

Lista publicațiilor

Dabija Dan-Cristian

(Data ultimei actualizări: 31 martie 2015)

A. Lista articolelor publicate cotate în reviste Thomson Reuters Web of Science (relevante pentru realizările profesionale)

- 1) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, Băbuț Raluca, *Image of local public Administration from Transylvania among citizens – A comparative empirical study on locality size*, Transylvanian Review, 2015.
- 2) Postelnicu Cătălin, Dinu Vasile, **Dabija Dan-Cristian**, *Economic Deglobalization – from Hypothesis to Reality*, Ekonomie a Management (E&M) / Economics and Management, 2015 (acceptat), ISSN 1212-3609, e-ISSN 2336-5604;
- 3) Abrudan Ioana Nicoleta, Ioan Plăiaș, **Dabija Dan-Cristian**, *The Relationship among Image, Satisfaction and Loyalty – Innovative Factor of Competitiveness for Shopping Centers*, Amfiteatru Economic, 17 (39), 2015, pp. (acceptat), ISSN 1582-9146, e-ISSN 2247-9104;
- 4) **Dabija Dan-Cristian**, Dinu Vasile, Abrudan Ioana Nicoleta, Postelnicu Cătălin, *The Impact of the Marketing Mix and Sustainability on Shaping Consumer Preferences towards Non-Food Stores*, Transformations in Business & Economics, 13 (3/33), 2014, pp.36-53; ISSN 1648-4460; <http://www.transformations.khf.vu.lt/33> WOS:000346548300003
- 5) Dragoș Cristian Mihai, Dinu Vasile, Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Scientometric approach of productivity in scholarly economics and business*, Economic Research-Ekonomska Istraživanja, 27 (1), 2014, pp.496-507, ISSN 1331-677X (Print), 1848-9664 (Online); DOI:10.1080/1331677X.2014.974337; <http://www.tandfonline.com/doi/full/10.1080/1331677X.2014.974337#.VHhbz8mMHjs> WOS:000346507600032
- 6) **Dabija Dan-Cristian**, Postelnicu Cătălin, Pop Nicolae Alexandru, *Methodology for Assessing the Degree of Internationalization of Business Academic Study Programmes*, Amfiteatru Economic, 16 (37), 2014, pp.726-745, ISSN 1582-9146, e-ISSN 2247-9104; WOS:000344542400003
- 7) **Dabija Dan-Cristian**, Dinu Vasile, Tăchiciu Laurențiu, Pop Ciprian-Marcel, *Romanian consumers' behaviour towards counterfeit products*, Transformations in Business & Economics, 13 (2/32), 2014, pp.124-143, ISSN 1648-4460, WOS:000336889800008 <http://www.transformations.khf.vu.lt/32>
- 8) Swoboda Bernhard, Berg Bettina, **Dabija Dan-Cristian**, *International Transfer and Perception of Retail Formats: A comparison Study in Germany and Romania*, International Marketing Review, 31 (2), 2014, pp.155-180, ISSN 0265-1335; WOS:000334012200003 <http://dx.doi.org/10.1108/IMR-11-2012-0190>
- 9) **Dabija Dan-Cristian**, Pop Nicolae Al., Szentesi Silviu, *A Customer-Oriented Perspective on Retail Brand Equity in the Fashion Industry*, Industria Textilă, 65 (1), pp.37-46, 2014, ISSN 1222-5347; WOS:000333065000007
- 10) Pop Nicolae Al., Iorga Ana, **Dabija Dan-Cristian**, *Ethical responsibility of the neuromarketing companies in capitalizing on market research – An exploratory approach at the global level*, Amfiteatru Economic, 16 (35), 2014, pp.26-40, ISSN 1582-9146, e-ISSN 2247-9104; WOS:000336894300003
- 11) **Dabija Dan-Cristian**, Băbuț Raluca, Pop Ciprian-Marcel, *A Customer Oriented approach on satisfaction with public service providers. Empirical findings from a market undergoing liberalization*, Transylvanian Review of Administrative Sciences, Nr. Special, 2013, pp.26-49, ISSN 1842-2845; WOS:000329891600002
- 12) **Dabija Dan-Cristian**, Băbuț Raluca, *An Approach to Sustainable Development from Tourist's Perspective. Empirical Evidence in Romania*, Amfiteatru Economic, 15 (Special Issue 7), 2013, pp.617-633, ISSN 1582-9146, e-ISSN 2247-9104; WOS:000328164400005
- 13) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, *Green marketing – Factor of Competitiveness in Retailing*, Environmental Engineering and Management Journal, 12 (2), 2013, ISSN 1582-9596, e-ISSN 1843-3707; pp.393-400; WOS:000317854400028

- 14) Plăiaș Ioan, Pop Ciprian-Marcel, Băbuț Raluca, **Dabija Dan-Cristian**, *Employers' Perception of Competences acquired through Academic Marketing Training*, Amfiteatru Economic, 13 (30), 2011, ISSN 1582-9146, pp.448-463; WOS:000297929000009
- 15) Swoboda Bernhard, Pop Nicolae Al., **Dabija Dan-Cristian**, *Vertical Alliances between Retail and Manufacturer Companies in the Fashion Industry*, Amfiteatru Economic, 12 (28), 2010, pp.634-649, ISSN 1582-9146, pp.448-463; WOS:000279314000026
- 16) Pop Nicolae Al., **Dabija Dan-Cristian**, *Handelsmarketing*, Amfiteatru Economic, 11 (27), 2010, pp.211-216, ISSN 1582-9146, pp.448-463; WOS:000274747700019
- 17) Todt Horst, **Dabija Dan-Cristian**, *The Role of Monument Protection for Tourism*, Amfiteatru Economic, 9 (Special Issue 2), 2008, pp.292-297, ISSN 1582-9146, ISSN 1582-9146, pp.448-463; WOS:000263771300040

B. Teza de doctorat

- 1) **Dabija Dan-Cristian**, *O abordare de marketing a conceptelor de comerț cu amănuntul din perspectiva consumatorului în România*, Teză de doctorat, A.S.E., București, 279 pag., 2009, conducător științific: prof. univ. dr. dr. h.c. Pop Nicolae Al.

C. Brevete de invenție și alte titluri de proprietate intelectuală

- Nu este cazul

D. Cărți și capitole în cărți

Cărți / capitole de cărți științifice publicate în edituri internaționale

- 1) Postelnicu Cătălin, **Dabija Dan-Cristian**, *Transfer and Diffusion of New Technologies within the Supply Chain of multinational companies with operations in to Developing Economies – A Contemporary Approach*, in Sebastian Văduva, Thomas Andrew R. (Ed.), *Geopolitics, Development, and National Security - Romania and Moldova at the Crossroads*, Springer Publishing House, USA, 2015, pp.53-66; ISBN 978-3-319-12684-5 (Online: 978-3-319-12685-2; DOI 10.1007/978-3-319-12685-2_3 <http://www.springer.com/new+%26+forthcoming+titles+%28default%29/book/978-3-319-12684-5>)
- 2) **Dabija Dan-Cristian**, Abrudan Ioana N., *Retailing in Romania: From Statist to Nearly Capitalist*, European Retail Research, 27 (2), 2015, pp.55-92, Springer-Gabler, ISSN 1867-8785 (și ISBN 978-3-8349-1225-1); doi: 10.1007/978-3-658-07038-0_3;
- 3) Băbuț Raluca, Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *The Impact of Advertising Messages on the Romanian Consumers' Attention*, în Balaban Delia, Hosu Ioan, Mucundorfeanu Meda (Ed.), *PR Trend, New Media: Challenges and Perspectives*, Mittweida Hochschulverlag, 2013, pp.165-181 (250 total), ISBN 978-398-1514-223. <http://www.amazon.de/Trend-New-Media-Challenges-Perspectives/dp/398151422X%3FSubscriptionId%3D0H7E2ABGRZR51KQBN202%26tag%3Duniversitat09-21%26linkCode%3Dxm2%26camp%3D2025%26creative%3D165953%26creativeASIN%3D398151422X>;
- 4) Pop Nicolae Al., **Dabija Dan-Cristian**, *Development of a proper mentality towards organic food in Romania*, în Thomas Andrew, Pop Nicolae Al., Brătianu Constantin (Ed.), *The Changing Business Landscape of Romania: Lessons for and from Transition Economies*, Springer Publishing House, USA, 2012; ISBN 978-1-4614-6864-6; pp.45-60; http://link.springer.com/chapter/10.1007/978-1-4614-6865-3_4;
- 5) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, *Clustering the Hospitality Market. Evidences from Romania*, in Achim M.I., Dragolea L., Grabara J.K. (Ed.), *Tourism Management*, Polish Association of Information Society, Czestochowa, 2012, pp.63-69, ISBN 978-83-926342-5-6;
- 6) Swoboda Bernhard, Berg Bettina, Pop Nicolae Al., **Dabija Dan-Cristian**, *Wahrnehmung der Händler aus Kundensicht in Rumänien*, în Schröder H., Olbrich R., Kenning P., Evanschitzky H., (Ed.), *Distribution und Handel in Theorie und Praxis, Festschrift für Prof. Dr. Diether Ahlert*, Gabler-Springer, Wiesbaden, 2009, pp.469 – 496, ISBN 978-3-8349-1457-6;
- 7) Swoboda Bernhard, Berg Bettina, Pop Nicolae Al., **Dabija Dan-Cristian**, *Store Image of Grocery Retail Formats in Romania: Relevance of Retailer Attributes*, European Retail Research, 23 (1), 2009, pp.101-124, ISSN 1867-8785 (și ISBN 978-3-8349-1225-1), Gabler-Springer, Wiesbaden, indexată SpringerLink.

Cărți / capitole de cărți științifice publicate în edituri naționale acreditate

- 1) **Dabija Dan-Cristian**, *Cercetări de marketing aplicate în comerțul de retail românesc*, Editura ASE, București, 2013, 164 pagini, e-ISBN 978-606-505-657-2;
- 2) Pop Nicolae Al. (Ed.), **Dabija Dan-Cristian**, Dumitru Ionel, Pelău Corina, Petrescu Eva Cristina, *Marketing internațional – teorie și practică –*, Editura Uranus București, 2011, 500 pagini, ISBN 978-973-7765-91-8;
- 3) **Dabija Dan-Cristian**, *Marketingul întreprinderii de comerț*, Editura Risoprint Cluj-Napoca, 2010, 282 pagini, ISBN 978-973-53-0255-9;

- 4) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Târgurile și expozițiile – instrumente moderne de marketing*, Editura Risoprint, 2009, 219 pagini, ISBN 978-973-53-0045-6;
- 5) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, Pop Ciprian-Marcel, *Studiu comparativ pe tipuri de localități privind percepția consumatorilor români față de plagiate (produse contrafăcute)*, în Bologa I.M., Graef Rudolf, Lumperdean Ioan (Ed.), *Relația urban-rural. Ipostaze ale tradiției și modernizării*, Presa Universitară Clujeană, 2010, pp.545-568, ISBN 978-973-595-230-3;
- 6) **Dabija Dan-Cristian**, *Duality of brand functions – consumer's perspective versus firm's perspective*, în Mățiș Dumitru (Ed.), *Studii și cercetări economice, Institutul de Economie Europeană*, Editura Alma Mater, Cluj-Napoca, pp.333-339, 2008, ISBN 978-606-504-035-9;
- 7) **Dabija Dan-Cristian**, *Marketingul serviciilor poștale*, în Vorzsak Almos, Pop Ciprian-Marcel (Coord.), *Marketingul Serviciilor – Ramuri și domenii prestatoare*, Editura Alma Mater, Cluj-Napoca, 2006, pp.295-341, ISBN 973-7898-50-8;
- 8) Drăgan Mihaela, **Dabija Dan-Cristian**, *Handelstechnik*, Editura Argonaut, Cluj-Napoca, 2009, 398 pag, ISBN 978-973-109-193-8;
- 9) Drăgan Mihaela (Coord.), Nistor Răzvan, Kneifel Johannes, Kupferschmidt Frank, **Dabija Dan-Cristian**, *Curriculum der deutschsprachigen Studiengänge*, Editura Alma Mater, Cluj-Napoca, 2007, 211 pag, ISBN 978-973-7898-74-6;
- 10) Plăiaș Ioan, **Dabija Dan-Cristian**, (Ed.), *The Proceedings of the International Conference „Marketing – From Information to Decision”*, 5th Edition, 26-27 October, 2012, Cluj-Napoca, Romania, ISSN2067-0338, Editura Risoprint Cluj-Napoca, **indexată CEEOL, EBSCO, Cabells, ProQuest**;
- 11) **Dabija Dan-Cristian**, Ovidiu Bordean, Emil Crișan (Ed.), *Strategic Leadership in the context of globalization and regionalization*, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania, June 2006 – management and marketing section, ISSN 1220-0506;
- 12) **Dabija Dan-Cristian (Ed.)**, *The Impact of the European Integration on the National Economy – Section Marketing*, Babeș-Bolyai University Cluj-Napoca, Romania, Faculty of Economics and Business Administration, October 2005, Risoprint, 256 pagini, ISBN 973-751-083-6;
- 13) **Dabija Dan-Cristian (Ed.)**, *The Impact of the European Integration on the National Economy – Section Technology and Product Quality* Babeș-Bolyai University Cluj-Napoca, Romania, Faculty of Economics and Business Administration, October 2005, Risoprint, 182 pagini, ISBN 973-751-111-5;

E. Articole / studii *in extenso*, publicate în reviste din fluxul științific internațional principal

- 1) Pop Nicolae Al., **Dabija Dan Cristian**, *Fostering Loyalty through Social Responsibility Actions in Romanian Retail*, Romanian Journal of Marketing, 9 (4), 2014, pp.11-32, indexată Cabells, ProQuest, EBSCO;
- 2) Pop Nicolae Al., Pop Ciprian-Marcel, **Dabija Dan Cristian**, *Perception of Romanian Tourists Regarding Supplemental Services of Accommodation Facilities in Romania*, International Journal of Management Cases, 15 (2), 2013, pp.112-124, indexată EBSCO, Cabells;
- 3) Băbuț Raluca, **Dabija Dan-Cristian**, *Can Attitude to Advertisement Influence Brand Attitude and Purchase Intention? Empirical Findings from the Romanian Banking System*, Marketing From Information to Decision, 5, 2012, pp.43-51, ISSN 2067-0338, indexată CEEOL, EBSCO, Cabells, ProQuest;
- 4) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Empirical Research on Complementary Services in Romanian Grocery Retailing*, Revista Economică (Journal of Economic-Financial Theory and Practice), Supplement 3, 2012, pp.122-128, ISSN: 1582-6260, indexată Ideas, REPEC, Ebsco, DOAJ, Ulrichs;
- 5) Mișcoiu Sergiu, Bordean Ovidiu, **Dabija Dan-Cristian**, Lateș Bianca, Brătean Diana, *Ce este masteratul internațional? Definiții. Asigurarea calității. O abordare introductivă și comparativă*, Quality Assurance Review for Higher Education, 4 (2), 2012, pp.5-27, ISSN 2066-9119, e-ISSN 2069-2188;
- 6) **Dabija Dan-Cristian**, Alt Monika Anetta, *The economic crisis, an opportunity for retailers in Romania*, in Beáta Farkas, Júlia Mező (Ed.): *Crisis Aftermath: Economic Policy changes in the EU and its Member States*, Conference Proceedings, International Conference, University of Szeged, Hungary, 8th-9th March 2012, pp.337-355, ISBN 978-963-306-159-6; <http://www.eco.u-szeged.hu/kutatas-tudomany/crisis-aftermath/crisis-aftermath> indexată IDEAS / REPEC la adresa [http://mpra.ub.uni-muenchen.de/40361/1/25-The economic crisis an opportunity for retailers in Romania.pdf](http://mpra.ub.uni-muenchen.de/40361/1/25-The%20economic%20crisis%20an%20opportunity%20for%20retailers%20in%20Romania.pdf)
- 7) **Dabija Dan-Cristian**, Băbuț Raluca, *Empirical Research on the Impact of Location and Service on the Retail Brand Image*, Analele Universității Oradea – Științe Economice, 19 (5), 2012, pp.2031-2037, ISSN 1844-5519, **CNCIS B+, cod 665**, indexată RePEc, DOAJ, EBSCO;
- 8) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Romanian Customer Based Empirical Research on Ambiance in Retailing*, Analele Universității Oradea – Științe Economice, 19 (5), 2012, pp.2152-2158, ISSN 1844-5519, **CNCIS B+, cod 665**, indexată RePEc, DOAJ;

- 9) **Dabija Dan-Cristian**, *Producers versus Retail Brand Strategies – Positioning Vectors in Consumers' Minds*, Revista Management & Marketing, 4 (3), 2011, pp.407-420, ISSN 1842-0206, indexată Cabell's Directories of Publishing Opportunities in Management and Marketing, Index Copernicus, EBSCO, RePEc, Ideas;
- 10) **Dabija Dan-Cristian**, *Internationalization of the Greek Group Alumil Milonas SA*, în Review of Management and Economical Engineering, 10 (3/41), 2011, pp.215-222, ISSN 1583-624X, **CNCSIS B+**, **cod 79** indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;
- 11) **Dabija Dan-Cristian**, *Aspects regarding the marketing environment of retailers*, The Young Economists Journal / Revista Tinerilor Economiști, 9 (16), 2011, pp.63-74, ISSN 1583-9982, **CNCSIS B+**, **cod 731** indexată RePEc, EconPapers, Ideas, Index Copernicus, Scientific Commons;
- 12) **Dabija Dan-Cristian**, *The impact of assortment on satisfaction, trust and loyalty in retailing*, Marketing From Information to Decision, 4, 2011, pp.110-118, ISSN 2067-0338, indexată CEEOL, EBSCO, Cabells, ProQuest;
- 13) Pop Nicolae Al., Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Standardization – a solution to product counterfeiting in international markets*, Marketing From Information to Decision, 4, pp.368-379, 2011, ISSN 2067-0338, indexată CEEOL, EBSCO, Cabells, ProQuest;
- 14) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, Bodog Simona, *Study on the impact of the personnel policy in retailing*, Journal of Electrical and Electronics Engineering (JEEE), 4 (2), 2011, pp.25-29, ISSN 1844-6035; indexată EBSCO, PROQUEST, SCOPUS, DOAJ;
- 15) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Study on Retail Brand Awareness in Retail*, Analele Universității Oradea – Științe Economice, 18 (4), 2011, pp.742-748, ISSN 1844-5519, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 16) **Dabija Dan-Cristian**, *Empirical Research on Brand Awareness in Grocery Retailing*, Virgil Madgearu Review of Economic Studies and Research, 4 (2), 2011, pp.21-36, ISSN 1844-3699, **CNCSIS B+**, **cod 439** indexată CEEOL, ProQuest, EBSCO;
- 17) Plăiaș Ioan, Pop Ciprian-Marcel, **Dabija Dan-Cristian**, Băbuț Raluca, *Competences Acquired by Graduates through Marketing Higher Education – Findings from the Employers' Perspective*, Analele Universității Oradea – Științe Economice, 18 (4), 2011, pp.762-769, ISSN 1844-5519, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 18) Pop Nicolae Al., Văduva Sebastian A., **Dabija Dan-Cristian**, Fotea Ioan Ș., *Consumers perception of Corporate Social Responsibility: Empirical Study In Romanian Retail*, International Journal of Social Ecology and Sustainable Development, 1 (4), 2010, pp.1-9, ISSN 1947-8402 (eISSN 1947-8410), indexată MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory, Ideas / REPEC;
- 19) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Romanian Consumers' Attitudes towards Counterfeits – An Empirical Study*, Marketing From Information to Decision, 3, pp.109-123, 2010, ISSN 2067-0338, indexată CEEOL, EBSCO, ProQuest, Cabells;
- 20) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, Abrudan Ioana Nicoleta, Todt Horst, *Peculiarities of marketing mix in the field of certification services*, Revista de Studii și Cercetări Economice – Virgil Madgearu, 3 (1), 2010, pp.30-49, ISSN 1844-3699, **CNCSIS D**, **cod 439**, indexată CEEOL, ProQuest, EBSCO;
- 21) Pop Ciprian-Marcel, Scridon Andrei, **Dabija Dan-Cristian**, *An evaluation of consumer's preferences in the Cluj-Napoca Retail Market based on a multinominal logit model*, Management & Marketing Craiova, 7 (1), 2009, pp.69-74, ISSN 1841-2416, **CNCSIS B+**, **cod 590**, indexată Repec, CEEOL, DOAJ, ICAAP;
- 22) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, Alt Monika Anetta, *Retail marketing instruments – An analytic approach*, The Young Economists Journal, 6 (13a), 2009, pp.85-96, ISSN 1583-9982, **CNCSIS B+**, **cod 731**, indexată RePEc, EconPapers, Ideas, Index Copernicus, Scientific Commons;
- 23) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, Ionică Covașa, Ioan Pop, *Brand architecture – A Classification System of Branding Strategies*, Review of Management and Economical Engineering, 8 (4), 2009, pp.165-178, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals, EBSCO;
- 24) Abrudan Ioana Nicoleta, **Dabija Dan-Cristian**, *The life cycle of shopping centers and possible revitalization strategies*, Analele Universității Oradea – Științe Economice, 16 (4), 2009, pp.536-541, ISSN 1844-5519, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 25) Pop Ciprian-Marcel, Scridon Andrei, **Dabija Dan-Cristian**, Todt Horst, *Methods of evaluating and auditing events*, Analele Universității Oradea – Științe Economice, 16 (4), 2009, pp.798-803, ISSN 1844-5519, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 26) Pop Nicolae Al., **Dabija Dan-Cristian**, *Strategii de profilare a comercianților cu amănuntul / Differentiation strategies of retailers*, Revista Română de Marketing, 4 (1), 2009, pp.30-59, ISSN 1842-2454, **CNCSIS B+**, **cod 785**, indexată Cabell's Directories, Index Copernicus, ProQuest;
- 27) Swoboda Bernhard, Jager Martin, **Dabija Dan-Cristian**, *Erfolgreiche Pfade der dynamischen Internationalisierung von KMU*, Marketing Review St. Gallen – Die neue Thexis (Elveția), 3, 2009, pp.10-15, ISSN 1865-6544, indexată SpringerLink;
- 28) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Déjà-Vu Pension-Hotel – Impact of Communication Techniques on the Unit's Development*, Review of Management and Economical Engineering, 8 (2/32), 2009, pp.227-238, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Ulrich's Periodicals, EBSCO;

- 29) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, *Awareness – Indicator for measuring the equity of a retail brand*, Journal of International Business and Economics (JIBE), 8 (2), 2008, pp.54-61, ISSN 1544-8037, indexată Cabell's Directories, Ulrich's International, EBSCO Publishing and Cengage, Gale Group Publishing;
- 30) Pop Ciprian-Marcel, Plăiaș Ioan, **Dabija Dan-Cristian**, *Awareness Assessment and its Implications on Competition Practice of Retailers*, Review of Management and Economical Engineering, Special Issue, 7 (5), 2008, pp.165-169, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;
- 31) **Dabija Dan-Cristian**, *Empirical Insights into the perception of customer cards as a new customer loyalty instrument in Romania Retail Firms*, Review of Management and Economical Engineering, Special Issue, 7 (6), 2008, pp.241-245, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;
- 32) **Dabija Dan-Cristian**, Pop Nicolae Al., *Typological aspects of retailers before the background of market concentration*, Revista Management & Marketing, 3 (5/9), 2008, pp.43-60, ISSN 1842-0206, **CNCSIS B+**, **cod 864**, indexată Cabell's Directories, Index Copernicus, EBSCO, RePEc, Ideas;
- 33) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Mogoșă – Resort and Touristic Chalet*, Review of Management and Economical Engineering, 7 (1/25), 2008, pp.213–222, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;
- 34) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Positioning strategies of retailers*, The Young Economists Journal, 6 (10), 2008, pp.82–90, ISSN 1583-9982, **CNCSIS B+**, **cod 731**, indexată RePEC, EconPapers, Ideas, Index Copernicus, Scientific Commons;
- 35) Todt Horst, **Dabija Dan-Cristian**, *Competition of brands by positioning*, Analele Universității Oradea – Științe Economice, 17 (4), 2008, pp.1244-1249, ISSN 1582-5450, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 36) Pop Nicolae Al., **Dabija Dan-Cristian**, *Tendencies of Internationalization in Retailing*, Analele Universității Oradea – Științe Economice, 17 (4), 2008, pp.1099-1105, ISSN 1582-5450, **CNCSIS B+**, **cod 665**, indexată RePEc, DOAJ;
- 37) Plăiaș Ioan, **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Study regarding some determinant characteristics of the offer in retail units by outlining consumer's preferences*, International Journal of Business Research, 1, 2008, pp.190-215, ISSN 1554-5466, indexată Cabell's Directories, Ulrich's Directory, EBSCO Publishing, Gale Thomson Publishing;
- 38) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *The Elite Hotel Oradea*, Review of Management and Economical Engineering, 7, (2/27), 2008, pp.219-228, ISSN, 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;
- 39) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Considerations on certification services marketing with exemplification in the organic certifications field*, Review of Management and Economical Engineering, 7 (3/28), 2008, pp.11-26, ISSN 1583-624X, **CNCSIS B+**, **cod 79**, indexată Index Copernicus, Ulrich's Periodicals Directory, EBSCO Publishing Business Source;

F. Publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate

- 1) Pop Ciprian-Marcel, Băbuț Raluca, **Dabija Dan-Cristian**, *Citizens' satisfaction with tariffs and methods of payment for services provided by local public authorities. Empirical evidence in Romania*, International Conference: Financial World: Present and Outlooks, Procedia Economics and Finance (acceptat, în curs de publicare);
- 2) **Dabija Dan-Cristian**, Băbuț Raluca, *Enhancing Consumers' Satisfaction and Loyalty of Retailers in Romania through Store Ambiance and Communication*, Procedia Economics and Finance, Vol 15, 2014, pp.371-382, ISSN 2212-5671; [doi:10.1016/S2212-5671\(14\)00459-6](https://doi.org/10.1016/S2212-5671(14)00459-6); <http://www.sciencedirect.com/science/article/pii/S2212567114004596>
- 3) Abrudan Ioana Nicoleta, **Dabija Dan-Cristian**, *Measuring clients' satisfaction toward shopping centers – Empirical evidences from Romania*, Procedia Economics and Finance, Vol 15, 2014, pp.1243-1252, ISSN 2212-5671; [doi:10.1016/S2212-5671\(14\)00584-X](https://doi.org/10.1016/S2212-5671(14)00584-X); <http://www.sciencedirect.com/science/article/pii/S221256711400584X>;
- 4) **Dabija Dan-Cristian**, Băbuț Raluca, *Empirical Study on the Impact of Service, Communication and Corporate Social Responsibility on the Image of Romanian Retail Brands*, Procedia – Social and Behavioral Sciences, Vol 109, 2014, pp.906-912, ISSN 1877-0428, DOI: 10.1016/j.sbspro.2013.12.563; WOS:000335570200152
- 5) **Dabija Dan-Cristian**, Pop Nicolae Al., Pop Ciprian-Marcel, *Comparative Study on the Impact of Marketing Tools on Brand Loyalty - Research in Food vs. Non-food Retailing*, in Branko Katalinic (Ed.), Annals of DAAAM for 2012 & Proceedings of the 23rd International DAAAM Symposium, ISBN 978-3-901509-91-9, ISSN 2304-1382, pp.0255 - 0258, DAAAM International, Vienna, Austria 2012; indexată Scopus;

- 6) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Clustering the Grocery Retail Market*, în Brătianu C., Brătucu G., D. Lixândroi, Pop N. Al., Văduva S. (Ed.), Proceedings of the 7th International Conference on Business Excellence – Business Excellence Challenges During the Economic Crises, 12-13 October 2012, Volume II, 2012, pp.98-103, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0104-3, WOS:000317437100021
- 7) **Dabija Dan-Cristian**, Băbuț Raluca, *Building loyalty in retailing through in-store-management and communication*, în C. Brătianu, G. Brătucu, D. Lixândroi, N. Al. Pop, S. Văduva (Ed.), Proceedings of the 7th International Conference on Business Excellence, 12-13 October 2012, Volume I, 2012, pp.166-172, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0103-6, WOS:000317436900034
- 8) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Map of Consumption Perceptions in Transylvania - Counterfeits versus Original Products*, în C. Brătianu, G. Brătucu, D. Lixândroi, N. Al. Pop, S. Văduva (Ed.), Proceedings of the 6th International Conference on Business Excellence, 14-15 October 2011, Volume II, 2011, pp.100-104, Editura Universității Transilvania din Brașov, ISBN 978-973-598-939-2, WOS:000316637300025
- 9) **Dabija Dan-Cristian**, *Behaviour Analysis Model Applied in Retailing*, în C. Brătianu, G. Brătucu, D. Lixândroi, N. Al. Pop, S. Văduva (Ed.), Proceedings of the 6th International Conference on Business Excellence, 14-15 October 2011, Volume I, 2011, pp.158-161, Editura Universității Transilvania din Brașov, ISBN 978-973-1747-24-8, WOS:000316634500039
- 10) Pelău Corina, Bena Irina, Vlădoi Anca Daniela, **Dabija Dan-Cristian**, Fufezan Monica, *The Quality of Knowledge Flows and its Impact on the Intellectual Capital Development of a University*, in Geoff Turner Geoff, Minnone Clemente, Proceedings of the 3rd European Conference on Intellectual Capital, ECIC 2011, 18-19 April, Nicosia, Cyprus, pp. 322-327, ISBN 97-1-906638-95-5, WOS:000290938900037
- 11) Swoboda Bernhard, Pennemann Karin, Taube Markus, **Dan Cristia Dabija**, *Purchase Intention toward Counterfeits – Antecedents and Consequences from Culturally Diverse Countries*, in Advances in Consumer Research Volume 38, 2010, eds. Darren W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, Duluth, MN: Association for Consumer Research;
- 12) Pop Ciprian-Marcel, Scridon Andrei, **Dabija Dan-Cristian**, Maniu Ioana Andreea, Zaharia Monica, *Understanding Customers in the Cluj-Napoca Retail Market using Twostep Cluster Analysis*, în C. Brătianu, D. Lixândroi, N. Al. Pop (Ed.), Proceedings of the 5th International Conference on Business Excellence, 15-16 October 2010, Volume II, 2010, pp.85-88, Editura Informarket Publishing House, Brașov, ISBN 978-973-1747-24-8, WOS:000296594700020
- 13) Swoboda Bernhard, Berg Bettina, **Dabija Dan-Cristian**, *Perception of retail marketing – empirical study on formats*, în C. Brătianu, D. Lixândroi, N. Al. Pop (Ed.), Proceedings of the 4th International Conference on Business Excellence, Volume II, 2009, pp.220-225, Editura Informarket Publishing House, Brașov, ISBN 978-973-174-7125, WOS:000278416200055
- 14) **Dabija Dan-Cristian**, *Contribution of assortment and price to building of retail brand equity – comparative study on selected retail formats*, în Branko Maricic, Galjina Ognjanov (Ed.), 3rd EMAC CEE Regional Conference, Marketing Theory Challenges in Emerging Societies, Belgrade, Serbia, September 12th – 14th 2012, pp.41-47, ISBN 978-86-403-1240-0;
- 15) **Dabija Dan-Cristian**, *Organizational culture and reputation - vectors in shaping successful retail brand value*, RESER 2012, European Association for Research on Services, 22nd International Conference Bucharest, Romania, 21st – 22nd September 2012; ISBN 978-606-505-566-7;
- 16) **Dabija Dan-Cristian**, Băbuț Raluca, *Romanians' Perception of Public Services – A Comparative Perspective*, RESER 2012, European Association for Research on Services, 22nd International Conference Bucharest, Romania, 21st – 22nd September 2012; ISBN 978-606-505-566-7;
- 17) **Dabija Dan-Cristian**, Chiș Alexandru, *Impact of marketing mix elements on building the image of tourist accommodation establishments—an empirical study in Romania*, European Association for Research on Services, 22nd International Conference Bucharest, Romania, 21st – 22nd September 2012; ISBN 978-606-505-566-7;
- 18) **Dabija Dan-Cristian**, Pop Nicolae Al., Alt Monika Anetta, Pelău Corina, *Consumers perception of retail formats – diachronic research in Romania*, în Bauer A., Agardi I., Conference Proceedings of the EMAC Regional Conference – Marketing Theory Challenges in Emerging Societies MTC4, Budapest, Hungary, September 24 – 25 2010, Corvinus University of Budapest, Marketing and Media Institute, 2010, pp.374-380, ISBN 978-963-503-419-2;
- 19) Alt Monika Anetta, **Dabija Dan-Cristian**, *Efficiency in Romanian's Hypermarket: Data Envelopment Analysis*, în Bauer A., Agardi I., Conference Proceedings of the EMAC Regional Conference – Marketing Theory Challenges in Emerging Societies MTC4, Budapest, Hungary, September 24 – 25 2010, Corvinus University of Budapest, Marketing and Media Institute, 2010, pp.12-19, ISBN 978-963-503-419-2;
- 20) Todt Horst, **Dabija Dan-Cristian**, *The Use of Media for Advertisement – Trend or strategy?*, în E. Abrudan, A. Mogoș, R. Meza (Ed.), Interdisciplinary New Media Studies International Conference Proceedings, 1st Edition, Cluj-Napoca, 21-22 May 2009, pp.67-74, ISBN 978-973-647-685-3;
- 21) Bettina Berg, Foscht Thomas, **Dabija Dan-Cristian**, *Consumer Perceptions of Grocery Retailers in Eastern Europe*, în Proceedings of the 38th European Marketing Academy Conference 2009, 24 – 26 May, 2009, Nantes, France;

- 22) Swoboda Bernhard, Berg Bettina, Schramm-Klein Hanna, Pop Nicolae Al., **Dabija Dan-Cristian**, *Does the Impact of Retailer Attributes on Store Image vary between Retail Formats? Insights from the Romanian Grocery Retail Market*, în Proceedings of the 14th Biennial World Marketing Congress – Marketing in Transition: Scarcity, Globalism, & Sustainability, Academy of Marketing Science, Oslo School of Management, July 22-25, 2009;
- 23) **Dabija Dan-Cristian**, Todt Horst, *Customer cards – tool of binding consumers in retail firms*, în ***, Conference Proceedings of the International Conference on „New Trends and Tendencies in Human Resource Management – East meets West”, Pecs, Hungary, 13-14 June 2008, OTKA 62169 Research Grant, 11 pagini, published on CD-ROM, 2008, ISBN 978-963-642-236-3;
- 24) Bodea Gabriela, **Dabija Dan-Cristian**, *The Ratio between the Economic and the Ecologic System, A Guideline for Developing and Creating Plus-Value*, în Ion Gh. Roșca, Albert Weckenmann, Herbert Osanna, Constantin Oprean, Carmen Păunescu (Ed.), QIEI 2008, Proceedings of the QIEI 2008 International Conference on Quality – Innovation – European Integration, 18th – 20th September 2008, Sibiu, Romania, Viena University of Technology Department for Interchangeable Manufacturing and Industrial Metrology, 5 pages, published on CD-ROM, 2008, ISBN 3-901888-41-3;
- 25) **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Perception of communication policy in retail*, în Marius D. Pop, Ovidiu I. Moisescu (Ed.), International Conference Marketing From Information to Decision, 30 – 31 October 2008, Cluj-Napoca, Babeș-Bolyai University, Romania, pp.133-148, 2008, Editura Alma Mater Cluj-Napoca, ISBN 978-606-504-054-0;
- 26) Pop Ciprian-Marcel, **Dabija Dan-Cristian**, *Opportunities to penetrate the real estate market in Cluj-Napoca—analyzing the profile of the residential real estate customer*, în Marius D. Pop, Ovidiu I. Moisescu (Ed.), International Conference From Information to Decision, 30 – 31 October 2008, Cluj-Napoca, Babeș-Bolyai University, Romania, pp.303-316, 2008, Editura Alma Mater Cluj-Napoca, ISBN 978-606-504-054-0;
- 27) Plăiaș Ioan, **Dabija Dan-Cristian**, *Die Wirkungen der Ausgabenstruktur einer Unternehmung auf Ertrag und Gewinn*, în Plăiaș Ioan, Raluca Comiati (Ed.), Competitiveness and European Integration, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania, October 2007, Editura Alma Mater, pp.53–59, 2007, ISBN 978-606-504-009-0;
- 28) **Dabija Dan-Cristian**, Pop Ciprian-Marcel, Pop Nicolae Al., *Perception analysis of Romanian Consumers over different retail concepts – methodological consideration*, în Plăiaș Ioan, Raluca Comiati (Ed.), Competitiveness and European Integration, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania, October 2007, Editura Alma Mater, pp.23–34, 2007, ISBN 978-606-504-009-0;
- 29) Frățilă Rodica, **Dabija Dan-Cristian**, *For and against irradiated food*, în **Dabija Dan-Cristian (Ed.)**, The Impact of European Integration on the National Economy, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, România, October 2005, Editura Risoprint, pp.103-112, 2005, ISBN 973-751-111-5;
- 30) **Dabija Dan-Cristian**, *The marketing mix in the analysis of the consumer`s behavior of organic products*, în **Dabija Dan-Cristian (Ed.)**, The Impact of European Integration on the National Economy, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, România, October 2005, pp.115–123, Editura Risoprint, 2005, ISBN 973-751-083-6;
- 31) Ghișoiu Nicolae, Dragotă Ciprian Nicușor, **Dabija Dan-Cristian**, *Die informationelle Gesellschaft: Gegenwart und Zukunft*, în Moceanu L., Buchmann R. (Ed.), The Proceedings of the Central and East European Conference in Business Information Systems, The Central and East European Conference in Business Information Systems, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, România, May 2004, Editura Risoprint, pp.241–248, 2004, ISBN 973-656-648-X;
- 32) Frățilă Rodica, **Dabija Dan-Cristian**, *Siguranța alimentelor ecologice / Security of Ecological Food*, în ***, International Symposium Specialisation, Integration and Development, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, România, 14 – 15 November 2003, Editura Risoprint, pp.68-72, 2003, ISBN 973-86547-4-2;

G. Alte lucrări și contribuții științifice

- 1) **Dabija Dan-Cristian**, *Observarea ca metodă de cercetare în comerțul din România*, Bioterra, Revista Bioagricultorilor, 13, 2011, pp.25-31, ISSN 1582-1803, *neindexată CNCISIS*;
- 2) **Dabija Dan-Cristian**, Alt Monika Anetta, Abrudan Ioana Nicoleta, *Empirical Considerations regarding Consumers Perception on an emerging market – A case study on Retailers in Romania*, Journal of Contemporary Social and Economic Processes, pp.108-114, 2009, ISSN 1788-7593;
- 3) **Dabija Dan-Cristian**, *Satisfacția – pârghie a comercianților în fidelizarea consumatorilor*, Bioterra, Revista Bioagricultorilor, 11 (2), 2009, pp.32-34, ISSN 1582-1803, *neindexată CNCISIS*;
- 4) Alt Monika Anetta, **Dabija Dan-Cristian**, Abrudan Ioana Nicoleta, *Studiu privind percepțiile consumatorilor față de formatele de retail / Az új kereskedelmi formák fogyasztói érzékelése*, Közgazdász Fórum (Forum Economic), 12 (6/88), 2009, pp.3-16, ISSN 1582-1986, **CNCISIS C, cod 755**;

- 5) **Dabija Dan-Cristian**, *Abordarea multicriterială a marketingului contemporan*, Revista de Studii și Cercetări Economice – Virgil Madgearu, 2 (2), 2009, pp.5-18, ISSN 1844-3699, **CNCSIS D, cod 439**;
- 6) **Dabija Dan-Cristian**, *Theoretical Approaches Regarding the Retail Brand Equity*, Revista de Studii și Cercetări Economice – Virgil Madgearu, 1 (2), 2008, pp.42-51, ISSN 1844-3699, **CNCSIS D, cod 439**;
- 7) **Dabija Dan-Cristian**, *Postal services in the age of globalization*, în **Dabija Dan-Cristian**, Ovidiu Bordean, Emil Crișan (Ed.), Suplimentul Revistei Studia Universitatis Babeș-Bolyai.Oeconomica – Strategic Leadership in the context of globalization and regionalization, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania, 2006, pp.625–635, **CNCSIS B+, cod 528**, ISSN 1220-0506;
- 8) **Dabija Dan-Cristian**, *Aspects regarding the distribution of postal services*, în **Dabija Dan-Cristian**, Ovidiu Bordean, Emil Crișan (Ed.), Suplimentul Revistei Studia Universitatis Babeș-Bolyai.Oeconomica – Strategic Leadership in the context of globalization and regionalization, Faculty of Economics and Business Administration, Babeș-Bolyai University, Cluj-Napoca, Romania, 2006, pp.636–642, **CNCSIS B+, cod 528**, ISSN 1220-0506;
- 9) Frățilă Rodica, **Dabija Dan-Cristian**, *Reciclarea ambalajelor, evoluții, realizări și perspective*, în Rodica Frățilă (Ed.), Învățământ și Cercetare în Merceologie. Sesiunea Jubiliară. 6 – 7 noiembrie 2004. Facultatea de Științe Economice. Universitatea Babeș-Bolyai. Cluj-Napoca, România, Editura Alma Mater, pp.61–69, 2004, ISBN 973-8397-90;
- 10) **Dabija Dan-Cristian**, *Obiective și succese în domeniul ambalării*, în Rodica Frățilă (Ed.), Învățământ și Cercetare în Merceologie. Sesiunea Jubiliară. 6 – 7 noiembrie 2004. Facultatea de Științe Economice. Universitatea Babeș-Bolyai. Cluj-Napoca, România, Editura Alma Mater, pp.192–199, 2004, ISBN 973-8397-90-1;
- 11) Frățilă Rodica, **Dabija Dan-Cristian**, *Trendul în domeniul alimentar*, în *******, Simpozionul Marfă. Calitate. Globalizare. 19. Noiembrie 2004. Academia de Științe Economice București, România, Editura ASE, pp.159–161, 2004, ISBN 973-594-544-4;

Data
31.03.2015

Conf. univ. dr. Dabija Dan-Cristian