

LISTA DE LUCRĂRI ȘTIINȚIFICE

Asistent univ. dr. PAȘCALĂU VALENTINA-SIMONA
Doctor în Marketing din 25.11.2022, O.M. nr. 3773 din 03.03.2023

a) Lista celor maximum 10 lucrări considerate a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări prevăzute de prezentul articol.

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" AIJJS, 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.steconomiceuoradea.ro/wp-content/uploads/2020/03/OJBE_vol-51_fin-106-115.pdf

a.6. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "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>

a.10. Pașcalău Valentina-Simona, Popescu Felix Angel, Bîrlădeanu Gheorghona-Liliana, Iza Gigaure, "The Effects of a Digital Marketing Orientation on Business Performance", Sustainability 16(15):6685, 2024. <https://doi.org/10.3390/su16156685>

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.

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 digital, 2025.

d.2. Pașcalău Valentina-Simona, Orientarea strategică în marketingul digital. Teoria și practica relațiilor cu clienții, Editura Economică, București, 2026, ISBN 978-606-093-109-6

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.steconomiceuoradea.ro/wp-content/uploads/2020/03/OJBE_vol-51_fin-106-115.pdf

e.6. Pașcalău Valentina-Simona, Urziceanu Ramona-Mihaela, "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>

e.10. Pașcalău Valentina-Simona, Popescu Felix Angel, Bîrlădeanu Gheorghona-Liliana, Iza Gigaure, "The Effects of a Digital Marketing Orientation on Business Performance", Sustainability 16(15):6685, 2024. <https://doi.org/10.3390/su16156685>

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

12.01.2026

Semnătura

