

Autorul tezei de abilitare: Conf. Dr.Muntean Andreea Cipriana

Titlul tezei de abilitare: Cercetarea satisfacției și a loialității consumatorilor din perspectiva integrării cu asigurarea sustenabilității afacerilor

Domeniul: Marketing

LISTA DE LUCRĂRI

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5. *The Socio-Economics Factors in Family Farms with Different Economic Sustainability Levels from Central and Eastern Europe*, Smedzik-Ambrozy, Katarzyna, Guth, Marta, Majchrzak Adam, **Muntean Andreea Cipriana**, Maican, Silvia Stefania, *SUSTAINABILITY*, Volume 13, Issue 15, Article Number 8262, DOI 10.3390/su13158262, Published AUG 2021, revistă Indexată ISI, WOS:000682230400001
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6. *Tourist satisfaction with the Touristic Offer of Alba Iulia Fortress*, **Andreea Muntean**, Filimon Stremțan, *Journal of Environmental Protection and Ecology*, revista indexata ISI, vol.13 (4), pag 2445, ISSN 1311-5065, factor de impact 0,102 (2012), revistă Indexată ISI, WOS:000313926400047
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9. *The impact of the consumers satisfaction on the economic efficiency of the bank*, **Andreea Muntean**, *Annales Universitatis Apulensis Seria oeconomica*, pg. 754-759, indexata RePec, EBSCO, ProQuest, DOAJ, Cabells, EconLit, 2010

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10. The importance and determinants of market integration of small family farms in selected countries of Central and Eastern Europe, Sebastian Stepień, Katarzyna Smędzik-Ambroży, Marta Guth, Andreea Muntean, Silvia Maican, Carmen Paștiu, Economic Research-Ekonomska Istraživanja, 2022

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TEZA DE DOCTORAT

„Cercetarea satisfacției consumatorilor de servicii bancare și implicațiile acesteia asupra eficienței economice și sociale a băncii”, domeniul – Marketing, coordonator științific prof. univ. dr. Iacob Cătoi, Academia de Studii Economice București – Facultatea de Marketing, susținere publică - 10 decembrie 2007, titlul de doctor obținut prin Ordinul Ministrului Educației, Tineretului și Sportului nr. 4887/25.07.2008

BREVETE

CĂRȚI / CAPITOLE DE CĂRȚI

1. Carte de specialitate – național

1.1. *Cercetări de marketing - teorie și aplicații*, **Andreea Muntean**, Editura Aeternitas, Alba Iulia, 2012, ISBN 978-606-613-054-7

http://editura.uab.ro/index1.php?cale=aparitii&limba=ro&compartimentul=1_admin_antet_editura&grup=aparitii&meniu=2012

1.2. *Noi filiere economice în Munții Apuseni*, Stremțan F. (coord.), **Muntean Andreea** ș.a., Editura Risoprint, Cluj Napoca, 2006, ISBN 973-751-166-2

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2. Studiu/capitol într-o carte de specialitate sau volum colectiv - național

2.1. *Studii de sociologie urbană* (Centrul de Cercetari Sociologice Alba Iulia), - *cap 7: Marketingul patrimoniului cultural*, L. Marina (coord.), Vlad Millea, **Andreea Muntean**, Editura Aeternitas, Alba Iulia, 2011, ISBN 978-606-613-023-3 (28 pag./ 200 pag)

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2.2. *Barometrul comunității locale*, *Capitolul Marketing urban*, Marina L., Pascaru M. (coord.), **Muntean A.** ș.a., Editura Limes, Cluj Napoca, 2014, ISBN 978-973-726-8914 (10 pag. / 100 pag.)

2.3. *Administrarea afacerilor în comerț, turism și servicii publice - Cap. 2 Marketing turistic*, Filimon Stremțan (coord.), **Andreea Muntean** ș.a., Editura Aeternitas, Alba Iulia, 2007, ISBN 978-973-7942-71-5 (50 pag / 200 pag.)

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2.4. *Economie și marketing. Repere istorice locale*, **Tamaș Szora Attila (coord.)** ș.a., Capitolul. *Imaginea Reginei Maria în publicitate*, **Andreea Muntean**, Carmen Paștiu, Silvia Maican, Dan Topor, Editura Aeternitas, Alba Iulia, 2020, ISBN 978-606-613-208-4

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ARTICOLE ÎN REVISTE

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1.1 Green marketing – a new challenge for the romanian organizations, **Andreea Muntean**, Filimon Stremțan, Journal of Environmental Protection and Ecology, revista indexata ISI, nr. 11 (4), pag 1472-1474, ISSN 1311-5065, factor de impact 0,178 (2010)

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2.3. Few determinats of the average amounts of money tourists spend while visiting alba county. a regression model considering white's heteroskedasticity-consistent standard errors & the covariance and different weights techniques, Andreea Muntean, Iulian Bogdan Dobra, Annales Universitatis Apulensis seria Oeconomica, BDI, indexata RePec, EBSCO, ProQuest, DOAJ, Cabells, EconLit, 2016

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2017

2. Increasing The Notoriety Of A Destination Using Cultural Events - The Case Of Alba County, Romania, [Maican, S](#) (Maican, Silvia), [Pastiu, C](#) (Pastiu, Carmen)[1], [Muntean, A](#) (Muntean, Andreea), International Conference on Management: Trends of Management in the Contemporary Society, Brno, Cehia, Pag.: 231-234, Published: 2016, PROCEEDING INDEXAT ISI

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7. "Directly notable influences on the behavior of the consumer of bank services", lect.univ.dr. Andreea Muntean, prof.univ.dr. Filimon Stremțan, Sesiunea Internațională MicroCAD, Miskolc, Ungaria, 2008, vol. ISBN 973-594-868-0 (3 pag. / 500 pag.)

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ALTE LUCRĂRI / REALIZĂRI RELEVANTE

Data

14 aprilie 2022

Autor

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