

## LISTA DE LUCRĂRI – dr. Simona-Valentina PAȘCALĂU

### a) lista celor 10 lucrări considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii

a.1. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "The purchase behavior of the consumer", AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol 10, 2016, pp.41-44.

<https://univagora.ro/jour/index.php/aijes/article/view/2865>

a.2. Pașcalău Valentina-Simona, "Evolution and ethics of digital technology in marketing", AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, VOL 11, 2017, pp. 9-14.

<https://univagora.ro/jour/index.php/aijes/article/view/3994>

a.3. Pașcalău Valentina-Simona, "Entrepreneurial marketing from the perspective of strategic innovation", AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, VOL. 12, 2018, pp. 21-26.

<https://univagora.ro/jour/index.php/aijes/article/view/4003/1567>

a.4. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "Digital Marketing Regulations" AIJES, No.1, ISSN 1843-570X, E-ISSN 2067-7677, CNCSIS2011, Category B+ , Vol. 13, No.1, 2019, pp. 25-30.

<https://univagora.ro/jour/index.php/aijjs/article/view/3729>

a.5. Pașcalău Valentina-Simona, "Marketing Capabilities In The Digital Environment. Consequences On The Performance Of The Company", Oradea Journal Of Business And Economics, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Volume V, Issue 1, March 2020, pp. 106-115.

[http://ojbe.steconomieuoradea.ro/wp-content/uploads/2020/03/OJBE\\_vol-51\\_fin-106-115.pdf](http://ojbe.steconomieuoradea.ro/wp-content/uploads/2020/03/OJBE_vol-51_fin-106-115.pdf)

a.6. Pașcalău Valentina-Simona, "Traditional Marketing Versus Digital Marketing", AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol. 14, 2020, pp. 12-15.

<https://univagora.ro/jour/index.php/aijes/article/view/4202/1634>

a.7. Pașcalău Valentina-Simona, "Application of B2C digital marketing" , AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol. 15, 2021, pp. 13-16.

<https://univagora.ro/jour/index.php/aijes/article/view/4726/17801>

a.8. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "The Role of Learning Orientation in the Context of Sustainable Human Resources Development", AIJES , Vol. 16, 2022, pp.22-24.

<https://univagora.ro/jour/index.php/aijes/article/view/5169>

a.9. Pașcalău Valentina-Simona, "The Vuca Concept In The Digital Sphere" , AIJES, ISSN 2067-3310. Online-ISSN 2067-7669 , Vol. 17 No.1 , 2023, pp. 102-107.

<https://univagora.ro/jour/index.php/aijes/article/view/5767>

## **b) teza de doctorat**

b.1. Pașcalău Valentina-Simona, ”Orientările strategice ale firmei și utilizarea resurselor marketingului digital în managementul relațiilor cu clienții”, îndrumător științific: Prof. univ. Dr. Foltean Florin-Sabin, UVT – în curs de publicare

## **c) brevete de invenție și alte titluri de proprietate industrială**

## **d) cărți și capitole în cărți**

d.1. Pașcalău Valentina-Simona, Caiet de seminar - Marketing și metode de marketing, 2023 - în curs de publicare

## **e) articole/studii în extenso, publicate în reviste din fluxul științific internațional principal**

e.1. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, ”The purchase behavior of the consumer”, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol 10, 2016, pp.41-44 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011)

<https://univagora.ro/jour/index.php/aijes/article/view/2865>

e.2. Pașcalău Valentina-Simona, ”Evolution and ethics of digital technology in marketing”, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, VOL 11, 2017, pp. 9-14 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/3994>

e.3. Pașcalău Valentina-Simona, ”Entrepreneurial marketing from the perspective of strategic innovation”, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, VOL. 12, 2018, pp. 21-26 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/4003/1567>

e.4. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, ”Digital Marketing Regulations” AIJES, No.1, ISSN 1843-570X, E-ISSN 2067-7677, Vol. 13, No.1, 2019, pp. 25-30 (indexat EBSCO, JournalTOCs, Stanford Libraries, vLex International Law, High Court of Delhi, HeinOnline, Worldcat, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/3729>

e.5. Pașcalău Valentina-Simona, ”Marketing Capabilities In The Digital Environment. Consequences On The Performance Of The Company”, Oradea Journal Of Business And Economics, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Volume V, Issue 1, March 2020, pp. 106-115 (indexat RePec, DOAJ, EBSCO, EconBiz, ERIH Plus, DRJI).

[http://ojbe.steconomieuradea.ro/wp-content/uploads/2020/03/OJBE\\_vol-51\\_fin-106-115.pdf](http://ojbe.steconomieuradea.ro/wp-content/uploads/2020/03/OJBE_vol-51_fin-106-115.pdf)

e.6. Pașcalău Valentina-Simona, ”Traditional Marketing Versus Digital Marketing”, AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol. 14, 2020, pp. 12-15 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/4202/1634>

e.7. Pașcalău Valentina-Simona, "Application of B2C digital marketing" , AIJES, ISSN 2067-3310, E - ISSN 2067 – 7669, Vol. 15, 2021, pp. 13-16 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/4726/17801>

e.8. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "The Role of Learning Orientation in the Context of Sustainable Human Resources Development", AIJES , Vol. 16, 2022, pp.22-24 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/5169>

e.9. Pașcalău Valentina-Simona, "The Vuca Concept In The Digital Sphere" , AIJES, ISSN 2067-3310. Online-ISSN 2067-7669 , Vol. 17 No.1 , 2023, pp. 102-107 (indexat DOAJ, Index Copernicus, Scipio, Category B+ in CNCSIS2011).

<https://univagora.ro/jour/index.php/aijes/article/view/5767>

**f) publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate**

**g) alte lucrări și contribuții științifice**

g.1. Pașcalău Valentina-Simona, "Company's strategic orientation and marketing capabilities within the digital environment. Consequences on the performance", CONFERINȚA INTERNAȚIONALĂ "ECONOMICS AND BUSINESS MANAGEMENT" (Ediția 3), Cluj-Napoca, România, Octombrie 2017- comunicare orală

*Pașcalău Valentina-Simona*  
Semnătura

