Development, Environment and People*, 55-64.
6. **Gârdan, D.A.**, Gârdan, I.P., Andronie, M., & Dumitru, I. (2020). Sport events customers' behavior in the light of hedonic consumption, *International Journal of Marketing Studies*, 12(3), 26-40.
7. **Gârdan, D.A.**, Cătoișu, I., Gârdan, I.P., & Borangiu, A. (2020). The mobile media communication and the doctor-patient relationship in the case of children ENT disorders, *Annales Universitatis*

OTHER PAPERS / RELEVANT ACHIEVEMENTS

1. **Gârdan D.A.**, & Gârdan I.P. (2014). 'Modelling medical services consumers loyalty in the context of changing consumption behavior', International Conference EMQFB 2014 - Emerging Markets Queries in Finance and Business, 24th-25th October, Bucharest, Organised by Petru Maior University of Târgu-Mureş, Romanian Academy, EMQFB2014 Conference Proceedings, ISI Web of Science indexed conference
2. Epuran, G., Gârdan, I.P., Cristache, N., Capatina, A., **Gârdan, D.A.**, Micu, A.E., Ionescu, E., & Bumbaş, F. (2016). 'Textile manufacturers' decisions optimization using informational energy modeling', *Industria textilă*, 67(3), 210-218, ISI Web of Science indexed journal
3. Brătucu G., Epuran G., **Gârdan D.A.**, Bumbaş F., Zamfirache A., Gârdan I.P., Opriş (Stănilă) M.A. (2017). 'The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants', *Industria textilă*, 68(2), 147-155, ISI Web of Science indexed journal
4. Stoica, V., Gardan, D. A., Constantinescu, I., Gardan, I. P., Calenic, B., & Diculescu, M. (2020). Transgenerational Effects of Traumatic Historical Events on the Incidence of Metabolic Syndrome/Nonalcoholic Fatty Liver Disease in the Romanian Population. *Journal of Medicine and Life*, 13(4): 475–483.
5. Baicu, C.G., Gârdan, I. P., **Gârdan, D.A.**, & Epuran, G. (2020), 'The impact of COVID-19 on consumer behavior in retail banking. Evidence from Romania', *Management & Marketing. Challenges for the Knowledge Society*, 15(Sp. Iss.), 534-556, DOI: 10.2478/mmcks-2020-0031, ISI Web of Science indexed journal

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