

LISTĂ LUCRĂRI

Candidat: **POP CIPRIAN-MARCEL**

I. Lucrări relevante pentru realizările profesionale (maximum 10):

1. Dragoș Cristian Mihai, Dinu Vasile, Pop Ciprian-Marcel, Dabija Dan-Cristian, Scientometric approach of productivity in scholarly economics and business, *Economic Research-Ekonomska Istraživanja*, Vol. 27, No.1, pp.496-507, 2014, ISSN 1331-677X (Print), 1848-9664 (Online); DOI:10.1080/1331677X.2014.974337, FI (2013) = 0,241; SRI (2013) = 0,09 WOS:000346507600032
2. Bacila Mihai Florin, Pop Ciprian-Marcel, Ciornea Raluca, Scridon Mircea-Andrei, Development Of An Instrument For Measuring Student Satisfaction In Business Educational Institutions, *Science_Citation_Expanded*, *Amfiteatru Economic*, XVI, 37, 2014, P.841 - 856
3. Mare Codruta, Dragos Simona-Laura, Pop Ciprian-Marcel, Dragos Cristian-Mihai, Institutional, Sociological And Spatial Factors Influencing Consumer Protection Perceptions In The European Union, *Science_Citation_Expanded*, *Transylvanian Review Of Administrative Sciences*, 43 E, 2014, P.186 - 197
4. Dabija Dan Cristian, Dinu Vasile, Tachiciu Laurentiu, Pop Ciprian-Marcel, Romanian Consumers' Behaviour Towards Counterfeit Products, *Science_Citation_Expanded*, *Transformations In Business & Economics*, Vol. 13, No 2 (32), 2014, P.124 - 143
5. Pop Ciprian-Marcel, Romonti-Maniu Andreea-Ioana, Zaharie Monica-Maria, Determinants of acquiring good habits - empirical evidence on the recycling behaviour, *Science_Citation_Expanded*, *Environmental Engineering And Management Journal*, *Environmental Engineering and Management Journal*, *Elsedima 2014 special edition*, 2014, P.184 – 193
6. Dan-Cristian Dabija, **Ciprian-Marcel Pop**, Green marketing - factor of competitiveness in retailing, *Environmental Engineering and Management Journal*, Vol 12, Nr.2, 2013, pp393-400, ISSN 1582-9596, e-ISSN 1843-3707; <http://omicron.ch.tuiasi.ro/EEMJ/>, SRI = 0,1588
7. Ioan Plăiaș, **Ciprian-Marcel Pop**, Raluca Băbuț, Dan Cristian Dabija, Employers' Perception of Competences acquired through Academic Marketing Training, în *Amfiteatru Economic*, Anul XIII, Nr. 30, ISSN 1582-9146, pp.448-463, CNCSIS A, cod 283;
8. Plăiaș Ioan, **Pop Ciprian-Marcel**, Scridon Mircea-Andrei, Radomir Lăcrămioara, *Satisfaction with traditional distribution channels – the case of a Romanian banking institution*, Cabell's Directory; Ulrich's International Periodicals Directory; EbscoPublishing; Gal Group/Thomson Publishing , EBSCO, *Journal of International Management Studies*, 2010, P.12-24
9. Plăiaș Ioan, **Pop Ciprian-Marcel**, Dabija Dan Cristian, Băbuț Raluca, *Competences Acquired by Graduate Through Marketing Higer Education Findings from the Employers' Perspective* , RePEc si EBSCO, www.ebsco.com, *Analele Universității din Oradea - Științe Economice*, 2011, P.51-59.
10. Dabija Dan Cristian, **Pop Ciprian-Marcel**, Bodog Simona-Aurelia, *Study on the Impact of the Personnel Policy in Retailing* , Ebsco, Proquest, Scopus , www.proquest.com , *Journal of Electrical and Electronics Engineering* , 2011, P.25-28.

II. Teza de doctorat

- Titlul tezei: Implicațiile pieței asupra planificării strategice de marketing, susținut în 2004
- Publicat: Ciprian-Marcel POP: *Implicațiile pieței asupra planificării strategice de marketing*, Risoprint, 2005, ISBN: 978-973-751-894-1, 178 pag.

III. Brevete de invenții

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IV. Cărți și capitole în cărți

1. **Pop Ciprian-Marcel**, Vorzsak Almos, Pop Marius-Dorel, Racolța-Paina Nicoleta-Dorina, carte, *Marketing în Terțiar*, Alma Mater, Cluj-Napoca, 2005, P. 316.
2. **Pop Ciprian-Marcel**, carte, *Târgurile și expozițiile în contextul marketingului*, Risoprint, Cluj-Napoca, 2005, P. 164.
3. **Pop Ciprian-Marcel**, Beju Daniela-Georgeta, Ciumaș Cristina, Moiescu Ovidiu Ioan, Nistor Cosmin-Voicu, Oprean Victor-Bogdan, Harosa Liviu-Marius, Racolța-Paina Nicoleta-Dorina, Cramarenco Romana-Emilia, Nuțiu Carmen Gabriella Estrela, carte, *Manualul Agentului Imobiliar*, Risoprint, Cluj-Napoca, 2006, P. 269.
4. **Pop Ciprian-Marcel**, Beju Daniela-Georgeta, Ciumaș Cristina, Moiescu Ovidiu Ioan, Nistor Cosmin-Voicu, Oprean Victor-Bogdan, Harosa Liviu-Marius, Racolța-Paina Nicoleta-Dorina, Cramarenco Romana-Emilia, Nuțiu Carmen Gabriella Estrela, carte, *Manualul Agentului Imobiliar*, Ediția a doua, Risoprint, Cluj-Napoca, 2007, P. 286.
5. **Pop Ciprian-Marcel**, Vorzsak Almos, Nistor Cosmin-Voicu, Chiș Alexandru, Băcilă Mihai Florin, Băbuț Raluca, Moiescu Ovidiu Ioan, Alt Monika-Anetta, Abrudan Ioana Nicoleta, Dabija Dan Cristian, Racolța-Paina Nicoleta-Dorina, Cocean Radu, Cosma Smaranda-Adina, Nedelea Alexandru, Ilieș Radu, Bene Marius, carte, *Marketingul Serviciilor - Ramuri și domenii prestatoare*, Risoprint, Cluj-Napoca, 2006, P. 540
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8. Pop Marius-Dorel, Paina Nicolaie, Racolța-Paina Nicoleta-Dorina, **Pop Ciprian-Marcel**, carte, *Politici de marketing - aplicații*, Presa Universitară Clujeană, Cluj-Napoca, 1998, P. 314.
9. Vorzsak Almos, Băcilă Mihai Florin, Cocean Radu, Alt Monika-Anetta, Moiescu Ovidiu Ioan, Nistor Cosmin-Voicu, **Pop Ciprian-Marcel**, Pop Marius-Dorel, Nedelea Alexandru, Ilieș Radu, Cosma Smaranda-Adina, Băbuț Raluca, Racolța-Paina Nicoleta-Dorina, Szego Iosif, Szabo Cristina, carte, *Marketingul serviciilor, Ediția a II-a*, Presa Universitară Clujeană, Cluj-Napoca, 2004, P. 433.
10. Marius D. Pop, **Marcel C. Pop**, Adrian G. Pocol, Mihai Băcilă, Ovidiu Moiescu, „*Marketing – Studii de caz*”, Alma Mater, Cluj-Napoca, 2004, ISBN 973-8397-68-5, 322 pagini.
11. Nicolaie Paina, Dumitru Lazăr, Vorzsak Almos, Ioan Plăiaș, Marius D. Pop, **Marcel C. Pop**, Anca Mureșan, Voicu Nistor, Narcis Gherasim, Szego Jozsef, „*Bazele Marketingului*”, Presa Universitară Clujeană, Cluj-Napoca, 2002, ISBN 973-610-070-7, 398 pagini.

12. Vorzsak Almos, Marius D. Pop, Nicoleta Paina, Anca Mureșan, Narcis Gherasim, **Marcel C. Pop**, Voicu Nistor, Radu Ilieș, Alexandru Nedelea, Szego Jozsef, „*Introducere în Marketingul Serviciilor*”, Presa Universitară Clujeană, Cluj-Napoca, 2001, ISBN 973-610-018-9, 269 pagini.
13. Vorzsak Almos, Ioan Plăiaș, Marius D. Pop, Anca Mureșan, Narcis Gherasim, **Marcel C. Pop**, Voicu Nistor, Radu Ilieș, "*Marketing - Partea a II-a. Politici de Marketing*", Risoprint, Cluj-Napoca, 2000, ISBN 973-656-031-7. 285 pagini.
14. Vorzsak Almos, Ioan Plăiaș, Marius D. Pop, Anca Mureșan, Narcis Gherasim, **Marcel C. Pop**, Voicu Nistor, "*Marketing - Partea I. Cercetări de Marketing*", Risoprint, Cluj-Napoca, 1999, ISBN 973-9464-21-1, 261 pagini.
15. **Marcel C. Pop**, Radu M. Todoran, *Marketing prin intermediul târgurilor și expozițiilor*, Editura Risoprint, 2009, 160 pagini, ISBN 978-973-53-0168-2.
16. Plăiaș Ioan, **Marcel C. Pop**, Buiga Anuța, Mureșan Anca, Comiati Raluca, Nistor Voicu, *Cercetări de marketing*, Risoprint, Cluj-Napoca, 2008.
17. Dan-Cristian Dabija, **Ciprian-Marcel Pop**, *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;
18. Raluca Băbuș, **Ciprian-Marcel Pop**, Dan-Cristian Dabija, *The Impact of Advertising Messages on the Romanian Consumers' Attention*, PR Trend, *New Media: Challenges and Perspectives*, Faculty of Political, Administrative and Communication Sciences, Delia Bălaș, Ioan Hosu, Mucundorfeanu Meda (Eds.), Mittweida Hochschulverlag, 2013, pp.165-181.
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V. Articole în extenso, publicate în reviste din fluxul științific internațional

1. Dragoș Cristian Mihai, Dinu Vasile, Pop Ciprian-Marcel, Dabija Dan-Cristian, *Scientometric approach of productivity in scholarly economics and business*, *Economic Research-Ekonomiska Istraživanja*, Vol. 27, No.1, pp.496-507, 2014, ISSN 1331-677X (Print), 1848-9664 (Online); DOI:10.1080/1331677X.2014.974337, FI (2013) = 0,241; SRI (2013) = 0,09 WOS:000346507600032
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3. Mare Codruta, Dragos Simona-Laura, Pop Ciprian-Marcel, Dragos Cristian-Mihai, *Institutional, Sociological And Spatial Factors Influencing Consumer Protection Perceptions In The European Union*, *Science_Citation_Expanded*, *Transylvanian Review Of Administrative Sciences*, 43 E, 2014, P.186 - 197
4. Dabija Dan Cristian, Dinu Vasile, Tachiciu Laurentiu, Pop Ciprian-Marcel, *Romanian Consumers' Behaviour Towards Counterfeit Products*, *Science_Citation_Expanded*, *Transformations In Business & Economics*, Vol. 13, No 2 (32), 2014, P.124 - 143
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6. Dan-Cristian Dabija, **Ciprian-Marcel Pop**, *Green marketing - factor of competitiveness in retailing*, Environmental Engineering and Management Journal, Vol 12, Nr.2, 2013, pp393-400, ISSN 1582-9596, e-ISSN 1843-3707; <http://omicron.ch.tuiasi.ro/EEMJ/>, SRI = 0,1588
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 9. Dan-Cristian Dabija, Raluca Băbuț, **Ciprian-Marcel Pop**, *A customer oriented approach on satisfaction with public service providers. Empirical findings from a market undergoing liberalization*, Transylvanian Review of Administrative Sciences, ISSN 1842-2845; 2013.
 10. Codruța Mare, Simona Laura Dragoș, **Marcel C. Pop**, *Institutional, sociological and spatial factors influencing consumer protection perceptions in the European Union*, accepted in Transylvanian Review of Administrative Sciences, ISSN 1842-2845, 2014.
 11. **Pop Ciprian-Marcel**, *Rural Tourism - Treaty*, Social_Sciences_Citation, Amfiteatru Economic, vol XIII nr. 29, 2011, P.334 – 338
 12. Plăiaș Ioan, **Pop Ciprian-Marcel**, Dabija Dan Cristian, Băbuț Raluca, *Competences Acquired by Graduate Through Marketing Higer Education Findings from the Employers' Perspective* , RePEc si EBSCO, www.ebsco.com, Analele Universității din Oradea - Științe Economice, 2011, P.51-59.
 13. 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, 2013, Vol. 15 Issue 2, pp.112-124. EBSCO, Cabells; <http://web.ebscohost.com/ehost/detail?sid=f2592e5d-2613-4468-b7b5-e401690e06a1%40sessionmgr114&vid=1&hid=117&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#db=bth&AN=89544306>;
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 16. Mocean Loredana, **Pop Ciprian-Marcel**, *Marketing Recommender Systems: A New Approach in Digital Economy*, scopus, www.revistaie.ase.ro, Informatică Economică, 2012, P.142-149.
 17. Ghereș Marinela, Gogozan Alexandra, **Pop Ciprian-Marcel**, *A CSR benchmarking model with an emphasis on the environmental component* , CEEOL , www.ceeol.com , Marketing From Information to Decision , 2012, P.146-169.
 18. **Pop Ciprian-Marcel**, Scridon Mircea-Andrei, Dabija Dan Cristian, Maniu Andreea-Ioana, Zaharie Monica-Maria, *Understanding customers in the Cluj-Napoca retail market using*

- two-step cluster analysis*, conferinta ISI, 5th International Conference on Business Excellence, Infomarket Publishing House, Editor: Constantin Brătianu, Dorin Lixăndroiu, Nicolae Al. Pop, 978-973-1747-24-8, www.thomsonreuters.com, 2010, P. 85-88.
19. **Pop Ciprian-Marcel**, Maniu Andreea-Ioana, Radomir Lăcrămioara, Scridon Mircea-Andrei, Zaharie Monica-Maria, *Strengthening bank market presence by monitoring clients' satisfaction with distribution channels*, conferinta ISI, Interdisciplinary Management Research 6th edition, University of Osijek, Editor: Urban Bacher, Drazen Barkovic, 978-953-253-079-7, www.webofknowledge.com, 2010, P. 764-775.
 20. **Pop Ciprian-Marcel**, Dabija Dan Cristian, Abrudan Ioana Nicoleta, *Considerations on certification services marketing with exemplification in the organic certifications field*, Ulrich's, www.ulrichsweb.com, Revista de Management și Inginerie Economică, Cluj-Napoca, 2008, P.11-26
 21. **Pop Ciprian-Marcel**, Maniu Andreea-Ioana, Zaharie Monica-Maria, Pop Ioan, *Distribution positioning on Romanian beer market - Ursus model*, Ulrich's, www.ulrichs.com, International Journal of Business Research, 2009, P.104-114
 22. **Pop Ciprian-Marcel**, Rus Ciurea Delia, *Brand Management in the context of implementing the community trademark concept*, Cabell, www.cabells.com, Management & Marketing, 2009, P.133-144
 23. **Pop Ciprian-Marcel**, Nistor Cosmin-Voicu, Radomir Lăcrămioara, Scridon Mircea-Andrei, *The "People" component of knowledge management: An important asset for a leading Romanian banking institution*, EBSCO, Cabell, Ulrich's, www.ebsco.com, Journal of Academy of Business and Economics, 2009, P.121-131
 24. **Pop Ciprian-Marcel**, Dabija Dan Cristian, Pop Ioan, Covașă Ion, *Brand architecture – A Classification System of Branding Strategies*, EBSCO, Ulrich's, Index Copernicus, www.ulrichs.com, Review of Management and Economic Engineering, 2009, P.165-178
 25. **Pop Ciprian-Marcel**, Radomir Lăcrămioara, Maniu Andreea-Ioana, Zaharie Monica-Maria, Scridon Mircea-Andrei, *The impact of internet banking services on romanian customers*, EBSCO, www.ebscohost.com, Journal of International Scientific Publications: Economy & Business, 2010, P.175-188
 26. Pop Nicolae Alexandru, **Pop Ciprian-Marcel**, Dabija Dan Cristian, *Perception of Romanian Tourists regarding supplemental services of accomodation facilities in Romania*, Ebsco, www.ebsco.com, International Journal of Management Cases, 2011, P.171-176
 27. **Pop Ciprian-Marcel**, Dabija Dan Cristian, *Romanian Customer Based Empirical Research on Ambiance in Retailing*, REPEC, DOAJ, Cabells, Scopus, Scipio, <http://ideas.repec.org/s/ora/jourml.html>, Analele Universității Oradea – Științe Economice, 2012, P.2152-2158
 28. Dabija Dan Cristian, **Pop Ciprian-Marcel**, Abrudan Ioana Nicoleta, Todt Horst, *Peculiarities of Marketing Mix in the field of Certification Services*, CEEOL, <http://www.ceeol.com/aspx/publicationdetails.aspx?issueId=d2a42181-6b01-494d-a426-f1d13296293c>, Revista de Studii și Cercetări Economice Virgil Madgearu, 2010, P.30-48
 29. Dabija Dan Cristian, **Pop Ciprian-Marcel**, *Awareness – Indicator for measuring the equity of a retail brand*, Cabell's Directories 2003 – 10, Ulrich's International Periodicals, EBSCO Publishing and Cengage, Gale Group Publishing, www.iabe.org, Journal of International Business and Economics, 2008, P.54-61
 30. Scridon Mircea-Andrei, **Pop Ciprian-Marcel**, Dabija Dan Cristian, *An evaluation of consumer's preferences in the Cluj-Napoca retail market based on a Multinomial logit model*, RePec, DOAJ, CEEOL, www.repec.org, Management&Marketing Craiova, 2009, P.69-74
 31. **Pop Ciprian-Marcel**, Maniu Andreea-Ioana, Zaharie Monica-Maria, Pop Ioan, *Innovative method for beer distribution – the URSUS Breweries case*, IABE-2009 Las Vegas- Annual

- Conference, International Academy of Business and Economics, Editor: Bhavesh M. Patel, Tahi J. Gnepa, Scott K. Metlen, ISSN: 1932-7498, Ulrich's, 2009, P. 253-258
32. **Pop Ciprian-Marcel**, Nistor Cosmin-Voicu, *Marketingul activităților cu caracter nelucrativ*, Studia Universitatis Babes-Bolyai. Oeconomica, Categ CNCSIS B+, XLIV, 1999, P.193 – 201
 33. **Pop Ciprian-Marcel**, Pop Ioan, *Value-driven Sales Management at URSUS Breweries*, Studia Universitatis Babes-Bolyai. Oeconomica, Categ CNCSIS B+, Strategic Leadership in the Context of Globalization and Regionalization, 2006, P.590 – 601
 34. Vorzsak Almos, Szego Iosif, **Pop Ciprian-Marcel**, *Sincromarketingul în domeniul serviciilor*, Studia Universitatis Babes-Bolyai. Oeconomica, Categ CNCSIS B+, Vol.XLVIII, Nr.1, 2003, P.3 – 10
 35. Vorzsak Almos, **Pop Ciprian-Marcel**, Racolța-Paina Nicoleta-Dorina, Szego Iosif, Gherasim Narcis, *Marketingul relațional în terțiar*, Studia Universitatis Babes-Bolyai. Negotia, Categ CNCSIS B+, Vol.XLVI, Nr.1, 2001, P.50 – 57
 36. Vorzsak Almos, Racolța-Paina Nicoleta-Dorina, Szego Iosif, **Pop Ciprian-Marcel**, *Particularități ale promovării și comunicațiilor de marketing în sectorul serviciilor*, Studia Universitatis Babes-Bolyai. Oeconomica, Categ CNCSIS B+, Vol. XLVI, Nr.2, 2001, P.50 - 58

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

1. **Ciprian-Marcel Pop**, Raluca Băbuț, Dan-Cristian Dabija, *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, <http://econ.ubbcluj.ro/fwpo2013/index.php>, 2013.
2. Dan-Cristian Dabija, Nicolae Al. Pop, **Ciprian-Marcel Pop**, *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.
3. **Pop Ciprian-Marcel**, Dabija Dan Cristian, *Map of Consumption Perceptions in Transylvania - counterfeit versus original products*, conferința ISI, International Conference on Business Excellence, Editura Universității Transilvania din Brașov, Editor: Brătianu Ctin, Lixăndroiou D, Pop N.Al., S. Văduva, G. Brătucu, 9789735989392, www.unitbv.ro, 2011, P. 100-104.
4. Scridon Mircea-Andrei, **Pop Ciprian-Marcel**, *A Multinomial logit based evaluation of client's preferences in the Cluj-Napoca retail market*, The 4th International Conference on Business Excellence, Infomarket Publ House, Editor: Brătianu C; Lixăndroiou D; Pop NA, 978-973-1747-12-5, <http://www.business-excellence.ro/>, 2009, P. 106-109
5. **Pop Ciprian-Marcel**, Plaias Ioan, Dabija Dan Cristian, *Awareness Assessment and its Implications on Competition Practice of Retailers*, International Conference on Business Excellence, Todesco, Editor: Brătianu, C., Lixăndroiou, D., Pop, N., 1583624X, Ulrich's, 2008, P. 134-141
6. **Pop Ciprian-Marcel**, Dabija Dan Cristian, Scridon Mircea-Andrei, Todt Horst, *Methods of evaluating and auditing events*, European integration new challenges for romanian economy, University of Oradea Publishing House, Editor: Prof. Nicolae Al. Pop PhD, 1582-5450, EBSCO, 2009, P. 798-803
7. **Pop Ciprian-Marcel**, Radomir Lacramioara, Maniu Andreea-Ioana, Zaharie Monica-Maria, *Neuromarketing - getting inside the customer's mind*, European integration new

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8. **Pop Ciprian-Marcel**, Maniu Andreea-Ioana, Scridon Mircea-Andrei, Zaharie Monica-Maria, *Who drives the Romanian bank market? A benchmarking approach*, International Conference on Marketing – Marketing From Information to Decision, 3rd Edition, Risoprint, Editor: R. Ciornea, I. Plaias, 2067-0338, CEEOL, 2010, P. 173-181
 9. Pop Nicolae Alexandru Tiberiu, **Pop Ciprian-Marcel**, Dabija Dan Cristian, *Standardization – a solution to product counterfeiting in international markets*, International Conference on Marketing – Marketing From Information to Decision, 4th Edition, Risoprint, Editor: R. Ciornea, I. Plaias, 2067-0338, CEEOL, CABEL, ULRICH'S, 2011, P. 368-379
 10. **Pop Ciprian-Marcel**, Pop Ioan, *Experience Distribution Network – The Case of Ursus Breweries Company*, International Conference on Economics and Management of Networks, 2nd edition, Corvinus University, Editor: Joseph Windsperger, 2005, P. 341-347
 11. **Pop Ciprian-Marcel**, Nistor Cosmin-Voicu, *The particularities of the Marketing Audit in local public administration*, Vth Congress of the Public and Non-Lucrative Marketing, Risoprint, 2006, P. 237-247
 12. **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*, Marketing - from innovation to decision, Alma Mater, Editor: Marius Pop, 2008, P. 303-316
 13. **Pop Ciprian-Marcel**, Radomir Lăcrămioara, *The employee orientation - premise for developing competitive advantage*, Leadership and Organizational Culture, Risoprint, 2008, P. 167-171
 14. **Pop Ciprian-Marcel**, Maniu Andreea-Ioana, Zaharie Monica-Maria, *Precision Marketing in services sector*, Marketing - from information to decision, Alma Mater, Editor: Marius D. POP, Ovidiu I. MOISESCU, 2008, P. 317-328
 15. **Pop Ciprian-Marcel**, Pop Ioan, Maniu Andreea-Ioana, Zaharie Monica-Maria, *The Need for Renewing the Distribution Strategy in Time of Crises - The Ursus Case*, Marketing from information to decision - second edition, Risoprint, Editor: Ovidiu Moisescu, Ioan Plaias, Marius Pop, 2009, P. 355-364.

VII. Alte lucrări

1. **Pop Ciprian-Marcel**, Vorzsak Almos, *Calitatea serviciilor*, Studii și Cercetări Economice, Cluj-Napoca, 1998, P.1364-1372
2. **Pop Ciprian-Marcel**, *Strategia extinderii capacității de producție – premisă a creșterii cotei de piață*, Studii și Cercetări Economice, Cluj-Napoca, 1998, P.1432-1438
3. **Pop Ciprian-Marcel**, Pop Marius-Dorel, Gherasim Narcis, *Prezentarea rezultatelor generale ale anchetei: Only No 1 – Cristal Aqua*, Studii și Cercetări Economice, Cluj-Napoca, 2001, P.977-985
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