Listă de publicaţii

Smaranda Adina COSMA

Atestat de abilitare și calitatea de conducător de doctorat – obținut prin ordin MEN nr. 623 din 6.11.2014
Teza de abilitare cu titlul *Marketing's future challenges and opportunities*, la Comisia de Științe economice și administrarea afacerilor, cu domeniul științific arondat Marketing, susținută în 5.08.2014 – prima teză de abilitare susținută la nivel național pe domeniul Marketing.

I.A Cărţi:

- publicate la edituri internaţionale recunoscute

1. Pop, C., **Cosma, S.,** Negruşa, A., Ionescu, C., Marinescu, N., *„Romania as a Tourist Destination and the Romanian Hotel Industry (Hotel industry in Romania - is it ready to support Romania as a tourist destination?)"*, Cambridge Scholars Publishing, Newcastle, UK, 2007, 282 de pagini. (ISBN 1-84718-268-2; ISBN 13: 9781847182685).

- publicate la edituri naţionale recunoscute

2. Someşan C., **Cosma S.,** *„Marketing global – Lucrări"*. Editura Sincron, Cluj-Napoca, 2000. (ISBN 973-9234-42-9).

3. Someşan C., **Cosma S.,** *„Bazele marketingului. Abordare teoretică şi aplicativă"*. Editura EFES, Cluj-Napoca, 2001. (ISBN 973-99954-6-2).

4. **Cosma S.,** *„Cercetări de marketing. Aplicaţii"*. Editura Presa Universitară Clujeană, Cluj-Napoca, 2002. (ISBN 973-610-088-X).

5. Álmos Vorzsák (coord.), Nicoleta D. Paina, Marius D. Pop, Marcel C. Pop, Voicu C. Nistor, Alexandru Nedelea, Radu Ilieş, **Smaranda Cosma**, Raluca Comiati, Szegö Iosif, Radu Cocean, Mihai Băcilă, Cristina Szabo, Ovidiu I. Moisescu, Juhász Monika Anetta, *„Marketingul serviciilor"*. Ediţia a II-a, Presa Universitară Clujeană, Cluj-Napoca, 2004. (ISBN 973-610-305-6).

6. **Cosma, S.,** Bota, M., *„Bazele marketingului"*. Editura Alma Mater, Cluj-Napoca, 2004. (ISBN 973-8397-87-1).

7. **Cosma S.,** *„Promovarea în marketingul internaţional"*, Editura Alma Mater, Cluj-Napoca, 2006. (ISBN (10) 973-7898-51-6, ISBN (13) 978-973-7898-51-7).

8. Álmos Vorzsák, Marcel C. Pop (coord.), Nicoleta Paina-Racolţa, Voicu C. Nistor, Alexandru Chiş, Alexandru Nedelea, **Smaranda Cosma**, Mihai Băcilă, Raluca Comiati, Radu Cocean, Ovidiu I. Moisescu, Monika Anetta Juhász, Ioana Abrudan, Cristian Dabija, Radu Ilieş, Marius Bene, *„Marketingul serviciilor. Ramuri şi domenii prestatoare"*, Alma Mater, Cluj-Napoca, 2006. (ISBN (10) 973-7898-50-8; ISBN (13) 978-973-7898-50-0).

9. Vorzsak M., **Cosma S.,** *„Diagnosticul strategic al organizaţiei"*. Editura Alma Mater, Cluj- Napoca, 2008, 340 de pagini. (ISBN 978-973-7898-90-6).

10. **Cosma S.,** *„Cercetări de marketing"*. Editura Alma Mater, Cluj-Napoca, 2008, 290 de pagini. (ISBN 978-606-504-023-6).

11. Petrescu D.C., Vlad G. (cordonatori), Dumbravă, P., **Cosma S.**, Chifu C., Vorzsak M., *„Consumatorii şi protecţia mediului. Atitudinea consumatorilor faţă de microstaţiile de epurare a apelor uzate"*. Editura EFES, Cluj-Napoca, 2009, 127 de pagini. (ISBN 978-606-526-017-7).

12. Bota M., **Cosma S.**, *„Cercetarea-dezvoltarea noilor produse"*, Editura Presa Universitară Clujeană, 2014, 81 de pagini. (ISBN 978-973-595-794-0).

13. **Cosma S.**, *„Principiile marketingului"*. Editura Presa Universitară Clujeană, Cluj-Napoca, 2022. (ISBN 978-606-37-1677-5).

14. Cozma A.T., **Cosma S. A.**, *„Cum să ne poziționăm pe piață? Strategii practice și eficiente pentru piața de Pet Food din România"*. Editura Presa Universitară Clujeană, Cluj-Napoca, 2024. (ISBN 978-606-37-2182-32024)

I.B Capitole cărţi/ studii:

1. Fleşeriu, C., **Cosma S.A.**, Bota M., *Cluj-Napoca European Youth Capital: Why to Attend a Major Event*, Pages 89-99 în Vicky Katsoni, Kathy Velander (Editors), *Innovative Approaches to Tourism and Leisure*, Fourth International Conference IACuDiT, Athens 2017, Springer International Publishing AG 2018, ISSN 2198-7246 ISSN 2198-7254 (electronic), Springer Proceedings in Business and Economics, ISBN 978-3-319-67602-9, ISBN 978-3-319-67603-6 (eBook), https://doi.org/10.1007/978-3-319-67603-6

2. Tripon, I.M., **Cosma, S.A.** (2018). *The Evolution of Tourism Destination: A Review of Literature*. In C. Năstase (ed.), The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges | May 10-11, 2018 | Stefan cel Mare University of Suceava, Romania (pp. 268-279). Iasi, Romania: LUMEN Proceedings, https://doi.org/10.18662/lumproc.79

3. Căzan, I.C., **Cosma, S.A.**, *ROMANIAN RURAL TOURISM INVOLVEMENT IN SOCIAL MEDIA CHANNELS,* In T.Păduraru, G.Tacu, D.Ungureanu (coord.), Romanian Rural Tourism in International Context. Present and Prospects, Vol. XLV, Editura Performantica, Iaşi, 2019, ISBN: 978-606-685-649-2, pag.48-56.

4. Caraba, D.A., **Cosma, S.A.**, *Current Spectator's Profile of the Stage Arts*, in Marius Dan GAVRILETEA and Monica Maria COROȘ (editors), *Book of Abstracts and Proceedings of the International Conference MODERN TRENDS IN BUSINESS, HOSPITALITY AND TOURISM*, Presa Universitară Clujeană, Cluj-Napoca, pag. 133-140, 2021, ISBN 978-606-37-1186-2 (eBook).

5. Buzgău, H.O., **Cosma, S.A.** (2021). *Boosting Agribusinesses with Brands during COVID-19 Pandemic*, Leadership, Innovation, Management and Economics: Integrated Politics of Research, Selected papers (part of LIMEN conference collection), SKRIPTA International, Belgrade, 2021, ISBN 978-86-80194-53-0, ISSN 2683-6149, DOI: https://doi.org/10.31410/LIMEN.S.P.2021, pag. 87-100.

6. Borza, H.V., **Cosma, S.A.**, *Bishops the bishops of the orthodox Romanian church from official trendsetters to real online influencers*, în Entrepreneurship through Digital Transformation and Social Changes, editori Ioan Hosu, Lorina Culic, Andreea Voina, Presa Universitară Clujeană, 2022, pag. 349-360, http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3454.pdf

II. Articole/ studii

- ***Articole Web of Science***

- ***publicate în reviste***

1. Văleanu M., **Cosma S.**, Cosma D., Moldovan G., Vasilescu D., *Optimization for Date Redistributed System with Applications*, International Journal of Computers, Communications and Control (IJCCC), Vol.4, No.2 (June),

2009, EBSCO Publishing, Editori: Florin-Gheorghe Filip, Ioan Dziţac, Mişu-Jan Manolescu, Răzvan Andonie, Ioan Buciu, pag. 178-184, ISSN 1841-9836, E-ISSN 1841-9844, DOI: https://doi.org/10.15837/ijccc.2009.2.2425

2. Morgovan C., **Cosma S.,** Burta C., Ghibu S., Polinicencu C., Vasilescu D., *Measures to reduce the effects of the economic and financial crisis in pharmaceutical companies*, Farmacia, 2010, 58(4): 400-407, ISSN: 0014-8237 (for the Printed Edition), ISSN: 2065-0019 (for the On-Line Edition), http://www.revistafarmacia.ro/20104/issue42010art02%20-%20morgovan%20-%20400-407.pdf

3. Morgovan C., **Cosma S.,** Ghibu S., Burta, C., Bota, M., Polinicencu, C., *Study of diabetes mellitus care cost in Romania during 2000-2008,* 14th Annual Meeting of the French Society of Pharmacology and Therapeutics, Bordeaux, France, 23-25 March 2010, Fundamental & Clinical Pharmacology, 2010, 24(1): 92, ISSN 0767-391 (print), 1472-8206 (on line) – **abstract**

4. Morgovan C., **Cosma S.,** Polinicencu C., Burta C., Ghibu S., *Comparative study regarding commercial policies for the Romanian antidiabetics' market*, Farmacia, 2011, 59(5): 679-689, ISSN: 0014-8237 (for the Printed Edition), ISSN: 2065-0019 (for the On-Line Edition), http://www.revistafarmacia.ro/20115/art.8.morgovan%20679-689.pdf

5. **Cosma S.,** Văleanu M., Cosma D., Vasilescu D., Moldovan G., *Efficient Data Organisation in Distributed Computer Systems using Data Warehouse*, International Journal of Computers, Communications and Control (IJCCC), Vol.8, No.3 (June), 2013, EBSCO Publishing, pag. 366-374, ISSN 1841-9836, E-ISSN 1841-9844, http://univagora.ro/jour/index.php/ijccc/article/view/463, DOI: 10.15837/ijccc.2013.3.463

6. **Cosma, S.,** Fleșeriu, C., Bota, M., *Hotel chain's strategic options to penetrate the Romanian market*, Amfiteatrul economic, Vol. XVI, Special No. 8, November 2014, pag. 1352 - 1365, ISSN Print: 1582-9146 ISSN Online: 2247–9104, http://www.amfiteatrueconomic.ro/RevistaDetalii_EN.aspx?Cod=59

7. **Cosma, S.,** Bota, M., Fleșeriu, C., Negrușa, A., Toader, V. and Rus, R.V., *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, Amfiteatru Economic, 18(Special Issue No. 10), 2016, pp. 929-943, ISSN Print: 1582-9146 ISSN Online: 2247–9104, http://www.amfiteatrueconomic.ro/ArticolEN.aspx?CodArticol=2578

8. Negruşa, A.L., Toader, V., Rus, R.V., **Cosma, S.A.,** *Study of Perceptions on Cultural Events' Sustainability*, Sustainability 8(12):1269, December 2016, ISSN 2071-1050, DOI: 10.3390/su8121269, http://www.mdpi.com/2071-1050/8/12/1269

9. **Cosma, S.,** Zerva, K., Bota, M., Fleșeriu, C., *A study on the Romanians' profile among leisure activities*, Amfiteatru Economic, Volume: 20, No. Special 12, 2018, pag. 920-934, ISSN Print: 1582-9146 ISSN Online: 2247–9104, DOI: 10.24818/EA/2018/S12/920

10. **Cosma S.,** Bota M., Fleşeriu C., Morgovan C., Văleanu M., Cosma D., *Measuring Patients' Perception and Satisfaction with the Romanian Healthcare System*, Sustainability 2020, 12(4), 1612; https://doi.org/10.3390/su12041612

11. **Cosma, S.**, *New Perspectives and Development Oportunities of Central and Eastern European Tourism*. Amfiteatru Economic, 22(54), 2020, pp. 623-629. DOI: 10.24818/EA/2020/54/623 – **book review**

12. Fleşeriu C., **Cosma S.,** Bocăneţ V., *Values and Planned Behaviour of the Romanian Organic Food Consumer*, Sustainability 2020, 12(5), 1722; https://doi.org/10.3390/su12051722

13. Morgovan, C., **Cosma, S. A.**, Văleanu, M., Juncan, A. M., Rus, L. L., Gligor, F. G., Butuca, A., Tit, D. M., Bungau, S., & Ghibu, S. (2020). An Exploratory Research of 18 Years on the Economic Burden of Diabetes for the Romanian National Health Insurance System. *International journal of environmental research and public health*, *17*(12), 4456. https://doi.org/10.3390/ijerph17124456

14. Budişan, R.D., **Cosma, S.A.**, Chifu, I.C., *Analysing the Effect of Body, Mind and Soul State on Subjective Well-Being During COVID-19 Pandemic*, Studies in Business and Economics, vol.18, no.1, 2023, pp.54-68. https://doi.org/10.2478/sbe-2023-0003

15. Tia, T.C., **Cosma, S.A.**, Borza, H. V., *Elderhood and the Sacrament of Communion: An Orthodox Theological Exploration of Gracefully Aging*, Religions 15.3, 2024, 304.

- ***volume ale conferinţelor indexate Web of Science Proceedings Paper***

1. **Cosma, S.,** Pop, C., Negruşa, A., *Should Dracula Myth be a brand to promote Romania as a tourist destination?*, Interdisciplinary Management Research III, Pforzheim University of Applied Studies, Faculty of Economics in Osijek, Porec, Croatia, September 25-27, 2006, pag. 39-56, ISBN 978-953-253-026-1.

2. **Cosma, S.,** Pop, C., Negruşa, A., *Tourists' perception regarding Cluj-Napoca as a cultural tourist destination,* New aspects of cultural heritage and tourism, Proceedings of the WSEAS International Conference on CULTURAL HERITAGE AND TOURISM, July 2008, Editura WSEAS Press, Editori: Vassilis Gekas, Nikos E. Mastorakis, Eleni Stamatiou, pag. 66-70, ISBN: 978-960-6766-89-3, ISSN: 1790-2769, http://www.worldses.org/books/index.html, new-aspects-of-cultural-heritage-and-tourism.pdf

3. **Cosma, S.,** Negruşa, A., Cosma, D., Văleanu, M., *Conceptual model for a national register-type reasearch database for clubfoot*, Proceedings of the WSEAS International Conference on COMMUNICATIONS, July 2008, Editura WSEAS Press, Editori: Nikos E. Mastorakis, Valeri Mladenov, Zoran Bojkovic, Dana Simian, Stamatios Kartalopoulos, Argyrios Varonides, Constantin Udriste, Eugene Kindler, S. Narayanan, Jaime Lloret Mauri, Hamed Parsiani, Ka Lok Man, pag. 466-469, ISBN: 978-960-6766-83-8, ISSN: 1790-5117, http://www.worldses.org/books/index.html, new-aspects-of-communications.pdf

4. **Cosma, S.,** Negruşa, A., Popovici, C., *Impact of Sibiu European Capital of Culture 2007 Event on Country Tourism*, Recent advances in cultural heritage and tourism, Proceedings of the 2nd WSEAS International Conference on CULTURAL HERITAGE AND TOURISM, July 2009, Editura WSEAS Press, Editori: Nikos E. Mastorakis, Manoj Jha, Valeri Mladenov, Zoran Bojkovic, Stamatios Kartalopoulos, pag. 68-73, ISBN: 978-960-474-103-8, ISSN: 1790-2769, http://www.worldses.org/books/index.html, CUHT.pdf

5. Negruşa, A., **Cosma, S.,** Gică, O., *Analysis of the Main Romanian Cultural Products*, Recent advances in cultural heritage and tourism, Proceedings of the 2nd WSEAS International Conference on CULTURAL HERITAGE AND TOURISM, July 2009, Editura WSEAS Press, Editori: Nikos E. Mastorakis, Manoj Jha, Valeri Mladenov, Zoran Bojkovic, Stamatios Kartalopoulos, pag. 51-56, ISBN: 978-960-474-103-8, ISSN: 1790-2769, http://www.worldses.org/books/index.html, CUHT.pdf

6. **Cosma, S.,** Cosma, D., Vasilescu, D., Văleanu, M., Moldovan, G., Negruşa, A., *Evaluation of the Inernet-based Resources on Clubfoot*, Proceedings of the WSEAS International Conference on COMMUNICATIONS, July 2009, Editura WSEAS Press, Editori: Nikos E. Mastorakis, Valeri Mladenov, Zoran Bojkovic, Stamatios Kartalopoulos, Argyrios Varonides, Manoj Jha, pag. 44-48, ISBN: 978-960-474-098-7, ISSN: 1790-5117, http://www.worldses.org/books/index.html, COMMUNICATIONS.pdf

7. Negruşa, A., Gică, O., **Cosma, S.,** *Information Tehnology Use in Romanian Companies – Case of Transilvanian SMEs*, Proceedings of the WSEAS International Conference on COMMUNICATIONS, July 2009, Editura WSEAS Press, Editori: Nikos E. Mastorakis, Valeri Mladenov, Zoran Bojkovic, Stamatios Kartalopoulos, Argyrios Varonides, Manoj Jha, pag. 28-33, ISBN: 978-960-474-098-7, ISSN: 1790-5117, http://www.worldses.org/ books/index.html, COMMUNICATIONS.pdf

8. Bota M., Rus V., Boriceanu M., **Cosma S.**, *Benefits of ERP systems in Romanian clothing industry*, Annals of DAAM for 2009 & Proceedings of 20th International DAAAM Symposium, Editor: B. Katalinic, 2009, pag. 251-252, ISBN: 978-3-901509-70-4, www.daaam.com

9. **Cosma, S.,** Borza, A., *Study about corporate social responsibility in Romania*, Proceedings of 16th International Economic Conference, Industrial Revolutions, from the Globalization and Post-Globalization Perspective, May 2009, pag. 105-112, ISBN: 978-973-739-775-1, iecs.ulbsibiu.ro/archive.

10. Morgovan, C., **Cosma, S.,** Ghibu, S., Bota, M., Burta, C., Polinicencu, C., *Features of the global and Romanian anti-diabetic drug market between 1999 and 2007*, Proceedings of 16th International Economic

Conference, Industrial Revolutions, from the Globalization and Post-Globalization Perspective, May 2009, pag. 220-229, ISBN: 978-973-739-775-1, iecs.ulbsibiu.ro/archive.

11. Fleşeriu, C., **Cosma, S.**, Bota, M., *International hotel chain strategies used on the Romanian market*, International Conference Business Excellence 2012, Business Excellence Challenges during the Economic Crises, Vol. I, Editors: Bratianu, C.; Bratucu, G.; Lixandroiu, D.; Pop, N. Al.; Vaduva, S., pag. 206-209, ISBN: 978-606-19-0103-6.

12. **Cosma, S.**, Bota, M., Tutunea, M., *Study about customer preferences in using online tourism products*, International Conference Emerging Markets Queries in Finance and Business, Petru Maior University of Tîrgu-Mures, ROMANIA, October 24th - 27th, 2012, Edited by Daniel Stefan and Calin-Adrian Comes, Procedia Economics and Finance, Volume 3 (2012), pag. 883-888, ISSN 2212-5671, http://ac.els-cdn.com/S2212567112002456/1-s2.0-S2212567112002456-main.pdf?_tid=d97a8ca0-7430-11e2-8ece-00000aacb362&acdnat=1360576573_ae29acff3186f10b1986da4cb0dae417, http://dx.doi.org/10.1016/S2212-5671(12)00245-6

13. Văleanu, C., **Cosma, S.**, Sofică, A., *Strategic marketing and management tools used to increase employee efficiency*, International Conference Emerging Markets Queries in Finance and Business, Petru Maior University of Tîrgu-Mures, ROMANIA, October 24th - 27th, 2012, Edited by Daniel Stefan and Calin-Adrian Comes, Procedia Economics and Finance, Volume 3 (2012), pag. 877-882, ISSN 2212-5671, http://ac.els-cdn.com/S2212567112002444/1-s2.0-S2212567112002444-main.pdf?_tid=fe10c32c-7430-11e2-8ece-00000aacb362&acdnat=1360576634_6b4c5f005cf6f65cd682a2440af17d46, http://dx.doi.org/10.1016/S2212-5671(12)00244-4

14. **Cosma, S.**, Păun, D., Bota, M., Fleşeriu, C., *Innovation – A Useful Tool in the Rural Tourism in Romania*, Procedia - Social and Behavioral Sciences, nr. 148, 25 August 2014, pag. 507-515, DOI 10.1016/j.sbspro.2014.07.073.

15. Melo C. et al. (2021) Creating Collaborative Research Opportunities at a Distance: From Porto to Cluj-Napoca. In: Reis A., Barroso J., Lopes J.B., Mikropoulos T., Fan CW. (eds) Technology and Innovation in Learning, Teaching and Education. TECH-EDU 2020. Communications in Computer and Information Science, vol 1384. Springer, Cham. https://doi.org/10.1007/978-3-030-73988-1_30

16. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). An Examination of the Pet Food Buying Behavior Before and During the COVID-19 Pandemic. In: Fotea, S.L., Fotea, I.Ş., Văduva, S. (eds) Post-Pandemic Realities and Growth in Eastern Europe. GSMAC 2022. Springer Proceedings in Business and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-09421-7_10

17. Buzgău, H. O., **Cosma, S. A.** (2022, May). Systematic Reviews and Meta-Analysis of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty in Agribusiness. In International Conference on Modern Trends in Business Hospitality and Tourism (pp. 267-286). Cham: Springer Nature Switzerland.

18. Buzgău, H. O., **Cosma, S.A.** (2023). SYSTEMATIC REVIEW OF THE AGRIBUSINESS BRANDING LITERATURE: GATHERING THE RELEVANT GUIDELINES. Elevating Europe, 51.

- ***Articole publicate în reviste indexate în baze de date internaţionale***

Scopus

1. Greblă, H., Moldovan, G., **Cosma, S.**, *Machine Learning from Distributed Databases: Study of a Disease Prediction,* WSEAS Transactions on Communications, Issue 8, Volume 5, August 2006, pag. 1335-1341, ISSN 1109-2742, SCOPUS, EBSCO, Record 1698 of 7009 in Inspec 2005-2006 şi http://www.worldses.org/journals/communications/contents.htm, communications-august2006.doc.

2. **Cosma, S.**, Cosma, D., Negruşa, A., Văleanu, M., Moldovan, G., Vasilescu, D., *Implementation of the*

Communication System for Clubfoot, WSEAS Transactions on Communications, Issue 9, Volume 7, September 2008, pag. 932-941, ISSN 1109-2742, http://www.wseas.us/e-library/transactions/communications/2008/27-1363.pdf, indexed SCOPUS, ACM.

3. Morgovan, C., **Cosma, S.,** Ghibu, S., Văleanu, M., *The antidiabetics market: tendencies and research directions*, Applied Medical Informatics, 2010, 26 (1), pag. 42-50, ISSN: 1224-5593 (Print) e-ISSN: 2067–7855 (Online), indexat in BDI: DOAJ, EBSCO, PROQUEST etc. (http://journals.indexcopernicus.com/karta.php?action=masterlist&id=2992)

4. Yolal, M., Rus, R.V., **Cosma, S.**, Gursoy, D., *A Pilot Study on Spectators' Motivations and Their Socio-Economic Perceptions of a Film Festival*, Journal of Convention & Event Tourism, Volume 16, Issue 3, 2015, DOI: 10.1080/15470148.2015.1043610, pag. 253-271, http://www.tandfonline.com/doi/abs/10.1080/15470148.2015.1043610?journalCode=wcet20, indexat EBSCOhost Online Research Databases; Electronic Collections Online (OCLC); Elsevier Eflow-I; Elsevier Scopus; eRTR: e-Review of Tourism Research; IndexCopernicus; Intute; JournalSeek; Links@Ovid; NewJour; OCLC ArticleFirst; Ovid Linksolver; Referativny Zhurnal; Tourism Insight; Tourism Research Links; and SwetsWise All Titles.

ERIH Plus

5. **Cosma, S.**, Bota, M., Fleşeriu, C., Gică, O.A., *Participant's motivation and perception on events*, The USV Annals of Economics and Public Administration, Volume 17, Issue 2(26), 2017, pag. 44-54, indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus, http://www.seap.usv.ro/annals/arhiva/USVAEPA_VOL.17,ISSUE_2(26),%202017_fulltext.pdf

6. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, Journal of tourism, no 26 (2018), indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus, http://www.revistadeturism.ro/rdt/article/view/411/265

7. Borza, H.V., **Cosma, S.A.**, *Religiosity - A Marketing Perspective*, The USV Annals of Economics and Public Administration, Volume 18, Issue 2(28), 2018, pag. 67 – 72, indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus

8. Sofică, A., **Cosma, S.**, *Extended Marketing Mix (7Ps) and HRM Recruiting. How to Sell a Job*, STUDIA UBB NEGOTIA, LXIII, 3, 2018, pp. 5-26, http://studia.ubbcluj.ro/download/pdf/1211.pdf

9. Buzgău, H.O., **Cosma, S.A.**, *Assessing competitiveness in agribusinesses. The case of Holiv Ecoplant*, Studia UBB Negotia, vol. 66, issue 2 (June) 2021, pp. 79-98, doi: 10.24193/subbnegotia.2021.2.05, http://www.studia.ubbcluj.ro/download/pdf/negotia/2021_2/05.pdf

10. Caraba, D. A., **Cosma, S.A.** (2021). *Perceptions and attitudes of the stage arts audience on marketing mix variables*. Studia Universitatis Babes-Bolyai, Negotia, 66(4), pag. 45-67.

11. Buzgău, H.O., **Cosma, S.A.** (2022). *Agribusiness Branding: A Systematic Literature Review Framework.* The USV Annals of Economics and Public Administration, 22(1 (35)), 78-91.

12. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Workplace influence on purchase behavior of pet food products in the pandemic period.* Studia Universitatis Babes-Bolyai, Negotia, 67(2), pag. 71-90.

13. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Analysis of online versus offline buying behavior of pet owners during the Covid-19 pandemic*, Ecoforum, vol.11, 3(29).

14. Cozma, A.T., **Cosma, S.A.**, *B2C market segmentation: A systematic literature review*, The USV Annals of Economics and Public Administration, Vol 23, No 1(37) (2023), pp. 25-45

15. Borza, H. V., Căzan, I. C., **Cosma, S.A.** (2023). Adaptive Facebook Communication Of Orthodox Entities In Covid-19 Context. Studia Universitatis Babeș-Bolyai Negotia, 31-52.

16. Dumitru, I. M., **Cosma, S.A.** (2023). A MEASUREMENT OF RURAL TOURISM DESTINATIONS'COMPETITIVENESS. Studia Universitatis Babeș-Bolyai Negotia, 81-97.

17. **Cosma, S.A.**, Căzan, I.C., Cozma, A.T., Borza H.V. (2024). Understanding residents' perceptions and attitudes towards tourism development in urban destinations: the Case of Cluj-Napoca, Romania. Review of Innovation and Competitiveness : A Journal of Economic and Social Research, Vol. 10 No. 1, 47-70

Alte BDI recunoscute

18. **Cosma, S.,** *Analiza eficienţei acţiunilor promoţionale,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2004, pag. 59-68, http://www.ceeol.com/ aspx/issuedetails.aspx?issueid=3ea7e4f4-f4ec-4275-8ff7-32c9b05d9294&articleId=7749b46 a - 0c2d-4493-8319-dfd86d08ccf6.

19. **Cosma, S.,** Bota, M., *Analiza evoluţiei celor mai vândute mărci în perioada 2001-2003,* Annales Universitatis Apulensis, Seria Oeconomica nr.6, Alba-Iulia, 2004, pag. 419-424, Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate.

20. Pop, C., **Cosma, S.,** *De ce lipsesc marii investitori în industria hotelieră din România,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2004, pag. 15-22, http://www.ceeol.com/aspx/issuedetails.aspx?issueid=3ea7e4f4-f4ec-4275-8ff7-32c9b05d92 94&articleId=ad9926e1-6713-439c-a2df-2b3c3c833f93

21. **Cosma, S.,** *Tourist Destination Marketing – Some Aspects Related to Romania,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2004, pag. 69-75.

22. Pop, C., **Cosma, S.,** *Cluj Hotels' Distinctive Features',* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2005, pag. 82-92, http://www.ceeol.com/aspx /issuedetails.aspx?issueid=d2315b87-3767-4190-9b32-f5aaf83c080c&articleId=2c8e9a5b-2e 1-4775-93d8-272c7ad7cc0f.

23. **Cosma, S.,** Coroş, M.M., *Promotion Strategies and their Efficiency in the Case of Branding Transylvania as a Tourist Destination*"". Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2005, pag. 135-148.

24. **Cosma, S.,** *Tourist Destination Cluj-Napoca, Romania,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2006, pag. 51-74, http://www.ceeol.com/aspx/issuedetails.aspx?issueid=e15ba98d-71fe-4afe-a39f-3bcf5460 bc58&articleId=314cf33a-1edc-4f65-92ce-b9f2846f96b8.

25. Coroş, M.M., **Cosma, S.,** *Foreign visitors' perception of Transylvania as an international destination,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2006, pag. 121-132, http://www.ceeol.com/aspx/issuedetails.aspx?issueid=e15ba98d-71fe-4afe-a39f-3bcf5460bc58&articleId=17ddd2d7-a067-42e0-9747-df394eb9ffbf.

26. **Cosma, S.,** Greblă, H.A., Negruşa, A., *E-Marketing tools in promoting tourist products,* WSEAS Transactions on Business and Economics, Issue 8, Volume 3, August 2006, pag. 563-568, ISSN 1109-9526, www.worldses.org/journals/economics/economics-august 2006.doc.

27. Negruşa, A., **Cosma, S.,** *Perspectivele absolvenţilor de profil economic pe piaţa muncii clujene din punctul de vedere al angajatorilor,* Revista de Management şi Inginerie Economică, Vol. 5, Nr. 1, 2006, ISSN 1583-624X, pag. 45-57, Indexed in ULRICH'S Periodicals Directory, EBSCO Business Source(r) Complete database, Cabell's directory

28. **Cosma, S.,** Negruşa, A., Bota, M., *Romania branding process as a tourist destination*, International Journal of Business Research, 2007, Vol. 7 Issue 5, pag. 69-74. ISSN: 1554-5466, Indexed in Ulrich's International Periodicals Directory/ Proquest, Cabell's Directories, http://www.ulrichsweb.com/ulrichsweb/.

29. Negruşa, A., **Cosma, S.,** Bota, M., *Romanian rural tourism development. Case Study: Rural tourism in Maramures,* International Journal of Business Research, pag. 129-135, ISSN: 1554-5466, Indexed in Ulrich's International Periodicals Directory/ Proquest, Cabell's Directories, http://www.ulrichsweb.com/ulrichsweb/.

30. Bota, M., **Cosma, S.,** Negruşa, A., *The European Clothing Industry Post the Agreement on Textile and Clothing*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2007, pag. 121-128, Proquest, http://www.ceeol.com/aspx/issuedetails.aspx?issueid=ac818dbe-8cc4-4137-a7c2-62bee8960ca9&articleId=3785b93b-a652-4229-812a-f2ec7af0fcaf.

31. **Cosma,S.,** Negruşa, A., Bota, M., *Comparative study of the hotel market from Cluj-Napoca and Timisoara, Romania*, Analele Universităţii din Oradea, Seria: Ştiinţe Economice, vol. I, Secţiunea Management and Marketing, Ediţie pe support CD-ROM, TOM XVI, 2007, pag. 86-90, ISSN-1582-5450, indexed in RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES, http://steconomice.uoradea.ro/anale/ro_volum-2007-management-and-marketing.html, 36.pdf

32. Bota, M., **Cosma,S.,** *The perspectives of the Romanian clothing industry in the European Union*, Analele Universităţii din Oradea, Seria: Ştiinţe Economice, vol. I, Secţiunea Management and Marketing, Ediţie pe support CD-ROM, TOM XVI, 2007, pag. 852-856, ISSN-1582-5450, indexed in RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES, *http://steconomice.uoradea.ro/anale/ro_volum-2007-economics-and-business-administration.html, 17.pdf*

33. Negruşa, A., **Cosma,S.,** *Study about hotel industry development from Timisoara, Romania*, Analele Universităţii din Oradea, Seria: Ştiinţe Economice, vol. I, Secţiunea Management and Marketing, Ediţie pe support CD-ROM, TOM XVI, 2007, pag. 1039-1043, ISSN-1582-5450, indexed in RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES, http://steconomice.uoradea.ro/anale/ro_volum-2007-management-and-marketing.html, 84.pdf.

34. **Cosma,S.,** Negruşa, A., Cosma, D., *The strategic role of marketing for revitalizing Romanian public health services*, Acta Electrotehnica, Special Issue, vol. 48, number 4, 2007, The 1st Conference on Advancements of Medicine and Health Care Through Technology, Meditech 2007, 27-29 septembrie, Cluj-Napoca, pag. 129-132, ISSN 1841-3323. *Indexed in REFERATIVNYI ZHURNAL – All-Russian Institute of Scientific and Technical Information (VINITI), DOAJ – Directory of Open Access Journals, Lund University Lybraries, Sweden; http://www.doaj.org, http://www.doaj.org/doaj?func=byTitle&hybrid=&query=A*

35. Cosma, D., Vasilescu, D., **Cosma, S.,** Vasilescu, D., Văleanu, M., *The integrated informational system for congenital clubfoot*, Acta Electrotehnica, Special Issue, vol. 48, number 4, 2007, The 1st Conference on Advancements of Medicine and Health Care Through Technology, Meditech 2007, 27-29 septembrie, Cluj-Napoca, pag. 3-6, ISSN 1841-3323. *Indexed in REFERATIVNYI ZHURNAL – All-Russian Institute of Scientific and Technical Information (VINITI), DOAJ – Directory of Open Access Journals, Lund University Lybraries, Sweden; http://www.doaj.org, http://www.doaj.org/doaj?func=byTitle&hybrid=&query=A*

36. **Cosma, S.,** Negruşa, A., *The Place of Cultural Tourism for Cluj-Napoca, Romania as a Tourist Destination*, WSEAS Transactions on Business and Economics, Issue 7, Volume 5, July 2008, pag. 403-413, ISSN 1109-9526, http://www.wseas.us/e-library/transactions/economics/2008/27-1365.pdf.

37. **Cosma, S.,** *Study on tourist destination Cluj-Napoca, Romania,* Ulrich's International Periodicals Directories, http://www.ulrichsweb.com/ulrichsweb/, International Journal of Business Research, Volume 8, Number 2, 2008, ISSN: 1555-1296, pag.52-56, indexed Cabell's, EBSCO, Ulrich's International Periodicals Directory/ Proquest.

38. Bota, M., Boriceanu, M., **Cosma, S.,** *The relation between the Romanian customers' income and the demand on clothes*, Ulrich's International Periodicals Directory, Cabell's Directories, http://www.ulrichsweb.com/ulrichsweb/, International Journal of Business Research, Volume 8, Number 2, 2008, ISSN: 1555-1296, pag.79-83, indexed Cabell's, EBSCO, Ulrich's International Periodicals Directory/ Proquest.

39. Negruşa, A., **Cosma, S.,** Gică, O., *SME's innovation activity: case of Transylvania region, Romania*, EBSCO, www.ejournals.ebsco.com, Journal of International Business and Economics, 2008, pag. 79-85, indexed Cabell's, EBSCO, Ulrich's International Periodicals Directory/ Proquest

40. Bota, M., Boriceanu, M., **Cosma, S.,** *The segmentation of the Romanian clothing market*, Analele Universităţii din Oradea, Seria: Ştiinţe Economice, vol. IV, Ediţie pe support CD-ROM, TOM XVII, 2008, pag. 740-746, ISSN-1582-5450, RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES indexed, http://steconomice.uoradea.ro/anale/ro_volum-2008-management-and-marketing.html, 138.pdf

41. Cosma, D., **Cosma, S.,** Văleanu, M., Vasilescu, D., Moldovan, G., *Web-based guideline for clubfoot: Patient-Orientated materials,* Proceedings of IABE-2008, Annual Conference, 19-22 octombrie, Las Vegas, SUA, 2008, pag.1-5, Ulrich's International Periodicals Directory/ Proquest, Cabell's Directories, http://www.ulrichsweb.com/ulrichsweb/.

42. Negruşa, A, **Cosma, S.,** Gică, O., *Financing resources used by the Romanian SME's,* Proceedings of IABE-2008, Annual Conference, 6-8 iunie, Stockholm, Suedia, 2008, pag.244-250, Ulrich's International Periodicals Directory/ Proquest, Cabell's Directories, http://www.ulrichsweb.com/ulrichsweb/.

43. Morgovan, C., **Cosma, S.,** Chifu, C., Ghibu, S., Burta, C., Polinicencu, C., *Evaluation of the oral anti-diabetic drugs market in Romania during 2004-2007*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2009, pag. 21-36, http://www.ceeol.com/aspx/issuedetails.aspx?issueid=5313fdf1-c952-4be8-b99d-855b551f5c 20&articleId=75d16be6-d534-4fcc-a234-e12ce9e03435, indexed Proquest, Ebsco

44. Morgovan, C., **Cosma, S.,** Ghibu, S., Bota, M., Burta, C., Polinicencu, C., *A study on anti-diabetic drug delivery from pharmacies*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2009, pag. 75-88, http://www.ceeol.com/ aspx/issuedetails.aspx?issueid=9b3f54c6-6070-4a2f-a8cf-9a25d454946b&articleId=43608 c5c -38d4-45d3-8ab9-7d565f33e92e, indexed Proquest, Ebsco.

45. **Cosma, S.,** *Romanian Tourist Brand,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 3, Cluj-Napoca, 2009, pag. 19-29, http://www.ceeol.com/aspx/i ssuedetails.aspx?issueid=483be174-0bbe-4fea-a3eb-b759b17b2c5a&articleId=653b3dfa-c6 ae-44aa-a972-b834f95cf8e1, indexed Proquest, Ebsco.

46. Urcan A., **Cosma, S.,** *Benchmarking elements for Cluj-Napoca hotel industry*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 4, Cluj-Napoca, 2010, pag. 85-102, http://studia.ubbcluj.ro/arhiva/abstract_en.php?editie=NEGOTIA&nr=4&an=2010&id_art=8092, indexed Proquest, Ebsco.

47. **Cosma, S.,** *Measurement Tourism Performance of Urban Destinations*, Journal of Travel and Tourism Research, Special Issue-Destination Management-2012, pag. 50-60, http://www.site.adu.edu.tr/jttr/webfolders/topics/JTTR-Special%20Issue%205.pdf, indexed in Ciret, Cabell Directory of Publishing Opportunities in Marketing, Ebsco - Hospitality and Tourism Complete, Associates Programs Source Plus and Vocational Studies Complete, Proquest Career and Technical Education, Turizam

48. Ţugui, O., Funar, S., **Cosma, S.,** *Consumers' attitudes towards a tourist destination. Pre-testing phase in the case of Cluj county, Romania*, Lucrări ştiinţifice Management agricol USAMV Timişoara 2011, seria I, vol. XIII(4), pag. 301-305, ISSN 143-1410, E-ISSN 2069-2307, CABI Full Text, INDEX COPERNICUS, EBSCO, DOAJ

49. **Cosma, S.,** Fleşeriu, C., *Strategic approaches of international hotel chains to enter on the Romanian market*, THE ANNALS OF THE UNIVERSITY OF ORADEA. ECONOMIC SCIENCES - Tom XXI, 2012, ISSN 1582-5450 (electronic format), ISSN 1222-569X (printed format), pag. 591-595, http://anale.steconomiceuoradea.ro/volume/2012/1st-issue-July-2012.pdf, RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES indexed

50. Bota, M., **Cosma, S.,** Fleşeriu, C., *Marketing mix analysis for Romanian clothing market*, Revista Economica, Journal of economic-financial theory and practice, supliment 3/2012, Marketing, Commerce

and Tourism and a New Paradigm of Change, Editor Prof. Dan Popescu, Ph.D., Dr. H.C. of University of Rennes 1, France and Dr.H.C. of Academy of Economic Studies of Moldova, indexed RePeC, Ulrich`s Periodicals Directory, DOAJ - Directory of Open Access Journals, pag. 22-30, ISBN: 1582-6260, http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf.

51. Rusu, T., Pacurar, I., Dirja, M., Pacurar, H.M., Oroian, I., **Cosma, S.A.,** Gheres, M., *Effect of tillage systems on soil properties, humus and water conservation*, Agricultural Science, Vol. 4, No.5B, pag.41-45, 2013, doi: 10.4236/as.2013.45B008, indexat CABI, EBSCO, ProQuest etc.

52. Moraru, P., Rusu, T., Paulette, L., Buta, M., Oroian, I., Odagiu, A., Clapa, D., **Cosma, S.**, *Reducing energy consumption and soil conservation by tillage system*, ProEnvironment, Vol. 6, No. 14, 2013, pag. 164-170, http://journals.usamvcluj.ro/index.php/promediu/article/view/9875/8218, indexat Thomson Reuters Master Journal list, CAB Abstracts, DOAJ, Index Copernicus, EBSCO, GoogleScholar, Ulrichs.

53. **Cosma, S.**, Năstase, C., Bota, M., Tutunea, M., *Comparison between online and offline tourism using association techniques*, THE ANNALS OF THE UNIVERSITY OF ORADEA. ECONOMIC SCIENCES - Tom XXIII, 2014, 1st issue, July 2014, ISSN 1582-5450 (electronic format), ISSN 1222-569X (printed format), pag. 302-308, http://anale.steconomiceuoradea.ro/volume/2014/n1/032.pdf, a journal couted by the National Authority as B+ CNCSIS - Romania, RePEc, EBSCO, DOAJ, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES indexed

54. Fleşeriu, C., **Cosma, S.**, Bota, M., *Approaching the world: main largest hotel groups strategies*, Romanian Economic Business Review, 2014, vol. 9, issue 4, pages 35-52, http://www.rebe.rau.ro/RePEc/rau/journl/WI14/REBE-WI14-A4.pdf, indexat EconLit, IDEAS/RePEc, EconPapers, Index Copernicus

55. **Cosma, S.**, Fleşeriu, C., Bota, M., Nedelea, Al., *Aspects of Romanian marketing environment for international hotel chains*, Ecoforum, Vol 4, No 1 (2015), pag. 38-45, http://www.ecoforumjournal.ro/index.php/eco/article/view/100, indexat RePEc, EBSCO, EconLit etc.

56. **Cosma, S.**, Bota, M., Fleşeriu, C., *Evolution Analysis of the Hotel Industry from Cluj-Napoca*, ECONOMIC INSIGHTS – TRENDS AND CHALLENGES, Vol.IV(LXVII) No. 4/2015, pag. 95-102, http://www.upg-bulletin-se.ro/archive/2015-4/10.Cosma_Bota_Fleseriu.pdf, indexat EconLit, EBSCO, DOAJ, CABELL'S, Ulrich's etc.

57. **Cosma, S.**, Fleşeriu, C., Bota, M., *Customers Relationship Considerations in Hotels Belonging to an International Chain*, International Journal of Economic Practices and Theories, Vol. 5, No. 5, 2015 (October), Special issue on Trends in Sustainable Business and Consumption, pag. 551 -558, indexat DOAJ, RePEc, EconPapers, CABELL'S etc.

58. **Cosma, S.**, Fleşeriu, C., Bota, M., *Correlation between the penetration strategies and marketing mix of international hotel chains in Romania*, Croatia, Review of Innovation and Competitiveness: A Journal of Economic and Social Research, Vol.2, No.1, Ožujak 2016, pag. 79-96, http://hrcak.srce.hr/index.php?show=toc&id_broj=12574

59. Muntean, A.C., Morgovan, C., **Cosma, S.**, Butucă, A., Juncan, A.M., Rus, L.L., Vonica, A.L., Gligor, F.G., Ghibu, S., STUDY OF LIFE QUALITY AND TREATMENT SATISFACTION OF ROMANIAN DIABETIC PATIENTS, Vol 7 (2019): CBU International Conference Proceedings 2019. Innovations in Science and Education, pag. 771-777, DOI: https://doi.org/10.12955/cbup.v7.1453

- ***Articole publicate în reviste din ţară recunoscute de către CNCSIS la alte categorii***

1. **Moldovan, S.,** *Abordări de marketing pe Internet*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1-2, Cluj-Napoca, 1999, pag. 227-233.

2. **Moldovan, S.,** *Promovarea paginii Web*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1-2, Cluj-

Napoca, 1999, pag. 189-199.

3. Someşan, C., Vereş, M., **Cosma, S.,** *Aspecte privind serviciile Internet din România,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2000, pag. 89-98.

4. **Cosma, S.,** Chifu-Oros, C., *Impactul reclamei asupra consumatorilor*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2001, pag. 65-72.

5. Chifu-Oros, C., **Cosma, S.**, *O statistică asupra gradului de ocupare a hotelului „LOTUS" din staţiunea Băile Felix pe anii 1999/2000*, Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2001, pag. 33-37.

6. **Cosma, S.,** *Perspectivele marketingului în industria hotelieră,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2002, pag. 59-64.

7. **Cosma, S.,** *Probleme de etică privind publicitatea,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2002, pag. 55-62.

8. **Cosma, S**., *Elaborarea strategiei în marketingul internaţional – I,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2003, pag. 11-24.

9. **Cosma, S.,** *Elaborarea strategiei în marketingul internaţional – II,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 1, Cluj-Napoca, 2003, pag. 37-48.

10. **Cosma, S.,** *Imaginea firmei,* Studia Universitatis Babeş-Bolyai, Seria Negotia, nr. 2, Cluj-Napoca, 2003, pag. 15-23.

- Articole publicate în volumele unor manifestări ştiinţifice internaţionale recunoscute din ţară şi din străinătate sau prezentate la conferinţe

1. Moldovan, G., Moldovan, M., **Moldovan, S.,** *Sisteme şi posibilităţi de modelare a lor.* În volumul „Drept şi management în societatea de tranziţie – Lucrările sesiunii de comunicări ştiinţifice Baia – Mare", Universitatea "Bogdan Vodă" Baia – Mare, Editura Risoprint, Cluj – Napoca, 1997, pag. 509 – 522.

2. **Moldovan, S.,** *Vânzarea de computere prin Internet. Studiu de caz – Dell Computer.* În volumul „Ştiinţă şi comunitate - din lucrările participanţilor la Sesiunea de Comunicări Ştiinţifice 2000", Şcoala Superioară de Afaceri, Editura Star Soft, Alba-Iulia, 2000, pag. 189–207.

3. Moldovan, G., **Cosma, S.,** Văleanu, M., *Abordarea sistemică a problemelor de afaceri şi rezolvarea acestora cu ajutorul informaticii.* În volumul „Cunoaştere ştiinţifică şi dezvoltare comunitară", Şcoala Superioară de Afaceri, Editura Star Soft, Alba-Iulia, 2001, pag. 479-490.

4. Pop, C., **Cosma, S.,** Panait, L., *Ecotourism and rural tourism in Maramures, Romania.* Prezentată la International Ecotourism Conference, Sustainability of Ecotourism Development in a Competitive Global Environment, 15-17 aprilie 2003, Universiti Putra Malaysia, Kuala Lumpur, Malaezia, pag. 19.

5. **Cosma, S.,** *The Marketing Information System for external markets.* International Conference, Small and Medium Enterprises in European Economies, 17-18 octombrie 2003, Facultatea de Business, UBB, Cluj-Napoca, pag. 29-41.

6. Pop, C., Bako, D., **Cosma, S.,** *Prezenţa societăţilor hoteliere din România pe pieţele bursiere româneşti şi perspectivele lor de evoluţie.* În volumul „Specializare, Dezvoltare şi Integrare", Simpozionul Internaţional, 14 - 15 noiembrie 2003, Facultatea de Ştiinţe Economice, Universitatea „Babeş-Bolyai", Cluj-Napoca, pag. 166-176.

7. **Cosma, S.,** Tapalagă-Inoan, C., *Measuring Advertising Performance*, The 4th Annual of International Conference IMEA 2004, 20-22 mai 2004, Faculty of Economics and Administration, University of

Pardubice, Czech Repubic, pag. 143-152.

8. **Cosma, S.,** Cosma, D., *Romanian Health Services Marketing*, International Conference Public Administration 2004, 21-22 septembrie 2004, Faculty of Economics and Administration, University of Pardubice, Czech Repubic, pag. 31-37.

9. **Cosma, S.,** Pop, C., *Tourist Potential Analysis for Maramureş Region, Romania*, 3rd International Conference for Young Researchers, 28-29 septembrie 2004, Szent Istvan University, Godollo, Hungary, pag. 54-62.

10. Pop, C., Bako, D., **Cosma, S.,** *Romanian Hotel Companies on Electronic Exchange RASDAQ – A Brief Analysis,* The proceedings of the International Economic Conference – „25 years of higher education in Braşov", 20 - 21 mai 2005, Facultatea de Ştiinţe Economice, Universitatea Transilvania, Braşov, pag. 278-283.

11. Pop, C., **Cosma, S.,** *Is there a strategy for tourism development at regional region? Cluj hotel's case*, International Conference on Regional Develompment, 28 iunie 2005, Faculty of Economics and Administration, University of Pardubice, Czech Repubic, pag. 241-246.

12. Pop, C., **Cosma, S.,** *Cluj Hotels' Distinctive Features,* International Conference, Small and Medium Size Enterprises in European Economies and all over the world, 28-29 septembrie 2005, Facultatea de Business, UBB, Cluj-Napoca, pag. 58-68.

13. **Cosma, S.,** Coroş, M.M., *Branding Transylvania as a Tourist Destination* . În volumul „The Impact of European Union on the National Economy. Marketing", Conferinţa Internaţională, 28 - 29 octombrie 2005, Facultatea de Ştiinţe Economic şi Gestiunea Afacerilor, Universitatea „Babeş-Bolyai", Cluj-Napoca, pag. 91-99.

14. **Cosma, S.,** *Conceptual Models for Measuring Organization's Performance.* În volumul „The Impact of European Union on the National Economy. Marketing", Conferinţa Internaţională, 28 - 29 octombrie 2005, Facultatea de Ştiinţe Economic şi Gestiunea Afacerilor, Universitatea „Babeş-Bolyai", Cluj-Napoca, pag. 100-107.

15. **Cosma, S.,** Pop, C., *Cluj Hotels' Positioning Map.* Prezentată la 2nd Congress and Exhibitions of Alternative Forms of Tourism, 18-21 noiembrie 2005, University of Western Macedonia, Florina, Grecia.

16. Negruşa, A., **Cosma, S.,** *Study about the work perspective of economic higher education's graduates in Cluj labor forces market.* În volumul „Economy and Transformation Management", Editura Universităţii de Vest, Timişoara, The 3rd International Conference Economy and Transformation Management, 5-6 mai 2006, Facultatea de Ştiinţe Economice, Universitatea de Vest Timişoara, pag. 120-126.

17. Negruşa, A., **Cosma, S.,** Pop, C., *The Hotels' Role In Promoting Local Cultural Assets – A Case Study Of Cluj-Napoca Hotels*, 2nd International Conference „Tourism as a Meeting Ground of Cluture", 4-6 septembrie 2006, Kodolányi János University College (Ungaria) şi Faculty of Tourism and Hotel Management of the October 6 University (Egipt), Intercultural Aspects of Tourism Development, pag. 198-209.

18. **Cosma, S.,** Pop, C., Negruşa, A., *Branding Strategy for Romania as a tourist destination,* International Conference Public Administration 2006, 18-19 septembrie 2006, Faculty of Economics and Administration, University of Pardubice, Czech Republic, pag. 56-60, ISBN 80-7194-882-9.

19. Pop, C., **Cosma, S.,** Negruşa, A., *Tourist Information Center for Cluj-Napoca,* International Conference Public Administration 2006, 18-19 septembrie 2006, Faculty of Economics and Administration, University of Pardubice, Czech Republic, pag. 370-374, ISBN 80-7194-882-9.

20. **Cosma, S.,** Negruşa, A., Pop, C., *Hotel industry analysis for Cluj-Napoca, Romania*, 4rd International Conference for Young Researchers, 2-4 octombrie 2006, Szent Istvan University, Godollo, Hungary, pag. 262-270, ISBN 963-94883-68-0.

21. Negruşa, A., **Cosma, S.,** *Study about the romanian higher education graduate's perception over the quality of this process*, 4rd International Conference for Young Researchers, 2-4 octombrie 2006, Szent Istvan University, Godollo, Hungary, pag. 184-190, ISBN 963-94883-68-0.

22. **Cosma, S.,** Greblă, H., Negruşa, A., *E-Promotion, a platform for tourist products development, Proceedings of the 5th WSEAS International Conference on E-ACTIVITIES '06 (E-Learning, E-Communities, E-Commerce, E-Management, E-Marketing, E-Governance, Tele-Working), Venice, Italy, 20-22 November, 2006, pag. 355-360, ISSN 1790-5095, ISSN 1790-5117, ISBN 960-8457-56-4.*

23. Negruşa, A., **Cosma, S.,** *The Romanian brewing market and the strategic role of the international companies in this sector.* Proceedings of 10th International Conference under Economic Society of Thessaloniki-Athenian Policy Forum, City College, Thessaloniki, 9-11 November, 2006.

24. **Cosma, S.,** Negruşa, A., *Tourist competitive analysis for Cluj-Napoca, Romania*, Conference Proceedings, Marketing and Development, 1971-2006: 35 Years of Marketing in Romania, Facultatea de Marketing, Academia de Studii Economice, Bucureşti, 23-24 noiembrie 2006, pag. 1-8, ISBN 973-594-868-0, 978-973-594-868-9.

25. **Cosma,S.,** Bota, M., Negruşa, A., *Marketing mix analysis for Cluj-Napoca hotel market, Romania*, Pro-Active Partnership in Creativity for the Next Generation, Proceedings on the 31th Annual Congress of the American Romanian Academy of Arts and Sciences, Presses Internationales Polytechnique, Quebec, Canada, 31 iulie - 5 august 2007, pag. 282-286, ISBN 978-2-553-01412-3.

26. **Cosma,S.,** Negruşa, A., Pop, C., *Can a Cultural Event Revive Romanian Tourism?,* Proceedings of the 2007 Advances in Tourism Marketing Conferences, Destination and Event Marketing: Managing Network, 10 – 12 septembrie 2007, Universitat de Valencia, Spania, pag. 1-10, ISBN 978-84-370-6867-1.

27. Pop, C., **Cosma, S.,** Curuţiu, C., *Hotel and Restaurant sector in the cities of Brasov, Timisoara and Cluj-Napoca*, Current issues in regional development 2007, 26-27 iunie 2007, Faculty of Economics and Administration, University of Pardubice, Czech Republic, pag. 58-62, ISBN 978-80-7194-978-7.

28. Pop, C., **Cosma, S.,** Negruşa, A., *The Romanian hotel companies – the relationship with the Romanian capital market*, 1st Conference of the International Association for Tourism Economics, 2007, Proceedings of the conference, pag. 1-23.

29. Ohmer, D., Pop, C., **Cosma, S.,** Negruşa, A., *The Development of an Industry in a Post-Communist Economy: Romanian Hotels and Hotel Groups*, 14th Annual South Dakota International Business Conference, 11-13 octombrie 2007, Proceedings of the conference CEIB 2007, pag. 85-98.

30. **Cosma, S.,** Negruşa, A., Pop, C., *Study about the perception of tourists regarding Cluj-Napoca as a destination*, Proceedings of European Culture Conference, 24-27 octombrie 2007, University of Navarra, Pamplona, Spania.

31. Ţugui, O., **Cosma, S.,** Mateescu, M., *Promovarea ca destinaţie turistică a oraşului Cluj-Napoca prin intermediul internetului – realizarea unui portal web*, prezentată la Prima Conferinţă Română de Marketing COROMAR, 27-28 septembrie, Iaşi, 2007.

32. Negruşa, A., **Cosma, S.,** *A comparison study about the hotel market development in Brasov, Cluj-Napoca and Timisoara"*, The 2007 International Conference on Tourism, Proceeding of International Conference of Tourism ASE Bucharest, pag. 35-42.

33. Negruşa, A., **Cosma, S.,** Pop, C., *The hotel's role in promoting local cultural assets- a case study of Cluj-Napoca hotels*, Intercultural Aspects of Tourism Development 2008, pag. 198-209.

34. Pop, C., **Cosma, S.,** Negruşa, A., *Hotel Industry Perspectives in Romania*, Advances in Tourism 2009, Editura APID, pag. 56-68.

35. **Cosma, S.,** Gică, O., Negruşa, A., *Study about branding process for Romania as a tourist destination,* Marketing and Entrepreneurship, International Conference AUMEC 2009, Ankara University, pag. 1137-1143.

36. Negruşa, A., Gică, O., **Cosma, S.,** *The Romanian SME's Behavior toward Internationalization Strategy – Case Study of SME's from Transylvania Region,* Marketing and Entrepreneurship, International Conference AUMEC 2009, Ankara University, pag. 573-583.

37. **Cosma, S.,** Fleşeriu C., *Factors influencing the selection of the hotel chains strategy of penetration into international markets,* Marketing Theory Challenges in Emerging Societies, EMAC Regional Conference, Editura Corvinus University of Budapest, Editor: Andras Bauer, Irma Agardi, 24-25 September 2010, pag. 367-373, ISBN 978-963-503-419-2.

38. **Cosma S.,** Urcan. A., Bota M., *Study about brand identity for Romania as a tourist destination,* Selected topics in Economy & Management transformation, 5th WSEAS International Conference on Economy and Management transformation 2010, Editor: Marilen Pirtea, pag. 109-112, ISBN: 978-960-474-241-7, ISSN: 1792-5983.

39. **Cosma S.,** Fleşeriu C., Morgovan C., Bota M., *International hotel chain strategies used into the world compared with Romania,* Selected topics in Economy & Management transformation, 5th WSEAS International Conference on Economy and Management transformation 2010, Editor: Marilen Pirtea, pag. 726-731, ISBN: 978-960-474-241-7, ISSN: 1792-5983.

40. Morgovan. C., Ghibu S., Bota M., Fleşeriu C., **Cosma S.,** *Cost for diabetes mellitus care in Romania and the world in the interval 1998-2007,* Selected topics in Economy & Management transformation, 5th WSEAS International Conference on Economy and Management transformation 2010, Editor: Marilen Pirtea, pag. 714-719, ISBN: 978-960-474-241-7, ISSN: 1792-5983.

41. Morgovan C., Cosma S., Ghibu S., Bota, M., Văleanu, M., Cuc-Hepcal, I., *Tendencies and Research Directions on the Antidiabetics Market*, Book of abstracts 20th Edition of the International Conference Arad Academic Days (Zilele Academice Arădene), 14-16 may 2010, 26-27, ISBN: 978-973-664-397-2

42. Morgovan C., Cosma S., Ghibu S., Bota, M., Cuc-Hepcal, I., The evaluation of the Romanian Insulin Market, Book of abstracts 20th Edition of the International Conference Arad Academic Days (Zilele Academice Arădene), 14-16 may 2010, 40, ISBN: 978-973-664-397-2

43. Morgovan C., Cosma S., Ghibu S., Cuc-Hepcal, I., Polinicencu, C., *A study on the strategies of the antidiabetics producers*, The XIVth National Congress of Pharmacy from Romania, 13-16 october 2010, Tg. Mureş, Romania; Acta Medica Marisiensis, 2010, 56 (2): 127-128, ISSN 2068 – 3324.

44. **Cosma S.,** *Measurement approaches for urban destinations performance*, Conference Proceedings Advances in Hospitality and Tourism Marketing and Management, Editors: M.D. Alvarez, C.A. Genc, B. Hatipoglu, D. Salman, D. Unalan, 19-24 June 2011, Bogazici University, Istanbul, Turkey, pag. 213-218, ISBN 978-975-518-329-9.

45. Morgovan C., Cosma S., Ghibu S., Cuc Hepcal I., Bota M.,Polinicencu C., *Positioning and differentiation – tools in quality insurance on the romanian anti-diabetic drugs market*, Jurnal Medical Arădean, 2011, XIV (1): 26, ISSN 1224-3744, e-ISSN 2067-7790, ISSN-L 1224-3744

46. **Cosma, S.,** Tutunea, M., Bota, M., *Features And Behavioural Differentiation In Using Online Tourism Products,* The 2nd Advances in Hospitality and Tourism Marketing & Management Conference, Conference Proceedings of the 2nd Advances in Hospitality and Tourism Marketing & Management Conference Corfu 2012, pag. 1-7, ISBN 978-960-287-139-3.

47. **Cosma, S.,** Fleşeriu, C., *Strategic approaches of international hotel chains to enter on the Romanian market*, 8th Edition of the International Conference *"European Integration – New Challenges"*

EINCO2012, May 25 – 26 2012, Oradea, Romania, Proceeding of the *European Integration – New Challenges,* pag. 923-928, ISBN 978-606-10-0521-5.

48. Bota, M., **Cosma, S.**, Fleşeriu, C., *Marketing mix analysis for Romanian clothing market*, Proceedings of 19th International Economic Conference, The Persistence of the Global Economic Crisis: Causes, Implications, Solutions, 15 June 2012, pag. 22-30, ISBN: 978-606-12-0323-9, iecs.ulbsibiu.ro/archive.

49. **Cosma, S.**, Bota, M., Fleşeriu, C., *Innovation – a differentiation tool in rural tourism*, Proceedings of the International Conference Entrepreneurship in the Hospitality Industry, EHI'12, 2nd edition, 11-12 October 2012, Risoprint, ISBN: 978-973-53-0890-2.

50. Fleşeriu, C., Bota, M., Okumus, F., **Cosma, S.**, *The main largest hotel groups strategies in penetrating foreign markets*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, third edition, *Trends in Hospitality,* October 9th-11th, 2014, Cluj-Napoca, România, Editors: Smaranda Cosma, Mihaela Tutunea, Crina Petrescu, Risoprint, ISBN: 978-973-53-1395-1, pag. 20-30.

51. Fleşeriu, C., Bota, M., **Cosma, S.**, Nedelea, A.., *Perceived opportunities and risks of international hotel chains on the Romanian market*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, third edition, *Trends in Hospitality,* October 9th-11th, 2014, Cluj-Napoca, România, Editors: Smaranda Cosma, Mihaela Tutunea, Crina Petrescu, Risoprint, ISBN: 978-973-53-1395-1, pag. 175-182.

52. Yolal, M., **Cosma, S.**, Rus, R.V., *Motivations for attending a film festival: the case of Transilvania International Film Festival*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, third edition, *Trends in Hospitality,* October 9th-11th, 2014, Cluj-Napoca, România, Editors: Smaranda Cosma, Mihaela Tutunea, Crina Petrescu, Risoprint, ISBN: 978-973-53-1395-1, pag. 219-227.

53. **Cosma, S.**, Bota, M., Fleşeriu, C., Cosma, D., *Patients' satisfaction with Romanian healthcare system*, Proceedings of the International scientific symposium "Information society and sustainable development", IInd Edition, 2015, pag. 33, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.

54. **Cosma, S.**, Fleşeriu, C., Bota, M., Bota, M., *Exploratory study regarding tourism destination governance*, Proceedings of the International scientific symposium "Information society and sustainable development", IInd Edition, 2015, pag. 31, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.

55. Fleşeriu, C., **Cosma, S.**, Bota, M., *Policies and strategies used by international chains in hotels owned in Romania*, Proceedings of the international scientific symposium Information society and sustainable development, IInd Edition, 2015, pag. 232, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.

56. **Cosma, S.**, Fleşeriu, C., Bota, M., *Marketing mix strategies of international hotel chains on Romanian market*, Proceedings of The 7th International conference "European Union future perspectives: innovation, entrepreneurship and economic policy", 21-23 May, 2015, Croatia.

57. **Cosma, S.**, Fleşeriu, C., Bota, M., *New approaches of customers relationship in hotels belonging to an international chain*, BASIQ 2015 INTERNATIONAL CONFERENCE NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION PROCEEDINGS PAPERS, 2015, BUCHAREST, ROMANIA, Editura ASE, pag. 314-321, ISSN 2457-483X, ISSN-L 2457-483X.

58. **Cosma, S.**, Bota, M., Fleşeriu, C., *Motivations in attending a major event: the case of Cluj-Napoca European Youth Capital*, Proceedings of the International scientific symposium "Information society and sustainable development", IIIrd Edition, 2016, pag. 180-187.

59. **Cosma, S.**, Bota, M., Fleşeriu, C., *Exploring the influence of respondents' profile among leisure activities*,

Proceedings of the International scientific symposium "Information society and sustainable development", III[rd] Edition, 2016.

60. Chifu, C., **Cosma, S.**, Luca, I, Bota, M., *Events impact on some tourism indicators in Cluj-Napoca*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, fourth edition, *Trends in Hospitality,* October 14th-15th, 2016, Cluj-Napoca, România, pag. 216-220.

61. Negruşa, A.L., Toader, V., Rus, R.V., **Cosma, S.A.**, Bota, M., Fleșeriu, C., *The analysis of TIFF's participants perceptions on event's sustainability*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, fourth edition, *Trends in Hospitality,* October 14th-15th, 2016, Cluj-Napoca, România, pag. 5-9.

62. Stanca, L., Felea, C., **Cosma, S.**, Stanca, R., Lacurezeanu, R., *The Usability of deductive learning – between semi-supervised learning and dynamic decision*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, fourth edition, *Trends in Hospitality,* October 14th-15th, 2016, Cluj-Napoca, România, pag 123-129.

63. Negrușa, A., Toader, V., **Cosma, S.**, Bolog, C., *Cultural tourist's behavior – Case study foreign tourists in Cluj-Napoca*, TEI of Athens, 2016.

64. Toader, V., Negrușa, A., **Cosma, S.**, Bolog, C., Oprea, M., Rus, R.V., *Analysis of tourists' behavior in Cluj-Napoca, Romania*, Smart Tourism Congress, Barcelona, 2016.

65. **Cosma, S. A.**, Fleşeriu, C., Bota, M., *Cluj-Napoca European Youth Capital: Why To Attend A Major Event*, IACUDIT International Conference, Innovative Approaches to Tourism and Leisure. Culture, Places and Narratives in a Sustainability Context, 2017.

66. **Cosma, S.A.**, Zerva, K., Bota, M., Fleşeriu, C., *An exploratory research of the respondents' profile among leisure activities*, The 6th International Conference on Tourism CACTUS 2017 - Contemporary Approaches and Challenges of Tourism Sustainability, Predeal, Romania, 5 – 7 October 2017

67. **Cosma, S.A.**, Bota, M., Fleşeriu, C., Văleanu, M., Cosma, D., *Considerations regarding the patients' satisfaction in the context of ensuring Romanian sustainable healthcare system*, The third edition of the International Conference Inclusive and sustainable economic growth. Challenges, measures and solutions (ISEG), Brasov, 2017.

68. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, presented at International scientific symposium Information society and sustainable development, 5[th] Edition, 27-28 aprilie, Tg. Jiu, 2018

69. Tripon, I.M., **Cosma, S.A.**, *The Evolution of Tourism Destination: A Review of Literature*, presented at The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges, May 10-11, 2018, Stefan cel Mare University of Suceava, Romania.

70. Sofică, A., **Cosma, S.**, *Operationalizing extended marketing mix for HRM recruiting purposes: how to sell a job*, pag. 8-14, în Smaranda Adina Cosma, Cristina Fleșeriu, Adina Letiția Negrușa, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry,* International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.

71. Fleşeriu, C., **Cosma, S.**, Bocăneţ, V., Bota, M., *The influence of age on how romanians choose a hotel*, pag. 20-27, în Smaranda Adina Cosma, Cristina Fleșeriu, Adina Letiția Negrușa, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry,* International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.

72. **Cosma, S.**, Berntzen, L., Fleșeriu, C., Căzan, I.C., *Exploratory study regarding tourism destination governance*, pag. 47-50, în Smaranda Adina Cosma, Cristina Fleșeriu, Adina Letiția Negrușa, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry,* International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.

73. **Cosma, S.A.**, Căzan, I.C., *The contribution of rural tourism investments to regional development,* Invited paper to The 15th Economic International Conference, VISION AND FORESIGHT IN SUSTAINABLE ECONOMIC POLICIES IN THE 21st CENTURY, Ștefan cel Mare University of Suceava, May 9th-10th, 2019.

74. Căzan, I.C., **Cosma, S.A.**, *Romanian rural tourism involvement in social media channels,* prezentată la cea de-a XXI–a ediție a conferinței științifice internaționale „Turismul rural românesc în context internațional. Actualitate și perspective, 23–25 mai 2019, Vatra Dornei, România.

75. **Cosma, S.,** Bota, M., Kristiansen, E., Cazan I., Văleanu, M., *Residents' perceptions and attitudes toward tourism development in urban destination*, presented at The 9th International Scientific Conference "Tourism, Innovations and Entrepreneurship", 26th -28th September 2019, Poreč, Istria, Croatia.

III. Proiecte şi granturi de cercetare

- Granturi în calitate de director

1. Grant CNCSIS AT tema 4, cod CNCSIS 82 (**director conf. dr. Smaranda Cosma**), cu tema *Studiu privind potenţialul turistic al municipiului Cluj-Napoca în vederea conturării identităţii sale în perspectiva aderării României la Uniunea Europeană, pe o durată de 2 ani* (9.786 RON), finalizat în 2007.

2. Proiect de parteneriate de cooperare în domeniul universitar Erasmus+ (**partner coordinator prof. dr. Smaranda Cosma**), 2022-1-NL01-KA220-HED-000088494, cu titlul *Innovating Business Education for Responsible Global Minds*, perioada de desfășurare 2022-2025 (400.000 EUR).

- Granturi şi proiecte în calitate de membru

3. Programul Tempus IB JEP 14086/99, cu titlul *Descentralisation et Insertion Profesionelle*, finalizat în 2001.

4. Grant 62 cu Banca Mondială (director prof.univ.dr. Aurel-Ioan Giurgiu), cu titlul *Management hotelier* (250.000 USD), finalizat în 2002.

5. Grant 196 cu Banca Mondiala (director prof.univ.dr. Magdalena Vorzsak), cu tema *Restructurarea curriculei şi ridicarea calităţii procesului didactic din învăţământul postuniversitar de administrarea afacerilor* (150.000 USD), finalizat în 2002.

6. Grant A tema 18, cod CNCSIS 1252, tema 56, cod CNCSIS 137 şi tema 112, cod CNCSIS 137 (director prof.univ.dr. Cornelia Pop), cu titlul *Relaţia dintre industria hoteliera şi piaţa de capital* (182.000.000 ROL), finalizat în 2005.

7. Grant AT tema 5, cod CNCSIS 36, (lector dr. Negrusa Adina), cu titlul *Studiu privind percepţia absolvenţilor instituţiilor de învăţământ economic superior din Cluj-Napoca asupra perspectivelor carierei profesionale* (170.000.000 ROL), finalizat în 2006.

8. Grant AT cod CNCSIS 74 (lector dr. Gavriletea Marius), cu titlul *Campanie de informare a populaţiei din zonele rurale ale Transilvaniei împotriva calamităţilor naturale şi modalităţi de acoperire a efectelor acestora* (13.500 RON), finalizat în 2007.

9. Program Cercetare de excelenţă CEEX modul III, CEEX-M3-C3-12469 (director partener UBB, lector dr. Marius Gavriletea), cu tema *Chirurgia Minimal invazivă - chirurgia viitorului?* (40.000 RON), finalizat în 2008.

10. Program Cercetare de excelenţă CEEX modul III, CEEX-M3-C3-12561, (director partener UBB, lector dr. Marius Gavriletea), cu tema *Dezvoltarea chirurgiei tumorilor hepatice* (40.000 RON), finalizat în 2008.

11. Contract de cercetare nr. 30/2007 (director conf.dr. Dacinia Petrescu) de tip subcontract ICPE Bistrita, cu tema *Proiectare si elaborarea documentatie de analiza economica*, (5000 RON), finalizat în 2008.

12. Proiect Comisia Europeană POSDRU (prof dr. Cristina Ciumaş), cu titlul *Convergenţa pregătirii universitare cu viaţa activă* (18.360.000 RON), perioada de desfăşurare noiembrie 2008-2010.

13. Contract de cercetare nr. 30802/2010 (director conf.dr. Dacinia Petrescu), cu tema *Sondaj despre opinia clientilor SC Compania de Apa Somes SA*, (8094 EUR), 2010.

14. Proiect INTERREG 4C (conf.dr. Negrusa Adina), cu titlul *SME Go Global Network* (53.020 Euro), perioada de desfaşurare mai 2011- 2013.

15. Proiect INTERREG 4C (lector dr. Toader Valentin), cu titlul *Innovative and responsible Tourism Territories* (53.492 Euro), perioada de desfaşurare mai 2011- 2013.

16. Proiect Comisia Europeană POSDRU (lector dr. Mihaela Tutunea), cu titlul *Practica INCEPE* - PRogramul cursurilor pentru sTudenţi în sCopul Angajării sau demarării uNei afaCeri Personale (2.228.419 lei), perioada de desfăşurare septembrie 2011-2013.

17. Proiect POSDRU, cu titlul *Program Masteral - Evaluarea Dezvoltării Regionale* (1.745.159,50 lei), perioada de desfăşurare noiembrie 2011-2013.

18. Proiect POSDRU/156/1.2/G/133681 (prof.univ.dr. Marcel Pop), cu titlul *e-Learning eficient, Individualizat şi Adaptativ pentru învăţământ la distanţă (e-LIADA)*, perioada de desfăşurare 14.05.2014 – 13.11.2015.

19. Proiect SEE de cooperare pe EEA grants SEE EYCOP-0082 (lector dr. Ionuţ Traian Luca), cu titlul *Sustainable business, continuos learning and diversity*, perioada de desfăşurare 2018 – 2020.

20. Proiect ROSE – Parteneriat pentru o carieră în Business, AG 165/2019, expert 2019-2022.

21. Proiect POCU/90/6.13/6.14/109172, evaluator concurs practică, 2020.

22. Proiect SEE de cooperare pe EEA grants 19-COP-0042 (lector dr. Ionuţ Traian Luca), cu titlul SUBFLY – Students Democracy, perioada de desfăşurare 2020 – 2022.

23. Proiect INNOTECH – POCU/829/6/13/140502, USAMV Cluj-Napoca, 2022