

Fișă privind gradul de îndeplinire a standardelor CNATDCU

**Articole reprezentative**

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. 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;
3. 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
4. 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
5. Pop Ciprian-Marcel, Rural Tourism - Treaty, Social\_Sciences\_Citation, Amfiteatru Economic, vol XIII nr. 29, 2011, P.334 – 338;
6. 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
7. 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
8. 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
9. 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
10. Ciprian-Marcel Pop, Dan-Cristian Dabija, Ioana N. Abrudan, Considerations on certification services marketing with exemplification in the organic certifications field, în Review of Management and Economical Engineering, Volume 7, No 3 (28), 2008, pp.11-26, ISSN 1583-624X
  11. Dan-Cristian Dabija, Marcel C. Pop, Awareness – Indicator for measuring the equity of a retail brand, în Journal of International Business and Economics (JIBE), Volume 8, Nr 2, 2008, pp.54-61, ISSN 1544-8037
  12. Marcel C. Pop, Andrei Scridon, Dan-Cristian Dabija, An evaluation of consumer's preferences in the Cluj-Napoca Retail Market based on a multinomial logit model, în Management & Marketing Craiova, Anul 7, Nr 1, 2009, pp.69-74, ISSN 1841-2416
  13. Marcel Pop, Dan-Cristian Dabija, Ionică Covaşa, Ioan Pop, Brand architecture – A Classification System of Branding Strategies, în Review of Management and Economical Engineering, Volume 8, Nr 4, 2009, pp.165-178, ISSN 1583-624X,
  14. Marcel C. Pop, Andrei Scridon, Dan-Cristian Dabija, Horst Todt, Methods of evaluating and auditing events, Analele Universităţii Oradea – Ştiinţe Economice, Tom XVIII, Vol IV, ISSN 1844-5519, pp.798-803
  15. Dan-Cristian Dabija, Marcel C. Pop, Ioana N. Abrudan, Horst Todt, Peculiarities of marketing mix in the field of certification services, în Revista de Studii şi Cercetări Economice – Virgil Madgearu Anul III, 2010, Nr. 1, pp.30-49, ISSN 1844-3699
  16. Nicolae Al. Pop, Marcel C. Pop, Dan-Cristian Dabija, Standardization – a solution to product counterfeiting in international markets, în Marketing From Information to Decision, Vol. 4, 2011, pp.368-379, ISSN 2067-0338
  17. Dan-Cristian Dabija, Ciprian-Marcel Pop, Simona Bodog, Study on the impact of the personnel policy in retailing, în Journal of Electrical and Electronics Engineering (JEEE), Vol 4, No 2, 2011, pp.25-29, ISSN 1844-6035
  18. Ioan Plăiaş, Ciprian-Marcel Pop, Dan-Cristian Dabija, Raluca Băbuţ, Competences Acquired by Graduates through Marketing Higher Education – Findings from the Employers' Perspective, Analele Universităţii Oradea – Ştiinţe Economice, Tom XVIII, Vol IV, 2011, pp.762-769, ISSN 1844-5519

19. Ciprian-Marcel Pop, Dan-Cristian Dabija, Romanian Customer Based Empirical Research on Ambiance in Retailing, *Analele Universității Oradea – Științe Economice*, Tom XIX, Vol V, 2012, pp.2152-2158, ISSN 1844-5519
20. Pop Ciprian-Marcel, Maniu Andreea-Ioana, Zaharie Monica-Maria, Pop Ioan, Distribution positioning on Romanian beer market - Ursus model, *International Journal of Business Research*, Ulrich's, 2009
21. Pop Ciprian-Marcel, Rus Ciurea Delia, Brand Management in the context of implementing the community trademark concept, *Management & Marketing*, Bucuresti, Cabells, 2009
22. Pop Ciprian-Marcel, Nistor Cosmin-Voicu, Radomir Lacramioara, Scridon Mircea-Andrei, The “people” component of knowledge management: an important asset for a leading Romanian banking institution, *Journal of Academy of Business and Economics*, 2009, Ebsco, Cabells, Ulrich's
23. Pop Ciprian-Marcel, Radomir Lacramioara, Maniu Andreea-Ioana, Zaharie Monica-Maria, Scridon Mircea-Andrei, The impact of internet banking services on romanian customers, *Journal of International Scientific Publications: Economy & Business*, 2010, Ebsco
24. Plaias Ioan, Pop Ciprian-Marcel, Scridon Mircea-Andrei, Radomir Lacramioara, Satisfaction with traditional distribution channels – the case of a Romanian banking institution, *Journal of International Management Studies*, Cabell's Directory; Ulrich's International Periodicals Directory; EbscoPublishing; Gal Group/Thomson Publishing, 2010
25. Mocean Loredana, Pop Ciprian-Marcel, Marketing Recommender Systems: A New Approach in Digital Economy, *Informatica Economica*, Scopus, 2012
26. Gheres Marinela, Gogozan Alexandra, Pop Ciprian-Marcel, A CSR benchmarking model with an emphasis on the environmental component, *Marketing from Information to Decision*, CEEOL, 2012
27. 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
28. 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=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#db=bth&AN=89544306;](http://www.uniduhir.hr/1011/Programme_and_presentations.pdf)

**Articole prezentate la conferințe în afara României.**

1. Nicolae Al Pop, **Ciprian-Marcel Pop**, Dan Cristian Dabija - Perception Of Romanian Tourists Regarding Supplemental Services Of Accommodation Facilities In Romania - 8th CIRCLE Dubrovnik 26-29. 04. 2011. Link: [http://www.unidu.hr/datoteke/1011/Programme\\_and\\_presentations.pdf](http://www.unidu.hr/datoteke/1011/Programme_and_presentations.pdf) page 6.
2. **Ciprian-Marcel Pop**, Iona Pop: Experience Distribution Network, EMNet 2005 – Budapest, [http://emnet.univie.ac.at/fileadmin/user\\_upload/conf\\_EMNet/2005/papers/PopPop.pdf](http://emnet.univie.ac.at/fileadmin/user_upload/conf_EMNet/2005/papers/PopPop.pdf)

<b>Articole reprezentând contribuții științifice originale, publicate în calitate de autor sau coauthor și indexate ISI</b>			
Authors	Article	FI	SRI
Dragoș Cristian Mihai, Dinu Vasile, Pop Ciprian-Marcel, Dabija Dan-Cristian	Scientometric approach of productivity in scholarly economics and business	0,241	0,09
Ioan Plăiaș, Ciprian-Marcel Pop, Raluca Băbuț, Dan Cristian Dabija	Employers' Perception of Competences acquired through Academic Marketing Training	0,758	
Bacila Mihai Florin, Pop Ciprian-Marcel, Ciornea Raluca, Scridon Mircea-Andrei	Development Of An Instrument For Measuring Student Satisfaction In Business Educational Institutions	0,838	0,107
Mare Codruta, Dragos Simona-Laura, Pop Ciprian-Marcel, Dragos Cristian-Mihai	Institutional, Sociological And Spatial Factors Influencing Consumer Protection Perceptions In The European Union	0,53	
Pop Ciprian-Marcel	Rural Tourism - Treaty	0,758	
Dan-Cristian Dabija, Ciprian-Marcel Pop	Green marketing – Factor of Competitiveness in Retailing	1.258	0,1588
Pop Ciprian-Marcel, Romonti-Maniu Andreea-Ioana, Zaharie Monica-Maria	Determinants of acquiring good habits - empirical evidence on the recycling behaviour	1.258	
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	0.532	

<b>Proiecte de cercetare</b>				
Contract name	Contracting institution	Value	Director or member	Year
Programul de formare continua a personalului Companiei de Apa Somes SA. Cluj-Napoca	DHV Water BV Olanda	7600 RON	Director	2006
Studiu de piață asupra canalelor de distribuție și comportamentului de consum al populației pentru o serie de produse agroalimentare	Nervia Consultores Cluj-Napoca	5.350 USD	Director	Dec 2005 - Ian 2006
Studiu de piață cantitativ, asupra dimensiunii cererii adresate centrelor comerciale la nivelul Municipiului Cluj-Napoca.	D'Effect Design Cluj-Napoca	1.725 USD	Director	Dec 2004 - Ian 2005
Programul de formare si calificare a agentilor imobiliari	UNAI filiala Cluj	107.700 RON	Director	2003-2008
Strategii de Agromarketing	OJCA Satu Mare	11.100 RON	Director	2008
Evaluation possibilities and valorisation opportunities of ressources in the economy of mountain regions	CNCSIS PNCD II	24.333 USD	Membru	24-26 septembrie 2008
Cercetarea și dezvoltarea unei platforme interactive, multidisciplinare și complexe pentru îmbunătățirea sistemului educațional de marketing prin interconectarea mediului universitar cu piața muncii din România, în contextul dezvoltării durabile	CNCSIS PNCD II	120.000 RON	Membru	2008-2010
Studiu exploratoriu privind potentialul natural si uman al zonei Muntilor Apuseni - baza de elaborare a unei posibile strategii de dezvoltare economico-sociala durabila	CNCSIS PNCD II	989.000 RON	Membru	2008-2011
Dezvoltara învățământului de nivel universitar și de educație permanentă în domeniul marketingului	Banca Mondială	254400 USD	Membru	1998-2001

<b>Studii / capitole în cărți sau volume colective de specialitate internaționale</b>		
<b>Authors</b>	<b>Paper</b>	<b>Publication</b>
Dan-Cristian Dabija, Ciprian-Marcel Pop	<i>Clustering the Hospitality Market. Evidences from Romania</i> , in Achim M.I., Dragolea L., Grabara J.K. (Ed.), <i>Tourism Management</i>	Polish Association of Information Society, Czestochowa, 2012, pp.63-69, ISBN 978-83-926342-5-6
Nicolae Al. Pop, Marcel C. Pop, Dan-Cristian Dabija	<i>Perception of Romanian Tourists Regarding Supplemental Services of Accommodation Facilities in Romania</i> , in Achim M.I., Dragolea L., Grabara J.K. (Ed.) <i>Tourism Management</i>	Polish Association of Information Society, Czestochowa, 2012, pp.132-145, ISBN 978-83-926342-5-6
Raluca Băbuț, Ciprian-Marcel Pop, Dan-Cristian Dabija	<i>The Impact of Advertising Messages on the Romanian Consumers' Attention</i> , în Balaban Delia, Hosu Ioan, Mucundorfeanu Meda (Ed.) <i>PR Trend, New Media: Challenges and Perspectives</i>	Mittweida Hochschulverlag, 2013, pp.165-181

Citări în publicații apărute la edituri de prestigiu		
Author and article	Quoted in:	Paper in which is quoted:
Dan-Cristian Dabija, <b>Ciprian-Marcel Pop</b> , Green marketing – Factor of Competitiveness in Retailing, Environmental Engineering and Management Journal, 12 (2), 2013, pp.393-400, ISSN 1582-9596, e-ISSN 1843-3707; <a href="http://omicron.ch.tuiasi.ro/EEMJ">http://omicron.ch.tuiasi.ro/EEMJ</a>	Cornell Hospitality Quarterly	José Luis Sánchez-Ollero, Alejandro García-Pozo and Andrés Marchante-Mera, How Does Respect for the Environment Affect Final Prices in the Hospitality Sector? A Hedonic Pricing Approach, Cornell Hospitality Quarterly, DOI: 10.1177/1938965513500709, Published online before print September 16, 2013
Dan-Cristian Dabija, <b>Marcel C. Pop</b> , Awareness – Indicator for measuring the equity of a retail brand, în <u>Journal of International Business and Economics (JIBE)</u> , Volume 8, Nr 2, 2008, pp.54-61, ISSN 1544-8037	Cabells Directories	Acharaya P., Mathen N., Thomas S., <i>Ecploing Antecedens of Private Label Brand Patronage and Its Impact on Store Choice Attributes and Store Patronage</i> , ELK Asia Pacific Journal of Marketing and Retail Management, Vol. 4, Issue 3 (2013), pp.1-11, ISSN 0976-7193, <b>indexată Cabells Directories</b>
Ioan Plăiaș, <b>Ciprian-Marcel Pop</b> , Raluca Băbuț, Dan-Cristian Dabija, <i>Employers' Perception of Competences acquired through Academic Marketing Training</i> , în <u>Amfiteatru Economic</u> , Anul XIII, Nr. 30, 2011, pp.448-463, ISSN 1582-9146	Taylor and Francis	Raska D., Weisenbach Keller E., Shaw D., <i>The Curriculum-Faculty-Reinforcement Alignment and Its Effect on Learning Retention of Core Marketing Concepts of Marketing Capstone Students</i> , <u>Marketing Education Review</u> , Vol. 24, Nr. 2, Summer 2014, pp.145-158, DOI 10.2753/MER1052-8008240205
<b>Ciprian-Marcel Pop</b> , Dan-Cristian Dabija, <i>Romanian Customer Based Empirical Research on Ambiance in Retailing</i> , <u>Analele Universității Oradea – Științe Economice</u> , Tom XIX, Vol V, 2012, pp.2152-2158, ISSN 1844-5519	Inderscience, Scopus	Mukherjee S., Das P., <i>Criteria for customer agglomeration for a new footwear retail: A Case Study of a Regional Footwear Brand in India</i> , International Journal of Business Excellence, Vol 7, No 5, 2014, pp.626-645, indexată Scopus, Inderscience